



Promotion and Market Development Committee
16th Meeting
19 September 2018 (17:00)
London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-57/18
2. Report on the meeting of 11 April 2018 – to consider and, if appropriate, approve	PM-56/18
3. Promoting consumption – to consider	
3.1 International Coffee Day	verbal
Members will receive a presentation on the 2018 International Coffee Day campaign which, as well as celebrating the role of women in the coffee value chain this year, is designed to promote coffee consumption.	
Members will be invited to share what activities they have planned at a national level in support of International Coffee Day 2018.	
3.2 Sharing best practices	verbal
Members will receive a presentation from a Member country on efforts to promote coffee consumption at a national/international level.	

3.3 Dissemination Workshop on Coffee and Health: April 2018, Mexico to follow

Members will be invited to consider the outcomes from the Dissemination Workshop on Coffee and Health held as part of the 121st Session of the International Coffee Council in Mexico on 10 April 2018, and to agree on any relevant action.

4. Supporting market development – to consider verbal

The Committee will be invited to explore and consider the use of digital platform business models to promote greater communication and engagement between producers and consumers.

5. Appointment of Member countries to the Promotion and Market Development Committee for coffee year 2018/19 – to consider to follow

The Committee will consider and submit for Council approval the appointment of Member countries to serve on the Committee for coffee year 2018/19.

6. Appointment of the Chair and Vice-Chair for 2018/19 – to consider verbal

The Committee will consider and submit for Council approval the appointment of the Chair who shall be from and exporting Member country, and the Vice-Chair who shall be from an importing Member country for coffee year 2018/19.

7. Other business – to consider verbal

8. Date of next meeting – to note verbal

Members are invited to suggest matters for consideration at the next meeting.

The next meeting will take place in Nairobi, Kenya, at the time of the 123rd Council Session from 8 to 12 April 2019.

REFERENCE DOCUMENTS

[Terms of reference for the Promotion and Market Development Committee \(Annex IV\)](#)