



Promotion Committee

19th meeting

30 March 2011 (16:30)

London, United Kingdom

Draft Agenda

| Item | Document |
|---|-----------------|
| 1. Draft Agenda – to adopt | PC-64/11 |
| 2. Promotion activities and proposals | |
| 2.1 ICO CoffeeClub Network – to note | verbal |
| The consultant will make a presentation on the updated version of the Network. | |
| 2.2 Programmes to promote coffee consumption – to note | verbal |
| The consultant will report on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to Promote Coffee Consumption. The Committee will consider options for reviewing and updating the Guide. | |
| 2.3 Coffee and health – to consider | verbal |
| The Executive Director a.i. will report on coffee and health programmes and future collaboration with the Institute for Scientific Information on Coffee (ISIC) on the Positively Coffee Programme. | |
| 3. Promotion and market development under the ICA 2007 – to consider | PC-13/03 Rev. 2 |
| Members will be invited to contribute ideas and proposals for the recapitalization of the Promotion Fund and for the action plan for promotion and market development under the ICA 2007. | |

4. Financial matters

4.1 Promotion Fund – *to note* to follow

As decided by the Committee in September 2010, the Accounts of the Promotion Fund will not be audited, but will be circulated for information.

4.2 Accounts of the Special Fund for the financial year 2009/10 and Report of the Auditors – *to note* to follow

The Accounts of the Special Fund and Report of the Auditors will be presented for the approval of exporting Members.

5. Other business – *to consider* verbal

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

The date of the next meeting will be confirmed by the Secretariat.