



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

WP SGP No. 10/05 Rev. 1

14 September 2005
English only

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Steering Group on Promotion
26 September 2005 (14.00)
Salvador, Brazil

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	WP-SGP No. 10/05 Rev. 1
2. Promotion activities	
2.1 Promotion activities in 2004/05 – to note	verbal
The Executive Director will report on any information received from Members on the use of the Step-by-step Guide to promote coffee consumption.	
2.2 Promotion activities in 2005/06	
China – to consider, and if appropriate, to recommend approval by the Promotion Committee	WP-SGP No. 12/05
The Executive Director will introduce a proposal to renew promotional activity in China.	
Seal of Approval – to consider, and if appropriate, to recommend approval by the Promotion Committee	WP-SGP No. 11/05
The Executive Director will introduce a proposal for cooperation with the Norwegian Coffee Association on a Seal of Approval initiative for coffee brewing equipment.	
Salon international de l’Agriculture, 2006 – to consider	verbal
The Executive Director will report on further discussions with the organizers of this event.	

Other new project proposals – to consider

verbal

The Executive Director will report on any new project proposals received since the last meeting in May 2005.

3. Coffee and health – to note

The Chairman of the Private Sector Consultative Board (PSCB) will report on the Health Care Professions – Coffee Education Programme.

verbal

The Chairman of the Promotion Committee will report on the activities of the Institute for Scientific Information on Coffee.

verbal

A proposal for exporting Members to support coffee and health programmes was introduced in May 2005 (WP-Promotion No. 6/05). The Executive Director has circulated a supporting document outlining the activities taking place and the matter will be considered by exporting Members in September 2005.

WP-Promotion No. 6/05
WP-Promotion
No. 6/05 Add. 1

4. Resources for promotion and pledging meeting – to consider

verbal

The Executive Director will report on his consultations with Members about how the Promotion Fund might be replenished, and on any further discussions with potential donors concerning resources for activities to increase domestic consumption.

5. Other business – to consider

verbal

6. Date of next meeting

verbal

It is proposed that the next meeting will take place on the afternoon of 25 January 2006, before the Board meeting on 26 and 27 January – *to note*

Member are invited to suggest topics for inclusion on the Agenda of the next meeting – *to consider*