



The **Employment and Income Division (E+I)** is pleased to invite you to following event:

Making Markets Work for the Poor: Private sector delivery of “public benefit” goods and services

**HOTEL ADOR SORELL, BERN *
Thursday, 24th May 2007, 10:00-16:00**

The inaugural seminar last year introduced the *market development approach* and highlighted its successful application to areas of private sector development such as financial services, value chains, and regulatory reform. This year's seminar will consider how market development is increasingly being applied to improving the poor's access to goods and services, which are usually seen as having a strong public dimension.

How can development agencies make markets work better for the poor?

The market development approach is concerned with ensuring that growth does translate into real and sustainable benefits for the poor. Last year's seminar looked at how the poor can better participate in growth processes directly. This year's seminar will consider how markets and the power of the private sector can be harnessed to tackle poverty reduction through improving the poor's access to and usage of goods and services traditionally conceived public (*drawing on examples related to clean water, mosquito nets, and public interest broadcasting*).

An innovative approach...

The market development approach recognises that markets are critical to the livelihoods of the poor – as consumers, producers and employees – but that markets often do not work well for them. As a framework for analysis and action, the approach offers insight into how market systems do and do not work for the poor and provides clear guidance about how agencies' interventions can make markets work better – even for more public benefit goods and services.

... Learning from experience

The approach has emerged from a rigorous examination of the experiences of development agencies in many different fields. Agencies as diverse as DFID, SIDA, USAID and SDC are working with market development approaches and achieving positive impact in fields such as rural livelihoods, financial services, agriculture, and private sector development. Just as private sector development is increasingly being conceived as a cross-cutting issue, market development is increasingly being applied to help in meeting more public policy challenges, such as improving the access of the poor to health, education, infrastructure and government information services.

A seminar for development professionals concerned with the promotion of economic development and the livelihoods of the poor

This seminar will:

- Expose participants to the key principles of market development;
- Explore recent practical experience from the Swiss development community and beyond;
- Explain how SDC is intending to enhance working with market development approach.

To attend the seminar please fill in the registration form and send it back to SDC, Employment and Income Division, anne.berberat@deza.admin.ch. A confirmation will be sent to the participants.

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