



The 8th Annual Seminar on developing Business Service Markets and Value Chains

Chiang Mai, Thailand

Monday 24th - Friday 28th September 2007



International Training Centre

The leading opportunity for practitioners to catch up, quickly and enjoyably, with the latest thinking at the global level, in many areas that touch on their work - and to network with their colleagues and peers around the world.

Seminar (Thailand)
24 - 28 September 2007

Study Tour (Bangladesh)
30 September - 3 October 2007

Application/payment deadline:
17 August 2007

Seminar organisers:

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Online information:
<http://www.mmw4p.org/>
<http://www.itcilo.org/bdsseminar>

Over 900 people from 100 countries have participated in the first 7 Seminars - now the 8th in the Series offers you the opportunity to learn about current trends, and to network with your peers. As you would expect from an event in its 8th year, there is also the chance to hear from people who have used the approaches and tools from previous Seminars. And you will be able to hear how some of the most interesting work presented in previous years has progressed and scaled up.

Some of the main 'threads' that will be explored in this Seminar, through the consideration of practical experiences, include:

- **Working at the interface** between public and private, non-profit and civil society: What skills do we need to bridge the divide, culturally, politically, in our knowledge and networks...?
- **Making Markets Work for the Poor**, combining competitiveness with pro-poor perspectives in systemic ways: What do we know about working with the dynamic players 'higher in the value chain' to achieve pro-poor outcomes?
- **Partnering with the Private Sector**: What have we learned from the various formats that development agencies currently use?
 - facilitation of improvements, based on participatory analysis
 - playing 'honest broker', bringing stakeholders together in new ways
 - crowding in private-sector investment, for example through matching grants or challenge funds
 - twinning enterprises, for example through match-making
 - benchmarking competitiveness to motivate change
 - building on Corporate Social Responsibility, itself now a large field

Thematically, sessions will look at:

- value chain analysis: where are we now? which methodology to use, where?
- boosting agricultural marketing, both in general, and for specific crops, including cassava, fish, maize, cashews and coffee - for example, enabling small-scale farmers to sell increasing volumes to supermarkets and exporters
- building other value chains (bamboo, tourism) in pro-poor ways
- growing service markets, for example in certification and training
- the latest developments in instruments for value chain financing
- current thinking in Private Sector Development globally, for example around reform of the business environment
- global scenarios for the next years, and how they will affect our work

Speakers include Deepak Adhikary (IFC), Alwyn Chilver (AusAID), Wanjiku Guchu (BSMDP), Roel Hakemulder (ILO), Alan Johnson (DFID), Linda Jones (MEDA), John Marsh (Oxfam Hong Kong), Katharine McKee (CGAP), Alexandra Miehbradt, Fred Ogana (Technoserve East Africa), Peter Roggekamp (Katalyst) Eugene Ryazanov (Helvetas-ICCO), Jim Tanburn, Jim Tomecko (GTZ), Peter Tomlinson (ILO), Merten Sievers (ILO), Norma Tregurtha (ComMark), and Tiago Wandschneider (CIAT). They will present experiences from Asia, Africa and Central Asia. As in previous years, Jim Tanburn, Peter Tomlinson, Alexandra Miehbradt and Linda Jones will provide frameworks and continuity throughout.

Objectives

Participants will:

- be informed, and brought up to date, on new initiatives, materials and analysis in the development of service markets and value chains; and
- make contact with a wide range of people who can help them in their work.

Participants' profile

The Seminar is aimed at practitioners, officials, policy-makers, advisers, project managers and staff of national and international organisations dealing with private sector development.

Provisional agenda for the week

The Seminar will this year be structured to allow participants to explore chosen topics in-depth, in discussions facilitated by people with many years of experience in the topic. Some of the main sessions are described below; however, the agenda always evolves in the months leading up to the event itself, in order to present the latest experiences and thinking; the most recent version can normally be found on www.MMW4P.org

As in previous years, ample opportunities will also be offered for participants to talk about their own work and experiences; participants should therefore come prepared, with materials for distribution etc. In addition, this year's Reader Update will focus on partnering with the private sector, and additional materials and resource people may be identified during that research.

Making Markets Work for the Poor: DFID, Sida and others have adopted this approach as a 'headline', but what is involved in implementing it? Alan Johnson of DFID argues that the approach and the 'core' M4P products need to be more sharply defined, and that political economy approaches need to be more deeply integrated. He will also outline his current work, including testing and refining a value chain toolbook on a collaborative, inter-agency basis. Roel Hakemulder of ILO will talk about how Enter-Growth has incorporated research on cultural attitudes to enterprise into their market development work in Sri Lanka.

Value Chain Analysis: The entry entitled "Value chain analysis" on www.MMW4P.org is now the most viewed on the entire site (with about 35,000 'hits'); indeed, there are many analytical methodologies to choose from. Which is the best one to use in each situation, and where are the gaps? Aly Miehlabradt and other presenters will explore the range available, and the experiences to date in implementing them.

Agricultural Marketing: The rural poor depend on markets for their produce, yet Eugene Ryazanov of Helvetas-ICCO has found that development agencies often struggle to understand how market cycles affect producer margins over time. He will explain how, in Kyrgyzstan and Tajikistan, an intimate knowledge of market characteristics in a range of produce has helped Helvetas to design more effective interventions.

Value Chain Financing: Many agencies working to develop value chains have discovered that a critical constraint relates to specialist financial instruments, such as supplier credit, equipment leasing or warehouse receipting. Linda Jones of MEDA will talk about recent innovations and thinking in this important area.

Experiences in Value Chain Development: What makes a successful intervention? Several case studies will be presented; Tiago Wandschneider, for example, will show how CIAT has targeted traders, rather than farmers, to measurably improve the performance of the cassava value chain in Vietnam. Peter Roggekamp of Katalyst will show how support to local associations enabled them to address a critical constraint in fish farming, through the construction of a market for fingerlings in Bangladesh.

Wanjiku Guchu of BSMDP will talk about how Kenyan investors have improved the lives of many smallholder farmers by bulking and chilling milk, enabling them to access markets and other services. John Marsh of Oxfam Hong Kong will update participants on achievements in building an entire bamboo value chain in Vietnam, and in applying the same methodology (combining competitiveness and pro-poor analysis) to the tourism value chain. Fred Ogana of Technoserve will compare experiences in developing value chains for bananas, cashews and

coffee in East Africa, contrasting the different approaches required to achieve results.

Certification: As consumers become more discerning, and retailers consolidate, many products are subject to an increasing number of stringent standards. Indeed, some argue that small producers are being 'squeezed out' of value chains, because they cannot keep track of these standards, and would anyway struggle to comply. Jim Tomecko and Kn. Chusak will talk about how collaboration between GTZ and Thai companies is addressing this challenge in fruit and vegetable markets; a field trip may also be possible, to visit fruit-growing areas close to the Seminar venue. Norma Tregurtha will outline how a large ComMark programme in southern Africa is supporting a range of partners in this area, through a challenge fund mechanism - for example to enable small-scale farmers to meet the stringent standards being required by supermarkets and exporters.

Measuring results: Deepak Adhikary will talk about how IFC has been developing benchmarks for competitiveness across activities in Bangladesh and elsewhere, and how these are being used in future programme design. Alwyn Chilver will talk about AusAID's interest in this area, taking as one example the relative impacts on employment of recent challenge fund initiatives of DFID and others.

Future trends: Katharine McKee will talk about forces that will shape the future of our field, based partly on CGAP's recent scenarios to 2015; these include, for example, changing demographics, new technologies, the rise of the 'BRICs', and the increasing role of non-traditional donors. Jim Tanburn will synthesise thinking around strands in current thinking around the development of value chains and service markets, relating them to thinking about business environment reform and other key topics now being discussed in a variety of forums at the global level.

A few comments from 2006 participants

"What a fantastic experience -- congratulations to the whole Chiang Mai seminar team ... I'll be distilling useful stuff for quite a while ... No

question -- this is the best event of this kind I've been to by far"

"A great experience and a very enriching conference"

"I really enjoyed the seminar. I was very much impressed by the level of participants and how much the knowledge base has matured"

"For me it was an extremely exciting conference"

"I really enjoyed the highly professional presentations and interesting discussions, from which I learnt a lot."

"I had quite a bit of time on the flight home to reflect on the issues raised, and arrived back quite energized to speed up our impact assessment process and finish off a number of case-studies I've been sitting with forever."

"I really enjoyed the Seminar in Chiang Mai and only regret that more participants from [my agency] weren't able to attend. The seminar was both enlightening but also affirmed much of my own thinking of where we should be heading with PSD engagement."

"I enjoyed the seminar very much and felt that I learned a lot -- both from presentations and informal discussion. As always it was good to connect with familiar people and meet new ones."

"I enjoyed the Seminar very much and I found it so useful for my job."

And later: "It was a real pleasure to get to know you and learn valuable lessons from the PSD Seminar and study tour last September. It was truly a memorable experience for me."

Logistical information about the Seminar and the study tour

The 2007 Seminar will take place in the city of Chiang Mai in Northern Thailand. Information about the city and region of Chiang Mai is available on the following websites: www.chiangmai-online.com and www.chiangmai1.com

The (optional) study tour will take place from Sunday 30 September to Wednesday 3 October, in Bangladesh.

Costs of participation

Option No. 1	Seminar tuition fee + accommodation + meeting package (Thailand)	2,290 (USD)
Option No. 2	Seminar tuition fee + accommodation + meeting package (Thailand) + study tour (Bangladesh) *	3,620 (USD)

All options include:

- Participation in the Seminar for one week
- Seminar Readers and other materials
- 6 nights B/B accommodation in Chiang Mai, with meeting package
- Health insurance
- Airport transfers in Chiang Mai (if pre-notified to the seminar organisers)

* Option 2 also includes:

- 4 nights accommodation (30 September to 3 October) plus breakfast in Bangladesh
- Transportation during the study tour
- Lump sum (to be determined) to cover one meal/day and incidental expenses

Please note that **air tickets** (including flights from Thailand to Bangladesh) and any additional expenses **are not included** in the seminar package. Delegates are advised to carry with them an allowance in US dollars or Euro to cover incidental expenses. For example, the airport departure tax in Thailand is approximately 500 Baht (US\$14). Accommodation for the night of 3 October is not included in the study tour price.

Seminar venue

All hotel bookings should be made to the Seminar organisers, and not to the venue hotel, in order to benefit from the block booking and special rates.

Language

The 2007 Seminar and study tour will be in English.

Visas

Participants are advised to check the visa requirements for Thailand and Bangladesh (the latter for study tour participants only). Visa support

letters can be obtained through the conference organisers. (PSDSeminar@itcilo.org).

Travel - Arrivals and Departures

Delegates are kindly requested to arrive in Chiang Mai on Sunday 23 September 2007 and to plan their departure as from Saturday 29 September 2007 (or Friday, after lunch). The conference package covers 6 nights accommodation. The hotel is situated at 10 minutes drive from Chiang Mai airport. For those delegates who will participate in both the seminar in Thailand, and the study tour in Bangladesh, please book your flights from Chiang Mai to Dhaka on Saturday 29 September 2007.

Registration

To register for the 2007 Seminar, please complete the registration form (available from <http://training.itcilo.it/bdsseminar> or <http://www.mmw4p.org>) and submit it by email to PSDSeminar@itcilo.org or by fax to + 39 011 693 6589

Payments

Payment of seminar fees, including study tour fees when applicable, should be made in full by bank transfer (unless otherwise agreed) to the following bank account before **17 August 2007**:

Beneficiary: International Training Centre of the ILO, Viale Maestri del Lavoro 10, 10127 Turin, Italy.

Bank: Sao Paolo IMI, Agenzia N° 701 Turin, Italy.

Bank Account: 9136496

IBAN Code: IT14 B010 2501 1911 3010 9136 496

BIC: IBSPITTM

SWIFT: IBSPIT*TM701

Reference: *A951372/Participant's name and surname* (this reference item is essential for a quick identification of your payment)

Cancellation Policy

Cancellation requests must be addressed **in writing** to the Seminar Secretariat – PSDSeminar@itcilo.org. All refunds will be processed after the Seminar has taken place and will be settled either by bank transfer or by cheque from the ITCILO Finance Department. **Cancellation requests received in writing before 31 August 2007 will be refunded 100%. For cancellation requests received after 31 August 2007, no refund is foreseen.**