



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

PC 2/02  
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Promotion

Promotion Committee  
London, England

**Rules of procedure for  
the Promotion Committee**

*(APPROVED BY THE PROMOTION COMMITTEE  
ON 23 MAY 2002)*

**Background**

The Promotion Committee, established under Article 34 of the International Coffee Agreement 2001, approved the attached rules of procedure<sup>1</sup> at its First Meeting, on 23 May 2002.

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<sup>1</sup> *The draft rules of procedure were issued as documents PC-730/02 and PC-730/02 Rev. 1.*

## **RULES OF PROCEDURE FOR THE PROMOTION COMMITTEE**

### **Purpose**

1. The terms of reference of the Promotion Committee are given in Article 34 of the International Coffee Agreement 2001.

### **Duration**

2. The duration of the Promotion Committee shall be for the lifetime of the International Coffee Agreement 2001.

### **Composition**

3. Members of the Private Sector Consultative Board are invited to attend meetings of the Committee as permanent guests. Representatives of non-member countries and other organizations may participate as observers upon the invitation of the Chairman.

### **Office holders**

4. The Committee shall elect a Chairman and a Vice-Chairman.

### **Meetings**

5. The Promotion Committee shall meet at the seat of the Organization during regular sessions of the Council and meetings of the Executive Board, as required by the Committee.

6. The Committee shall determine its own Agenda.

7. The Committee's general rules of procedure shall follow the Rules of the International Coffee Organization (document EB-3820/02).

8. The Chairman of the Promotion Committee shall submit regular reports for consideration by the Council.

### **Powers**

9. The Committee shall determine when and how to call for pledges as provided for under paragraph (3) of Article 34 of the Agreement.

10. The Committee shall approve promotion plans and annual promotion programmes for each coffee year.

11. The Committee may establish working groups to assist it in its work. Representatives of the private sector making contributions to promotion activities may participate in special working groups established to manage particular projects.

**Voting**

12. The votes of the Committee shall be the same as the votes for the Council.

13. If a vote is necessary, the voting procedure shall be the same as the voting procedure of the Council (Article 14 of the Agreement).

ARTICLE 34

**Promotion**

- (1) Members recognize the need to promote, encourage and increase the consumption of coffee, and shall endeavour to encourage activities undertaken in this respect.
- (2) The Promotion Committee, which shall be composed of all Members of the Organization, shall promote coffee consumption by appropriate activities, including information campaigns, research and studies related to coffee consumption.
- (3) Such promotion activities shall be financed by resources which may be pledged by Members, non-members, other organizations and the private sector at meetings of the Promotion Committee.
- (4) Specific promotion projects may also be financed by voluntary contributions from Members, non-members, other organizations and the private sector.
- (5) The Council shall establish separate accounts for the purposes of paragraphs (3) and (4) of this Article.
- (6) The Promotion Committee shall establish its own rules of procedure, as well as establish the pertinent regulations for the participation of non-members, other organizations and the private sector consistent with the provisions of this Agreement. It shall report regularly to the Council.