

Market Development Forum (MDF)
General Event on June 26, 2008
“Access to Export Market”

Date: June 26, 2008
Thursday

Time: 14.30 hrs – 17.00 hrs

Venue: Katalyst

About the Event:

General events of MDF are activities which in principle are of interest to the majority of stakeholders. The day would be based on general discussions and will be focused on specific experiences and learning of the different organizations present there.

About “Export Market” Event:

The participants at the occasion will be the interested members and other stakeholders of the MDF. The main objective of the event is to discuss about the role of the development sector’s role to facilitate private sector to access the export market.

In this event, several challenges of the export of products and services for export will be discussed. Following issues are to be discussed in this event.

- Development sector’s role/ Market Development approach in export market.
- Common stakeholders/ BMO’s role for exporting products and services.
- Prospective exports/ export market.

Participants

- MDF regular members
- MDF associate members
- Private sector representatives (exporting companies etc.)

Discussion Topics:

Since the objective of the event would be to understand the Development sector’s role/ Market Development approach in export market, the presentations would be focusing on the following:

- What could be the role that private – NGO partnership for export market?
- What are the usual problems/ constraints/ challenges?
- What were some of the solutions that they have found to be successful?

The expected outcome of the event

The expected outcome of the event is to understand the role of development sector/ INGO's for export market, how market development approach could be useful, identification of stakeholder/ BMO's for export market, donors' role in export market etc.

Program of the Day:

Time	Topic	Responsibility
14.30 – 14.50 hrs	Objectives of the Day	
14.50 – 15.15 hrs	Presentation of private sector representatives who worked with dev. Agencies	
15.15- 15.30 hrs	Presentation of private sector representatives who did not worked with dev. Agencies	
15.30 – 16.45 hrs	Discussion	
16.45-17.00 hrs	Wrap up	