

BoP World Convention: A Dedicated Action-led Platform

The Base of the Pyramid (BoP) market presents a large but challenging opportunity to scale and transform lives. For the past decade, there has been substantial growth in BoP ventures, provision of quality services to the poor, as well as investor interest in the market. However, there is also a growing recognition of limitations that can affect venture sustainability, scalability and success.

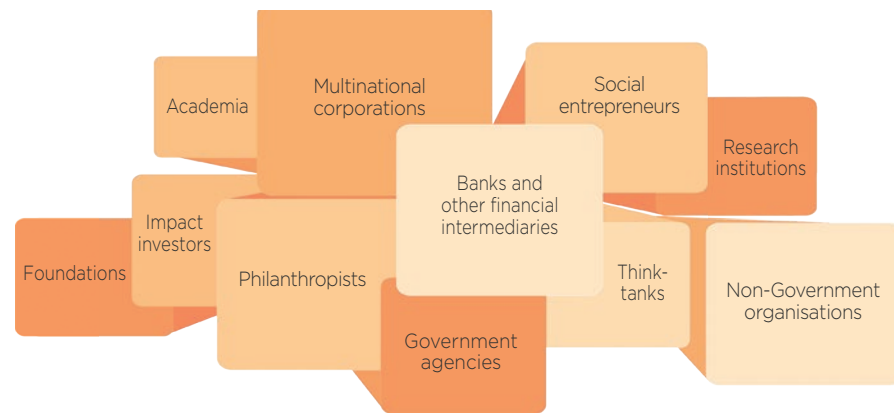
Themed *A Brave New Marketplace: Unleashing Opportunities at the Base of the Pyramid*, the inaugural BoP World Convention is a unique forum that encourages key stakeholders from multiple sectors and industries to share knowledge, engage with issues and explore partnerships to bring sustainable and affordable solutions that could impact millions of lives. The convention provides an action-oriented platform that features high-level discussions between the public and private sectors.

ENGAGE	CONNECT	INNOVATE	ACCELERATE
Educate global leaders about the business and social potential of BoP	Network investors with entrepreneurs and businesses in order to stimulate new product creation	Stimulate large scale cross innovation and action	Sharing of knowledge, ideas and results, and mainstream the BoP field



Who Should Attend

BoP World Convention



Registration Fees

Category	Early Bird (on or before 15 June 2014)	Standard (after 15 June 2014)
Delegate	S\$520 (approx. USD 420)	S\$650 (approx USD 520)
Non-profit Organisations (NGOs, Social Enterprises, Social Entrepreneurs)	S\$360 (approx. USD 290)	S\$450 (approx USD 360)
Student	S\$100 (approx. USD 80)	

Base of the Pyramid: Four Billion New Customers to Reach

The Base of the Pyramid (BoP) refers to the four billion people living in emerging economies. They are economically active as consumers, producers, employees and entrepreneurs. At the same time, the BoP represents a blue ocean opportunity of more than US\$5 trillion dollars, and tapping it would also mean improving quality of life for those most in need.

By forging partnerships and borrowing lessons from each other, we can uplift the Base of the Pyramid. It is a major opportunity for developing and developed countries alike.

Mr Tharman Shanmugaratnam, Deputy Prime Minister & Minister for Finance, Singapore

Be part of the **Sanitation Business Matchmaking Estafetta 2014** held alongside the BoP World Convention & Expo

A joint initiative from Dutch (Aqua for All, IRC, Simavi, WASTE) and international (BMGF, Euromoney, WB/WSP and the World Toilet Organisation WTO) organisations, the Sanitation Business Matchmaking Estafetta aims to bring full scale sanitation services for the BoP market. The session links investors to sanitation business opportunities and at the same time, strengthen the mechanisms that make these partnerships work.

National & Local governments of developing countries will leverage

public-private partnerships for the delivery of sustainable sanitation services at the BoP

Investors will look at the propositions of a 1000 proven business cases in the sanitation sector

Private sectors like Energy & Food Industries

will take up the challenge to provide good quality services and goods for the millions of potential clients at the Base of the Pyramid.

A stellar line-up of esteemed professionals to share their lifetimes of experience, dedication and passion



Mr Tharman Shanmugaratnam
Deputy Prime Minister & Minister for Finance Singapore



Sir Fazle Hasan Abed
Founder & Chairman BRAC Bangladesh



Mr Tony Meloto
Founder & Chairman Gawad Kalinga Philippines



Dr Paul Polak
Co-founder & CEO Windhorse International United States



Dr Al Hammond
Senior Entrepreneur and Leader of the Health for All Program Ashoka United States



Professor Andrew Ng
Co-founder of Coursera United States



Ms Veronica Colondam
Founder of YCAB Foundation Indonesia



Professor Anil Kumar Gupta
Founder of Honey Bee Network and Executive Vice Chair of National Innovation Foundation India



Mr Stanley Samuel
Founder of Ecosoft Singapore



Mr Anurag Banerjee
Head of Sales / Managing Director of Asia Pac of Jana Mobile United States



Dr Shelly Batra
Co-founder & President of Operation ASHA India



Mr Toshihiro Nakamura
Co-Founder & CEO of Kopernik Japan



Ms Jocelyn Wyatt
Executive Director of IDEO.org United States



Mr Jim Ayala
Founder and CEO of Hybrid Social Solutions Inc Philippines



Mr Lutfey Siddiqi
Managing Director of UBS Investment Bank Singapore



Ms Karen Ngui
Managing Director & Head of Group Strategic Marketing and Communications DBS Bank Singapore



Ms Valeria Budinich
Director of the Full Economic Citizenship Ashoka United States



Mr Paul Breloff
Founding Managing Director Accion Venture Lab (ACCION) United States



Mr Dwight Hutchins
Asia Pacific Managing Director - Management Consulting, Products Accenture Singapore



Ms Padmaja Ruparel
President Indian Angel Network India



Mr David Aylward
Senior Advisor, Global Health and Technology Ashoka United States



Mr Rajendra Joshi
Founder & Trustee of Saath and Director of Incube Ventures India



Mr Sridhar
Chairman, Housing Council of India India



Mr Manikandan KP
Consultant, Housing for All Ashoka and Chief Executive, Housing Council of India India



Mr Vishnu Swaminathan
Country Director, Ashoka India

Programme

Agenda - Framing the Challenge

Day 1: Thursday, 28 August 2014

08.00 Registration

09.00 Opening performance

Welcome Address by Jack Sim, Founder, BoP Hub
The Central Challenge: How to Forge Market-Based Solutions to Poverty. A New Global Platform

09.15

Opening Address by Guest-of-honour Mr Tharman Shanmugaratnam Deputy Prime Minister and Minister of Finance

09.45

Keynote Address by Sir Fazle Abed, Founder of BRAC
Catalyzing Market-based Solutions from the Perspective of Civil Society

10.00

Coffee / Tea Break and Opening of the Expo

10.30am

Keynote Address by Dr. Paul Polak, Renowned Serial Entrepreneur and Author, "The Business Solutions To Poverty"
Catalyzing Market-based Solutions from the Perspective of Social Entrepreneurs

10.45

Keynote Address:
Catalyzing Market-based Solutions from the Perspective of the Private Sector

11.05

Plenary Session 1 **Collaborative models for innovation**
Jocelyn Wyatt, Co-Lead & Executive Director, IDEO.org
Marion Verles, Executive Director, Nexus
Valeria Budinich, Director, Full Economic Citizenship, Ashoka
Moderated by Dwight Hutchins, Asia Pacific Managing Partner, Accenture

11.45 Q & A

12.00

Networking Lunch and Tour of ITE Central

Framing the Opportunities

13.30

Keynote Address by Dr Al Hammond, Senior Entrepreneur and Leader of the Health for All Programme, Ashoka
Wellness: a new solution framework to drive innovation?

13.45

Plenary Session 2 **Nutrition: Ripe for both technical innovation and market transformation?**

Dr Shelly Batra, Founder & President, Operation Asha
Stefan Germann, Executive Director, One Goal
Pieter Nuboer, Vice President, Nutritional Products, DSM
Moderated by Dr Al Hammond, Leadership Group and Director, Health for All program, Ashoka

14.15 Q & A

14.30

Plenary Session 3 **Off-Grid Energy: Can we mainstream emerging solutions?**
Hatsumi Yamada, Marketing Director, GS Yusa
Moderated by Gaurav Gupta, Partner, Dalberg

15.15 Q & A

15.30

Coffee / Tea Break

16.00

Plenary Session 4 **Low-cost Housing: Are hybrid business models required for market penetration?**
Moderated by Vishnu Swaminathan, Director, Ashoka India
16.30 Q & A

16.45

Plenary Session 5 **BoP Education: What are the business models and collaborations that can drive scale?**
Prof. Anil Kumar Gupta, Founder, Honeybee Network, India
Prof. Andrew Ng, Co-Founder and CEO, Coursera USA
Moderated by Jeroo Billimoria, Founder & Managing Director of Child and Youth Finance International

17.15 Q & A

17.30

Closing and Wrap-up Match-making / business discussion

18.00

Networking Dinner End of Day 1

Agenda - Exploring Practical Approaches

Day 2: Friday, 29 August 2014

08.00

Registration

09.00

Opening performance

09.15

Keynote Address by Tony Meloto, Founder of Gawad Kalinga
The complex path to scale for social enterprises

09.30

Plenary Session 6 **Designing businesses to address social needs**
Dato Kim Tan, Chairman, Spring Hill Management
Paul Breloff, Managing Director, ACCION
Padmaja Ruparel, Angel Investor and President of Indian Angel Network

09.50 Q & A

10.00

Plenary Session 7 **The unique challenges of peri-urban communities**
Arnaud Ventura, Vice President, PlaNet Finance Group
Nicholas Hazard, Vice Chairman, Groupe SOS

10.20 Q & A

10.30

Coffee / Tea Break

11.00

Plenary Session 8 **Leveraging mobile IT and Big Data to transform BOP markets**
Anurag Banerjee, Global Head of Sales, Jana
David Aylward, Senior Advisor, Global Health and Technology, Ashoka
Rajendra Gupta, Advisor, World Healthcare Congress
Moderated by Naveen Menon, Partner & Head Communications, Media and Technology (APAC)

11.20 Q & A

11.30

Plenary Session 9 **Can impact investing transform markets?**

11.50 Q & A

12.00

Plenary Session 10 **Distribution: Transforming the BOP Value Chain**
Olivier Kyser, Founder and Managing Director, Hystra
Toshi Nakamura, Co-founder, Kopernik
Jim Ayala, Founder and CEO, Hybrid Social Solutions Inc
Moderated by Naveen Menon, Partner & Head Communications, Media and Technology (APAC)

12.20 Q & A

12.30

Networking Lunch

Collaborating on Solutions

13.30

Ideas Lab 1 **What kind of leadership is needed to transform markets?**

Ideas Lab 2 **How can corporates and social entrepreneurs successfully collaborate for innovation?**

Ideas Lab 3 **New Frontline Business models empowered by Mobile IT**
Facilitated by **David Aylward** and **Dr. Shelly Batra**

Ideas Lab 4 **What will trigger market transformation for Nutrition and Wellness?**
Facilitated by **Dr. Al Hammond**, **Anthony Hehir**, Director of DSM Nutrition Improvement Program and **Regina Moench Pfanner**, Director, GAIN, Singapore

Ideas Lab 5 **Supply & value chain: Designing last mile distribution**
Facilitated by **Olivier Kyser** and **Toshi Nakamura**

Ideas Lab 6 **Scaling water & sanitation solutions**
Facilitated by **Stanley Samuel**, Hydropreneur and Innovation Catalyst, **KC Mishra**, Founder, eKutir and **Sjef Ernes**, Managing Director, Aqua for All

Ideas Lab 7 **Collaborative solutions for low-cost housing**

Ideas Lab 8 **Creating New Financing Models for the BoP**
Facilitated by **Lutfey Siddiqi**, Managing Director, Foreign Exchange Asia-Pacific, UBS and **Veronica Colondam**, CEO, YCAB, **Jeroo Billimoria**

Ideas Lab 9 **Off-grid energy models to power growth and improve welfare**

Ideas Lab 10 **BOP Education Workshop**

15.30

Coffee/Tea Break

15.30

Ideas Lab 6 **Scaling water & sanitation solutions**
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Ideas Lab 9 **Off-grid energy models to power growth and improve welfare**

Ideas Lab 10 **BOP Education Workshop**

17.30

Match-making / business discussion

18.00

Networking Dinner End of Day 2

Agenda - Tutorials for Scaling-up Innovation

Day 3: Saturday, 30 August 2014

08.00

Registration

09.00

Work Studio Session 1 **Franchising for Growth in BoP Markets**

Work Studio Session 2 **Financing Landscape for Social Enterprises**

Work Studio Session 3 **Design for Inclusion (IDEO.org)**

Work Studio Session 4 **Digital Marketing Strategies for the BoP**

11.30

Closing Speech Networking Lunch Business Discussion

14.00

End of Convention

*Programme is subject to changes.

Exhibitors Showcase



Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences, DSM drives economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and biobased materials.

www.dsm.com



EcoLoo Group is a leading Swedish green innovation organization that designs, develops, produces, markets and distributes unique and patented green innovative sanitation and environmental solutions. Our sustainable toilet system is affordable, biological, odor free, water free, sewage free, energy free, and the end product is natural fertilizer. It can be located indoor and outdoor in any climate condition. Our goal is to establish an effective, long-term and sustainable profitable business, using Inclusive Social Business Model.

www.ecoloogroup.com or www.facebook.com/ecoloogroup



Gawad Kalinga (meaning to "give care") transforms slums into peaceful and productive communities working with 2,000 communities in the Philippines, Cambodia, Indonesia and Papua New Guinea. Engaging all sectors of society and mobilizing them to work together to end poverty, the organization builds a global army of volunteers to work with schools, corporations, and other organized institutions to mainstream a culture of caring and sharing.

www.gktworld.com



Established in 1971, Médecins Sans Frontières (MSF) is an international humanitarian aid organization that provides vital medical relief to populations trapped in crisis. MSF sends out about 27,000 doctors, nurses, epidemiologists, water-and-sanitation experts, logisticians and other aid workers every year to provide free, quality medical aid in over 70 countries around the world. Aid provided includes surgical care, primary healthcare, maternal health care, treatment for malnutrition, trauma care, vaccinations, treatment for HIV/AIDS, water and sanitation facility improvement, mental health care, rehabilitation of hospitals, and ambulatory services.

www.msf.org.hk



Numoni is micro-transaction processing company that brings cash-into-account to enhance lifestyle transactions at a lower operational cost to people around the globe. In a world where more than 70% of mobile subscribers use prepaid airtime and more than 80% of the people are underbanked, Numoni works on this market overlap to empower the community, through its NUGEN Terminal, to (a) Recharge and Remit prepaid airtime, stored value wallets; (b) Repay bills, fees and micro-loan repayments; (c) Release rebates, (d) Receive Micro-Saving and donations and (e) Retail vouchers and tickets etc. The Numoni NUGEN Terminal operates 24/7, to serve those underbanked and rural areas with secure transactions.



Sustainable Green Solutions (SGS) was started in 2012, with the aim to discover, develop and deliver innovative green technology and sustainable services to create a better world. We firmly believe in the three rings of Sustainability; financial returns, environmental responsibility and social benefits. That is why we offer holistic solutions, such as the oxo-degradable OXIUM additive. It is cost competitive, while creating new product differentiation for manufacturers and is beneficial to the environment. Another product, ECOPLAS, a made from Tapioca plastic, is FAIR FOR LIFE certified, employs community farmers, and is biodegradable.

www.sustainablegreensolutions.com.sg

BoP World Expo: A Leading-edge Marketplace

The BoP World Expo, running concurrently with the convention, will offer corporate participants a platform to provide holistic solutions, products and services for the consumers and entrepreneurs at the base of the pyramid. Participate in the expo to:

- Open up new market opportunities for your products and services
- Increase your brand awareness
- Network and collaborate with multiple sectors and industries
- Showcase your company's CSR projects and initiatives
- Demonstrate your commitment to sustainable development
- Share your CSR solutions, products and services



Participation Rates

Packages	Early Bird Price (until 1 April 2014)	Standard Price (after 1 April 2014)
Shell Scheme (min 9 sqm)	S\$450 per sqm	S\$500 per sqm
Raw Space (min 24 sqm)	S\$400 per sqm	S\$450 per sqm

Shell Scheme Package



- 1 x fascia name
- 2 x 40W fluorescent lights
- 1 x 13amp 220V power point
- 1 x information counter
- 2 x folding chairs
- 1 x wastepaper basket
- Wall panels
- Blue needle punch carpet

Sponsorship

The inaugural BoP World Convention & Expo offers organisations an invaluable opportunity to reach a targeted audience of influencers and key decision makers. Position your brand with the various sponsorship packages available. Contact us for details.

Contact Us

For more information, please contact:

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Exhibit Profile



Food & Nutrition

- Fortified food with essential micronutrients (eg rice, noodles)
- Dairy products (eg. milk, yogurt)



Information & Communication Technology (ICT)

- Broadband
- Hard disk
- Mobile phones
- E-Commerce
- Virtual healthcare



Low-cost Housing

- Cement
- Entertainment (eg. television)
- Mosquito net



Transportation

- Motorcars
- Motorcycles
- Logistics



Power

- Cookstoves
- Clean/renewable energy
- Husk power
- Solar lights
- Solar panels/energy



Water & Sanitation

- Cleaning & maintenance
- Design & systems
- Mobile toilets
- Sanitary ware & fittings
- Water filters



Others

- Development banks
- Micro financial institutes
- Education
- Fast moving consumer goods (FMCGs)



28 - 30 August 2014 • ITE Headquarters & ITE College Central • Singapore
www.bopworldconvention.com

**A Brave New Marketplace:
Unleashing Opportunities at the Base of the Pyramid**



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