Playing in invisible markets: Innovating to harness the economic power of the poor

OPEN PUBLIC LECTURE & DEBATE

Wednesday 13th February, 2008
7.30-9.30 pm

Aula, Faculty of Economics and Business Administration
Maastricht University, Tongersestraat 53

The event will close with an informal reception. All are welcome
The lecture weighs in on the growing debate on whether it makes economic sense to invest in innovative technologies and consumer products aimed specifically at the poor. In theory, such ‘creative capitalism’ as some have dubbed it, could deliver profits for entrepreneurs and improve the lives of the poor, who have the greatest unmet needs and often pay most for basic goods and services. Drawing upon her post-Tsunami initiatives in promoting sanitation and her previous work on the Indian economy, in particular the health sector, Dr. Shyama Ramani will explore the complementary role of firms, non-governmental organizations and the State in promoting innovation for development.

The lecture will be followed by open debate, led by a panel of eminent scholars, including:

**Prof. Richard Nelson**, Earth Institute at Columbia University, USA
**Prof. Shulin Gu**, Tsinghua University, Beijing, China
**Dr. Suma Athreye**, Brunel Business School, UK
**Prof. Ana Castro**, Federal University of Rio de Janeiro, Brazil
**Prof. Luc Soete**, Director UNU-MERIT, Maastricht

**About the Speaker**

Dr. Shyama Ramani is an economist and senior researcher at the National Institute of Agricultural Research in France. She also coordinates a Franco-Indian Reconstruction Project for victims of the 2004 Tsunami for which she has been awarded the “Women of the Earth Trophy” for 2008 by the Yves-Rocher Fondation and the Institut de France.