



Organización Internacional del Café  
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Organisation Internationale du Café

WP

SGP No. 7/04

26 July 2004  
English only

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**Steering Group on Promotion**  
17 September 2004 (14.30)  
London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – <i>to adopt</i></b>	WP-SGP No. 7/04
<b>2. Implementation of the Action Plan to increase world coffee consumption</b>	PC-13/03 Rev. 2
<b>2.1 Review of progress on implementation of the Action Plan – <i>to note</i></b>	verbal
The Executive Director will report.	
<b>2.2 Projects – <i>to consider</i></b>	to follow
Mr. Carlos Brando (P&A International Marketing, Brazil) will report on the conclusions of the study on domestic consumption.	
As at 24 July 2004, no new project proposals have been received.	
<b>2.3 Promotion activities in 2004/05 – <i>to consider and, if appropriate, to recommend approval by the Promotion Committee</i></b>	to follow
The Executive Director will report on promotion activities proposed for 2004/05 and the development of a plan of action for emerging markets.	

**3. Resources for promotion and pledging meeting –  
*to consider*** verbal

As noted by the Promotion Committee in May 2004, the Executive Director will report on a strategy for approaching donors for the second phase of the project to increase domestic consumption.

The Steering Group will also consider seed money for promotion activities and the timing of, and arrangements for, a pledging meeting of the Promotion Committee.

**4. Coffee and health – *to note*** verbal

Mrs. Sylvia Robert-Sargeant will report on the Health Care Professions – Coffee Education Programme.

**5. Contribution to the 20<sup>th</sup> ASIC Conference – *to consider*** to follow

The Steering Group on Promotion will consider a request for a contribution to the 20th Conference of the *Association Scientifique Internationale du Café* (ASIC) taking place in Bangalore, India in October 2004.

**6. Other business – *to consider*** verbal

**7. Dates of future meetings – *to consider*** verbal

The Executive Director will propose dates for meetings of the Steering Group in 2004/05.