

Bringing Medicines to Low-income Markets!



3rd BoP Sector Dialogue Pharma Practitioners Workshop and Public Launch Event

Berlin, Germany | January 23–24, 2012

An estimated 4 billion people live on incomes less than \$3,000 per year in local purchasing power parity (PPP) terms. Their spending on medicines constitutes an estimated market of \$ 56.7 billion. However, doing business in the slums and villages of developing countries requires innovative business models and partnerships.

The workshop aims to ...

- Introduce the unique challenges of low-income markets – and how to address them with promising approaches
- Give guidance on developing (or enhancing) a business model that addresses low-income patients' needs – and on how to find the right partners
- Provide interactive sessions that give participants from different backgrounds (for profit and non-profit) the opportunity to exchange ideas and experiences – and explore innovative partnerships

Target Group

The workshop is specifically designed for pharmaceutical companies and health-related organizations (such as NGOs, MFIs, social marketing organizations) that are looking to start or to continue expanding their activities into low-income markets.

Program of the workshop

The workshop builds on the findings from the study "Bringing Medicines to Low-income Markets: A guide to creating inclusive business models for pharmaceutical companies" to be released as part of the program. It has 3 main parts:

- **Creating value with the 4As+1 tool:** How to create value for patients in low-income markets? What are the challenges in this market environment? What are promising approaches to address them?
- **Health ecosystem:** How does the health ecosystem differ in low-income markets? Who are potential partners?
- **Getting set up:** How to set up the right organizational structure for venturing into low-income markets? How to secure financial resources? How to set up partnerships?

Launch Event

Participants will have the opportunity to attend the Launch Event on January 23 at 6:30 pm, organized by GIZ on behalf of BMZ. The findings of the study will be presented and discussed by a panel of experts from the private, public and non-profit sector. The event closes with a networking buffet.

Registration

Please register and find more information including the agenda at www.medicines-for-bop.net
Participation fee for the two-day workshop (not including tax, travel and lodging):

- **Registration**
550 Euro for private sector
350 Euro for non-profit sector
- **Early bird registration**
By December 31, 2011:
400 Euro for private sector
250 Euro for non-profit sector

Scholarships are available for non-profit organizations and participants from developing countries.

