

# **Seventh Annual Seminar on Developing Service Markets and Value Chains**

*Chiang Mai, 18 September - 22 September 2006*

## **TIMETABLE**

## Monday 18 September

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**08.15 am Registration**

**09.30 am Ballroom**

### **Welcome, Introductions**

Introduction and Opening Remarks *Peter Tomlinson, ILO Turin*

Opening Remarks *Martin Clemensson, ILO Geneva*

What you will hear during the week *Jim Tanburn*

**10.45 am** Coffee break

**11.15 am SESSION 2**

### **Overview and Value Chain Analysis**

Linking Small Firms into Value Chains: Overview, Challenges and Opportunities

*Jeanne Downing, United States Agency for International Development (USAID)*

Feasibility of the Bamboo Sector in Vietnam, Cambodia and Laos

*John Marsh, Oxfam Hong Kong* - An example of pro-poor value chain analysis

**Plenary discussion;** proposals for Discussion Groups

**12.30 pm** Lunch

**02.00 pm SESSION 3**

### **Experiences in the field**

A Methodology for Selecting the Most Promising Interventions ("How to get Bang for the Buck") *Norma Tregurtha, Making Commodity and Service Markets Work for the Poor in Southern Africa (ComMark)*

Experiences in the Entrepreneurial Development of Value Chains *Kevin Billing, Business Services Market Development Project (BSMDP), Kenya*

**Plenary discussion**

**03.30 pm** Break

**04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion Groups**

DG 1: Developing service markets: Tutorial #1 (Peter Tomlinson, Lemme Manje)

DG 2: Frameworks and concepts for developing value chains (Jeanne Downing)

DG 3: Value Chain Analysis to design pro-poor interventions (John Marsh, Tran My Hanh)

DG 4: Methodologies and criteria for selecting interventions (Norma Tregurtha)

DG 5: Entrepreneurial approaches (Kevin Billing and Wanjiku Guchu)

**Tuesday 19 September**

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**09.00 am SESSION 1**

**The 2006 Reader**

Introduction to the Themes and Case Studies of the 2006 Seminar Reader *Mary McVay*

**Crisis-Affected Situations**

Moving from Relief to Market Development *David Rinck, Catholic Relief Services, Kenya*

Plenary discussion

**10.30 am** Coffee break

**11.00 am SESSION 2**

**Measuring Impacts**

Challenges and Opportunities in Measuring Impacts *Aly Miehlebradt*

Monitoring Results and Benchmarking: Experience of the South Asia Development Facility (SEDF), Bangladesh *Deepak Adhikary, International Finance Corporation (IFC)*

Plenary discussion; proposals for Discussion Groups

**12.45** Lunch

**02.00 pm SESSION 3**

**Reaching scale in weaker markets**

Stimulating consulting service markets in Central Asia

**Gabriel Al-Salem, European Bank for Reconstruction and Development (EBRD)**

Experiences of the Start and Improve Your Business Project (and related initiatives) in China

**Christoph David Weinmann, ILO**

Plenary discussion

**03.30 pm** Break

**04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion Groups**

DG 1: Developing service markets: Tutorial #2 (Peter Tomlinson, Lemmy Manje)

DG 2: Assessing impacts (Aly Miehlebradt, Deepak Adhikary)

DG 3: Developing markets in post-crisis situations (David Rinck)

DG 4: Exploring the 2006 Reader themes, cases in more detail (Mary McVay)

DG 5: Reaching scale in weaker markets (Chris Weinmann, Gabriel Al-Salem)

## Wednesday 20 September

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### 09.00 am SESSION 1

The Role of the **Federation of Thai Industries** in Encouraging Innovation *Khun Vichien*

**HIV and AIDS:** Achievements and Challenges for Business Development Facilitators  
*Linda Jones, Mennonite Economic Development Associates (MEDA) with Lemmy Manje, ILO BDS Zambia, and Owen Kibenge, ILO SEMA Uganda*

Plenary discussion

**10.30 am** Coffee break

### 11.00 am SESSION 2

The Marketplace: Participants who have previously volunteered have an opportunity to speak about their work or other selected theme of interest; all then sign up at lunchtime to go into more detail with the speakers they have selected, during Session 4.

**12.45 pm** Lunch

### 02.00 pm SESSION 3

#### **Developing Foundation Market Systems**

Reaching Rural Audiences through Commercial Radio *Owen Kibenge, ILO/SEMA Uganda*

Building Markets for Management Training through TV and Corporate Linkages in the Middle East *Michel Botzung, IFC*

Plenary discussion

**03.30 pm** Break

### **04.00 pm to 05.30 pm: SESSION 4 - Discussion Groups**

DG 1: Developing service markets: Tutorial # 3 (Peter Tomlinson)

DGs 2-5: Topics proposed by participants

## Thursday 21 September

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### 09.00 am SESSION 1

The Donor Committee for Enterprise Development *Corinna Küsel, GTZ / Co-Chair*  
**Reforming the Business Environment:** Recent work, current knowledge and future plans  
*Martin Clemensson, ILO / Chair of the Business Environment Working Group, DCED*

**Service Markets in OECD Countries:** Characteristics, Opportunities and Challenges  
*Anita Wölfl, Centre d'Etudes Prospectives et d'Information Internationales (CEPII)*

10.30 am Coffee break

### 11.00 am SESSION 2

**Working with the International Private Sector**  
Experiences at the Global Level *Corinna Küsel, GTZ*  
Experiences in Vietnam *Van Cao Thanh, GTZ*

Plenary discussion; proposals for Discussion Groups

12.45 pm Lunch

### 02.00 pm SESSION 3

#### Financial Service Markets

Linkages Between Finance and BDS *Merten Sievers and Peter Tomlinson, ILO*  
Micro-finance for value chain development *Bhim sen Gurung, IDE Nepal*  
Financial services for agricultural value chain development in Tajikistan *Linda Jones, MEDA*

(Unfortunately, Brigit Helms was not able to present her book, "Access for All: Building Inclusive Financial Systems" because of a travel ban in force at the time).

#### Plenary discussion

03.30 pm Break

### 04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion groups

- DG 1: Developing service markets: Tutorial #4 (Peter Tomlinson)
- DG 2: Working with the international private sector (Corinna Küsel, Van Cao Thanh)
- DG 3: Working through mass media (Owen Kibenge, Michel Botzung)
- DG 4: Building financial service markets (Merten Sievers, Bhim sen Gurung)
- DG 5: HIV and AIDS: Achievements and Challenges (Linda Jones, Lemmy Manje)
- DG 6: Reforming the Business Environment (Martin Clemensson)

## Friday 22 September

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### 09.30 am SESSION 1

#### Review of the week

Overview of current trends in donor thinking on private sector development (PSD)

*Jim Tanburn*

10.30 am Coffee Break

### 11.00 am to 12.30 pm SESSION 2

**Open Space:** Participants share their 'take-aways' and 'aha' moments from the Seminar  
*Aly Miehlsbradt and Linda Jones*

#### Closing remarks, thanks and acknowledgements

*Peter Tomlinson, Jim Tanburn,*

12.30 pm Extra session for study tour participants  
Study tour briefing Peter Tomlinson and Merten Sievers

13.00 pm Lunch

**NB. Seminar ends at lunchtime**

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