



Promotion and Market Development Committee
19th Meeting (Intersessional)
5 February 2020 (14:00)
London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – <i>to adopt</i>	PM-65/20 Rev. 1
2. Report on the meeting of 25 September 2019 – <i>to consider and, if appropriate, approve</i>	PM-64/19
3. The ICO’s Step-by-Step Guide to Promote Coffee Consumption in Producing Countries	verbal
3.1 The ICO’s Step-by-Step Guide to Promote Coffee Consumption in Producing Countries in practice: lessons and recommendations – <i>to note</i> Members will receive a presentation from Mr Carlos Brando – Director of P&A Marketing. P&A Marketing was responsible for the development and implementation of the Step-by-Step Guide.	
3.2 Project Brief: Coffee Market Development Toolkit – <i>to consider, and if appropriate, recommend for approval</i>	PM-66/20
The Head of Operations will present a project brief prepared to mobilize resources for the update of the Step-by-Step Guide based on global best practices.	
4. Other business – <i>to consider</i>	verbal
5. Date of next meeting – <i>to note</i>	verbal

REFERENCE DOCUMENTS

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

[Step-by-Step Guide to Promote Coffee Consumption in Producing Countries, 2004](#)