



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

PC 8/03

10 April 2003  
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Promotion Committee  
22 May 2003  
London, England

**Steering Group on Promotion  
Terms of reference**

## **Background**

1. In May 2002, the Promotion Committee established a Contact Group on Promotion open to observers and chaired by the Executive Director, composed of representatives of the following Members:

**Exporting Members:** Brazil, Colombia, Indonesia, OAMCAF, Papua New Guinea

**Importing Members:** E.C., France, Ireland, Italy, Spain

2. The Contact Group met in September 2002, January and April 2003. It recommended that the Promotion Committee should establish a Steering Group on Promotion, with terms of reference as shown in the attached document.

3. In view of the urgency of establishing the Steering Group on Promotion, it is proposed that the Promotion Committee should appoint representatives of the Steering Group for the remainder of coffee year 2002/03, and coffee year 2003/04 at its meeting in May 2003, instead of September 2003.

## **Action**

The Promotion Committee is requested to consider and approve the recommendation to establish a Steering Group on Promotion and the terms of reference for the Group; and to appoint representatives of the Steering Group for the remainder of coffee year 2002/03, and coffee year 2003/04.

## **TERMS OF REFERENCE FOR THE STEERING GROUP ON PROMOTION**

### **Purpose**

1. The purpose of the Steering Group on Promotion shall be to advise and make recommendations to the Promotion Committee on promotion matters, and administer promotion activities as required including:

- i) Development of promotion plans and annual promotion programmes;
- ii) Coffee and health;
- iii) Domestic consumption in producing countries;
- iv) Follow-up activities in Russia and China and other new markets;
- v) Analysis of new project proposals;
- vi) The timing and arrangements for pledging conferences and other funding initiatives;
- vii) Disbursement of promotion and special funds; and
- viii) Cooperation with the private sector and other institutions.

### **Duration**

2. The Steering Group on Promotion shall be a standing committee of the Organization.

### **Composition**

3. The Steering Group on Promotion shall be composed of four representatives of exporting Member countries, four representatives of importing Member countries, the Chairperson and the Vice-Chairperson of the Promotion Committee, the Executive Director and the Chairperson and the Vice-Chairperson of the Private Sector Consultative Board (PSCB). Representatives of Member countries may delegate their representation to members of the PSCB.

4. Members of the Steering Group shall be appointed every two years by the Promotion Committee at its September meeting. Should a Member not be able to fulfil its term, the Promotion Committee may appoint a new Member to take its place.

5. The Group shall be open to all Member countries and representatives of the PSCB and to invited representatives of donor agencies or corporate bodies as observers.

### **Office holders**

6. The Steering Group on Promotion shall elect a Chairperson and a Vice-Chairperson who shall be elected for a two-year term by the representatives of the Group at the first meeting of the coffee year. These officers may be re-appointed.

### **Meetings**

7. The Steering Group shall meet at regular intervals between meetings of the Promotion Committee.

8. The Group shall determine its own Agenda.

9. The Group shall establish its own procedures.

10. The Steering Group shall submit regular reports for consideration by the Promotion Committee.

### **Quorum**

11. The quorum for the Steering Group shall be six with at least two representatives of importing Members and two representatives of exporting Members present.