



Promotion and Market Development Committee
8th meeting
24 September 2014 (14:30)
London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – <i>to adopt</i>	PM-36/14 Rev. 1
2. Promotion and market development under the International Coffee Agreement (ICA) 2007 – <i>to consider</i>	verbal
The Committee will consider the implementation of the Plan for Promotion and Market Development. The Head of Operations will introduce the ICO's new Communications Officer who will work with the Chairman to organize the Steering Group on Promotion. In consultation with the new Group and with input from all Members, proposals for new activities and events will be presented to the Committee in March 2015.	
3. Communications – <i>to consider</i>	verbal
The Communications Officer will make a presentation on the ICO Communications Strategy, including updates on the new website design, engaging with social and traditional media, and internal communications.	
4. International Coffee Day – <i>to consider</i>	PM-37/14
The 1 st International Coffee Day will be held on 1 October 2015 and will provide an opportunity to raise the profile of coffee. The Committee is invited to consider the theme and preparations for the Day and to review a proposal received from Oxfam.	

5. Implementation of the Coffee Quality-Improvement Programme (CQP) – to consider [PM-38/14](#)
[PM-39/14](#)

The Head of Operations will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP. Members may wish to consider whether in future this item should be considered by the Statistics Committee.

6. Other business – to consider verbal

Projects to promote consumption: The representatives of exporting Members may wish to report on any projects in their countries which have been funded by the Special Fund.

Steering Group on Promotion: The Council will consider the composition of a Steering Group on Promotion for 2014/15 and 2015/16 (see Annex IX of document [ICC-110-13](#)).

Chairperson and Vice-Chairperson for 2014/15: The Council will approve the composition of the Committee for 2014/15 during its 113th Session in September 2014. At its first meeting in March 2015, the Committee will appoint a Chairperson and Vice-Chairperson for 2014/15.

7. Date of next meeting – to note verbal

The next meeting will take place in London at the time of the 114th Council Session from 2 to 6 March 2015.

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)
Technical presentations