



**Report of the Promotion and
Market Development Committee on
the meeting held on 15 March 2017**

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1. The Promotion and Market Development Committee met in London, United Kingdom, on 15 March 2017 for its 13th meeting. The meeting was opened by Mr David Moorhouse, Head of Finance and Administration, who reminded the Committee that it needed to elect the next Chairperson and Vice Chairperson. However, he understood that the producers and consumers groups had agreed that Ms Vera Espíndola from Mexico should continue as Chair and Ms Amy Schnabel of the USA should continue as Vice-Chair, if the Committee agreed. There was no objection from Members of the Committee. He then handed over to Ms Vera Espíndola from Mexico as Chair.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft agenda contained in document [PM-51/17](#).

Item 2: Report on the meeting of 19 September 2016

3. The Committee approved the report of the last meeting held on 19 September 2017 contained in document [PM-50/16](#).

Item 3: International Coffee Day

4. The Chief Economist reported on the arrangements for International Coffee Day (ICD) 2017. Preparations for the campaign were under way and the campaign would build on the success of the first two ICD campaigns.

5. The current tentative title was 'Coffee for you and me' and the campaign would encourage coffee lovers around the world to organize their own events to celebrate coffee and support causes that are important to them. Members were encouraged to approach both the Committee and the Secretariat with comments and ideas for the ICD. The Secretariat felt that it was important for the new Executive Director to confirm the campaign strategy and to be a part of the process.

6. The online campaign would continue to make use of social media and a video to promote ICD 2017.

7. The Chairperson reminded Members that during the PSCB meeting earlier in the week, the Board had recommended there should be more involvement from the private sector with regard to preparing the ICD 2017. The Committee noted this and would define the next steps to fulfil that request.

8. The Chairperson noted that the Agenda for the current meeting was too restrictive and that she wanted to work together with Members to ensure a more proactive Agenda for the next Committee meeting, in September 2017. The Chairperson requested that the Committee should convene intersessionally prior to the next meeting in Abidjan.

9. The delegate from Ethiopia noted that his country had no representation in the ICO Committees and asked if Ethiopia could be a Member of the Promotion and Market Development Committee. The Chairperson explained that membership was already decided for the current coffee year but any ideas from his country would be extremely welcome and would approach Ethiopia to include their vision.

10. One Member requested that the presentation made by Mr Illy on the Global Arabica Plan during the PSCB meeting could be included in the next Agenda. The Committee agreed to this request.

11. The Chief Economist reported that the PSCB was committed and willing to participate and contribute to ICD 2017. Associations would meet in Seattle, USA, later in the year to discuss ICD 2017 and would report on the subject to the Secretariat.

Item 4: Other business

12. There was no other business.

Item 5: Date of next meeting

13. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place in Abidjan, Côte d'Ivoire, at the time of the 120th Council Session from 25 to 29 September 2017.