



10.11.10

Second meeting of the Steering Committee (SC)
23-24 November 2010, FAO HQ, Rome

DRAFT AGENDA

Tuesday 23 November

[all sessions with SC members and WG coordinators]

- 9.00 Registration of participants
- 9.30 **Welcome to participants and new members**
- 9.35 **Adoption of the agenda and election of chairpersons for the meeting**
- 9.40 **Activities of the Secretariat since the last Forum meeting**
(report by Secretariat)
- 9.45 **Activities of the Working Groups (WGs)**
(reports by WG coordinators):
- Outcomes so far
 - Planned activities and expected outputs
- 11.00 Coffee break
- 11.20 **Activities of the Working Groups (continued)**
- Needed resources
 - Synergies between WGs
 - Need for restructuring/reorganization?
- 13.00 Lunch break
- 14.30 **Funding of the World Banana Forum**
- Current situation of budget
 - Provisional budget for 2011-2012
 - Outcome of contacts with potential donors
 - Partial self-funding by members:
 - * Fee structure for members (sliding scale)
 - * Rights of members
 - * Status of non-paying participants (observers)
- 17.00 End of first day



Wednesday 24 November

9.30 Funding of the World Banana Forum (continued)

- Adoption of decisions on membership fees, rights, etc.
- Strategy for member adhesion
- Fundraising activities with donors

11.00 Coffee break

11.20 Role and membership of the Steering Committee

[For Steering Committee members only. The WG coordinators will have a parallel meeting in the EST Reference Room (D838) from 11.20 to 15.30]

- Role
- Membership: enlargement?

12.00 Promoting the WBF: Communication strategy

- WBF logo
- Communication with governments
- Communication with the media
- Strategy for increasing the membership
 - * Within the banana industry
 - * Opening up to new members (e.g. consumer associations, retailers)

13.00 Lunch break

14.30 Promoting the WBF (continued)

15.30 Wrap-up session

[with SC members and WG coordinators]

- Summary of main decisions
- Discussion on possible dates and places for the 2011 Forum meeting
- Adoption of work plan for 2011

16.30 Meeting closes