
Wednesday 2nd July in the Polak room, International Press Centre (IPC), Residence Palace, 155 rue de la Loi/Wetstraat, 1040 Brussels

The sheer extent of poverty in the world today means that urgent action is required. Almost 2.6 billion people out of the total world population of 6.4 billion live on less than 2 dollars a day. Over a billion people do not have access to drinking water, 1.6 billion do not have access to electricity and 5.4 billion have no access to the Internet.

Yet poor populations have a largely unexploited potential as consumers, producers, innovators and entrepreneurs. This report provides 50 concrete examples of enterprises which, by integrating poor populations into the business world, created profits, new growth opportunities and improved lives.

Presentation of the Report:

- Christian Thommessen, Director of the Private Sector Division of the United Nations Development Programme

Panellists:

- Henri de Cazotte, Director for External Relations and Communication, Agence Française de Développement
- Thijs Berman, Vice - Chairman of the Committee on Development, Member of the European Parliament
- Eric Cornuel, Director General, Member of Advisory Board of the Report, European Foundation for Management Development

RSVP by 30 June 2008 by e-mail to: eveline.snauwaert@undp.be or fax to: +32 (0) 2 503 4729.

* English - French interpretation will be provided