



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

PC 41/07 Rev. 1

14 May 2007  
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**Promotion Committee**

24 May 2007 (16.00)

London, England

**Draft Agenda**

<b>Item</b>	<b>Document</b>
<b>1. Draft Agenda – to adopt</b>	PC-41/07 Rev. 1
<b>2. Promotion activities and proposals</b>	
<b>2.1 Step-by-step Guide to promote coffee consumption – to note</b>	verbal
The Executive Director will invite Members to report on their use of the Guide.	
<b>2.2 ICO network to promote coffee consumption – to note</b>	WP-SGP 17/07
The Executive Director will report on the development of this proposal and on the inclusion of criteria to evaluate success and milestones to assess progress, as requested by the Steering Group on Promotion in January 2007.	
<b>2.3 Domestic consumption – to note</b>	WP-Board 1031/07
The Executive Board will review a proposal for a pilot project to develop domestic coffee markets in India, Indonesia and Mexico for submission to the Common Fund for Commodities.	

**2.4 Coffee and health – to consider** 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 23 May.

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

**3. Financial matters**

**3.1 Accounts of the Promotion Fund for the financial year 2005/06 and Report of the Auditors – to note** PC-42/07

The Accounts of the Promotion Fund and Report of the Auditors will be presented for the approval of exporting Members.

**3.2 Accounts of the Special Fund for the financial year 2005/06 and Report of the Auditors – to note** SF-39/07

The Accounts of the Special Fund and Report of the Auditors will be presented for the approval of exporting Members.

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

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

The next meeting of the Promotion Committee will take place during the 98<sup>th</sup> Session of the Council to be held at the ICO headquarters in London, from 24 to 28 September 2007.

A meeting of the Steering Group on Promotion may be organized at this time.