



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

PC 34/06 Rev. 1

11 May 2006  
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**Promotion Committee**

25 May 2006  
London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PC-34/06 Rev. 1
<b>2. Report of the Steering Group on Promotion (SGP) – to consider</b>  The report of the meeting held on 30 January 2006 is contained in document PC-33/06. The Executive Director will report on matters discussed at this meeting, including decisions by the SGP on the Seal of Approval and the Salon International de l’Agriculture.	PC-33/06
<b>3. Promotion activities and proposals</b>	
<b>3.1 Step-by-step guide to promote coffee consumption – to note</b>  The Executive Director will invite Members to report on their use of the Guide.	verbal
<b>3.2 Proposal from Brazil to expand world coffee consumption – to consider</b>  The representative of Brazil will introduce a proposal to expand world coffee consumption.	to follow
<b>3.3 Domestic consumption – to consider, and if appropriate, to approve</b>  As discussed at the meeting of the Steering Group on Promotion in January 2006, the Executive Director will introduce a proposal to engage a consultant to develop a project to expand and develop the coffee market in selected producing countries.	WP-Promotion No. 7/06

- 3.4 China – to consider** verbal
- In January 2006, the Steering Group noted that the Executive Director would contact the private sector 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.
- 3.5 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** PC-35/06
- 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** SF-38/06
- The Accounts of the Special Fund and Report of the Auditors will be presented for the approval of exporting Members.
- 5. Contribution to the 21<sup>st</sup> ASIC Conference – to consider and, if appropriate, to approve** PC-36/06
- The Executive Director will introduce a request from the Association Scientifique Internationale du Café (ASIC) for a contribution from the Promotion Fund to the 21<sup>st</sup> ASIC Conference which will take place in Montpellier, France from 11 to 15 September 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 96<sup>th</sup> Session of the Council to be held at the ICO headquarters in London, from 26 to 29 September 2006.