



Geneva

MEDIA ADVISORY

Pro-Poor Business Models Promoted at Launch of new UN report at the World Export Development Forum in Montreux

GENEVA 6 October 2008— *Creating Value for All: Strategies for Doing Business with the Poor*, a new and groundbreaking report produced by the UN Development Programme (UNDP), will be launched in Switzerland at the 10th annual World Export Development Forum on Thursday, 9 October at the Fairmont Palace Hotel in Montreux at 2 pm. The Forum, sponsored and organized by the International Trade Centre, was organized to explore the challenges and opportunities facing nations as consumers become more aware of environmental, ethical and social issues, demanding more responsible behaviour from producers and businesses.

David Luke, UNDP Senior Advisor and Coordinator of the UNDP Trade and Human Development Unit will join Adam Rogers, Senior Communications Advisor at the UNDP Liaison Office in Geneva, to present the report and engage participants in a discussion, with a special focus on issues relating to private sector productive capacity development as a basis for the growth of exports from developing to developed countries.

The UNDP report offers strategies and tools for companies to expand beyond traditional business practices and bring in the world's poor as partners in growth and wealth creation. Part of UNDP's *Growing Inclusive Market's* initiative, the report draws on extensive case studies and demonstrates the effectiveness—both for human progress and for wealth creation—of more inclusive business models.

UN Secretary-General Ban Ki-moon recently issued a call to action on the Millennium Development Goals (MDGs), urging an international effort to accelerate progress and to make 2008 a turning point in the fight against poverty. This report demonstrates concrete ways the private sector can join in this vital effort.

“The power of poor people to benefit from market activity lies in their ability to participate in markets and take advantage of market opportunities. Business models that include the poor require broad support and offer gains for all,” declares UNDP Administrator Kemal Derviş in the report.

Creating Value for All highlights five strategies that private businesses have successfully used to overcome the most common obstacles to doing business with the poor:

- adapt products and services;
- invest in infrastructure or training to remove constraints;
- leverage the strengths of the poor to increase labour and management pool and expand local knowledge;
- work with similarly-minded businesses, non-profit organizations or public service providers;
- engage in policy dialogue with governments.

Regarding the fifth point, the report in particular addresses the constraints that inhibit companies in developing market contexts from fully leveraging the opportunities available in developed country markets. These constraints include a variety of factors under government control, from inadequate infrastructure to bureaucratic procedures to trading practices in developed market economies.

For more information:

Growing Inclusive Markets initiative : <http://www.growinginclusivemarkets.org/>

10th annual World Export Development Forum: <http://www.intracen.org/wedf/>

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