



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

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London, England

**Promotion and
Market Development Committee**

Terms of reference

Background

This document contains the terms of reference for the Promotion and Market Development Committee under the International Coffee Agreement 2007. The terms of reference were approved by the Council at its 102nd Session from 18 to 20 March 2009.

PROMOTION AND MARKET DEVELOPMENT COMMITTEE

TERMS OF REFERENCE

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

- (a) market development plans, promotion of consumption 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.

2. For each coffee year, the Council shall designate eight representatives of exporting Members and three representatives of importing Members to serve on the Committee. The quorum required for a meeting of the Committee shall be two representatives of exporting Members and two representatives of importing Members.

3. The Committee shall select a Chairman and a Vice-Chairman from among the designated Members. The Chairman and Vice-Chairman of the Committee shall be from different categories of Member. As a general rule, these offices shall alternate each coffee year between the two categories of Member. At each Session of the Council, the Chairman of the Committee shall report to the Council on the work of the Committee.