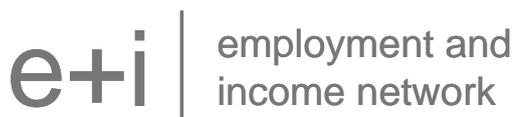




Latin America Division



SDC's Employment and Income Network (E+I) invites you to a

Seminar

Making Markets Work for the Poor:

The development of **Rural Value Chains** as a powerful approach to get results on the ground – From analysis to good practice in implementation

Venue: Ador-Sorell, Laupenstrasse 15, Bern, Switzerland

Date: 11th May 2010

Time: 8:30-17:00

The **fifth in an annual series of seminars** on the market development approach, this year's event is focusing on "the development of rural value chains". It is a one-day seminar for development professionals concerned with the promotion of pro-poor (rural) economic development in developing countries.

Interest in value chains in development has grown significantly as governments and agencies realise the importance of focusing in changing systems (rather than individual firms or interest groups) to achieve significant scale. It is nowadays widely recognised that successful value chains development depends on a number of key factors. Their **systemic character** has to be acknowledged, **power relations and governance** in value chains, especially in relation to the position of small producers, has to be understood. Solutions to enhanced value chains development lie often in **interconnected markets** – for example land and finance – in agriculture or, increasingly, they may be services, either fee-paying services or informal services embedded within value chain relationships. Moreover, any valid view of the future has to consider in depth the **roles of players** such as the private sector, government and business member organisations in relation to their functions. Making Markets Work for the Poor (M4P) provides a framework to allow this view of the future to developed in order to enhance sustainability.

SDC's private sector development portfolio carried out in recent years includes predominately value chains development – be it as major implementation strategy or as a component within a broader systemic approach. New similar projects are under conceptualisation.

The seminar will provide a **conceptual frame** how a successful application of M4P may try out the full potential of value chain development and gauge it with the **ample experience of recent projects' developments** in different geographic and economic contexts. What are the practical approaches, what are key challenges and lessons learned, from the stage of analysis to successful implementation?

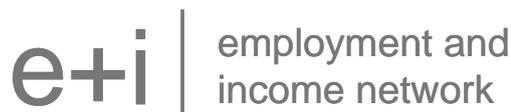
A preliminary structure of the seminar is given in attach.

**To attend the seminar, would you please fill in the registration form.
For further information please contact SDC's Employment and Income Focal Point:
e-i@deza.admin.ch**

Address:

Hotel Ador-Sorell Hotel, Laupenstrasse 15, CH-3008 Bern

Phone ++41 (0)313880111 Situation plan: www.hotelador.ch



Seminar
Making Markets Work for the Poor:
The development of Rural Value Chains as a powerful approach to get results on the ground – From analysis to good practice in implementation

Ador-Sorell Hotel, CH-3008 Bern
Tuesday, 11th May 2010

Programme:

Time	Speakers	
08.30	Gathering over coffee and croissants	
09.00 – 09.20	Welcome and introduction; the importance of & overview of M4P programmes within SDC	<i>Jürg Benz Deputy Head of Regional Cooperation Dpmt., SDC</i>
09.20 – 10.00	Conceptual framework for Making Markets Work for The Poor (latest developments; how do M4P and Value Chain Development go together?) Questions and answers in the plenary	<i>Matthias Herr, Springfield Centre</i>
10.00 – 10.30	Break	
	Presentation of case studies and short discussions in plenary:	
10.30 – 11.00	Albania: Sustainable Agriculture Support, SASA: Participatory market chain Approach (implemented by Research Institute of Organic Agriculture FiBL)	<i>Iris Kazazi, Team Leader SASA; and Thomas Bernet, FiBL</i>
11.00 – 11.30	Mongolia: Market Opportunities for rural entrepreneurs, MORE: increase market access (implemented by Mercy Co)	<i>Tseelei Enkh-Amgalan, National Programme Officer, SDC Mongolia</i>
11.30 – 12.00	Madagascar: SAHA, Rural Development Programme: the honey value chain (implemented by Intercooperation)	<i>Hariliva Rasoanarivo, Programme Officer SAHA-IC;</i>
12.00 – 12.15	M4P e-learning cycle and questions for the afternoon session	<i>Carsten Schulz, Agridea</i>
12.15 – 13.30	Lunch	
13.45 – 15.15	Learning from the meeting participants and the case studies: Discussion in groups on challenges and best practice in (i) "analysis and inception of VC programmes"; (ii) "implementing VC programmes"	<i>Case study presenters; group facilitators</i>
15.15 – 15.45	Break	
15.45 – 16.45	Reporting group discussions and structured panel discussion	<i>Panel members: from the case studies: Iris Kazazi and Thomas Bernet, Tseelei Enkh-Amgalan, Hariliva Rasoanarivo; plus invited panellists: Rita Stupf, Head Development Services, OSEC; Annemarie Sançar, Policy Advisor Gender, SDC; Matthias Herr, Springfield Centre.</i>
16.45 – 17.00	Wrap up, closing remarks and feedback statements	<i>Peter Tschumi Policy Advisor Employment and Income, SDC</i>

Moderator: Ernst Bolliger, Agridea