

Poor are potential partners - vp

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Vice President Goodluck Jonathan says people and organisations should see the poor as potential partners in value creation.

He made the remark Wednesday when he launched the UNDP Growing Inclusive Markets Report 2007 in Abuja in the company of Charles Ugwu, commerce and industry minister.

The launch of the report titled *Creating Value for All: Strategies for doing business with the Poor* was jointly hosted by UNDP Nigeria and African Business Roundtable.

Jonathan, represented by Sanusi Daggash, minister of national planning, encouraged the private sector to incorporate the poor into their respective value chains.

The audience at the Abuja launch was drawn from government, organised private sector, national and regional professional groups, development partners, civil society and media.

Bamanga Tukur, chairman, African Business Roundtable, underscored the benefits of the report and its relevance to the Nigerian situation.

He hinged this on the revelation in the report that "...the poor, roughly half of humanity, constitute a potential for consumption, production, innovation and entrepreneurial activity that is largely untapped".

He then challenged the audience: "The task before us is to tap this untapped potential by empowering the poor."