



Kingdom of the Netherlands



THE WORLD BANK



SWEDEN

# **MARKET TRANSFORMATION WORKSHOP**

**An innovative peer-to-peer learning event on  
Market Systems Transformation.**

**February 11-14, 2017  
Bangladesh**



## OBJECTIVES OF THE EVENT

This event seeks to bring together practitioners, policy makers and other development partners in Bangladesh to:

- Create a platform for practitioners, implementers, policy makers and investors to bring together their ideas and experiences particularly around the application of market development and market transformation approaches in Bangladesh.
- Provide focused-learning and reflection opportunities on some of the challenging yet critical cross-cutting issues such as women's economic empowerment, decent jobs (labour productivity and living wages), inclusive finance, value chain governance (power dynamics), measurement and attribution and scaling models, etc.
- Connect with global networks of practitioners such as BEAM Exchange, SEEP and other initiatives to draw upon international learning and provide opportunities for local practitioners to engage with their global peers.
- Provide inputs for adapting on-going projects or in the design and development of innovative projects focused on market systems development.

## ABOUT THE EVENT

The overall event will be designed to facilitate experiential learning as well as reflection sessions balancing both practical application of market systems approaches as well as theoretical understanding of the subject. These modules include:



A two-day long field trip to the heart of rural Bangladesh to see with your own eyes how farmers are transforming



Experiential learning sessions with on-site demonstrations of trainings and approaches



Interactive sessions facilitated by experts in the field geared towards the various audiences (English and Bengali parallel)



Focused-learning events facilitated by thought leaders in market systems approaches



Networking and marketplace events to help you build your global contacts

**For more information:**

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