

Development Through Innovative Business Models

Conference at the Federal Ministry of Economic Cooperation and Development (BMZ),
Stresemannstr. 94, 10963 Berlin, 18 September 2008, 9.30 a.m. – 6.30 p.m.

Program
Thursday, 18.9.2008

9:30	Registration
10:00	Welcome and Introduction Dr Jürgen Zattler, Director, Federal Ministry for Economic Cooperation and Development
10:15	The Base of the Pyramid (BoP), Markets and Value Creation for the Poor Prof. Ted London, Director, Base of the Pyramid Research Initiative, William Davidson Institute, University of Michigan Discussion
11:15	Microfinance – Essential Element of many BoP Business Models Christian Speckhardt, Member of the Management Board responsibility Social Investments AG
11:30	BoP Business Models Dr Andreas Blüthner, Strategy Manager – Micronutrient Initiatives, BASF Discussion
12:15	Lunch
13:15	Panel: BoP Business Models 1. Agricultural Sector / ITC for more Transparency V. Sreenivasan, Head of European Operations, ITC Infotech 2. Financial Sector / Microinsurance Michael Anthony, Microinsurance Opportunities and Strategic Partnerships, Allianz SE 3. Consumer Goods (Hygiene, Nutrition and Health) Anita Kumar, Global Corporate Responsibility Manager, Unilever
14:00	Business Model Workshops Moderation 1. Dr. Andreas Springer-Heinze, Senior Planner, GTZ (room 819) 2. Christina Gradl, Martin Luther University Halle-Wittenberg, PhD Candidate (room 919) 3. Heiko Schwiderowski, Head of Division, German Association of Chambers of Industry and Commerce (conference hall 11 th floor)
15:30	Coffee Break
16:00	Innovations for the Poor – How Can the Development Sector Contribute? Dr Tilman Altenburg, Head of Department, German Development Institute
16:20	Market-led Poverty Reduction Wolfgang Schmitt, Managing Director, GTZ
16:40	Closing Panel Eva Muraya, CEO, Color Creations Ltd. Nicola Day, Head of Private Sector Strategy, Oxfam GB V. Sreenivasan, Head of European Operations, ITC Infotech Dr. Jürgen Zattler, Director, Federal Ministry for Economic Cooperation and Development
17:50	Closing Statement Susanne Dorasil, Head of Division, Federal Ministry for Economic Cooperation and Development
18:00	Reception