



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

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**Revised draft terms of reference for the
Promotion and Market Development
Committee**

Background

1. This document contains revised draft terms of reference for the Promotion and Market Development Committee established under Article 25 of the International Coffee Agreement 2007.
2. As suggested during discussions in the Council in May 2008, wording for general rules of procedure of committees such as term of office, nomination of office-holders, languages, place of meeting, reporting etc. has been included in Rule 35 of the Rules of the Organization (document WP-Council 165/08 Rev. 1). This document includes proposals for wording submitted by one Member (see document WP-Council 177/08). The Annex contains the version of the terms of reference which was considered by the Council in May 2008.
3. Members are invited to submit their comments in writing to the Executive Director by **29 August 2008**, to enable contributions to be circulated well in advance of the 101st Council Session at which this document will be considered.

Action

The Council is requested to consider this document.

PROMOTION AND MARKET DEVELOPMENT COMMITTEE

REVISED DRAFT TERMS OF REFERENCE

[1 (a) The Promotion and Market Development Committee (hereinafter called the Committee) shall advise and make recommendations to the Council on promotion and market development matters including:

- (a) development of promotion and market development plans and activities including information campaigns, research, quality improvement, capacity-building and studies related to coffee production and consumption;
- (b) coffee and health;
- (c) analysis of new proposals; and
- (d) arrangements for financing promotion and market development activities through voluntary contributions from Members, non-members, other organizations and the private sector.]

[1 (b) The purpose of the Promotion and Market Development Committee (hereinafter called the Committee) shall be to advise the Council on the Organization's activities related to promotion and market development. These activities may include information campaigns, research, capacity-building and studies related to coffee production and consumption. In consultation with the Finance and Administration Committee and the Projects Committee, the Committee shall also provide advice to the Council on financing activities related to promotion and market development.]

[2 (a) The Committee shall be composed of [ten] [four] representatives of exporting Members and [five] [four] representatives of importing Members. [Alternates for each representative may be designated if so wished]. The quorum required for a meeting of the Committee shall be [six] [three] representatives of exporting Members and [three] representatives of importing Members.]

[2 (b) The Committee shall be composed of all Members; however for the Committee to be quorate the Council shall designate [ten] [four] representatives of exporting Members and [five] [four] representatives of importing Members, and at least [six] [three] designated exporting Members and [three] designated importing Members should be present]. [Alternates for each representative may be designated if so wished].

[3. The Committee shall appoint a Chairman and a Vice-Chairman.]

[4 (a) Representatives of the Private Sector Consultative Board are invited to attend meetings of the Committee as permanent observers. Representatives of non-member countries, relevant organizations and experts in coffee matters may participate as observers at the invitation of the Council.]

[4 (b) Non-members and organizations who have been invited to participate in Council sessions as observers may also participate in the Committee as observers.]

PROMOTION AND MARKET DEVELOPMENT COMMITTEE

DRAFT TERMS OF REFERENCE

Purpose

1. The purpose of the Committee shall be to advise and make recommendations to the Council on promotion and market development matters including:
 - development of promotion and market development plans and activities including information campaigns, research, quality improvement, capacity-building and studies related to coffee production and consumption;
 - coffee and health;
 - analysis of new proposals; and
 - arrangements for financing promotion and market development activities through voluntary contributions from Members, non-members, other organizations and the private sector.

Composition

2. The Committee shall be composed of [six] [eight] representatives of exporting Members and [six] [eight] representatives of importing Members, appointed for a one-year term by the Council at the last session of the coffee year.
3. The meetings of the Committee shall be open to all Members.
4. Representatives of the Private Sector Consultative Board are invited to attend meetings of the Committee as permanent observers. Representatives of non-member countries and relevant organizations may participate as observers upon the invitation of the Chairman.

Office-holders

5. The Committee shall appoint a Chairman and Vice-Chairman who shall be appointed for a one-year term at the last meeting of the coffee year. These offices shall alternate each coffee year between the two categories of Members.

Meetings/procedures

6. The Committee shall normally meet at the seat of the Organization, during regular sessions of the Council.
7. The Committee shall operate in the official languages of the Organization.
8. The Committee shall determine its own Agenda.
9. The Committee shall establish its own procedures.
10. The Committee may establish working groups to assist it in its work.
11. The Chairman of the Committee shall report to the Council.

Quorum

12. The quorum required for a meeting of the Committee shall be [...] representatives of the exporting Members and [...] representatives of the importing Members.