



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

PC 44/07

25 June 2007  
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**Promotion Committee**  
28 September 2007 (09.30)  
London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PC-44/07
<b>2. Promotion activities and proposals</b>	
<b>2.1 ICO network to promote coffee consumption – to note</b>	verbal
The consultant will report on the implementation of the ICO network to promote coffee consumption (information about the network is contained in document WP-SGP 17/07 and its Addendum).	
<b>2.2 Domestic consumption – to note</b>	verbal
The Executive Director will report on developments in connection with the pilot project to develop domestic coffee markets in India, Indonesia and Mexico, and on the use of the Guide to promote coffee consumption.	
<b>2.3 Coffee and health – to consider</b>	verbal
The Private Sector Consultative Board will consider reports on the Positively Coffee and the Health Care Professions – Coffee Education Programme at its meeting on 26 September.	
The Chairman of the Promotion Committee will report on the activities of the Institute for Scientific Information on Coffee.	
<b>3. Other business – to consider</b>	verbal
<b>4. Date of next meeting – to note</b>	verbal
The next meeting of the Promotion Committee will take place during the 99 <sup>th</sup> Session of the Council during the week of 19 – 23 May 2008.	