



**Media Advisory**  
**For immediate release**  
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## **BUSINESS LEADERS SHARE EXPERIENCES ON INCLUSIVE BUSINESS AT THE BOTTOM OF THE PYRAMID**

The Southern Africa Trust will on 11-13 May 2011, host a workshop on new models of conducting business that deliberately target low income segments of society. This workshop, supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (**GIZ**), aims at promoting growth through business development at the Bottom of the Pyramid (BoP), also known as the base of the pyramid. It will be held at Protea Hotel in Midrand, South Africa starting at 08h30 hrs.

The workshop, which will gather 30 companies from the Southern African Development Community (SADC) region, will during the two days examine the opportunities available for inclusive business at the BoP as well as the necessary enabling environment that will encourage the private sector to support the BoP concepts. It will also provide an opportunity for sharing of experiences among enterprises which are already engaged in one way or the other in inclusive business practices.

Inclusive growth at the BoP, according to Prega Ramsamy, the Head of the Business for Development (B4D) Pathfinder at the Southern Africa Trust, offers a unique opportunity to the private sector to contribute to the fight against poverty while making profit. He says the potential BoP market in the SADC region is very large and it is up to the private sector to take up the available opportunities.

The World Bank estimates the BoP markets globally at \$20 billion for water related projects, \$ 179 billion for transportation; \$332 billion for housing and \$2,895 billion for low-income household food needs. These figures do not include other sectors like ICT, Health and education.

Members of the media are invited to attend the workshop.

The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa.

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