



Promotion Committee

18th meeting

22 September 2010 (16:30)

London, England

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PC-61/10 Rev. 1
2. Promotion activities and proposals	
2.1 ICO CoffeeClub Network – to note	PC-62/10
Document PC-62/10 contains a report assessing the implementation of the Network. The consultant will report.	
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 and future collaboration with the Institute for Scientific Information on Coffee (ISIC) on the Positively Coffee Programme.	
3. Promotion and market development under the ICA 2007 – to consider	PC-13/03 Rev. 2
At the last meeting of the Committee, Members were requested to come prepared to this meeting with suggestions for future resources for activities to increase coffee consumption, and to submit proposals in writing in advance. The Committee will consider ideas and proposals for the recapitalization of the Promotion Fund.	
Members are also invited to contribute proposals for the action plan for promotion and market development under the ICA 2007.	

- 4. Other business – *to consider*** verbal

23rd ASIC Conference (Bali, 3 to 7 October 2010)

- 5. Date of next meeting – *to note*** verbal

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