



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

PC 34/06

21 February 2006
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Promotion Committee

25 May 2006
London, England

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PC-34/06
2. Report of the Steering Group on Promotion – to consider The report of the meeting held on 30 January 2006 was circulated as document PC-33/06.	PC-33/06
3. Promotion activities and proposals	
3.1 Step-by-step guide to promote coffee consumption – to note The Executive Director will invite Members to report on their use of the Guide.	verbal
3.2 Domestic consumption – to consider At the meeting of the Steering Group on Promotion in January 2006, it was suggested that the ICO should investigate the costs of a consultant to develop a project to expand and develop the coffee market in producing countries, and suggested possible consultants who might be approached. The Executive Director will report.	verbal
3.3 China – to consider In January 2006, the Steering Group noted that the Executive Director would contact private companies to discuss their interest in participating in promotion activities in China and would also consult the Coordinator for the Positively Coffee Programme about the possibility of developing a programme using materials already available on coffee and health. The Executive Director will report on this matter and on possible approaches to encourage lower tariffs on coffee in China.	verbal

- 3.4 Coffee and health – to consider** verbal
- The Executive Director will report.
- 4. Financial matters**
- 4.1 Accounts of the Promotion Fund for the financial year 2004/05 and Report of the Auditors – to note** to follow
- The Accounts of the Promotion Fund and Report of the Auditors will be presented for the approval of exporting Members.
- 4.2 Accounts of the Special Fund for the financial year 2004/05 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. Contribution to the 21st ASIC Conference – to consider and, if appropriate, to approve** to follow
- The Executive Director will introduce a request from the *Association Scientifique Internationale du Café* (ASIC) for a contribution from the Promotion Fund to the 21st ASIC Conference which will take place in Montpellier, France in October 2006.
- 6. Other business – to consider** verbal
- 7. Date of next meeting – to note** verbal
- The next meeting of the Promotion Committee will take place during the 96th Session of the Council to be held at the ICO headquarters in London, from 26 to 29 September 2006.