



**Making Markets
Work for the Poor**

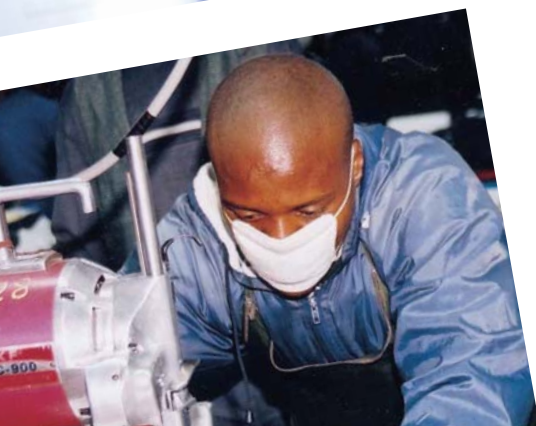
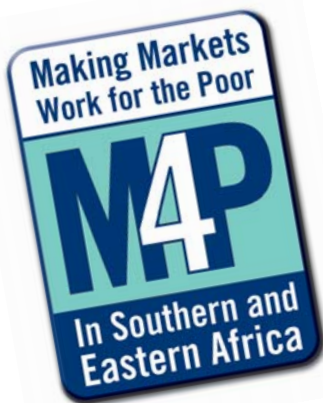
M4P

**In Southern and
Eastern Africa**

Cape Town

Monday 12th March to Wednesday 14th March 2007

(with optional learning tools workshop on M4P methodologies, Thursday 15th March)



Making Markets Work for the Poor is an approach to development that aims to harness the power of markets to fight poverty. A number of agencies have built on the ideas and concepts supporting this approach, and have achieved practical results. Join us at the Spier Estate in Stellenbosch to share the experiences of the ComMark Trust and others as we discuss the strengths and limitations of this approach and critically assess how markets can be made to work for the poor.

Plus, a one-day workshop is on offer for participants who would like to gain practical skills to apply the approach in their own work in the future.

Introduction

Historically, development agencies have tended to work within discrete thematic areas, such as “agriculture” or “legal environment”. Now, however, there is general agreement that growth is necessary for poverty alleviation, and that the private sector – through markets – must deliver that growth. M4P practitioners therefore address any market-based constraint that will open up major new opportunities to people living in poverty.

Agencies as diverse as DFID, CARE Canada, Swedish Sida and the Asian Development Bank and various government development agencies have adopted the approach, but it is only now that they are achieving measurable impact. This event will showcase these results, achieved by ComMark and others; it is a unique opportunity to rapidly up-date your knowledge about current thinking across agencies and countries in the region – and to contribute to the discussion about the future in this important field.

Provisional Agenda

Many different agencies will present their experiences with M4P during the Seminar, including ComMark, FinMark, DFID, CGAP, Technoserve, FIAS, ILO, the Tourism Enterprise Programme (TEP) and various Southern African government initiatives. In addition, private companies will tell participants about their experiences in harnessing the power of markets to reach millions of new consumers. A provisional agenda is given below. Note the proceedings will consist of presentations, panel discussions and interactive question and answer sessions. Please visit our website for regular programme updates (www.commark.org).

Introductions

- Overview of M4P, by Stephen Hanival, ComMark, and Jim Tanburn
- Introduction to the M4P concept and experiences of M4P in Vietnam, by Alan Johnson, ADB/DFID
- Competitiveness and benchmarking across countries, by Uma Subramanian, FIAS

Agribusiness value chains and the rural poor

- Reaching scale in the wool markets of South Africa, by Norma Tregurtha, ComMark
- Expanding opportunities for poor dairy farmers in Kenya, by Wanjiku Guchu, DFID BSMDP
- Developing markets for rice paddy farmers in Mbarali District of Tanzania, by Joseph Burke, PESA
- Making markets for cashew, coffee and tea work for the poor in Tanzania, by Tim Piper, Technoserve

Pro-poor Financial Markets

- Formal and informal funeral insurance markets in South Africa, FinMark
- Providing financial services at the ‘base of the pyramid’, Wizzit
- Credit regulation: Limiting access to financial services or protecting low income consumers? National Credit Regulator

Strengthening the Service Sector to create jobs

- The experience of commercial radio serving the poor in Uganda, ILO
- Making international tourism markets serve the poor in South Africa, Tourism Enterprise Programme
- Improving access to business services: Lessons learnt from Umsobomvu Youth Fund Voucher Programme, UYF

The Garment Sector: Globalization and the poor

- International markets for garments: a catalyst for growth in Lesotho, by Mark Bennett, ComMark
- Strengthening the ability of South Africa's Apparel Industry to influence and inform Government through its Employers' Association – Clotrade, Jack Kipling, Clotrade

Local Economic Development and the market development approach

- A Cluster approach to Regional Sector Development: Lessons from the Western Cape 1995-2005. Western Cape Department of Economic Affairs and Tourism.
- Assisting Local and District Municipalities to start Local Economic Development processes: Lessons from two South African Districts, GTZ

Big business serving the poor through market mechanisms

- How Vodacom reached out to mass markets in townships, by Nku Nyembezi-Heita
- Supporting smallholder farmers to grow in Uganda, by Bongiwe Njobe, SABMiller (tbc)
- Servicing low income markets in Southern Africa: The Black Like Me Story, Connie Mashaba, Black Like Me (tbc)

Facilitating International Trade: A catalyst for market development?

- Reducing the Costs of Trade: Lessons from Malaba One Stop Border Post, Silas Kanamugurie, East African Global Competitiveness Hub
- Role of certification in developing the Natural Products Sector, by Kristy Facer, IUCN

Regulation: Creating the enabling framework for pro-poor market development

- Making labour markets work for the poor in South Africa, by Haroon Bhorat, UCT
- Regulatory systems and making urban land markets work for the poor in South Africa by Michael Kihato and Stephen Berrisford, Stephen Berrisford Consulting

HIV-Aids: Cutting-across all markets

- Experiences of the Apparel Lesotho Alliance to Fight AIDS (ALAFA), by Andy Salm, ComMark
- Training people in small businesses in Zambia to cope with AIDS, by Tapera Muzira, ILO

Conclusion and Summary

- Review of the Seminar, by Katharine McKee, CGAP / World Bank

Who Should Attend?

Participants will gain insights and experiences from many countries on how to build on market dynamics, to achieve maximum outreach, scale and sustainability. The Seminar will therefore be valuable for anyone who is concerned with the design, implementation or review of effective development programmes, in disciplines where the private sector is active. This includes government officials, policy makers, donor agency staff, consultants, project managers and staff of national and international organisations.

Venue

The seminar will be held at the beautiful Spier Hotel, in the Stellenbosch area outside Cape Town; for more information, please see www.spier.co.za

Costs

ComMark is supporting the organisation of this event, which therefore represents excellent value for money; total costs (in addition to the cost of transport to/from the venue) are:

For South African participants

R 450 (excluding accommodation) or R 2,730 (including accommodation for 3 nights)

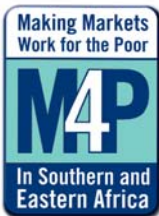
For International participants

US\$ 75 (excluding accommodation) or US\$ 390 (including accommodation for 3 nights)

For more information

More information will be posted on www.mmw4p.org and www.commark.org as it becomes available. Demand for places in the seminar is expected to be high, so early registration is strongly encouraged. For the registration form please contact Nomsa Maseko at nomsa@commark.org





Making Markets Work for the Poor (M4P) in Southern and Eastern Africa 12 – 14 March 2007



PLEASE COMPLETE AND RETURN THIS FORM TO: ComMark Trust, Postnet Suite 598, Private Bag X29, Gallo Manor 2052
Telephone +27 11 802 0798 • Fax: +27 11 802 0798 • E-mail: nomsa@commark.org

Title (Prof/Dr/Mr/Ms) _____ Surname _____ First Name (As required on Delegate Badge) _____
 Job Description _____ Company Name _____
 Telephone (W) _____ Cell _____ Fax _____
 Email _____ Postal address _____

What are your expectations and interests in attending the Seminar?

Any other comments?

Do you need a visa to enter South Africa? YES NO

Is an invoice required for your organisation to process the Seminar payment? YES NO

Please indicate full details of the person/Institution to which the invoice should be addressed:

Any special dietary requirements? Halaal Kosher Vegetarian

Other (Please specify) _____

Any other special requirements? (Please specify) _____

PLEASE REGISTER ME AS A DELEGATE TO THE M4P CONFERENCE SOUTHERN & EASTERN AFRICA 2007 AS FOLLOWS:

PLEASE INDICATE BELOW AS APPROPRIATE

Conference 12 – 14 March	R450.00/\$75.00	
Dinner, Wednesday 14 March	No charge	
Workshop Thursday 15 March**		
	Total	

** Please let us know whether or not you are interested in the one day Workshop on Thursday the 15th

HOTEL	ROOM TYPE (Please indicate the room type you require)	ROOM RATE (3 nights)
Spier	Standard Twin Room	
	Twin Room/Double Room <input type="checkbox"/> (2 people in room)	R2 880.00
	Single occupancy <input type="checkbox"/> (1 person in room)	R2 280.00

N.B. The rates quoted above are for 3 nights and are applicable for the duration of the M4P Conference i.e. 11 – 14 March 2007 including breakfast & VAT

Arrival	Date:	March 2007	Number of nights:
Departure	Date:	March 2007	
Person Sharing (If applicable)	Surname		First Name

RESERVATION ARRIVAL TRANSFER – Which will be charged to your room account

Transport can be provided to the hotel from the airport at R200.00 per person. If you would like us to arrange a transfer, please provide us with your flight details as follows:

Date & Time of arrival _____ From: _____ Airline & Flight No. _____

PAYMENT DETAILS:

Direct transfer :

Account Name: ComMark Trust
 Bank: Investec
 Branch: Grayston/Sandton
 Account No: 1001 0882 721
 Branch Code: 580105

Bank Deposit:

Account Name: Investec (The ComMark Trust)
 Bank: ABSA
 Account No: 01043960306
 Ref No: 1001 0882 721

FULL PAYMENT IS DUE ON APPLICATION FOR REGISTRATION. REGISTRATION WILL BE CONFIRMED ONLY AFTER PAYMENT IS RECEIVED.

In the event of cancellation, 100% of fees will be credited provided cancellation in writing is received 30 days prior to 12 March 2007. After that date, no credits or refunds will be made. You are however welcome to provide a substitute in your place. Please notify Nomsa Maseko at ComMark Trust – Telephone + 27 11 802 0785 of such substitution.

Please write a short bio-data paragraph (around 3 to 5 lines)***

*** Please tick this box if you do not wish this information to be posted on the website.