



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

PC 44/07 Rev. 1

7 September 2007
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Promotion Committee
28 September 2007 (09.30)
London, England

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PC-44/07 Rev. 1
2. Promotion activities and proposals	
2.1 ICO network to promote coffee consumption – to note	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).	
2.2 Domestic consumption – to note	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.	
2.3 Coffee and health – to consider	PSCB-104/07 CD-Rom
The Chairman of the Private Sector Consultative Board will report on discussions on the Positively Coffee Programme and the Health Care Professions – Coffee Education Programme which took place 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.	
3. Other business – to consider	verbal
4. Date of next meeting – to note	verbal
The next meeting of the Promotion Committee will take place during the 99 th Session of the Council during the week of 19 to 23 May 2008.	