

## Invitation from Institute for Competitiveness and GIZ

# Session on Energize the BOP – Business Solutions to serve low income markets

Asia Competitiveness Forum 2012 | April 26, 2012, Delhi, India

A number of studies and success cases have demonstrated the profitability and potential of the BoP for businesses. Nevertheless, tapping these sources and developing products and services that are demanded by the poor remains a major challenge for the private sector. Hence, when developing business models and products for the BoP, traditional thinking has to be overcome and innovative approaches are needed.

This workshop will provide an interactive platform wherein participants can come up with different and creative ideas that will further support in promoting business models. In the BoP Dialogue on the energy sector, the results of an analysis of thirty case studies on BoP Energy markets are presented. The practical guideline gives companies a clear idea on particular challenges and possibilities to enter the market. Furthermore, specific solutions and viable business models are presented to the participants.

### What

BoP sector dialogues is a training model developed by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, which is conducted with companies that work in a specific sector of the BoP market. In 1-2 day workshops, the participants are provided with support in the development of appropriate business models. The specific challenges of the respective sector are analyzed and discussed. Participants exchange their views on requirements related to product design, distribution or customer care. Together with experts, they discuss state-of-the-art knowledge on pro-poor business models and work on practice-oriented examples. In a practical guide that complements the workshop, the participants are given an overview of successful business models, documented experience and expert views.

### How

The BoP Sector Dialogue workshops are designed for a group of up to 20 participants. In the first part, an expert will give an overview of the business potential and access to BoP markets in the sector. In the second part, the business representatives discuss their experience in small groups and get the chance to work on their own business ideas and concepts. In a concluding evening event, participants come together with relevant representatives from public and private sector, academia, and civil society to further discuss their ideas and thoughts.

### Objectives

- Provide businesses with knowledge and expertise as well as practical guidance in their endeavor to tap BoP markets and provide pro-poor solutions.
- Assist participants to develop solutions and viable business models for addressing the energy challenge in low income market

### Who

- Private business players from energy sector who are willing to promote business models

### Registration Fees

INR 12500

### Where

Hilton, Jankapuri, New Delhi, India

Registration Fees INR 12500

The last date for registration is April 20,2012

### For registration contact

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