



Base of the Pyramid Week

Washington DC, May 29-31 2012

BOP Week will take place May 29-31, 2012 and is expected to be a venue marked by topical discussions related to private sector solutions to poverty challenges and doing business at the base of the pyramid. On May 29th the IDB and the Global Impact Investing Network (GIIN) host the **Impact Investing Forum**. This Forum will provide an overview of the current impact investing market, including the social and environmental sectors that are successfully receiving impact investment today.

To build on the discussion from previous years, on May 30th OMJ will host a selected group of people for the fourth version of the **Strategic Partners Dialogue***. This executive level meeting brings together thought leaders from the academic, corporate, media, financial, and non-profit worlds all interested in the conversation of market-based solutions to poverty. This year's Dialogue will focus on *how policy innovation can catalyze and scale market based solutions to poverty challenges* with a special emphasis on *broadband connectivity and housing*.

Attendants to the **Client Workshop and Study Cases** on May 31st will participate in a dynamic half-day session on three of OMJ's most successful cases in reaching scale. EPM in Colombia, Tenda Atacado in Brazil, and Mi Tienda in Mexico have been selected with the intent of engaging participants on innovative ways in which private sector solutions can address poverty challenges. The Workshop aims at promoting cross-learning between the case study projects; provide feedback on ways they can increase their impact and, explore how the solutions presented can be scaled, replicated and adapted in other operations.



May 29th | GIIN-BID Forum on Impact Investing in Latin America and the Caribbean

The Inter-American Development Bank Group and the Global Impact Investing Network are hosting a forum focused on identifying opportunities to achieve positive social and environmental impact through for-profit investment in Latin America and the Caribbean. With corporate sponsor Citi, and media sponsor The Financial Times, the Forum will highlight the IDB Group's role as an impact investing leader in the region and will offer expert-led discussions for both experienced and new investors in the field.

Confirmed speakers include (Provisional agenda)

- Jacques Antebi, Chief, Equity and Investment Funds Division, Inter-American Investment Corporation
- Rick Beckett, President & CEO, Global Partnerships
- Eliza Erickson, Director, Investments, Omidyar Network
- Willy Foote, Founder & CEO, Root Capital
- Jozef Henriquez, Chief of Syndications Unit, Inter-American Development Bank
- Julie T. Katzman, Executive Vice President, Inter-American Development Bank
- Gerhard Pries, Founding President & CEO, Sarona Asset Management
- Luther Ragin, CEO, Global Impact Investing Network
- Elizabeth Rhyne, Managing Director, Center for Financial Inclusion at ACCION International
- Alejandro Villanueva, Regional Director of Latin America and Caribbean Programs, Kellogg Foundation

| | |
|---------------|---|
| 1:00pm-1:30pm | Registration (1330 New York Avenue NW, Washington DC 20577) |
| 1:30pm-2:00pm | Keynote Presentation (Enrique Iglesias Auditorium) |
| 2:00pm-3:30pm | Plenary Session: Impact Investing in Latin America and the Caribbean: Building on Momentum, Identifying Opportunities, and Addressing Challenges |
| 3:30pm-4:00pm | Networking coffee break |
| 4:00pm-5:30pm | <p>Three Concurrent Panels (Enrique Iglesias Auditorium, CR-2, CR-3)</p> <p><i>Sourcing and Structuring an Impact Investment</i> For investors interested in the hands-on aspects of making an impact investment, this discussion will describe the process of developing a pipeline of impact investment opportunities, selecting the appropriate candidates, and structuring an investment that will produce social or environmental benefits alongside a financial profit. Panelists will talk about where and how they find investable social and environmental projects, and how they assess both the financial and non-financial viability of the potential investment. Panelists will also discuss the structure of impact investment deals, particularly those that attract co-investors with different risk/return appetites.</p> <p><i>Role of the Public Institutions in Impact Investing</i> Impact investing is bringing additional capital to the social and environmental challenges that governments have long sought to address through both aid and investment funding. Development finance institutions are among the most experienced impact investors, and are increasingly mobilizing private sector resources to achieve development impact. Additionally, government policy can help to attract impact investment capital to particular</p> |

| | |
|----------------------|---|
| | <p>sectors and regions. This panel discussion will aim to answer the question: how can public institutions use their position and experience to promote successful impact investing?</p> <p><i>Case Studies: Innovative Impact Investment Models</i></p> <p>This discussion will dive into innovative investments in detail. The panelists will be the practitioners who put the deals together, perhaps including some investment recipients. The discussion should touch upon the reason for developing this investment product or deal, the investors involved, the key considerations and challenges to creating the product and/or closing the deal, and an overview of the current state of the project, including impact measurement. This panel will showcase innovative deals and players in critical growing sectors, such as supply chain financing, renewable energy, and health, among others.</p> |
| 5:30pm-7:00pm | Cocktail Reception and Remarks |

For additional information contact Natalie García, NATALIEG@iadb.org



May 30th | Strategic Partners Dialogue: *Policy Innovation to Catalyze Market-based Solutions to Poverty*

(Invitation-only)

Economies in Latin American are booming but the region still faces several development challenges in areas such as health, education, housing, and connectivity. Government efforts so far have been insufficient and there's urgency for innovation. Market-based solutions to poverty have proven to be successful in a wide range of sectors and their positive results are aligned with the governments' own social agendas. This year's Dialogue will foster a conversation around the ways in which policy interventions can unlock new market-based solutions to deeply rooted social issues. The Dialogue will focus on broadband and housing, two sectors where policy mechanisms have had tremendous success in unleashing private solutions.

| | |
|-----------------|--|
| 8:00am–9:00am | Registration (1300 New York Avenue NW, Washington DC 20577. Lobby) |
| 9:00am–9:10am | Overview of Strategic Partners Dialogue (Andrés Bello Auditorium, 9 th floor) Facilitator: Michael Randel, Randel Consulting |
| 9:10am–9:30am | Opening remarks by IDB President Luis Alberto Moreno |
| 9:30am–9:45am | Santiago Levy, IDB Vicepresident for Sectors and Knowledge. <i>Policy Innovations to Catalyze Market-based Solutions to Poverty.</i> |
| 9:45am–11:00am | Unlocking market-based solutions for affordable housing From the 130 million urban families in Latin America and the Caribbean, 42 million live in substandard conditions. It is estimated that by 2015, that number will increase to 59 million. This scenario presents opportunities for construction companies, public service providers, financial institutions, and NGOs interested in addressing chronic housing shortages and the need for qualitative home improvements opportunities. This conversation will develop around policy interventions that are enabling new market activity at the base of the pyramid. Discussants: Guido Valdivia, Executive Director Instituto Ciudades Siglo XXI of the Universidad Ricardo Palma in Peru Juan Sebastián Pardo, CEO Credifamilia Colombia Rodrigo Caldera, General Manager Rafcasa Nicaragua Moderator: Valeria Budinich, Vicepresident Ashoka |
| 11:00am–11:15am | Coffee break |

| | |
|------------------------|---|
| | |
| 11:15am–12:30pm | <p>Creating a market ecosystem for private sector interventions for connectivity</p> <p>There is ample evidence to support the vital role that broadband plays in economic development. It is estimated that a 10 percent rise in market penetration of broadband services in the LAC region would increase GDP by 3.2 percent and boost productivity by 2.6 percent. Discussants in this session will exchange ideas on what specific policy interventions are having the desired effect encouraging private sector investment to accelerate the penetration and usage of broadband services at the base of the pyramid.</p> <p>Discussants: Diego Molano, Minister of Communications of Colombia Raúl Ricardo Pérez, Viceminister of Communications of Peru Regenie Fraser, Secretary General, Caribbean CANTO Andrés Maz, Executive Director Advanced Technology Policy, CISCO Pedro Julio Uribe, Director for the Americas, Microsoft</p> <p>Moderator: Antonio García Zaballos, Inter-American Development Bank</p> |
| 12:30pm–12:45pm | Closing remarks Steven Puig, IDB Vicepresidency for Private Sector |
| 12:45pm–2:00pm | Luncheon for participants (1300 New York Avenue, 7 th floor, Las Americas room) – Speaker Mike Fairbanks, Co-founder SEVEN Fund |



May 31st | Reaching Scale through Distribution Platforms

One of the biggest challenges for companies in launching base of the pyramid (BOP) models is a lack of knowledge about low income markets and populations. A growing number of businesses have found it effective to create symbiotic partnerships with organizations that already have relationships with the BOP using these platforms to help them reach scale more quickly and effectively. With the right platform in place—whether through partnerships with a public agency, a nonprofit, a microfinance network, or a utility—a company can maximize its reach and connect with its target markets.

The Workshop will showcase three business models, financed by Opportunities for the Majority (OMJ), as examples of potential ways of reaching scale in providing goods and services to the base of the pyramid. OMJ has commissioned case studies of the three selected business models - Empresas Públicas de Medellín (financial inclusion in Colombia), Tenda Atacado (financial access and training for entrepreneurs in Brazil) and Mi Tienda (improvement of distribution chains and training for rural stores in Mexico). To enrich the conversation, representatives of other companies doing business at the base of the pyramid that could benefit from the distribution platforms will participate in the case discussions.

Each panel session will open with an overview of the business model presented by the case writer, followed by the CEO of the company. Next, representatives of two companies, whose services might benefit from using the distribution platform of the model, will follow. The conversation will be moderated by a member of the IDB. Panelists will then be led in a question and answer session with the audience.

The workshop will end with closing remarks by the Executive VicePresident of the IDB.

| | |
|-----------------|--|
| 8:00am–9:00am | Registration (1300 New York Avenue NW, Washington DC 20577. Lobby) |
| 9:00am–9:30am | “Unlocking scale: tapping existing platforms” Luiz Ros, Manager, Opportunities for the Majority (Andrés Bello Auditorium, 9 th floor) |
| 9:30am–10:30am | <i>Innovative Supply Network in Mexico.</i> Mi Tienda. Luis Velasco, Mi Tienda Caroline Misan, Vision Spring Johannes Kling Mazuera, DDDedo Agustin Zamora, OMJ Moderator: Juan Pablo Bonilla, Chief Advisor, Executive Vicepresidency |
| 10:30am–10:45am | Coffee break |
| 10:45am–11:45am | <i>Extending Financial Democracy in Colombia.</i> Empresas Públicas de Medellín (EPM) |

| | |
|------------------------|--|
| | <p>Ana Cristina Rendón, EPM Francisco Viscaya, FINAE Rodolfo Muralles, Salud a Su Alcance</p> <p>Moderator: Rahul Desai, Lead Specialist OMJ</p> |
| 11:45am–12:45pm | <p><i>Low-income Entrepreneurs in Brazil.</i> Tenda Atacado.</p> <p>Marco Gorini, Tenda Atacado Olivier Barrau, Alternative Insurance Company AIC Enrique Coronado, Por ti, Familia Johnny Jirón, OMJ</p> <p>Moderator: Alexandre Rosa, Sector Manager, Infrastructure and Environment (TBC)</p> |
| 12:45pm–1:00pm | Closing remarks by Julie Katzman, IDB Vicepresident |

-