



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

WP

SGP No. 8/04 Rev. 1

13 January 2005  
English only

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### Steering Group on Promotion

26 January 2005 (14.00)  
London, England

### Draft Agenda

#### Item

#### Document

1. **Draft Agenda – to adopt**

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2. **Projects – to consider**

The Executive Director and Mr. Carlos Brando (P&A International Marketing, Brazil) will introduce the final version of the guide to promote coffee consumption in producing countries and report on plans to disseminate it.

to follow

The Executive Director will report on discussions on promotion during his mission to China in October 2004. The Group will further consider the proposal for research in China to define parameters for renewed promotional activity introduced at its last meeting.

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

verbal

The Executive Director will report on discussions with the Common Fund for Commodities (CFC) concerning resources for promotion including the second phase of the project to increase domestic consumption.

The representative of the E.U. will be invited to report on progress on securing resources for promotion in the context of the E.U. Action Plan on Commodities.

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

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

The Group may wish to consider the possibility of support by producing countries for the Positively Coffee Programme, prior to this issue being discussed in the Promotion Committee in May 2005.

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

**6. Dates of meetings in 2005 – *to note*** verbal

The Steering Group will meet on the following dates in 2005:

14 March 2005 (14.30)

21 June 2005 (14.30)