



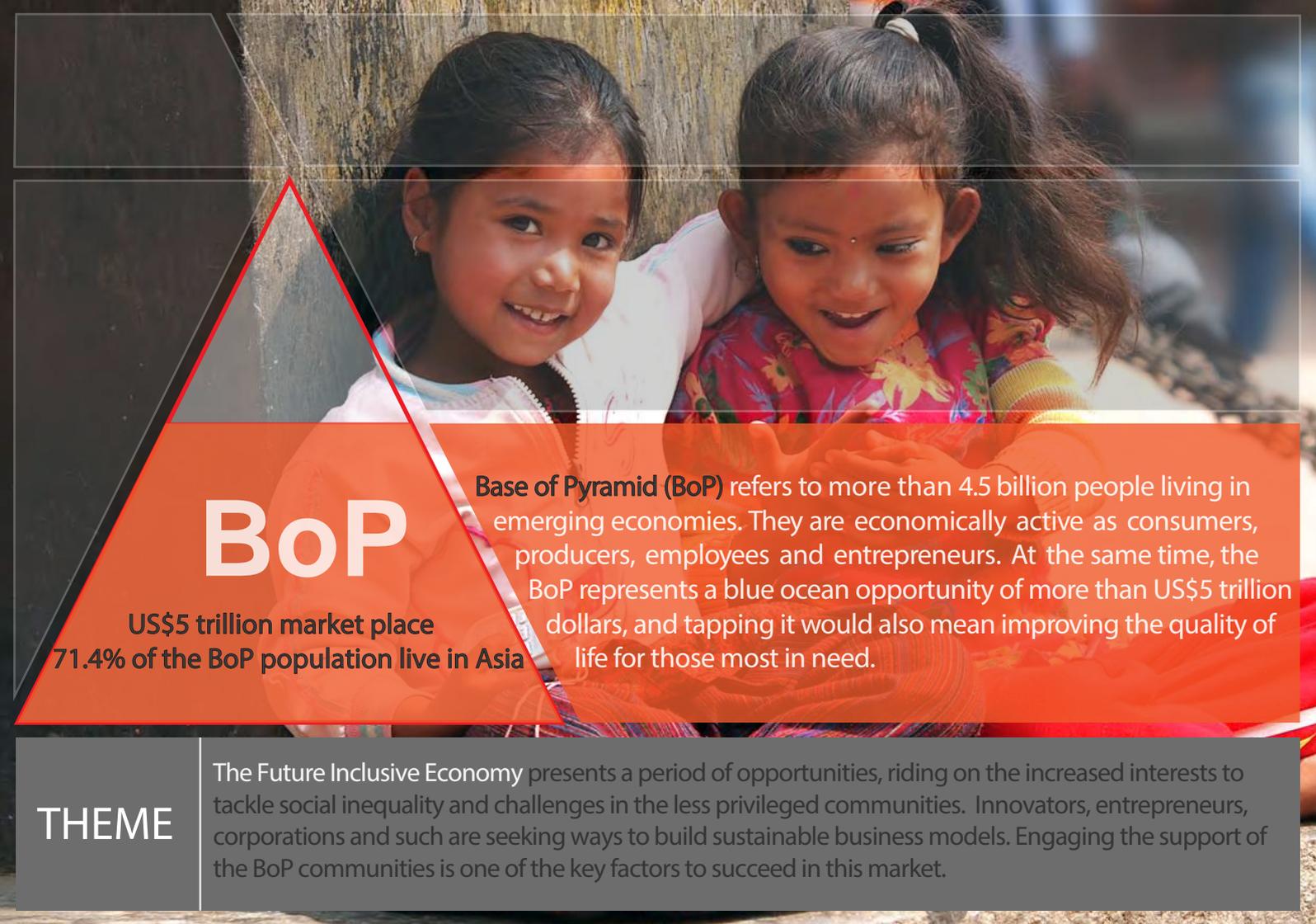
**BoP WORLD**  
CONVENTION & EXPO



The Future Inclusive Economy -

Mass Collaboration Across All Sectors

20 - 22 September 2016 • ITE Central College • Singapore

A photograph of two young girls with dark hair, smiling and playing with a ball. The girl on the left is wearing a light pink jacket, and the girl on the right is wearing a colorful floral shirt. They are standing in front of a wooden wall. A large red triangle is overlaid on the image, containing text.

# BoP

**Base of Pyramid (BoP)** refers to more than 4.5 billion people living in emerging economies. They are economically active as consumers, producers, employees and entrepreneurs. At the same time, the BoP represents a blue ocean opportunity of more than US\$5 trillion dollars, and tapping it would also mean improving the quality of life for those most in need.

US\$5 trillion market place  
71.4% of the BoP population live in Asia

## THEME

The Future Inclusive Economy presents a period of opportunities, riding on the increased interests to tackle social inequality and challenges in the less privileged communities. Innovators, entrepreneurs, corporations and such are seeking ways to build sustainable business models. Engaging the support of the BoP communities is one of the key factors to succeed in this market.



MEXICO

SINGAPORE

## HISTORY

2014, Singapore

**"A Brave New Marketplace:**  
Unleashing Opportunities at  
the Base of the Pyramid"

2015, Mexico City

**"No More Walls: Co-creating  
Solutions Across Sectors"**

2016, Singapore

**"Future Inclusive Economy:  
Mass Collaboration Across All Sectors"**

**1** NO  
POVERTY



**3** GOOD HEALTH  
AND WELL-BEING



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



**8** DECENT WORK AND  
ECONOMIC GROWTH



## TRACKS

The conference programme will focus on these Sustainable Development Goals while linking them with industry focus topics, current best-practice solutions, and future innovation trends.

100 exhibitors

31 countries

1000 visitors & delegates

from sectors



- Past Exhibitors:
- Ashoka
  - Business Call to Action
  - Brac
  - CGI
  - d-lights
  - Hystra
  - Schwab Foundation
  - Synergos Fellows
  - YCAB
  - World Bank
  - World Entrepreneurship Forum

# EXPO

An EXPO that is more than showcasing. An EXPO to promote collaboration linkages, partnerships, industry trading, and businesses to grow. A great opportunity for your business or organisation to reach a huge audience and gain new opportunities.

## Workshops

1

A format to leverage on all the people in the room, not just the few main speakers. Our workshops, which are moderated by sector leaders, will pose real problems in the BoP, and develop workable solutions or responses. The best workshop collaborations will be recognised, and the BoP HUB team will take follow up actions for future collaboration in order to keep closer relationships.

## Business Matching Sessions

2

The latest technology is deployed to allow flexibility in matching the best solutions to further break out discussions and collaboration agreements. This results in Pre-set meetings before conferences to discuss the potential for partnerships and real collaborations.

## Masterclasses

3

For VIP only (additional fee applies): Prematched sessions based on mutual alignment and objectives. Our dedicated team will find the right partners and convene this in-depth class. Main takeaways will include: participating business models, lessons, plans and a greater insight of the BoP.

## Reasons to participate

- 1 Open up new market opportunities for your products and services
- 2 Increase brand awareness
- 3 Network and collaborate with multiple sectors and industries
- 4 Showcase your company's CSR projects and initiatives
- 5 Demonstrate your commitment to sustainable development
- 6 Share your CSR solutions and build awareness
- 7 Share knowledge, address challenges and explore partnerships
- 8 Foster sustainable solutions that could impact millions of lives

## CONVENTION

We will facilitate effective mass collaboration among the stakeholders: the focus is on deeper engagement between the public and private sectors. Key stakeholders will present new findings and solutions that have created positive impacts in the business and social communities. This convention is the platform to develop strong networks and form new partnerships.



**Stuart Hart**  
 Founder of BoP Global Network, Co-author of "Fortune at the Bottom of the Pyramid", USA



**Martin Burt**  
 Former Minister and Chief of Staff of Paraguay Cabinet. Founder of Fundation Paraguay, Paraguay



**Lieslotte Heederik**  
 Co-Founder and Director Nazava Water Filters, Indonesia



**Parul Soni**  
 Global Managing Partner Thinkthrough Consulting(TTC) and India Lead, WEConnect International, India



**Lutfey Siddiqi**  
 World Economic Forum Young Global Leader and Former Head of Emerging Markets at UBS Investment Bank, UK



**BoP Global NETWORK**



connecting Ideas for Impact



BRIGHT SCIENCE. BRIGHTER LIVING.



NUS Ente



Youchange China Social Entrepreneur Foundation



SEHWA FOUNDATION FOR SOCIAL ENTREPRENEURSHIP



Enterprise for a Sustainable World



AUSTRALIAN INDIGENOUS EDUCATION FOUNDATION



poverty spotlight



raiSE SINGAPORE



CIVA



# PARTICIPANTS

The BOP Convention will be opened by Singapore former Prime Minister, Emeritus Senior Minister Goh Chok Tong, Grassroots Adviser.