

THE BRETTON WOODS COMMITTEE

presents

The Bottom of the Pyramid Symposium *Eradicating Poverty Through Profits*

March 15, 2006

9:00a.m. - 11:30a.m.

Arnold and Porter

555 12th Street, NW, Washington, D.C.

The world's most exciting, fastest-growing new market is where you would least expect it – at the bottom of the economic pyramid. Collectively, the world's billions of poor people have immense entrepreneurial capabilities and buying power. Companies can learn to serve this market profitably and, at the same time, help the world's poorest people escape poverty.

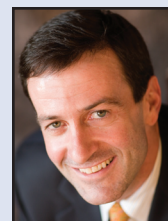


*C.K. Prahalad,
Author, *The Fortune
at the Bottom of the
Pyramid*, Professor,
University of
Michigan*

This is the mantra of noted professor of business, **C. K. Prahalad** of the University of Michigan. He offers the theoretical proof and convincing case studies in his book, *The Fortune at the Bottom of the Pyramid*. Professor Prahalad and leaders of three innovative companies will discuss the theory and recount their individual experiences at a Bretton Woods Committee symposium, March 15.

Can serving the poor really produce win-win outcomes? Hear first hand accounts of where businesses adjusted their thinking, targeted buyers at the bottom of the pyramid and ultimately reaped significant rewards with significant poverty reduction as a byproduct. Learn about how the self-sustaining profit-making enterprise can deliver benefits ad infinitum to the poor, without having to depend on donor funds or on tight foreign assistance budgets.

Traditional development solutions have not solved the problem of poverty to the degree we want. Can the private sector succeed where others have not? Can the huge investment capacity of large firms be mobilized and merged with the expertise and commitment of NGOs to assist the poor communities? The answer is yes.



*Bruce McNamer,
President and CEO,
TechnoServe*

Joining Professor Prahalad will be **Bruce McNamer**, President and CEO of TechnoServe – a non-profit company offering business solutions to global poverty. For forty years, TechnoServe has backed entrepreneurial people and launched successful businesses in poor countries, building wealth, opportunity and economic growth. McNamer is a former White House fellow, an investment banker, a Peace Corps volunteer and businessman.



*Kai Schmitz,
Executive Vice
President and COO,
MicroFinance
International*

Also speaking will be **Kai Schmitz**, Executive Vice President and COO of MicroFinance International Corp. MFIC is serving customers at the bottom of the pyramid, providing low-cost, specially tailored financial services to recent immigrants in the U.S. and their families in their countries of origin.

Jeff Morgan, Director of Global Programs for Mars, Incorporated will also be joining the discussion. Morgan will talk about Mars' experience with partnerships in the "Cocoa Sustainability" program – a global program directed at developing working collaborations and Public Private Partnerships to address economic, social and environmental issues existing in the cocoa supply chain.



*Jeff Morgan,
Director, Global
Programs,
Mars, Incorporated*

The Bottom of the Pyramid symposium will take place on March 15th from 9:00 a.m. to 11:30 a.m. in the Paul Porter Room of Arnold and Porter, 555 12th Street, NW, Washington, D.C. There is no charge for attendance, but pre-registration is required. Please RSVP by March 13th to events@brettonwoods.org.