

Promotion and Market Development Committee7th meeting

5 March 2014 (14:30)

London, United Kingdom

Draft Agenda**Item****Document****1. Draft Agenda – *to adopt***

PM-32/13 Rev. 1

2. Chairperson and Vice-Chairperson for 2013/14 – *to appoint*

verbal

The Committee will re-appoint Mr Andrea Illy of EU-Italy as Chairperson and will appoint a Vice-Chairperson for 2013/14 from the category of exporting Members.

3. Promotion and market development under the International Coffee Agreement (ICA) 2007 – *to consider*[ICC-110-13](#) (Annex IX)

The Executive Director will report on the implementation of the Plan for Promotion and Market Development, coffee and health and research. The Committee will consider the next steps for implementing the multi-stakeholder network.

The Committee will consider the composition of a Steering Group on Promotion for 2013/14 and 2014/15 (see Annex IX of document [ICC-110-13](#)).

4. Communications — *to consider*

verbal

The Head of Operations will report on enhancing ICO communications.

5. Proposals for the Special Fund – *to consider*

verbal

As noted in September 2013, exporting Members will establish an ad hoc committee to examine and draw up proposals for consideration in March 2014. The Committee will consider a proposal from the Chairman.

**6. Implementation of the
Coffee Quality-Improvement Programme (CQP) – *to consider***

[PM-33/14](#)
[PM-34/14](#)

The Head of Operations will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP. He will also report on the request by the PSCB for an analysis of the CQP and its impact on quality.

In September 2013, the Council noted the need to research and establish standards for Natural Arabicas. The Head of Operations will report.

7. Other business – *to consider*

verbal

8. Date of next meeting – *to note*

verbal

The next meeting will take place in London at the time of the 113th Council Session from 22 to 26 September 2014.

REFERENCE DOCUMENTS
Plan for Promotion and Market Development
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Terms of reference for the Steering Group on Promotion (Annex IX)
Coffee Quality-Improvement Programme (ICC Resolution No. 420)