

BOP Business in African Countries

~ How can Partnerships between Public and Private Sector Contribute to Creating Social Value and Enhance Development Effects ~

1. Background of the seminar

Base of the Pyramid (BOP) Business (also known as Inclusive Business etc.) is defined as a business model which seeks to produce a company's profit while creating social value, thereby contributing to making an impact to developmental issues in developing/ emerging markets. There is a growing interest among Japanese companies to venture into BOP Business as a new way of conducting business in developing/ emerging markets including the African continent. This seminar will bring in and share knowledge, experience and information on how BOP business activities are conducted by private companies through partnerships with various stakeholders, i.e. government agencies, development agencies, academe as well as NGO/NPOs, since such partnerships could be a critical element in achieving success in BOP businesses. The first session will focus on how Japanese companies can start getting involved in BOP businesses in general, and in Africa, by looking at Panasonic's case. The second session will focus specifically on creating business opportunities for improving nutrition in Africa by looking at Ajinomoto's case.

The intended audiences are a) Japanese private companies, academe, NGO/NPOs, b) Government officials in charge of development/ planning, investment promotion etc. from respective African delegations, and c) Japanese governmental/ public institutions etc.

2. Objectives of the seminar are:

- To bring in and share knowledge, experience and information on how BOP business activities are conducted by Japanese companies through partnerships between various stakeholders, and;
- To seek what kind of collaborative support can be considered by JICA etc. in order to make BOP businesses in Africa more successful.

3. Key questions to be addressed will include:

- Why does a company venture into BOP business and what does it expect from it?
- What role can partnerships between private company and other stakeholders play in addressing developmental issues in African countries through BOP business?
- What kind of collaborative support can be further considered by JICA etc. to make BOP business in Africa flourish, become more successful and enhance development effects?

4. **Speakers & Panelists:**

- Mr. Takayuki HOTTA, Councilor, International Relations Group, Panasonic Corporation.
- Dr. Yasuhiko TORIDE, Director, Nutrition Improvement Projects, Associate General Manager, R&D Planning Department, Ajinomoto Co., Inc.
- Dr. Jay SINGH, Counselor, International Development, USAID
- Mr. Ikuro SATO, General Manager, Plan Japan
- Dr. Birgit PONIATOWSKI, Manager, Investment & Partnerships, GAIN
- Mr. Sahba SOBHANI, Acting Programme Manager of the Business Call to Action, and Team Leader in the Innovation and Development Alliances Cluster of UNDP's Bureau of External Relations and Advocacy
- Mr. Jin WAKABAYASHI, Director, Private Sector Partnership Division, Private Sector Partnership and Finance Department, JICA

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