



**Report of the Promotion and Market
Development Committee held
on 2 October 2015**

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1. The Promotion and Market Development Committee chaired by Mr Andrea Illy of the EU-Italy, met in Milan, Italy on Friday 2 October 2015.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft agenda contained in document [PM-45/15/Rev. 2](#)

Item 2: International Coffee Day

3. The Chairman gave a presentation on the initiatives and results of activities undertaken in response to the mandate he was given in 2013. Such activities included attending various lectures and conferences; the commissioning of Jeffrey Sachs to research the impact of climate change on coffee; participation in Expo 2015 through the coffee cluster; the organisation of the first Global Coffee Forum and the launch of the 1st International Coffee Day (ICD). He reported on the media coverage of the coffee cluster and the topic of coffee and health. He made three recommendations regarding future initiatives:

- The ICO should continue the efforts of the Promotion and Market Development Committee with renewed objectives, capitalising on the positive impact obtained through the coffee cluster at Expo, the Global Coffee Forum and the 1st International Coffee Day campaign.
- Promotion and communication efforts should be concentrated on a few initiatives that should be as inclusive as possible in order not to disperse energies and funds, and to enhance the single, powerful message of the virtuous circle.
- Finally, the ICO should continue to promote differentiation and foster ‘a second revolution of coffee’: the first one brought coffee from commodity to speciality, the second will help it develop from speciality to excellence.¹

4. He suggested that the Global Coffee Forum be held on an annual basis in conjunction with International Coffee Day in order to brief the press about the virtuous circle and development, whilst at the same time celebrating coffee with consumers. The Global Coffee Forum would be held in London unless a country offered to host it. The Executive Director noted that the ICO meetings had already been scheduled to be held in London at the end of September 2016 and that consequently this would provide the focus of the ICO’s activities for ICD.

¹ These recommendations are available at the [ICO website](#).

5. With regard to the coffee legacy (distributed as document [WP-Council 263/15](#)), the Chairman reported that it would be released by the end of Expo as part of the Milan Charter. The Committee recommended that the Council approve this document.

Item 3: Promotion of coffee in Mexico

6. The Mexican delegate presented a book entitled 'The coffee book: origin and destination' with the aim of promoting Mexican coffee culture. A brief video on coffee in Mexico was also screened.² A number of copies of the book were made available to Members.

Item 4: Promotion of coffee in Kenya

7. The Kenyan delegate gave a presentation on the Mark of Origin which has been developed as an indicator of quality Kenyan coffee.³ It will also serve as a Geographical Indicator (GI) for use by the industry both in Kenya and internationally. The Kenyan delegation presented the Executive Director and the Chairman with coffee from two companies that are already using the Mark of Origin on their packaging.

Item 5: Other business

8. The Chairman reminded the Committee that they would need to start thinking about the next Chairman and Vice-Chairman who would be appointed at the next meeting in March 2016.

Item 6: Date of next meeting

9. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place during the 116th Session of the Council to be held in Addis Ababa, Ethiopia from 9 to 11 March 2016.

² Available at <https://www.youtube.com/watch?v=vWNC6YDP6f0>

³ The presentation is available at <http://www.ico.org/documents/cy2014-15/Presentations/115-pmdc-coffee-kenya-mark-of-origin.pdf>