**Market Development Approaches Working Group Agenda**

**Date:** 20 March 2018  |  **Location:** Amsterdam & Luxembourg

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| 09:00 - 9:30 | OPENING                                   | Welcome: Elizabeth Westley, MSH, MDAWG Chair  
Julia White, RHSC                                                                                                                                |
| 9:30 - 10:30 | WORLD CAFÉ: EXPLORING INTERVENTIONS ACROSS THE COMMUNITY | **Participants will select two of the presentations listed below to attend for 30 minutes each. After the coffee break we will regroup for discussion.**  
Innovative and Non-Traditional Approaches to Development Financing  
Avery Waite, USAID  
Leveraging technology to provide Reproductive Health solutions  
Leslie Heyer, Cycle Technologies  
Leveraging Regulatory Harmonization Initiatives to Increase the Availability and Quality of Supplies  
Wilberto Robles, WCG  
**MDAWG Workstream: Pregnancy Tests**  
Tracey Brett, FHI 360  
**MDAWG Workstream: Market Bookshelf**  
Andrea Bare, WDI  
**Heat Stable Carbetocin**  
Jeff Jacobs, Merck for Mothers  
**Using big data to track contraceptive supplies in the private sector**  
Steven Harsono, IQVIA |
| 10:30 - 11:00 | COFFEE BREAK                              |                                                                                                                                                                                                           |
| 11:00 - 11:30 | WORLD CAFÉ DISCUSSION                    | **Come together as a group to discuss outputs from World Café.**                                                                                                                                         |
| 11:30 - 1:00  | MDAWG: NEXT STEPS BRAINSTORM             | **Identify priorities for MDAWG to take forward in the next year.**                                                                                                                                     |