



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

WP SGP No. 16/06

7 November 2006
English only

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Steering Group on Promotion

25 January 2007 (14.30)

London, England

Draft Agenda

Item

Document

1. Draft Agenda – to adopt

WP-SGP No. 16/06

2. Chairperson and Vice-Chairperson – to elect

verbal

The terms of reference for the Steering Group on Promotion (contained in document WP-SGP No. 2/03 Rev. 1) provide that the representatives of the Group shall elect a Chairperson and a Vice-Chairperson for a two year term at the first meeting of the coffee year.

3. Promotion activities

3.1 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.

3.2 Proposal from Brazil for the promotion of coffee consumption at the ICO – to consider

WP-Promotion No. 8/06

In September 2006, Exporting Members authorized the Executive Director to use a sum not exceeding US\$120,000 from the Promotion Fund to contract specialized firms to create an ICO network to promote coffee consumption (see document WP-Promotion No. 8/06). The Executive Director subsequently invited the consultants to submit a detailed formal proposal to be reviewed at this meeting. Mr. Carlos Brando of P&A Marketing International will report.

3.3 Domestic consumption – to consider verbal

The Executive Director will report on the preparation of a proposal for a pilot project to expand and develop the market in selected producing countries (India, Indonesia and Mexico) for submission to the Common Fund for Commodities.

4. Market development in China – to consider verbal

In September 2006, the Executive Director raised the need to develop a strategy for China. The Executive Director will report on any further contacts made.

5. Coffee and health – to note verbal

The Private Sector Consultative Board (PSCB) will consider reports on the Positively Coffee and the Health Care Professions – Coffee Education Programme at its meeting on 25 January. The Chairman of the PSCB will report.

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

6. Other business – to consider verbal

7. Date of next meeting verbal

It is proposed that the next meeting of the Steering Group on Promotion and/or the Promotion Committee should take place during the week of the ICO meetings from 21 to 25 May 2007 – *to note*

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