



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

WP SGP No. 14/05

1 November 2005
English only

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Steering Group on Promotion

30 January 2006 (14.00)

London, England

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	WP-SGP No. 14/05
2. Promotion activities	
2.1 Step-by-step guide to promote coffee consumption – to note	verbal
The Executive Director will report on any information received from Members on the use of this Guide.	
2.2 China – to consider, and if appropriate, to recommend approval by the Promotion Committee	to follow
The Executive Director will introduce a detailed proposal to renew promotional activity in China prepared by Mr. Paul Hai Wang (previously outlined in document WP-SGP No. 12/05).	
2.3 Domestic consumption – to consider	to follow
During the meeting of the Promotion Committee on 29 September 2005, the Secretariat was requested to update the project proposal “Expansion and development of the coffee market in producing countries” for submission to the Common Fund for Commodities (CFC) (previously circulated as document WP-CGP No. 4/02). The Head of Operations will report.	

- 2.4 Seal of Approval – *to consider, and if appropriate, to recommend approval by the Promotion Committee*** WP-SGP No. 11/05
- The Executive Director will report on further analysis and consultations regarding the proposal for cooperation with the Norwegian Coffee Association on a Seal of Approval initiative.
- 2.5 Salon International de l’Agriculture, 2006 – *to consider*** WP-SGP No. 13/05
- The Executive Director will report on further consultations with Members about participating in this event.
- 3. Coffee and health – *to note*** verbal
- The Chairman of the Private Sector Consultative Board (PSCB) will report on the Health Care Professions – Coffee Education Programme.
- The Chairman of the Promotion Committee will report on the activities of the Institute for Scientific Information on Coffee (ISIC).
- In September 2005, exporting Members approved a proposal to support the Positively Coffee Programme for three years. The Executive Director will report on contacts with ISIC to formalize this initiative.
- 4. Resources for promotion and pledging meeting – *to consider*** verbal
- At the meeting of the Steering Group in September 2005, it was suggested that a small working group in the ICO should be set up to look at ways of achieving funding to develop coffee and health programmes. It was also suggested that the ICO should consider planning a pledging meeting and projects which could be considered by potential donors. The Executive Director will report.
- 5. Other business – *to consider*** verbal
- 6. Date of next meeting** verbal
- It is proposed that the next meeting should take place on the afternoon of 22 May 2006, before the Board and Council meetings from 23 to 26 May – *to note*
- Member are invited to suggest topics for inclusion on the Agenda of the next meeting – *to consider*