



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

WP SGP 16/06 Rev. 1

10 January 2007
English only

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Steering Group on Promotion

10th meeting

25 January 2007 (14.30)

London, England

Draft Agenda

Item

Document

1. Draft Agenda – to adopt

WP-SGP 16/06 Rev. 1

2. Chairperson and Vice-Chairperson – to elect

verbal

The terms of reference for the Steering Group on Promotion (contained in document WP-SGP 2/03 Rev. 1) provide that the representatives of the Group shall elect a Chairperson and a Vice-Chairperson for a two year term at the first meeting of the coffee year. The Executive Director is the outgoing Chairman of the Group.

3. Promotion activities

3.1 Step-by-Step Guide to promote coffee consumption – to note

verbal

The Executive Director will report on any information received from Members on the use of this Guide.

3.2 Proposal to create an ICO network to promote coffee consumption – to consider and to submit a recommendation to the Executive Board or Promotion Committee

WP-SGP 17/07
WP-Promotion 8/06

In September 2006, Exporting Members authorized the Executive Director to use a sum not exceeding US\$120,000 from the Promotion Fund to contract specialized firms to submit a detailed proposal to create an ICO network to promote coffee consumption (see document WP-Promotion 8/06). Document WP-SGP 17/07 contains a proposal submitted by the consultants. Mr. Carlos Brando of P&A International Marketing will report.

3.3 Domestic consumption – *to consider* verbal

The Executive Director will report on the preparation of a proposal for a pilot project to expand and develop the market in selected producing countries (India, Indonesia and Mexico) for submission to the Common Fund for Commodities.

4. Market development in China – *to consider* verbal

In September 2006, the Executive Director raised the need to develop a strategy for China. The Executive Director will report on any further contacts made.

5. Coffee and health – *to note* verbal

The Private Sector Consultative Board (PSCB) will consider reports on the Positively Coffee and the Health Care Professions – Coffee Education Programme at its meeting on 25 January. The Chairman of the PSCB will report.

The Chairman of the Promotion Committee will report on the activities of the Institute for Scientific Information on Coffee (ISIC).

6. Other business – *to consider* verbal

7. Date of next meeting verbal

It is proposed that the next meeting of the Steering Group on Promotion and/or the Promotion Committee should take place during the week of the ICO meetings from 21 to 25 May 2007 – *to note*

Member are invited to suggest topics for inclusion on the Agenda of the next meeting – *to consider*