INTERNATIONAL COFFEE ORGANIZATION

PM 65/20

6 January 2020
English only

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Promotion and Market Development Committee **Draft Agenda**
19th Meeting (Intersessional)
5 February 2020 (14:00)
London, United Kingdom

Item		Document
1.	**Draft Agenda – *to adopt***	PM-65/20
2.	**Report on the meeting of 25 September 2019 – *to consider and, if appropriate, approve***	PM-64/19
3.	**The ICO's Step-by-Step Guide to Promote Coffee Consumption in Producing Countries**	verbal
3.1	**Results of the survey to update the Step-by Step Guide – *to note***	
3.2	**The ICO's Step-by-Step Guide to Promote Coffee Consumption in Producing Countries in practice: lessons and recommendations – *to note*** Members will receive a presentation from Mr Carlos Brando – Director of P&A Marketing. Mr Brando was responsible for the development and implementation of the Step-by-Step Guide.	
3.3	**Terms of Reference for the update of the Step-by-Step Guide – *to discuss*** Members will deliberate on priorities for the terms of reference, as well as the purview of the project to update the Guide.	
4.	**Next steps – *to agree***	verbal
5.	**Other business – *to consider***	verbal
6.	**Date of next meeting – *to note***	verbal

REFERENCE DOCUMENTS
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Step-by-Step Guide to Promote Coffee Consumption in Producing Countries, 2004