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

Protea Hotel Balalaika, Johannesburg, South Africa

*ComMark is a regional pro-poor development organisation established in 2003 and supported by the UK's Department for International Development (DFID). ComMark works to reduce poverty in Southern Africa by:*

- *Strengthening selected high-growth commodity and service markets*
- *Improving policy outcomes*
- *Signalling pro-poor market opportunities.*

As the deadline for meeting the MDGs draws close, there is a critical need to aggregate pro-poor results across country programmes. We know the global financial crisis demands that donor agencies and implementing organisations interrogate and substantiate the impact their support has on the lives of the estimated 2.8-billion people world-wide who live on less than US\$2 per day.

Within this context, ComMark's Measuring Results Workshop will not only gauge the performance of ComMark projects vis-à-vis their impact on poverty but also stimulate debate around measurement methodologies and develop a critical platform for cutting-edge thinking in private sector development (PSD) programme assessment internationally.

ComMark's Measuring Results Workshop will enable development stakeholders to:

- **LEARN** from rigorous impact assessment of ComMark's policy and market development interventions in the Textiles and Apparel, Agribusiness, Tourism and Airline sectors;
- **SHARE** ComMark's research + action experiences with those of other private sector development programmes such as Katalyst in Bangladesh and PropCom in Nigeria;
- **STIMULATE DEBATE** around the theoretical, methodological and practical challenges associated with measuring the impact of private sector development;
- **ESTABLISH A PLATFORM** for cutting-edge regional and global good practices; and
- **ENGAGE PRO-POOR DEVELOPMENT EXPERTS** from within Southern Africa and around the world. Albert Berry, Jim Tanburn and other practitioners will feature.

If you would like to participate in this workshop please register [here](http://www.commark.org/node/957): (<http://www.commark.org/node/957>)

Note that registration for the workshop closes on 15 May 2009 and the number of participants is limited to 60.

A draft programme will be available at the end of April 2009.

Please contact Ipeleng ([ipeleng@tips.org.za](mailto:ipeleng@tips.org.za)) for further queries.