

Report of the Market Promotion and Development Committee

The Market Promotion and Development Committee of IACO met on Thursday, 22 November 2018, in Hotel NOMAD of Libreville, Republic of Gabon, under the Chairmanship of Mr. Enosh AKUMA from Kenya.

The following Member States were represented : Burundi, Cameroun, Côte d'Ivoire, Gabon, Ghana, Republic of Guinea, Kenya, Democratic Republic of Congo, Togo and Uganda.

The Agenda was adopted as presented. After the presentation of the Market Promotion and Development Committee Report, discussions followed and these recommendations were made :

- Actions recommended during last meeting should be carried out by both the Secretariat and member countries,
- The Secretariat should report on specific actions and per member country to all the Committee to know how far we have gone and what we still have to do,
- Make the report available to the Delegates ahead of time for better consideration of the document,
- Develop a questionnaire to better evaluate what each country has done with regard to recommendations,
- The General Secretariat is invited to extract actions which do not need money investment and share them with member countries for them to start working and, share experience among them,
- The General Secretariat is invited to develop a matrix with responsibilities of actions to be taken,
- Member countries should provide information based on a schedule developed by the General Secretariat,
- Periodically send reminders to membre countries for their actions to be taken both by the public and private sectors,
- Member countries should help the General Secretariat achieve the objective of the Organisation,

- The General Secretariat is invited to develop a template on progress of activities and each member country should provide a contact person to work with the Secretariat on a quarterly basis.

The presentation of the Market Review highlighted 5 points including Production, Global Green Coffee Stocks, Exports, Global Coffee Consumption, Global Coffee Prices, and the following recommendations were made :

- Periodically report on the Market Review,
- Promote local coffee consumption,
- Conduct a Market Analysis along with the Market Review,
- Develop intra-african trade,
- All member countries should commit to submit data to the General Secretariat on request,
- Translate the plans into actions,
- Revise the tools for data collection,

Though IACO is facing financial difficulties, the Secretariat thanked the Delegates, took good note of these recommendations and committed itself to work in view of better supporting member countries and improve the african coffee value chain.

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