



Through the BOP Learning Lab, DI International Business Development (DIBD) assists Danish companies in building profitable businesses by meeting the needs of people at the base of the economic pyramid.

DIBD offers Danish companies individual assistance in developing and implementing Base of the Pyramid (BOP) strategies as well as an opportunity to exchange ideas and experiences with each other within the Danish BOP Learning Lab.

The BOP Market

The Base of the Pyramid (BOP) constitutes the markets at the base of the global economic pyramid in primarily Africa, Asia and Latin America.

What consumers in these markets lack in individual purchasing power, they make up in sheer volume. For many Danish companies, this market hence represents a huge potential for growth in an environment with no or only very limited competition. With more mature markets entering into recession, the opportunities at the Base of the Pyramid now appear even more attractive.

A win-win potential

People living in poor communities often lack access to even very basic products and services, and those that are available are typically priced much higher due to lack of competition and higher cost structures. To overcome this phenomenon - known as the "poverty pen-

DIBD IN SHORT

DI International Business Development (DIBD) is a consulting unit under the Confederation of Danish Industry.

DIBD has practical experience from more than 500 projects and assignments in developing countries and emerging markets and has established an extensive network of valuable contacts.

DIBD runs the Danish Base of the Pyramid Learning Lab and has built significant expertise on innovation processes and business strategies for reaching markets at the Base of the Pyramid (BOP).

alty" - there is a need for more companies to engage in poor communities on a commercial basis.

By providing products and services to poor consumers, Danish companies can hence build profitable businesses and at the same time contribute to poverty reduction and social development. This win-win potential is especially evident within sectors such as water and sanitation, housing, food products, health care, medical equipment, (renewable) energy, financial services and IT&C.

BOP Learning Lab

All Danish companies with an interest in developing sustainable BOP strategies can participate in the Danish BOP Learning Lab.

Twice a year, the BOP Learning Lab organizes a workshop on a specific issue relevant to the development and implementation of BOP strategies. These workshops take their point of departure in the experiences and challenges of the participating companies. They are facilitated by DIBD while other BOP experts are invited on an ad hoc basis.

DIBD is also part of the Global Learning Lab Network, and the Danish participants are hence able to benefit from an extensive network of companies, ngo's and academics around the world.

DIBD consultancy services

DIBD offers companies assistance in all phases of the development and implementation of BOP strategies. Our approach to BOP strategy recognizes the need for radically different approach to market analysis and business development.

To grasp the true market potential in poor communities, it is e.g. necessary to use untraditional means to develop a deep understanding of local needs and behaviour. Further, it requires substantial innovation in both product and business model to be able to address these needs with affordable products. The most successful BOP strategies have hence been developed in close cooperation with the poor communities themselves, involving the BOP not only as customers but also as producers, distributors and business partners.

DIBD's services build on years of experience from capacity-building of the private sector in developing countries and from assisting a large number of Danish companies in Asia, Africa and Latin America.

Since 2005, DIBD has been cooperating closely with the Johnson School of Management at Cornell University. Our approach to BOP strategy hence builds on the BOP Protocol and the unique concept of *co-creation* that has been developed by Stuart Hart and his colleagues.

LEARNING LAB FOR FOOD SECTOR OCTOBER 21, 2009

The next BOP Learning Lab will focus specifically on the needs and opportunities within the food sector. This Learning Lab is organized in collaboration with DI Fødevarer.

6TH LEARNING LAB NOVEMBER 18, 2009

On November 18, another Learning Lab will focus specifically on methods for gathering information about business potential at the BOP. This Learning Lab will build on the experiences from a BOP Needs and Opportunities Study that DIBD recently undertook in Egypt. The Learning Lab will, however, not have a particular geographic focus, but provide companies with guidance on how to assess the BOP market potential for their particular company.

CONTACT PERSONS IN DIBD



Ole Lund Hansen
Manager
E-mail: olh@di.dk
Tel: +45 3377 3691
Mob: +45 2714 0107



David Barnekow Erichsen
Consultant
E-mail: djb@di.dk
Tel: +45 3377 3311
Mob: +45 6070 1924