



BoP WORLD
CONVENTION & EXPO



The Future Inclusive Economy -
Mass Collaboration Across All Sectors

20 - 22 September 2016 • ITE Central College • Singapore

A photograph of two young girls, likely of South Asian descent, smiling and playing with a ball. The girl on the left is wearing a white jacket, and the girl on the right is wearing a colorful floral shirt. They are standing in front of a wooden wall. A large red triangle is overlaid on the image, containing text.

BoP

US\$5 trillion market place
71.4% of the BoP population live in Asia

Base of Pyramid (BoP) refers to more than 4.5 billion people living in emerging economies. They are economically active as consumers, producers, employees and entrepreneurs. At the same time, the BoP represents a blue ocean opportunity of more than US\$5 trillion dollars, and tapping it would also mean improving quality of life for those most in need.

THEME

The objective of this 3-day conference is to share current best practices, jump-start discussions and foster collaborations among various stakeholders to make the 'Inclusive Economy' a reality.



MEXICO

SINGAPORE

HISTORY

2014, Singapore

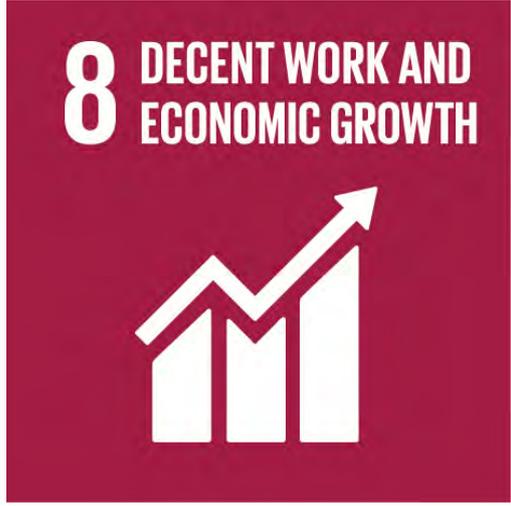
"A Brave New Marketplace:
Unleashing Opportunities at
the Base of the Pyramid"

2015, Mexico city

**"No More Walls: Co-creating
Solutions Across Sectors"**

2016, Singapore

**"Future Inclusive Economy:
Mass Collaboration Across All Sectors"**



TRACKS

We seek the implementation of Sustainable Development Goals through three main tracks:

- **Enabling Access:** Expanding Opportunities or Reducing Vulnerabilities. Key topics include: Access Education, Technology & Innovation, Healthcare and Finance
- **Rise of the On-Demand or Shared Economy and its Implications on the BoP**
- **Towards Sustainable Development: Collaboration is Key**

100
exhibitors

31
countries

1000
visitors &
delegates

from
sectors

Logistics

Energy

Health &
Nutrition

Agriculture

Water &
Sanitation

Finance

Innovation
& Technology

Housing

Past Exhibitors:

- Ashoka
- Business Call to Action
- Brac
- CGI
- d-lights
- Hystra
- Schwab Foundation
- Synergos Fellows
- YCAB
- World Bank
- World Entrepreneurship Forum

This event features an expo that is not just about showcasing, but also about promoting partnerships and identifying business growth opportunities.

Book a booth and meet business leaders, social entrepreneurs and various interested stakeholders across 3 days of unrivalled business networking. To secure a booth, please contact Justin at justin@bophub.org (special rates available for Social Enterprises/NGOs/Startups)

EXPO

Workshops

1

The workshops will address real problems in the BoP, moderated by sector leaders to come up with real and practical solutions.

Business Matching Sessions

2

There will be an opportunity for pre-set meetings (set before & during the conference) to explore and build partnerships into workable agreements.

Masterclasses

3

Pre-registered sessions based on common missions and mutual objectives. Masterclasses are conducted by an industry guru and are for key decision makers (additional fee applies).

Reasons to participate

- 1 Open up new market opportunities for your products and services
- 2 Increase brand awareness
- 3 Network and collaborate with multiple sectors and industries
- 4 Showcase your company's CSR projects and initiatives
- 5 Demonstrate your commitment to sustainable development
- 6 Share your CSR solutions and build awareness
- 7 Share knowledge, address challenges, explore partnerships
- 8 Foster sustainable solutions that could impact millions of lives

CONVENTION

Through this convention, best **sustainable business models** can be built by leveraging on the joint expertise of key thought leaders and participating institutions. We aim to enhance deeper engagement between the public and private sectors. Key stakeholders will present new findings and solutions that have created positive impact in the business and social communities.



Emeritus Senior Minister
Goh Chok Tong
Guest of Honor,
Singapore



Dr. Al Hammond
Senior Entrepreneur and
Leader of Health For All
Program, Ashoka, USA



Lieselotte Heederik
Director and Co-Founder
of Nazawa Water Filters,
based in Indonesia



Dr. Regina Moench-Pfanner
The Founder and CEO of
ibn360 - specialising in
the food, nutrition&health
sectors, based in
Singapore



Stuart Hart
Founder of BoP Global
Network, Co-author of
"Fortune at the Bottom
of the Pyramid", USA



Parul Soni
Global Managing Partner
Thinkthrough Consulting
(TTC) and India Lead,
WEConnect International,
India



PARTICIPANTS

The Opening Ceremony will be officiated by Emeritus Senior Minister Goh Chok Tong, SG's Former Prime Minister. Distinguished individuals who are leaders in their fields will share their insights, perspectives and success stories on how to profitably tap into BoP markets and contribute to sustainable development. Delegates from government and academic institutions as well as MNCs, SMEs, NGOs, and SEs from various sectors will attend this event.



Arunachalam Muruganatham

Social Entrepreneur, CEO at Jayashree Industries



KC Mishra

Ashoka Global Fellow, Founder of Svadha WASH & eKutir Social Business



Tony Meloto

Founder of Gawad Kalinga Movement



Jayanth Bhuvaraghan

Chief Mission Officer of Essilor International



Guillermo Jaime Calderon

Founder and President of: Mejoramiento Integral Asistido & Walltech International



Javier Ayala

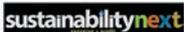
Executive Manager of the Innovations Against Poverty (IAP) Fund



NUS Enterprise



poverty stoplight



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