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## Pro-poor Development: Measuring Results Workshop 11-12 June 2009

Protea Hotel Balalaika, Johannesburg, South Africa

### AGENDA

Thursday 11 June 2009		
08h00 – 09h00	Coffee and Registration	
<b>Session 1</b>	<b>Setting the Scene</b>	
09h00 – 09h15	<b>Welcome and Objectives of the Workshop</b>	Dr Rashad Cassim – ComMark Chairman
09h15 – 09h45	<b>Introducing ComMark:</b> Results Framework and Approach	Stephen Hanival – ComMark
09h45 – 10h15	<b>Measuring Results:</b> Latest 'Making Markets Work for the Poor' Theory and Practice	Jim Tanburn – M&E Consultant
10h15 – 10h30	TEA	
<b>Session 2</b>	<b>Generating Jobs:</b> Building Labour-Intensive Manufacturing & Service Industries in Developing Countries	
10h30 – 11h30	<b>Reaching New Heights in the Mountain Kingdom:</b> The ComMark Lesotho Clothing & Textile Programme	Mills Soko – Mthente Development Consultants
11h30 – 12h30	<b>Redistributing the Tourism Dollar:</b> Enhancing Community-Based Tourism in Namibia	Jacqueline Asheeke – Federation of Namibian Tourism Associations Wouter Schalken – ComMark
12h30 – 13h30	LUNCH	
<b>Session 3</b>	<b>Getting Policy Right:</b> Pro-Poor Policy Development in Southern Africa	
13h30 – 14h15	<b>Counting the Cost of Red Tape in the South African Tourism Sector</b>	Rae Wolpe – Silimela Development Consultants
14h15 – 15h30	<b>Clear Skies over Southern Africa:</b> Encouraging Airline Liberalisation Project	Mahandra Naidoo – Simakade Associates
15h30 – 16h00	TEA	
16h00 – 16h45	<b>Helping Policy-Makers Change the Light Bulb:</b> The South Africa Electricity Pricing Path Project	Zavareh Rustomjee – Zavareh Rustomjee Associates



COMMARK TRUST NUMBER: IT 5706/03  
 TRUSTEES: RI CASSIM, RH DICKS, SJ HANIVAL, N MAKGETLA, SJ ROBERTS, J VILAKAZI

## Friday 12 June 2009

<b>Session 1</b>	<b>Lessons from Abroad</b>	
09h00 – 10h00	<b>Same Objective – Different Context:</b> Katalyst Bangladesh's Experience of 'Making Markets Work for the Poor'	James Blewett – Katalyst Bangladesh
<b>Session 2</b>	<b>Strengthening Rural Livelihoods:</b> Strategies to Bring Small-Scale Farmers into Mainstream Markets	
10h00 – 10h30	<b>Framing the Debate – The Second Economy in Rural Areas:</b> Opportunities and Constraints	Kate Philip – Second Economy Strategy Project
10h30 – 11h15	<b>The Golden Fleece:</b> Increasing Incomes through Value Chain Integration – ComMark's Communal Wool Farmer Programme	Michael Cherry – Agri-Africa Consultants
11h15 – 11h30	<b>TEA</b>	
11h30 – 12h15	<b>When Input Markets are Missing:</b> Lessons from the Eastern Cape on Linking Remote Farmers to Formal Agri-business Suppliers	Trish Heimann – Deloitte Consulting
12h15 – 13h00	<b>Asset Rich but Cash Poor:</b> Connecting Eastern Cape Red Meat Producers to Formal Markets	Mike Murray – Phuhlisani Solutions
13h00 – 13h30	<b>Inducing Systemic Change on Scale?</b> The Eastern Cape Government's Siyakhula/ Massive Maize Project	Norma Tregurtha – ComMark
13h30 – 14h30	<b>LUNCH</b>	
<b>Session 3</b>	<b>Expanding the Product Offering:</b> Embedded Services and the 'Making Markets Work for the Poor' Approach	
14h30 – 15h15	<b>Fishing for Compliments:</b> Lessons from the Western Cape Aquaculture Project	Marianne Sulzer – Swisscontact
<b>Session 4</b>	<b>Summary and Synthesis</b>	
15h15 – 16h00	<b>Is the Whole Bigger than the Sum of the Parts?</b> ComMark – The Aggregate Story	Stephen Hanival – ComMark