

**GENERAL PRACTICAL INFORMATION**  
**concerning the Seminar on “Entrepreneurship for Development”**  
**(Paris, 9 and 10 December 2008)**

**1/ Status and purpose**

▶ **Status:** Seminar

▶ **Purpose:** “Seminar on “Entrepreneurship for Development: European businesses build new partnerships and take innovative action in favour of developing countries”, organised jointly with the *Agence Française de Développement* (AFD - French Development Agency) and the *IMS - Entreprendre pour la Cité* network, under the high patronage of the Ministry for Foreign and European Affairs, the Ministry for the Economy, Industry and Employment, the European Commission, and “Corporate Social Responsibility Europe” (CSR Europe).

**2/ Dates and location**

▶ **Date:** 9 and 10 December 2008

▶ **Location:** Paris – Ministry for the Economy, Industry and Employment - Centre de conférences Pierre Mendès-France

**3/ Participants**

▶ **States and institutions represented (to be completed and confirmed):**

- European funding agencies (DFID,GTZ, KFW, AECI)
- EuropeAid
- CSR placeEurope
- International Finance Corporation (IFC)
- CGAP – World Bank
- UNDP
- Companies (presentations): Danone, Vodafone, Unilever, GDF-SUEZ, Suez Environnement, Fondation Veolia Environnement, EDF, Sanofi-Aventis, Cemex, Total, Ideam – Crédit Agricole, Coca-Cola, BNP Paribas, Onep (Morocco), Capitec (South Africa), *Investisseurs et Partenaires pour le Développement* (Investors and Partners for Development), Business Partner for Development, SNCF, Cepicafé (Peru), Accor, Rhodia, Microsoft Africa, Nutriset ....to be completed.
- Fair trade networks: Max Havelaar, Fair Trade Labelling Organisation, Ethiquable
- MEDEF International
- The Bill & Melinda Gates Foundation
- NGOs/associations: Ashoka, Care France, Care USA, GRET, Oxfam Novib, *Partenaires contre le Sida* (Partners against AIDS)
- *Coordination Sud* (French national co-ordinating body for non-governmental organisations)
- Concord
- *Groupe Initiatives* (French platform body for non-governmental development organisations)
- The International Federation of Human Rights

- BITC
- Philiias

▶ **Level:** Business and Development Experts

▶ **Total number of participants:** about 500

#### **4/ Programme**

▶ **Duration:** 8:30am – 6:30pm

##### **- 9 December 2008:**

- an opening plenary session from 9:15am to 9:45am
- 6 workshops:
  - Two from 10:30am to 12:30pm
  - Two from 2pm to 4pm
  - Two from 4:30am to 6:30pm

##### **- 10 December 2008:**

- An opening plenary session
- A round table discussion in the morning (feedback from workshops and participants' reactions)
- Two round table discussions in the afternoon
- A closing session.

***See programme attached.***

# Tuesday 9 December 2008

## Business innovation for Development: Conditions for success

**8:30am - 9am: Welcome**

**9:30am – 10:00am: Introductory plenary session**

Lettemieke Mulder, Member of the CSR Europe Board of Directors – Unilever CSR Director  
Xavier Musca, Director General of the Treasury and Economic Policies – French Ministry for the Economy, Industry and Employment  
Henri de Reboul, Delegate General of *IMS-Entreprendre pour la Cité*  
Jean-Michel Severino, Managing Director of AFD and President of PROPARCO  
Kandeh Yumkella, UNIDO Director-General

**10:00am – 10:30am: Break**

**10:30am – 6:30pm: 3 sequences of workshops covering the main areas of business innovation**

**10:30am – 12:30pm: 1<sup>st</sup> sequence of workshops**

- **Workshop 1: The contribution of businesses to the development of areas in which they operate**

*How a business can play a more effective role in the socio-economic development of areas in which it operates by using a global approach to local needs, and by acting in concert with local development stakeholders.*

**Moderated by:** *IMS-Entreprendre pour la Cité*

**Panellists:** Alain Castinel, Sustainable Development Coordinator - TOTAL  
Daniel Graymore, Team Leader – UK Department for International Development (DFID)\*  
François Jung-Rozenfarb, Senior Advisor, Private Sector Engagement - CARE USA  
Lettemieke Mulder, CSR Director – UNILEVER  
Liesbeth Unger, Private Sector Programme for Asia, Middle East and Eastern Europe – OXFAM NOVIB

- **Workshop 2: Innovative financial products offered for the purposes of development**

*Financial products to improve access to credit for poor populations and SMEs (performing credits, consumer credit, Socially Responsible Investment, etc.) Encouraging a closer match between the need for access to credit and the financial products on offer. The role of stakeholders from North and South.*

**Moderated by:** PROPARCO

**Panellists:** Patrice Hoppenot, President – *Investisseurs et Partenaires pour le Développement*  
Amadou Kane, Director for Africa – BNP PARIBAS\*  
Nathalie Monnoyeur, Head of Marketing & Communication – IDEAM-Credit Agricole  
Xavier Reille, Lead Microfinance Specialist – CGAP-World Bank  
André du PLESSIS - CFO – CAPITEC (South Africa)

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\* To be confirmed

## 2pm-4pm: 2<sup>nd</sup> sequence of workshops

- **Workshop 3: Essential businesses and services: the example of access to water and sanitation**

*The state of play of recent developments in Public-Private Partnerships. Lines of innovation that could be followed in respect of “non-standard” areas.*

**Moderated by:** AFD

**Panellists:**

Alexandre Brailowsky, Programmes Director – SUEZ Environnement  
Ulrike Ebert, Corporate Responsibility Director – (formerly Thames Water)  
COCA COLA  
Ali Fassi Fihri, Managing Director – ONEP (Morocco)  
Ken Kaplan – Business Partner for Development  
Sophie Tremolet, Consultant - Researcher  
Thierry Vandevælde, Delegate General – Fondation VEOLIA  
Environnement

- **Workshop 4: New businesses that enable poor populations to have access to their products and services**

*Developing a business model to achieve wider market coverage, whilst remaining responsive to the needs of poor consumers. Moving forward in partnership with NGOs, the local private sector, social entrepreneurs, and public stakeholders.*

**Moderated by:** IMS-Entreprendre pour la Cité

**Panellists:**

Bernard Giraud, Director-General for Corporate Responsibility - DANONE  
Olivier Kayser, Senior Adviser – ASHOKA  
Israel Moreno Barcelo, Manager of Patrimonio Hoy - CEMEX  
Jan Noterdaeme, Senior Advisor on Strategy, EU and Stakeholder  
Relations – CSR Europe  
Andreas Villar, Senior Project Manager, Public- Private Partnerships –  
GTZ

## 4:30pm – 6:30pm: 3<sup>rd</sup> sequence of workshops

- **Workshop 5: The role of businesses in the development of fair trade**

*The place of business in the principles and operation of fair trade. The contribution of business to the development of local producers in the context of business involvement in fair trade. Changes to the scale of fair trade in consumption patterns.*

**Moderated by:** Plate-Forme pour le Commerce Équitable (French Fair Trade Association)

**Panellists:**

Christophe Alliot, Coordinator of the strategic review - FLO (Fair Trade Labelling Organisation)  
Stéphane Comar, Co-founder - Ethiquable  
Olivier Menuet, Sustainable and Supportive Purchasing Director – SNCF\*  
Santiago Paz, Manager – CEPICAFE (Peru)  
Géraldine Pauly, Sustainable Development Representative - ACCOR

- **Workshop 6: Business initiatives in favour of human and social rights**

*How business can reinforce human and social rights by means of local action and through its relationships with suppliers. Internal approaches to social responsibility (improved working conditions, preventive healthcare, improved health, etc.).*

**Moderated by:** Jean Lapeyre, European Economic and Social Committee (EESC)

**Panellists\*:**

FIDH, *Partenaires contre le Sida*, Rhodia, Sanofi-Aventis, Moroccan  
Textiles Union

\* To be confirmed

## Wednesday 10 December 2008

# How to broaden the scope of business action and work better together for the benefit of Development?

**8:30am – 9:15am: Welcome**

**9:15am – 9:45am: Opening Session**

Alain Joyandet, Minister of State for Cooperation and Francophony  
Claude Bébéar, President of *IMS-Entreprendre pour la Cité*  
Jean-Michel Severino, Managing Director of AFD and President of PROPARCO

**9:45am – 10:30am: The previous day's workshops - regrouping and summarising:**

Henri de Reboul, Delegate General of *IMS-Entreprendre pour la Cité*

**11am – 12:30pm: Reactions and first-hand accounts of stakeholders**

Israel Moreno Barcelo, Manager of Patrimonio Hoy, CEMEX  
Kemal Dervis, UNDP Administrator (United Nations Development Programme)\*  
Emmanuel Faber, Deputy Managing Director of the DANONE group  
Jean-Philippe Fontenelle, GRET Operations Director  
Muhammad Yunus, Founder of GRAMEEN Bank\*

**12:30pm – 2pm: Lunch**

**2pm-6pm: Two round tables bringing together stakeholders from North and South:**

**2:30pm – 4pm: Encouraging a change of scale for new initiatives.**

What are the main obstacles to a change of scale and what measures should businesses take to make a more effective contribution to Development? How can a change of scale be made while ensuring the financial continuity of new initiatives and maintaining their impact on society? Reconciling a change of scale and environmental sustainability.

**4:30pm – 6pm: Improving stakeholder coalitions so as to encourage Development. How best to divide up roles and responsibilities.**

Organising the role of the different Development stakeholders through new partnerships and enhancing their respective contributions. Public authorities, funding agencies, businesses and civil society: should a new form of governance be created? What are the respective responsibilities of each stakeholder?

**Panellists in the two round table discussions (to be completed):**

Cheikh Diarra, President of MICROSOFT Africa, Co-President of the EU-Africa Business Forum\*  
Mo Ibrahim, Founder of CELTEL and of the Mo Ibrahim Foundation  
Michel Lescanne, Managing Director of NUTRISET  
Philippe Lévêque, Managing Director of CARE France  
Gérard Mestrallet, Managing Director of GDF-SUEZ  
Koos Richelle, Director General of EuropeAid, European Commission  
Jean-Michel Severino, Managing Director of AFD and President of PROPARCO  
Thierry Tanoh, Vice President of the International Finance Cooperation for Africa and Europe

**6pm – 6:30pm: Closing Session of the Seminar**

By Christine Lagarde, Minister for the Economy, Industry and Employment

► **Press contacts:**

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**7/ Contacts**

**Please contact:** [conf\\_AFD\\_IMS@afd.fr](mailto:conf_AFD_IMS@afd.fr).

**Mini information site for the seminar:**

[http://www.afd.fr/jahia/Jahia/Entreprendre\\_pour\\_le\\_Developpement](http://www.afd.fr/jahia/Jahia/Entreprendre_pour_le_Developpement)

**8/ Mandatory pre-registration with the AFD and IMS**

A process of pre-registration with the AFD and *IMS-Entreprendre pour la Cité* is **mandatory** before any request for accreditation can be considered. Anyone interested must send an email in this regard to the following address: [conf\\_AFD\\_IMS@afd.fr](mailto:conf_AFD_IMS@afd.fr)

\* To be confirmed