



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

PC 38/06 Rev. 2

22 September 2006  
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**Promotion Committee**

26 September 2006  
London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PC-38/06 Rev. 2
<b>2. Promotion activities and proposals</b>	
<b>2.1 Step-by-step Guide to promote coffee consumption – to note</b>	verbal
The Executive Director will invite Members to report on their use of the Guide.	
<b>2.2 Proposal from Brazil to expand world coffee consumption – to consider, and if appropriate, to approve</b>	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.	
<b>2.3 Domestic consumption – to consider</b>	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**

*21<sup>st</sup> ASIC Conference (11 to 15 September 2006)* Verbal

*Health and quality strategies to encourage consumption -  
Communication from the Chairman of the Promotion Committee* WP-Promotion No. 10/06

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

The next meeting of the Promotion Committee will take place during the 97<sup>th</sup> 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.