



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

PC 50/08 Rev. 1

8 September 2008
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Promotion Committee

14th meeting

25 September 2008 (11:00)

London, England

Draft Agenda

Item

Document

1. Draft Agenda – to adopt

PC-50/08 Rev. 1

2. Promotion activities and proposals

2.1 ICO network to promote coffee consumption – to note

verbal

The consultant will report on the implementation of the ICO network to promote coffee consumption (the CoffeeClub Network).

2.2 Programmes to promote coffee consumption – to note

verbal

The consultant will report on the implementation of programmes to promote coffee consumption based on the Step-by-step Guide to promote coffee consumption.

2.3 Coffee and health – to consider

verbal

The Executive Director will report on coffee and health programmes.

3. Steering Group on Promotion – to consider

verbal

The term of office for Members of the Steering Group on Promotion established by the Promotion Committee in 2003 expires in September 2008. The Committee will review this matter in the light of progress on the International Coffee Agreement 2007. The Group last met in January 2007 and its composition is as follows:

Exporting Members: Brazil, Colombia, Côte d'Ivoire, Indonesia
Importing Members: EC (France, Italy, United Kingdom), Japan

4. Other business – *to consider*

22nd ASIC Conference (Campinas, Brazil, 14 – 19 September 2008) verbal

The Executive Director will report.

5. Date of next meeting – *to note*

verbal

The date of the next meeting of the Promotion Committee will be confirmed by the Secretariat.