



**Promotion and Market Development Committee**  
12<sup>th</sup> meeting  
19 September 2016 (14:30)  
London, United Kingdom

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PM-49/16
<b>2. Report on the meeting of 10 March 2016 – to consider and, if appropriate, to approve</b>	<a href="#">PM-48/16</a>
<b>3. International Coffee Day – to consider</b>  The Head of Operations will report on the theme, activities and promotion of International Coffee Day 2016.	verbal
<b>4. National Coffee Drinking Trends Survey 2016 – to note</b>  A representative from the National Coffee Association (NCA) of the USA will present the results of the latest national coffee drinking survey.	verbal
<b>5. Coffee industry events and initiatives – to note</b>  A representative from Allegra Strategies will present its three coffee festivals and its World Coffee Portal.  A representative from Speciality Coffee Association of Europe (SCAE) will report on the World of Coffee held from 21 to 25 June 2016 in Dublin, Ireland.  The Head of Operations will report on the coffee education events co-hosted by the ICO and the SCAE entitled ‘The Coffee Sessions’.	verbal

**6. Strategic Review – to consider** to follow

Members are invited to comment on the outcome of the Strategic Review with a particular focus on the recommendations pertaining to promotion and market development.

**7. Other business – to consider** verbal

*Chairman and Vice-Chairman for 2016/17:* The Council will approve the composition of the Committee for 2016/17 during its 117<sup>th</sup> Session. At its first meeting in March 2017, the Committee will appoint a Chairman and Vice-Chairman for 2016/17.

**8. Date of next meeting – to note** verbal

The next meeting will take place in London, United Kingdom, at the time of the 118<sup>th</sup> Council Session from 13 to 17 March 2017.

REFERENCE DOCUMENTS
<a href="#">Terms of reference for the Promotion and Market Development Committee (Annex IV)</a>
<a href="#">Terms of reference for the Steering Group on Promotion (Annex IX)</a>