



The Donor Committee for Enterprise Development

International Seminar, Thailand, 17-20 January 2012
Current trends and results in Private Sector Development

19th July 2011

This Seminar provides the opportunity for experienced practitioners to update themselves on current trends in the fast-moving field of Private Sector Development (PSD). In particular, it will focus on what we are learning about results – since those are now so much in demand: how to work out the logic of the programme, how to monitor progress and how to estimate achievements.

Background

The PSD field is evolving and growing fast – mainstream development is discovering the private sector. Who is doing what? What are the trends and what will be the next ‘big ideas’? And in this age of austerity, what do we know about results, and how to measure them? How can we communicate them, and to whom?

These questions are being asked by practitioners everywhere, and the Seminar enables participants to find the answers. It continues the tradition of thematic conferences and annual Seminars, bringing together many stakeholders across a broad range of approaches – from the field and from headquarters; the opportunities to network and to meet with colleagues is unique.

Indeed, many practitioners are inevitably working in a relatively isolated way towards better results, and this Seminar brings them together, to meet each other, share experiences, learn from each other and devise ways to collaborate in the future.

Objectives

By the end of the Seminar, participants will have gained:

- Knowledge about the main trends in private sector development worldwide – ‘who is doing what’;
- The latest thinking, experiences and techniques to monitor for results and effectiveness;
- A greatly expanded network of peers who are working in similar directions, and who can provide support in the future; and
- Knowledge about where to get the additional information they require.

Scope

The Seminar will touch on different approaches to PSD, including value chain development, trade promotion, challenge funds and business environment reform. What are the current trends? Where is the evidence? And how do we present what we do, to a wider audience – people who may resonate more with charity and relief, than with the dignity of finding opportunities for economic self-reliance?

Presentations will focus on candid accounts of the experiences people are having now, and the results being achieved; they will also cover new approaches and frameworks, such as the [Standard for results measurement of the Donor Committee for Enterprise](#)

Development. They will also highlight sources of information for those participants who want to research more, after the Seminar.

Content

Speakers are being selected to ensure that cutting-edge experience and information in the field are brought to the Seminar. Sessions will be structured around this experience, in ways that allow participants to contribute also their own experiences. As in previous Seminars, there will be both World Cafes and market-places where participants can present their own work, and discuss the themes of most interest to them.

The following gives a list of speakers confirmed at the time of writing:

- Current trends in PSD: Categories, communities and concepts, with Jim Tanburn
- Practical experiences in PSD – achieving and using the results:
 - Jim Tomecko, Nepal Market Development Programme
 - [Phitcha Wanitphon, Thai-German Programme for Enterprise Competitiveness](#)
 - [Ivan Rodriguez, PymeRural Swisscontact Honduras](#)
 - [Markus Kupper and Muaz Jalil, Swisscontact Katalyst Bangladesh](#)
 - [Donna Loveridge, TradeMark East Africa](#)
 - [Nico Janssen, SNV Cambodia](#)
 - [Irfan Syah, Mercy Corps / Swisscontact VIP Indonesia](#)
 - [Curtis Hundley, MSME/USAID Cambodia](#)
 - Sadia Ahmed, previously of [Propcom Nigeria](#)
 - Harald Bekkers, MDF Fiji/East Timor
 - Peter Roggekamp, CAVAC Cambodia
 - [Peter Bissegger, Swisscontact Indonesia](#)
 - David Smith, [African Enterprise Challenge Fund](#) / Triple Line
- Implementing results measurement systems in PSD, with Aly Miehlsbradt, Hans Posthumus, Nabanita Sen and Philipp Essl
- Experiences of development agencies in implementing good measurement practice: Opportunities and challenges of AusAID and others

More information will be provided on the structure and content of the Seminar, in due course. For more information on the speakers and programmes, click on the hyperlinked names, above; current monitoring information on many of them can also be found; more information about many of the programmes listed above can be found in [the DCED case studies](#).

Logistics

The Seminar will be held in Bangkok, Thailand; there will be a participation fee of \$950. In addition, participants will be responsible for their own travel, accommodation and insurance costs; a preferential rate of B2,500 net (about US\$80) per night is available to participants who stay in the Seminar hotel. Participants are encouraged to bring information about their own programmes, to share during the Seminar. The number of places is limited, so early application is advised.

For more information, including a link to the Application Form, please refer to www.enterprise-development.org/page/seminar