

Press Release :



Thursday, February 14, 2013

Members of the media:

In cooperation with the United Nations University (UNU-MERIT)

Inviting Professor Ted London, Michigan University

**Matching Technology and BOP Wants:
From Good Intentions to Mutual Value Creation**

Monday, March 4, 2013, 15:00-18:00

Tokyo, February 14, 2013. Despite all the global technological advances in the last decades, a large share of the world population at the Base of the Pyramid (BOP), still struggles to address its basic needs. In the developing world, 4,000 children die from lack of access to clean drinking water every day, 80% of the developing world does not have access to electricity, and Kerosene use leads to 1.6 million deaths a year due to smoke inhalation or fire. Collecting water and firewood -primarily done by female members of the family or by children- is a daunting task in many regions across Asia and Africa.

The Sasakawa Peace Foundation (SPF, Tokyo, Minato Ward, Chairman: Jiro Hanyu) initiated the project “BOP Technology Innovation and Products Incubation” in partnership with the UNDP in October 2012. The project aims to identify technologies in the areas such as clean energy, water, ICT, agriculture, etc., conduct technology testing and collection of feedback in selected communities, and incubate promising technologies by matching corporations in developed countries and entrepreneur/corporations in the BOP. It tends to identify technologies that have high potential for commercialization, and analyze barriers/solutions in realizing their potential for development impact at BOP.

In line with this project, the Sasakawa Peace Foundation invites professor Ted Londo to discuss the current BOP market as well as existing barriers to bring Japanese technologies to developing countries. The panel session will be moderated by Professor Seiichiro Yonekura from Hitotsubashi University Innovation Center and will be attended by Mr. Kiyoshi Mori from METI as well as the program managers from the UNDP and ADB. It aims to bring together a group of academics, analysts, policy makers and practitioners to share their insights about BOP and the new ways to harness the power of private sector technology for human development in a mutually beneficial way.

<u>Date:</u>	March 4, Monday
<u>Time:</u>	15:00-18:00
<u>Venue:</u>	ANA Intercontinental
<u>Language:</u>	English/Japanese (simultaneous translation provided)
<u>Admission:</u>	Free
<u>Registration:</u>	Please register through the Sasakawa Peace Foundation’s website: http://www.spf.org/e/event/article_8678.html
<u>Inquiries:</u>	Ms. Akasaka , Tel. 03-6229-5443, bop_seminar@spf.or.jp.

Seminar Agenda

Time	Plan / Speaker
15:00-15:05	Opening Remarks Sasakawa Peace Foundation (SPF)
15:05-15:15	Welcome Remarks/Introduction by Prof. Seiichiro Yonekura Hitotsubashi University, Innovation Center
15:15-16:00	Keynote Speech +Q&A “BOP Market Today and Next Generation Business Strategies” Ted London Business Administration, Ross School of Business University of Michigan, William Davidson Institute
16:00-16:15	Introduction of SPF / UNDP Program Mari Kogiso, Sasakawa Peace Foundation
16:15-16:30	Coffee break
16:30-17:30	Panel discussion Moderator: Seiichiro Yonekura Kiyoshi Mori, Director, International Projects Promotion Office, METI Sahba Sobhani, Manager, Business Call to Action, UNDP Armin Bauer, Principal Economist, Regional and Sustainable Development Department (RSDD), ADB Ted London, Michigan Univ.
17:30-17:40	Wrap up/Closing Shuan SadreGhazi United Nations University (UNU-MERIT)
17:40-18:00	Networking

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