



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

PC 38/06 Rev. 1

13 September 2006
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Promotion Committee

26 September 2006
London, England

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PC-38/06 Rev. 1
2. Promotion activities and proposals	
2.1 Step-by-step Guide to promote coffee consumption – to note	verbal
The Executive Director will invite Members to report on their use of the Guide.	
2.2 Proposal from Brazil to expand world coffee consumption – to consider, and if appropriate, to approve	WP-Promotion No. 8/06
At its last meeting in May 2006, the Committee took note of a verbal presentation of a proposal from Brazil to expand world coffee consumption. Mr. Carlos Brando of P&A Marketing International will introduce a more detailed proposal at this meeting.	
2.3 Domestic consumption – to consider	verbal
The Executive Director will report on progress on the preparation by a consultant of a proposal for a pilot project to expand and develop the market in selected producing countries (India, Indonesia and Mexico) for submission to the Common Fund for Commodities.	
Mr. Nathan Herszkowicz of the Brazilian Coffee Industry Association (ABIC) will report on promotion and marketing activities of <i>Cafés do Brasil</i> in Brazil and elsewhere.	

2.4 China – to consider

verbal

The Executive Director will consult the private sector about their interest in participating in promotion activities in China at the meeting of the PSCB on 27 September 2006.

3. Steering Group on Promotion for 2006/07 and 2007/08 – to appoint

verbal

The term of office for Members of the Steering Group expires in September 2006. The current composition of the Group is:

Exporting Members: Brazil, Colombia, Côte d'Ivoire, Indonesia
Importing Members: France, Italy, Japan, United Kingdom
PSCB: Chairman and Vice-Chairman
Promotion Committee: Chairman and Vice-Chairman
ICO: Executive Director

4. Other business – to consider

21st ASIC Conference (11 to 15 September 2006)

verbal

Executive Director's attendance at conferences in 2006/2007

WP-Promotion No. 9/06

A proposal for expenditure from the Promotion Fund will be put forward for consideration/approval by exporting Members.

5. Date of next meeting – to note

verbal

The next meeting of the Promotion Committee will take place during the 97th Session of the Council to be held at the ICO headquarters in London, from 21 to 25 May 2007.

A meeting of the Steering Group on Promotion may be organized at the time of ICO meetings from 24 to 26 January 2007.