Promotion Committee
14th meeting
25 September 2008 (11:00)
London, England

Draft Agenda

Item | Document
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1. Draft Agenda – *to adopt* | PC-50/08 Rev. 1
2. Promotion activities and proposals | verbal
2.1 ICO network to promote coffee consumption – *to note* | verbal
   The consultant will report on the implementation of the ICO network to promote coffee consumption (the CoffeeClub Network).
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.
3. Steering Group on Promotion – *to consider* | verbal
   The term of office for Members of the Steering Group on Promotion established by the Promotion Committee in 2003 expires in September 2008. The Committee will review this matter in the light of progress on the International Coffee Agreement 2007. The Group last met in January 2007 and its composition is as follows:

Exporting Members: Brazil, Colombia, Côte d’Ivoire, Indonesia
Importing Members: EC (France, Italy, United Kingdom), Japan
4. **Other business – to consider**

*22\textsuperscript{nd} ASIC Conference (Campinas, Brazil, 14 – 19 September 2008)*

The Executive Director will report.

5. **Date of next meeting – to note**

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