



**Report of the Promotion and  
Market Development Committee on  
the meeting held on 10 March 2016**

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1. The Promotion and Market Development Committee met in Addis Ababa, Ethiopia on 10 March 2016 for its 11<sup>th</sup> meeting.

**Item 1: Adoption of the Agenda**

2. The Committee adopted the draft agenda contained in document [PM-47/15 Rev. 1](#).

**Item 2: Election of the Chairman and Vice-Chairman for 2015/16**

3. The Committee appointed Ms Vera Espíndola from Mexico as Chairperson and Ms Amy Diggs from the United States as Vice-Chairperson for coffee year 2015/16.

**Item 3: Oxfam**

4. The Head of Operations reported on the Memorandum of Understanding (MoU) signed with Oxfam last year to promote a fundraising campaign on the occasion of the first International Coffee Day (ICD) on 1 October 2015. It was noted that Oxfam reported that close to €3,000 were donated during the campaign. Unfortunately, the amount donated did not cover the costs that Oxfam incurred for the campaign, resulting in the decision of the Board of Directors to discontinue the activity. The Head of Operations suggested that for future International Coffee Day campaigns, the ICO seek to engage with as many stakeholders as possible to promote the day.

5. The Committee took note of these reports.

**Item 4: International Coffee Day**

6. In introductory remarks for the preparations made by the Secretariat to celebrate ICD 2016, the Executive Director reported on the outcome of the Global Coffee Forum, during which the 1<sup>st</sup> ICD was celebrated.

7. He reported that over 500 participants from around the world had gathered in Milan on 30 September and 1 October 2015 for two days of discussion and debate. The main themes that had been covered at the Forum were coffee and pleasure, health, and sustainability. The Coffee Cluster inside Expo Milan 2015 was visited by 13 million people. The Global Coffee Forum was hosted by the Italian Ministry of Agriculture and Forestry, the Italian Coffee Committee, Expo Milan 2015, and Fiera Milano Congressi, with the support of illycaffè and Lavazza.

8. The Head of Operations presented an outline of the Secretariat's plans for the 2016 campaign on International Coffee Day. She suggested that the 2016 campaign be entitled 'For the love of coffee' and involve an online campaign to encourage coffee lovers around the world to organise their own events to celebrate coffee and support causes that are important to them. She reported that the Secretariat would tap into the existing network of private companies, independent businesses, public associations, and coffee lovers in general who contributed to the 2015 campaign and build on that momentum to engage new stakeholders.

9. As in 2015, social media activity would revolve around the hashtag #InternationalCoffeeDay and would encourage the public to share photos of themselves and their loved ones enjoying a cup of coffee via Twitter, Facebook and Instagram. Following the success of last year's promotional video which was viewed more than 27,000 times, a new promotional video for ICD 2016 would be produced.

10. One Member suggested that the Secretariat should organise an event for International Coffee Day in a city other than London to highlight the global aspect of the celebration. The Secretariat took note of the comment and assured the Committee that it will work with coffee associations to ensure that high-level ICD events are organised around the globe.

11. The Committee took note of the Head of Operations' presentation and agreed that the ideas for ICD 2016 should be presented to the Council by the Chairperson during her report.

**Item 5: Other business**

12. There was no other business.

**Item 6: Date of next meeting**

13. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place during the 117<sup>th</sup> Session of the Council to be held in London from 19 to 23 September 2016.