Market Development Approaches Working Group
March 25th, 2019
## Meeting Agenda

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<td>Welcome and Introductions</td>
<td>14:00 - 14:10</td>
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<td>Local Market Perspectives</td>
<td>14:10 - 15:00</td>
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<td>World Café</td>
<td>15:00 - 16:00</td>
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<td>Tea Break</td>
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<td>Mobilizing Private Investment for Global Health</td>
<td>16:30 - 17:15</td>
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<tr>
<td>Forward Planning for MDAWG</td>
<td>17:15 - 17:50</td>
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<td>Session Closing</td>
<td>17:50 - 18:00</td>
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Welcome and Introductions
MDAWG

- Andrea Bare, Elected Chair of MDAWG
  - Senior Advisor, William Davidson Institute
  - abare@umich.edu

- Safia Ahsan, Market Development Officer RHSC
  - sahsan@rhsupplies.org

- Alexandra McDevitt, Program Assistant RHSC
  - amcdevitt@rhsupplies.org
Introductions at Tables

Please introduce yourselves, giving your name and organization
Local Market Perspectives
Local Market Perspectives

Ivana Lohar—USAID Nepal
Jeff Barnes—Abt Associates
Michelle Weinberger—Avenir Health
Francoise Armand—Abt Associates

Moderated by Andrea Bare—WDI
World Cafe
## World Café

<table>
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<tr>
<th>Table Host</th>
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<tr>
<td>Francoise Armand Abt Associates</td>
<td>MDAWG’s Market Intelligence Workstream</td>
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<tr>
<td>Michelle Weinberger Avenir Health</td>
<td>FP Market Analyzer</td>
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<td>Kate Rademacher and Ashley Jackson FHI360 and PSI</td>
<td>Building the market for contraceptive self-injection through Malawi’s public and private sectors</td>
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<td>Muhammad Tariq GHSC-PSM</td>
<td>Landscape of Contraceptive Market in Pakistan</td>
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<td>Naramaya Limbu Institute for RH, Georgetown</td>
<td>National Integration, Social Marketing, and Direct to Consumer Delivery: Adapting to Market Conditions in Nepal</td>
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<tr>
<td>Julia White RHSC</td>
<td>Global FP VAN</td>
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Tea Break
Mobilizing Private Investment for Global Health
Forward Planning
MDAWG: Objectives

1. Advance global understanding of the role of market development approaches
2. Provide a neutral venue for members to propose and seek partnerships for developing and pilot-testing innovations in market development;
3. Facilitate networking and collaboration among member organizations and individuals.
Broad Areas of Focus for MDAWG Include:

- TMA
- Private Sector
- Market Transitions
Ensuring MDAWG’s Value

1. What are the types of opportunities for engagement that would be most valuable for members?

2. How can we work together to ensure that the MDAWG is providing value for the global RH community?
Use of Mentimeter to Provide Your Preferences

www.mentimeter.com

Code: 91 32 43
When You Have New Ideas

Please reach out to Andrea and/or Safia with ideas for webinars, workstreams or other new/creative ways for MDAWG to engage with members

- Andrea Bare, abare@umich.edu
- Safia Ahsan, sahsan@rhsupplies.org
Thank you