



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

PC 41/07

27 February 2007  
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**Promotion Committee**

24 May 2007 (16.00)

London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PC-41/07
<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 ICO network to promote coffee consumption – to consider</b>	to follow
P&A International Marketing will report on the development of this proposal and on the inclusion of criteria to evaluate success and milestones to assess progress, as requested by the Steering Group on Promotion in January 2007.	
<b>2.3 Domestic consumption – to note</b>	to follow
The Executive Board will consider 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.	
<b>2.4 Coffee and health – to consider</b>	verbal
The Private Sector Consultative Board (PSCB) will consider reports on the Positively Coffee and the Health Care Professions – Coffee Education Programme at its meeting on 23 May.	
The Chairman of the Promotion Committee will report on the activities of the Institute for Scientific Information on Coffee (ISIC).	

**3. Financial matters** to follow

**3.1 Accounts of the Promotion Fund for the financial year 2005/06 and Report of the Auditors – *to note***

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

**3.2 Accounts of the Special Fund for the financial year 2005/06 and Report of the Auditors – *to note***

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

**4. Other business – *to consider*** verbal

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

The next meeting of the Promotion Committee will take place during the 98<sup>th</sup> Session of the Council to be held at the ICO headquarters in London, from 24 to 28 September 2007.

A meeting of the Steering Group on Promotion may be organized at this time.