



Promotion and Market Development Committee

14th Meeting

26 September 2017 (11:30)

Yamoussoukro, Côte d'Ivoire

Draft Agenda

Item

Document

1. **Draft Agenda – to adopt**

PM-53/17 Rev. 1

2. **Report on the meeting of 15 March 2017 – to consider and, if appropriate, approve**

[PM-52/17](#)

3. **Five-Year Action Plan for the ICO – to consider**

[WP-Council 280/17](#)

The Executive Director will introduce the proposed Five-Year Action Plan for the ICO.

4. **Projects to promote consumption – to note**

verbal

A representative from Mexico will make a presentation on the health benefits of coffee based on scientific studies and current trends in consumption.

5. **International Coffee Day – to consider**

verbal

The Executive Director will report on the preparations for the 2017 International Coffee Day campaign.

6. Promotion and Market Development Committee Members and office holders – to consider [WP-Council 285/17](#)

Promotion and Market Development Committee Members for 2017/18

Proposals for representation on the Committee for coffee year 2017/18 will be considered by the Council in September 2017.

Promotion and Market Development Committee Chairperson and Vice-Chairperson for 2017/18

7. Other business – to consider verbal

8. Date of next meeting – to note verbal

The next meeting will take place in London, United Kingdom at the time of the 121st Council Session.

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