



Promotion and Market Development Committee
16th Meeting
19 September 2018 (17:00)
London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-57/18 Rev. 1
2. Report on the meeting of 11 April 2018 – to consider and, if appropriate, approve	PM-56/18
3. Promoting consumption – to consider	
3.1 International Coffee Day	verbal
<p>Members will receive a presentation on the 2018 International Coffee Day campaign which, as well as celebrating the role of women in the coffee value chain this year, is designed to promote coffee consumption.</p> <p>Members will be invited to share what activities they have planned at a national level in support of International Coffee Day 2018.</p>	
3.2 Colombian Coffee: Differentiation, Differentiation, Differentiation	verbal
<p>Mr Juan Esteban Orduz, President of the Colombia Coffee Federation, Inc. will give a presentation on efforts to promote consumption of Colombian coffee.</p>	

**3.3 Dissemination Workshop on Coffee and Health: April 2018, [PM-58/18](#)
Mexico**

Members will be invited to consider the outcomes from the Dissemination Workshop on Coffee and Health held as part of the 121st Session of the International Coffee Council in Mexico on 10 April 2018, and to agree on any relevant action.

4. Leveraging technology to connect producers and roasters – *to consider* verbal

Mr Raphael Studer, co-founder of Algrano, will give a presentation on Algrano’s online platform to make it easy for coffee roasters and growers to know each other, interact and buy/sell green coffee.

5. Other business – *to consider* verbal

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

Members are invited to suggest matters for consideration at the next meeting.

The next meeting will take place in Nairobi, Kenya, at the time of the 123rd Council Session.

REFERENCE DOCUMENTS

[Terms of reference for the Promotion and Market Development Committee \(Annex IV\)](#)