



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

WP

SGP No. 9/05 Rev. 1

5 May 2005
English only

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Steering Group on Promotion

16 May 2005 (14.00)

London, England

Draft Agenda

Item

Document

1. **Draft Agenda – to adopt**

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2. **Projects**

Step by step guide to promote coffee consumption – to note

verbal

The Executive Director will report on information received from Members on the use of the guide to promote coffee consumption (circulated as a CD-Rom to Members in January 2005) and on the dissemination of the guide.

China – to consider

verbal

As requested at the last meeting, the Executive Director will report on discussions with the private coffee sector in connection with undertaking activities to promote coffee in China in partnership with Members.

At the last meeting, the Group noted that proposals to renew promotional activity in China had been received but requests for funding would need to be addressed to producing Members (unless presented in the format of projects which could be submitted for external funding). The Executive Director will request producing Members to consider this during coordination meetings.

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Other project proposals – *to note*

No new project proposals have been received since the last meeting in January 2005.

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

The Executive Director will report on further discussions with the Common Fund for Commodities (CFC) concerning resources for promotion including the second phase of the project to increase domestic consumption. The Group will consider this report and the matter of a pledging meeting of the Promotion Committee.

4. Coffee and health – *to note* verbal

The Chairman of the PSCB will report on the Health Care Professions – Coffee Education Programme.

The Executive Director will report on the activities of the Institute for Coffee Studies, Vanderbilt University.

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

5. Other business – *to consider* verbal

6. Date of next meeting verbal

The Steering Group will consider whether a meeting should be held at the time of the ICO meetings from 26 to 30 September 2005 – ***to consider***

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