

**Join us for a BoP Conference
September 9–11, 2007**

On the campus of
THE UNIVERSITY OF MICHIGAN

www.bop2007.org
Space is limited
REGISTER NOW!

Featuring Keynote Speakers:

C.K. Prahalad

UNIVERSITY OF MICHIGAN

Author of "The Fortune at the Bottom of the Pyramid"

Stuart Hart

CORNELL UNIVERSITY

Author of "Capitalism at the Crossroads"

Population per Square Kilometer
1 10 100 1000 10000
Source: svsc.gsfc.nasa.gov

BUSINESS WITH FOUR BILLION

Creating Mutual Value at the Base of the Pyramid



Cornell University
The Johnson School
Center for Sustainable Global Enterprise

present

BUSINESS WITH FOUR BILLION

Creating Mutual Value at the Base of the Pyramid (BoP)

A BoP CONFERENCE BRINGING TOGETHER A COMMUNITY OF LEADING THINKERS:

BUSINESS EXECUTIVES • POLICY MAKERS • ACADEMICS • NON-PROFIT LEADERS

THIS CONFERENCE WILL ADDRESS:

- Developing a deeper understanding of the BoP landscape
- Comparing a BoP approach to other development strategies
- Developing the capabilities required to achieve both business growth *and* poverty alleviation

SPEAKERS:

Luis Alberto Moreno, *President, Inter-American Development Bank*

Helene Gayle, *President, CARE USA*

Al Hammond, *Vice President of Innovations, World Resources Institute*

Scott Johnson, *Vice President of Global Environment and Safety Actions, SC Johnson*

And more...

SPONSORS:



REGISTER NOW! www.bop2007.org