



Promotion and Market Development Committee
10th meeting
2 October 2015 (11:00)
Milan, Italy

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-45/15 Rev. 2
2. International Coffee Day – to consider The Executive Director will report on the activities of the first International Coffee Day to be held on 1 October 2015. The Committee will be invited to consider ideas and actions arising from the day.	verbal
3. Promotion of coffee in Mexico – to note The representative of Mexico will report on activities in the Mexican coffee sector and their promotion.	verbal
4. Promotion of coffee in Kenya – to note The representative of Kenya will make a presentation on the 'Coffee Kenya' Mark of origin.	verbal
5. Other business – to consider <i>Chairman and Vice-Chairman for 2015/16:</i> The Council will approve the composition of the Committee for 2015/16 during its 115 th Session. At its first meeting in March 2016, the Committee will appoint a Chairman and Vice-Chairman for 2015/16.	verbal
6. Date of next meeting – to note The next meeting will take place in Addis Ababa, Ethiopia, at the time of the 116 th Council Session from 9 to 11 March 2016.	verbal

REFERENCE DOCUMENTS
<u>Plan for Promotion and Market Development</u>
<u>Terms of reference for the Promotion and Market Development Committee (Annex IV)</u>
<u>Terms of reference for the Steering Group on Promotion (Annex IX)</u>