



Promotion and Market Development Committee

10th meeting

2 October 2015 (11:00)

Milan, Italy

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-45/15 Rev. 1
2. International Coffee Day – to consider	verbal
The Executive Director will report on the activities of the first International Coffee Day to be held on 1 October 2015. The Committee will be invited to consider ideas and actions arising from the day.	
3. Promotion of coffee in Mexico – to note	verbal
The representative of Mexico will report on activities in the Mexican coffee sector and their promotion.	
4. Promotion of coffee in Kenya – to note	verbal
The representative of Kenya will make a presentation on the 'Coffee Kenya' Mark of origin.	
5. Other business – to consider	verbal

Communications: The Communications Officer will report on the ICO/SCAE UK Coffee Education Events.

Chairman and Vice-Chairman for 2015/16: The Council will approve the composition of the Committee for 2015/16 during its 115th Session. At its first meeting in March 2016, the Committee will appoint a Chairman and Vice-Chairman for 2015/16.

6. Date of next meeting – *to note*

verbal

The next meeting will take place in Addis Ababa, Ethiopia, at the time of the 116th Council Session from 9 to 11 March 2016.

REFERENCE DOCUMENTS
Plan for Promotion and Market Development
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Terms of reference for the Steering Group on Promotion (Annex IX)