



Executive Development Program

## Inclusive and Sustainable Business: Creating Markets with the Poor

### June 9, 2008 • Day One

Preston Auditorium  
World Bank Group, Main Complex (MC North Entrance)  
1818 H St. NW, Washington D.C.

8:00 AM Registration and Light Breakfast

9:00 AM **Program Opening**

Welcome Remarks:

- **Djordjija Petkoski**, Program Director, Executive Development Program, World Bank Institute

Opening Remarks:

- **James Warren Evans**, Sector Director, Environment Department, The World Bank Group
- **Monika Weber-Fahr**, Manager, Sustainable Business Innovator, International Finance Corporation
- **Wayne Silby**, Founding Chairman, Calvert Funds

Question & Answer Period

9:50 AM **World Café - Program Introduction Session**

10:20 AM **Group Picture**

10:30 AM Coffee Break

10:45 AM **Case Study Preparation "Unilever in India: Hindustan Lever's Project Shakti--Marketing FMCG to the Rural Consumer"**

Participants will discuss the Harvard Business School case study "Unilever in India: Hindustan Lever's Project Shakti--Marketing FMCG to the Rural Consumer".

11:15 AM **Case Study Discussion "Unilever in India: Hindustan Lever's Project Shakti--Marketing FMCG to the Rural Consumer"**

Facilitator:

- **V. Kasturi Rangan**, Malcolm P. McNair Professor of Marketing, Director of Research, Harvard Business School

Guest Remarks:

- **David Lustig**, Vice-President, External Affairs, Unilever

12:30 PM **Launch of the June 2008 Issue of the Development Outreach Magazine – "Business and Poverty: Opening Markets to the Poor"**

Opening Remarks:

- **Rakesh Nangia**, Acting Vice President, World Bank Institute

Introduction by the Guest Editors of the June 2008 Issue of Development Outreach:

- **V. Kasturi Rangan**, Malcolm P. McNair Professor of Marketing, Director of Research, Harvard Business School
- **William Laufer**, Professor of Legal Studies and Director, Carol and Lawrence Zicklin Center for Business Ethics, University of Pennsylvania
- **Djordjija Petkoski**

Moderator:

- **Christopher Neal**, Senior Communications Officer, World Bank Institute

Commentators:

- **David Lustig**, Vice President, External Affairs, Unilever
- **Tony Henshaw**, Corporate Vice President, Sustainability, CEMEX
- **Masakazu Sago**, President, Sumitomo Chemical America, Inc
- **Louise Hilsen**, Vice President, Government Affairs, Nestlé, USA

Question & Answer Period

1:45 PM Lunch

2:30 PM **Panel Discussion: Global Trends and the 4 Billion - Development Perspectives**

Introductory Remarks:

- **Djordjija Petkoski**

Panelists:

- **Michele de Nevers**, Senior Manager, Environment Department, The World Bank Group
- **Andrew Burns**, Lead Economist, Development Prospects Group, The World Bank Group
- **Julian Schweitzer**, Director, Health, Nutrition & Population Team, The World Bank Group

Question & Answer Period

3:30 PM **Guest Lecture: Global Trends and the 4 Billion – Private Sector Perspective**

Key-note Speaker:

- **Sunil Sanghvi**, Director, Social Sector Office, McKinsey

Question & Answer Period

4:15 PM Coffee Break

4:30 PM **Thematic Group Discussion: Global Trends**

5:45 PM **Welcome Reception**

## June 10, 2008 • Day Two

Preston Auditorium  
World Bank Group, Main Complex (MC North Entrance)  
1818 H St. NW, Washington D.C.

8:30 AM Light Breakfast

9:00 AM **Welcome**

Summary of Day One and introduction to Day Two

- **Djordjija Petkoski**, Program Director, Executive Development Program, World Bank Institute

9:05 AM **Special Remarks**

- **Vinita Bali**, Managing Director, Britannia Industries Limited  
(via videoconference)

9:20 AM **Case Study Preparation: 1) Alleviating Poverty and Malnutrition and 2) Amul and India's National Dairy Development Board**

Participants will discuss two Harvard Business School case studies: 1) Alleviating Poverty and Malnutrition and 2) Amul and India's National Dairy Development Board.

10:10 AM **Case Study Discussion: Alleviating Poverty and Malnutrition**

Facilitator:

- **Ray A. Goldberg**, George M. Moffett Professor of Agriculture and Business Emeritus, Harvard Business School

11:10 AM Coffee Break

11:30 AM **Case Study Discussion: Amul and India's National Dairy Development Board**

Facilitator:

- **Ray A. Goldberg**, George M. Moffett Professor of Agriculture and Business Emeritus, Harvard Business School

12:30 PM Lunch

1:30 PM **Panel Discussion: The Role of Financial Institutions and Multilateral Development Banks - Examples from the Field**

Introductory Remarks and Moderator:

- **Elizabeth Littlefield**, Director, Consultative Group to Assist the Poor, The World Bank Group

Panelists:

- **Bart Jan Krouwel**, Managing Director, Sustainability & Social Innovation and Deputy General Manager, Rabobank Nederlands
- **Luiz Ros**, Manager, Opportunities for the Majority, Inter-American Development Bank
- **Ann MacDougall**, Chief Administrative Officer and General Counsel, Acumen Fund
- **Farzin Mirmotahari**, Operations Officer, CSM Linkage, International Finance Corporation

Question & Answer Period

3:15 PM Coffee Break

3:30 PM **Guest Lecture: Reshaping the Corporate Strategy – Practical Challenges**

Key-Note Speaker:

- **Mark Milstein**, Director of the Center for Sustainable Global Enterprise and Lecturer of Strategy, Innovation and Sustainable Global Enterprise at the Johnson Graduate School of Management at Cornell University

Question & Answer Period

4:30 PM **Thematic Group Discussion: Aligning Corporate Strategy with the Development Agenda**

5:45 PM **Closing**

# June 11, 2008 • Day Three

Preston Auditorium  
World Bank Group, Main Complex (MC North Entrance)  
1818 H St. NW, Washington D.C.

8:30 AM Light Breakfast

9:00 AM **Welcome**

Summary of Day Two and introduction to Day Three

- **Djordjija Petkoski**, Program Director, Executive Development Program, World Bank Institute

9:10 AM **Case Study Preparation: Patrimonio Hoy: A Financial Perspective**

Participants will discuss the Harvard Business School case study:  
Patrimonio Hoy: A Financial Perspective

9:40 AM **Case study discussion: Patrimonio Hoy: A Financial Perspective**

Facilitator:

- **Djordjija Petkoski**

Guest Remarks:

- **Tony Henshaw**, Corporate Vice President, Sustainability, CEMEX

10:30 AM Coffee Break

10:40 AM **Panel Discussion: The Corruption Challenge in High Risk Environments**

Moderator:

- **John Sullivan**, Executive Director, Center for International Private Enterprise (CIPE)

Panelists:

- **Pascale Dubois**, Sanctions Evaluation and Suspension Officer, The World Bank Group
- **Roderick Hills**, Founder and Chairman, The Hills Program on Governance at the Center for Strategic and International Studies
- **Daniel Kaufmann**, Director, Global Programs, World Bank Institute
- **Lee Tashjian**, Vice President, Corporate Communications, Fluor Corporation

Commentator:

- **William Laufer**, Professor of Legal Studies and Director, Carol and Lawrence Zicklin Center for Business Ethics, University of Pennsylvania

Question & Answer Period

12:00 PM **Special Session: Fighting Corruption through Collective Action**

Opening Remarks:

- **Sanjay Pradhan**, Sector Director, Poverty Reduction & Economic Management Network, Public Sector Governance, The World Bank Group

Moderator:

- **Djordjija Petkoski**

Panelists:

- **Nancy Zucker Boswell**, President and CEO, Transparency International-USA
- **Georg Kell**, Executive Director, United Nations Global Compact
- **John Sullivan**, Executive Director, Center for International Private Enterprise (CIPE)
- **Lee Tashjian**, Vice President, Corporate Communications, Fluor Corporation

Commentators:

- **Julianne Altieri**, Director, International Financing Institutions, Siemens US
- **Sterl Greenhalgh**, Partner, Forensic and Investigation Service, Grant Thornton UK
- **Worth MacMurray**, Senior Compliance Consultant, Fairfax Group
- **Olajobi Makinwa**, Senior Civil Society Coordinator and Issue Manager Transparency and Anticorruption, United Nations Global Compact
- **David Nummy**, Executive Director, Global Public Sector, Grant Thornton US
- **Sabine Zindera**, Vice President, Corporate Compliance Office, Siemens AG

Question & Answer Period

1:30 PM Lunch

2:30 PM **Guest lecture: Base of the Pyramid Models**

Introductory Remarks:

- **Katharina M. Strydom**, Senior Strategy Officer, COSDR, International Finance Corporation

Key-note speaker:

- **Mike Kubzansky**, Global Account Manager, Monitor Group

Question & Answer Period

3:30 PM Coffee Break

3:45 PM **Scenario Training on Corruption and Thematic Group Discussion: Promoting Good Governance**

5:45 PM **Closing**

8:30 AM Light Breakfast

9:00 AM **Welcome**

Summary of Day Three and introduction to Day Four

- **Djordjija Petkoski**, Program Director, Executive Development Program, World Bank Institute

9:10 AM **Panel Discussion: The Role of Donor Agencies and Multilateral Institutions in the Emerging Market Context**

*Opening Remarks and Moderator:*

- **Daniel Runde**, Head, Partnership Development, International Finance Corporation

*Panelists:*

- **Robert de Jongh**, Regional Director, Latin America, SNV, Netherlands Development Organization
- **Christian Thommessen**, Director, Bureau for Resources and Strategic Partnerships, United Nations Development Programme

*Commentators:*

- **Luiz Ramalho**, Director, Sustainable Business Development, InWEnt, Capacity Building International
- **Stephen Jordan**, Senior Vice President and Executive Director, Business Civic Leadership Center, U.S. Chamber of Commerce

Question & Answer Period

10:45 AM Coffee Break

11:00 AM **Presentation: World Business Council for Sustainable Development (WBCSD) Framework for Measuring Impact**

*Key-note Speakers:*

- **Shona Grant**, Managing Director, World Business Council for Sustainable Development
- **Edward Bickham**, Executive Vice President, External Affairs, Anglo American (UK) LTD  
*(via videoconference)*

Question & Answer Period

12:00 PM Lunch

1:00 PM **Guest Lecture: Measuring Impact and Private Sector Best Practice**

*Key-note Speakers:*

- **Amitava Banerjee**, Executive Vice President, Independent Evaluation Group, International Finance Corporation
- **Peter Raymond**, US Leader, Infrastructure, Government and Utilities Group, PricewaterhouseCoopers LLP

Question & Answer Period

2:00 PM **Presentation: Inclusive and Sustainable Business in the Arab World**

*Key-note Speakers:*

- **Abdulrahman Almofadhi**, Executive Director, Saudi Arabia, The World Bank Group

*Moderator:*

- **Zoubida Allaoua**, Sector Manager, Social and Economic Development Group, The World Bank Group *tbc*

Question & Answer Period

3:00 PM Coffee Break

3:15 PM **Presentation: Public Private Partnership in Action - The IFC/World Bank “Lighting Africa with Modern Off-Grid Lighting” Initiative**

*Key-note Speakers:*

- **Russell Sturm**, Sustainable Energy Team Leader, Co-Director World Bank Group Lighting Africa Program, International Finance Corporation
- **R. Anil Cabraal**, Lead Energy Specialist, Energy Unit, The World Bank Group

Question & Answer Period

4:15 PM **Presentation: Distance Learning Component of the Program**

*Key-note Speakers:*

- **Steffen Soulejman Janus**, Producer, Multimedia Unit, World Bank Institute
- **Shobha Kumar**, Learning Officer, Multimedia Unit, World Bank Institute

Question & Answer Period

4:45 PM **Thematic Group Discussion: Measuring Impact**

6:00 PM **Closing**

8:30 AM Light Breakfast

9:00 AM **Welcome**

Summary of Day Four and introduction to Day Five

- **Djordjija Petkoski**, Program Director, Executive Development Program, World Bank Institute

9:10 AM **Panel Discussion: The Role of Multi-Stakeholder Partnerships**

Opening Remarks and Moderator:

- **Jane Nelson**, Senior Fellow and Director, Corporate Social Responsibility Initiative, John F. Kennedy School of Government, Harvard University

Panelists:

- **Annapurna Vancheswaran**, Director, Sustainable Development Outreach, The Energy and Resources Institute (TERI)  
*(via videoconference)*
- **Jeff Richardson**, Vice President, Global AIDS Care Program, Abbott Fund
- **Wolfgang Gregor**, Chief Sustainability Officer, OSRAM  
*(via videoconference)*
- **Bérangère Magarinos**, Senior Manager, Investments and Partnerships Program, Global Alliance for Improved Nutrition

Question & Answer Period

10:30 AM **Presentation: Best Practices of Multi-Stakeholder Partnerships: The Chevron Angola Partnership Initiative**

Key-note Speakers:

- **Jane Nelson**, Senior Fellow and Director, Corporate Social Responsibility Initiative, John F. Kennedy School of Government, Harvard University
- **Tam Robert Nguyen**, Corporate Advisor, Global Issues and Policy, Chevron Corporation

Question & Answer Period

11:15 AM Coffee Break

11:30 AM **Case Study Preparation: Nestle's Milk District**

Participants will discuss the Harvard Business School case study: Nestle's Milk District

- 12:00 PM **Case Study Discussion: Nestle's Milk District**
- Facilitator:
- **Djordjija Petkoski**
- Guest Remarks:
- **Niels Christiansen**, Head, Public Affairs, Nestlé SA
- 1:15 PM **Closing Lunch**
- Special Remarks:
- **Alexander Fleming**, Sector Manager, Finance and Private Sector Development Division, World Bank Institute
- 2:30 PM **Presentation: Global Picture on Future Trends**
- Key-note Speaker:
- **Marina Gorbis**, Executive Director, Institute for the Future
- Question & Answer Period
- 3:30 PM Coffee Break
- 3:45 PM **Thematic Group Discussion: Multi-Stakeholder Partnerships**
- 5:00 PM **Close of Program**
- **Djordjija Petkoski**
- 5:15 PM Wine & Cheese