



KATHMANDU

25-28 MARCH 2019 / KATHMANDU, NEPAL

**19TH GENERAL MEMBERSHIP MEETING OF THE
REPRODUCTIVE HEALTH SUPPLIES COALITION**



Market Development Approaches Working Group March 25th, 2019





Meeting Agenda

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



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

A diagram featuring a large, light gray triangle pointing upwards. Inside the triangle, there are two rounded rectangular boxes with purple borders, stacked vertically. The top box contains the text 'Local FP markets' and the bottom box contains 'FP Market Analyzer'.

Local FP
markets

FP Market
Analyzer



World Cafe



World Café

Table Host	Topic
Francoise Armand Abt Associates	MDAWG's Market Intelligence Workstream
Michelle Weinberger Avenir Health	FP Market Analyzer
Kate Rademacher and Ashley Jackson FHI360 and PSI	Building the market for contraceptive self-injection through Malawi's public and private sectors
Muhammad Tariq GHSC-PSM	Landscape of Contraceptive Market in Pakistan
Naramaya Limbu Institute for RH, Georgetown	National Integration, Social Marketing, and Direct to Consumer Delivery: Adapting to Market Conditions in Nepal
Julia White RHSC	Global FP VAN



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?



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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