



Promotion and Market Development Committee
18th Meeting
25 September 2019 (15:30)
London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – <i>to adopt</i>	PM-62/19
2. Report on the meeting of 27 March 2019 – <i>to consider and, if appropriate, approve</i>	PM-61/19
3. Promoting consumption and market development – <i>to note</i>	
3.1 Results of the survey on the Step-by-Step Guide	verbal
Members will receive a presentation on the results of the survey to update the Step-by-Step Guide to Promote Coffee Consumption in Producing Countries, with a view to agreeing on an action plan for delivery.	
3.2 Promoting coffee consumption in Africa	PM-63/19
The Chief Economist will provide a progress report on the implementation of the domestic consumption project in Africa financed by the Special Fund of the ICO.	
3.3 Promoting coffee consumption in Central America	verbal
A presentation will be made by the representative of PROMECAFE on the status of the ongoing project on domestic consumption financed by the Special Fund of the ICO.	

4. **International Coffee Day – to note** verbal

Members will receive a presentation on the 2019 International Coffee Day campaign which, in accordance with Resolution 465 on Coffee Price Levels, will focus on the economic sustainability of the coffee sector.

5. **Other business – to consider** verbal

6. **Date of next meeting – to note** verbal

Members are invited to suggest matters for consideration at the next meeting.

The next meeting will take place in London, United Kingdom at the time of the 126th Council Session.

REFERENCE DOCUMENTS
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Step-by-Step Guide to Promote Coffee Consumption in Producing Countries, 2004