MARKET DEVELOPMENT APPROACHES WORKING GROUP

DATE 10 October 2016  TIME 9:00 - 12:30
LOCATION Pike room

9:00 - 9:15 Welcome and Introduction
John Skibiak, Director of RHSC
Elizabeth Westley, Chair of MDAWG, MSH
Julia White, Market Development Technical Officer, RHSC

9:15 - 10:15 Making Markets Work for Reproductive Health
Panel exploring the power of the market for sustainable RH impact
- Ben Light, UNFPA [MODERATOR]
- Françoise Armand, Abt Associates
- Amy Lin, USAID
- Lester Chinery, Concept Foundation

10:15 - 11:00 Marketplace Round-up
Open forum of rapid-fire market development updates and news for RH

11:00 - 11:15 Coffee Break

11:15 - 12:15 Data, Data Everywhere!
An exploration of existing data and tools, gaps and the way forward
Renee Van de Weerdt, UNFPA [MODERATOR]
- CSP Tool - Alexis Heaton, JSI
- RH Interchange - UNFPA
- RHTargetMarket Tool - Julia White, RHSC
- FP Market Report - Eleni Han, CHAI
- PPMR - Ellen Tompsett, GHSC-PSM
- FPWatch - Bryan Shaw, PSI
- National database of pharmaceutical markets - Renia Coghlan, TESS
- Impact2 - Sarah Shaw, MSI
- PMA2020 Survey - Linnea Zimmerman, PMA2020

12:15 - 12:30 Closing remarks
Elizabeth Westley, Chair of MDAWG, MSH

12:30 - 13:30 Lunch Break

DON’T MISS: 13:30 - 15:30 New Product Introduction joint meeting with NURHT Caucus
See separate agenda