

Business Development Services

**Developing Commercial Markets
for BDS**

Fifth Annual Seminar

Chiang Mai, 27 September - 1 October 2004

TIMETABLE

Version 21 September 2004

Please note that this timetable is indicative and may be changed when the organisers review progress at the end of each day.

Monday 27 September

08.15 am Registration

09.30 am Ballroom

Welcome, introduction to the week's programme, etc.

Christine Evans-Klock, Director, ILO Subregional Office for East Asia, Bangkok

Peter Tomlinson, ILO Turin (Opening remarks, emerging questions)

Jim Tanburn, ILO Geneva (Overview of BDS, "what you will hear during the week")

10.45 am Coffee break

11.15 am SESSION 2

The Seminar Reader - An overview

Aly Miehlabradt

Extending Business Services into weaker markets, including rural areas

Rob Hitchins, Springfield Centre / DFID - An overview, including a review of related trends in other disciplines

Plenary discussion; proposals for Discussion Groups

12.30 pm Lunch

02.00 pm SESSION 3

Researching BDS markets: methodologies, recent findings and innovations

Chair: Aly Miehlabradt

Contributors: Perveen Shaikh, ECDI Pakistan

Gabriele Trah and Shawn Cunningham, GTZ South Africa

Peter Roggekamp, Katalyst Bangladesh

Plenary discussion

03.30 pm Break

04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion Groups

DG 1: Developing BDS markets: Tutorial #1 (Peter Tomlinson)

DG 2: Weak and rural service markets: Opportunities and challenges (Rob Hitchins)

DG 3: Market research for designing larger BDS programmes (Aly Miehlabradt, Gabriele Trah, Shawn Cunningham, Muli Musinga, Peter Roggekamp)

DG 4: Current debates and challenges in BDS

Tuesday 28 September

09.00 am SESSION 1

Feedback on the previous day's discussion groups

Experiences in promoting supply chains in agriculture-related sub-sectors

Shivani Manaktala, IDE India: Integrating smallholder farmers into market systems

Michael Kairumba, Uganda BDS project: Reaching export markets with food products

Plenary discussion

10.30 am Coffee break

11.00 am SESSION 2

Experiences in promoting supply chains in agriculture-related sub-sectors (continued)

Muli Musinga, Kenya BDS and Nipul Dodhia, East African Growers:

Embedded services and supply chains for export - the example of avocados

Iván Rodríguez, Agropyme / Swisscontact Honduras:

Connecting rural growers with urban markets

Plenary discussion; proposals for Discussion Groups

12.45 Lunch

02.00 pm SESSION 3

Services used by SMEs in Chiang Mai to remain competitive in the face of globalisation

Professor Luechai Chulasai, Chiang Mai University

SME panelists from Chiang Mai

Plenary discussion

03.30 pm Break

04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion Groups

DG 1: Developing BDS markets: Tutorial #2 (Peter Tomlinson)

DG 2: Weak and rural service markets: Research for programme design

(Aly Miehlebradt, Perveen Shaikh, Armin Sethna)

DG 3: Building supply chains to export markets: Opportunities and constraints

(Muli Musinga, Nipul Dobhia, Michael Kairumba)

DG 4: Building supply chains to national markets: Opportunities and constraints

(Shivani Manaktala, Iván Rodríguez)

DG 5: The Chiang Mai SME panelists

Wednesday 29 September

09.00 am SESSION 1

Feedback on the previous day's discussion groups

Roles for Government in developing BDS markets

Chotiawutti Innadda, Department of Industrial Promotion, Thailand:

Public-private partnerships and SME network promotion

Nguyen Dinh Cung, Director, Macroeconomics Department, CIEM; Le Duy Binh, GTZ:

Regulatory reform for BDS Market Development: The Enterprise Law in Vietnam

Plenary discussion

10.30 am Coffee break

11.00 am SESSION 2

Experiences in promoting supply chains in other sub-sectors

Armin Sethna, World Education South Africa:

Embedded services in the construction sector

Prashant Rana and Sadruddin Imran, Katalyst:

Embedded services in plastics, machinery and other sub-sectors in Bangladesh

Plenary discussion; proposals for Discussion Groups

12.45 pm Lunch

02.00 pm SESSION 3

Agency Experiences with BDS

Per Dans, Sida: Making Markets Work for the Poor

Leila Webster, IFC/WBG: BDS and IFC's Project Development Facilities

Plenary discussion

03.30 pm Break

04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion Groups

DG 1: Developing BDS markets: Tutorial #3 (Peter Tomlinson)

DG 2: Roles for national governments in BDS market development

(Chotiawutti Innadda, Nguyen Dinh Binh, Le Duy Binh, Armin Sethna)

DG 3: Promoting supply chains in non-agricultural sub-sectors

(Armin Sethna, Prashant Rana, Sadruddin Imran)

DG 4: Strategic issues in market development (Leila Webster, Per Dans)

Thursday 30 September

09.00 am SESSION 1

Feedback on the previous day's discussion groups

Developing the market for credit-related business services

Peter Bissegger, Swisscontact Indonesia

BDS and Low-Income Women: *Linda Jones, MEDA/SEEP Listserv Synthesis*

Plenary discussion

10.30 am Coffee break

11.00 am SESSION 2

Developing rural service markets, taking into account cultural and social contexts and systems

Karin Reinprecht for Austrian DC

Promoting BDS and reaching rural MSEs through mass media

Owen Kibenge and Gavin Anderson, Uganda:

Sustainable programmes through commercial radio stations

Plenary discussion; proposals for Discussion Groups

12.45 pm Lunch

02.00 pm SESSION 3

Promoting BDS and reaching rural MSEs through mass media (continued)

Bunhom Chhorn: Use of commercial video distribution channels in Cambodia

Tapera Muzira: Experiences in radio, internet and newspapers in Zambia and Zimbabwe

Plenary discussion

03.30 pm Break

04.00 pm to 05.30 pm: SESSION 4 - Suggested Discussion groups

DG 1: Developing BDS markets: Tutorial #4 (Peter Tomlinson)

DG 2: Weak and rural service markets: Using mass media (Gavin Anderson, Bunhom Chhorn, Air Chanh Samone, Owen Kibenge, Tapera Muzira)

DG 3: Cultural and social contexts in BDS market development (Karin Reinprecht)

DG 4: Developing the market for credit-related business services (Peter Bissegger)

DG 5: BDS and low-income women (Linda Jones)

NB. Official dinner in the evening at restaurant (Depart by bus at 6.45 pm)

Friday 1 October

09.30 am SESSION 1

Feedback on the previous day's discussion groups

Katherine McKee, USAID: Emerging issues in BDS: A personal perspective

Mainstreaming development of service markets into SME promotion, trade development etc.:

- Enhancing Standards, Promoting Knowledge Exchange between BDS 'practitioners'
- Review of the Inter-Agency BDS website
- Tapping the experience of the BDS Community of Practice

Jim Tomecko, Peter Bissegger, Jim Tanburn, Aly Miehlsbradt (panel)

Plenary discussion

11.00 am Coffee Break

11.30 am to 12.30 pm SESSION 2

Plenary review of week, Synthesis

Jim Tanburn and Peter Tomlinson (Closing remarks)

12.30 pm **Extra session for study tour participants**
Study tour briefing Peter Tomlinson, Jim Tanburn

13.00 pm Lunch

NB. Seminar ends at lunchtime
