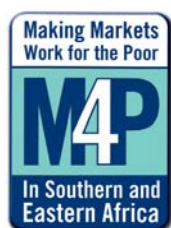


Making Markets Work for the Poor (M4P) in Southern and Eastern Africa

12 – 14 March 2007
Spier, Stellenbosch

Monday 12th of March 2007

- 07.30-09.00 Registration
- 09.00-09.30 Welcome and introduction, Stephen Hanival, ComMark
- 09.30-11.00 **The Concept of M4P**
Discussant and Chair: Stephen Hanival, ComMark
- Introduction to the M4P concept and experiences of M4P in Vietnam, Alan Johnson, ADB/DFID
 - Locating M4P in the boarder private sector development debate, Jim Tanburn
- 11.00-11.15 Tea
- 11.15-12.30 **Big business serving the poor through market mechanisms**
Discussant and Chair: tbc
- How Vodacom reached out to mass markets in townships, Minnie Maharaj, Vodacom
 - Supporting smallholder farmers to grow in Uganda, Chris Balya, Afrokai
- 12.30-13.30 Lunch
- 13.30-15.00 **Regulation: Creating the enabling framework for pro-poor market development**
Panel Discussion Moderator: Rudi Dicks (COSATU)
- Making labour markets work for the poor in South Africa, Neva Makgetla, Presidency
 - Regulatory systems and making urban land markets work for the poor in South Africa, Michael Kihato, Stephen Berrisford Consulting
 - Development, regulation and the South African telecoms sector, Alison Gillwald, Wits University
- 15.00-15.30 Tea
- 15.30-17.00 **Making international trade work for the poor**
Discussant and Chair: Riefqah Jappie (Wesgro)
- 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, Kristy Faccor, IUCN



Learning Tool Workshop

15th of March 2007
Neethlingshof Estate, Stellenbosch

1. Sub-sector analysis: Understanding the way markets work

Presenter: Bill Grant and Golden Mahove ECI/Africa

Sub-sector analysis is a specialised technique for developing an understanding of a particular sector. It identifies the key functions and participants in the subsector and the relationships between the participants. The analysis looks at the flow of product from the production of the raw material to the distribution of the final product to the ultimate consumer.

The objective of this one-day training event is to equip participants with the fundamental skills of the sub-sector analysis approach, enabling them to either guide sub-sector studies, to analyse studies and/or to use the findings of the analysis to take informed decisions regarding the sub-sector in question.

An interactive, participatory methodology will be followed and participants will be given the opportunity to work with real cases studies as they learn to apply this valuable tool.

Cost: R 450 per participant

Programme

| Time | Topic |
|-------|-------------------------------------|
| 08:30 | Background |
| 08:30 | SS Concepts and Analysis |
| 10:30 | Break |
| 10:45 | Case-study 1: Building a SS Map |
| 12.30 | Lunch |
| 13.00 | SS Concepts and Analysis cont. |
| 14.00 | Case Study 2: Refining the analysis |
| 15.30 | Strategic decisions in SS Analysis |
| 16.30 | Discussion |

2. Incorporating microfinance into private sector development projects

Presenter: Roland Pearson, Centre For Microfinance: University of Pretoria

Improved access to financial services has a positive impact on poverty alleviation and should be an integral part of any private sector development programme and/or project. The objective of this one day training event is to introduce participants to the concept of microfinance and provide them with the skills to build microfinance into the design of private sector development interventions.

Cost: R 450 per participant

Programme

| Time | Topic |
|-------|--|
| 08.30 | Introduction to pro-poor financial services, history, present and future challenges |
| 09.30 | Approaches to innovations to address these challenges |
| 10.30 | Break |
| 11.00 | Conducting microfinance market research: understanding the market and addressing the challenges |
| 12.30 | Lunch |
| 13.00 | Microfinance product development and service delivery mechanisms |
| 15.00 | Including microfinance into private sector development projects - international and African case studies and examples. |
| 16.30 | Discussion |

Tuesday 13th of March 2007

- 08.30-10.45 **The garment sector: Globalisation and the poor**
Discussant and Chair: Rashad Cassim (TIPS)
- International markets for garments: a catalyst for growth in Lesotho, 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
 - Trends in the international clothing retail market, niche branding and the opportunities it opens up for developing producers and countries, Emil Grey, Woolworths
- 10.45-11.15 Tea
- 11.15-12.30 **Agribusiness and the rural poor**
Discussant and Chair: Anthony Evans (ComMark)
- Mbeya High Quality Rice Producers, Joseph Burke, USAID/DAI/PESA (Private Sector Support Activities) Project
 - Expanding opportunities for poor dairy farmers in Kenya, Wanjiku Guchu, DFID BSMDP
- 12.30-13.30 Lunch
- 13.30-15.15 **Strengthening the service sector to create jobs**
Discussant and Chair: Golden Mahove (ECI Africa)
- Making international tourism markets serve the poor in South Africa, Tim Anderson, Tourism Enterprise Programme
 - Improving access to business services: Lessons learnt from Umsobomvu Youth Fund Voucher Programme, Mapitso (Mercy) Nchapha, UYF
- 15.15-15.45 Tea
- 15.45-17.00 **HIV-AIDS: Cutting-across all markets**
Discussant and Chair: Jim Tanburn
- Experiences of the Apparel Lesotho Alliance to Fight AIDS (ALAFA), Andy Salm, ComMark
 - Training people in small businesses in Zambia to cope with AIDS, Tapera Muzira, ILO
- 19.00 **Conference dinner**
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Wednesday 14th of March 2007

- 08.30-10.30 **Pro-poor financial markets**
Discussant and Chair: Stephen Hanival (ComMark)
- Moving the "access frontier" in financial service markets, Mark Napier, FinMark
 - Providing financial services at the 'base of the pyramid', Brian Richardson, WIZZIT
 - Credit regulation: Limiting access to financial services or protecting low income consumers? Rashid Ahmed, Office of the National Credit Regulator
- 10.30-11.00 Tea
- 11.00-12.30 (1) **Local economic development through an M4P lens**
Discussant and Chair: Nweti Maluleka (the dti)
- A Cluster approach to Regional Sector Development: Lessons from the Western Cape 1995-2005, Nigel Gwynne-Evans Western Cape Department of Economic Affairs and Tourism.
 - Linking local economic development with international markets: A study of the craft sector in South Africa, Kate Philip (DFID)
- 11.00-12.30 (2) **Agribusiness value chains and the rural poor**
Discussant and Chair: Mohammad Karaan (NAMC)
- Making markets for cashew, coffee and bananas work for the poor in Mozambique, Tanzania and Kenya, Leslie Johnston, Technoserve
 - Reaching scale in the wool markets of South Africa, Norma Tregurtha, ComMark
- 12.30-13.30 Lunch
- 13.30-14.45 (1) **Facilitating rural development: The role of information**
Discussant and Chair: Norma Tregurtha (ComMark)
- Informing and empowering the rural poor through mass media, Gavin Anderson
- 13.30-14.45 (2) **Making Markets Work For the Poor in weak institutional environments**
Discussant and Chair: Jim Tanburn
- Developing value chains in Zimbabwe: Lessons from SNV, Jonathan Kagoro, SNV Zimbabwe
 - Assisting local and district municipalities to start local economic development processes: Lessons from two South African districts, Shawn Cunningham, GTZ
- 14.45-16.00 **Seminar wrap-up**
- Review and seminar summary, by Katharine McKee, CGAP / World Bank
 - M4P: Future Directions and developing a regional community of practice, Jim Tanburn
- 16.00 Tea

