

## Co-creating Business Ecosystems in Emerging Markets – June 17<sup>th</sup>, 2014

Aalto Global impact, *the BoP Global Network Lab in Finland*, will organize this one-day regional event focusing on the practical business cases and experiences of companies doing business in low-income markets.

**Stuart L. Hart**, President and founder of **Enterprise for a Sustainable World (ESW)** will join us as a keynote speaker. With C.K. Prahalad, he wrote the original 2002 article “The Fortune at the Bottom of the Pyramid” which helped to launch the BOP business movement. He is also founder of the BOP Global Network. His topic will cover insights into how to build a wide value proposition and co-create inclusive business ecosystems. In his role as a business professor over the past 25 years, Stuart founded the Center for Sustainable Global Enterprise at Cornell University, the Center for Sustainable Enterprise at the University of North Carolina, and the Erb Institute’s Dual Masters Program at the University of Michigan. He is currently involved in helping to design and launch a new Sustainable Entrepreneurship MBA Program (SEMBA) at the University of Vermont. He has served as consultant, advisor or management educator for dozens of corporations and organizations such as DuPont, S.C. Johnson, General Electric, Baxter Healthcare, Wal-Mart, the Economic Forum and the Clinton Global Initiative.

Speakers from Fortum and Fuzu will provide concrete business examples in Asia, Africa and Middle East. **Heli Antila**, Chief Technology Officer will present Fortum’s sustainable energy solutions and initiatives in India. **Jussi Impiö**, Founder and CEO of Fuzu, will focus on creating sustainable business with social innovation in Africa. Fuzu is based on the strong Africa relevant R&D experience of the founders and 14 years of living and working in Africa and the Middle East.

The Base of the Pyramid (BoP) proposition addresses the world’s low-income majority as active consumers and entrepreneurs. **Tiina Saukko**, CEO from the World Vision Finland will present win-win opportunities and examples in low-income fast growing markets in India and Sri Lanka.

BOP Global Network leaders will present their living business cases on market understanding financing and partnering from companies in Denmark, Germany, Italy, Netherlands, Spain and Sweden. The BoP Global Network brings together enterprises, academia, civil society and public sector representatives in order to share knowledge regarding sustainable business at the BoP markets.

The event is designed for companies interested in creating new products, services and solutions, or commercializing and scaling up current businesses in low-income markets. Representatives from multi-national companies, SMEs and start-ups are welcome to join.

To register online, please click [here](#)

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