

Doing Development In... Program 2009-2010: Peru



I-DEV INTERNATIONAL
Market Based Sustainable Development

Interested in international development , microfinance, or CSR?

Want to learn first-hand how microfinance, social venture capital, and corporate social responsibility programs are changing lives on the ground?

Looking for an exciting and productive way to spend your winter vacation?

I-DEV International's Doing Development In... (DDI) program was created to give young professionals & students from top graduate programs a realistic, first hand view of how grassroots development, micro-finance, corporate social responsibility and social venture capital programs are making a difference on the ground, in communities at the base of the pyramid.

This 10 day immersion program, offered in 2 sessions over the winter holidays, provides participants with a unique opportunity to:

- Network with senior management at top international development organizations
- Experience first-hand the daily lives and challenges faced by families & communities at the base of the pyramid by staying with a local host family in a small village for 3 days
- Learn the on-the-ground challenges of managing corporate social responsibility programs in developing countries
- Have a truly unforgettable winter break

TOPICS COVERED:

- Impact & Innovation in Microfinance, Social Venture Capital, Grassroots Development
- BoP Business Incubation
- Development Project Design & Management
- Multinational Corporate Operations and Corporate Social Responsibility Programs in Developing Countries



2009 – 2010 PROGRAM: PERÚ

Peru's economy is a reflection of its diverse geography – an arid coastal region, the towering Andes mountain range, and the expansive jungle regions of the Amazon. Peru's coastal waters hold one of the world's richest reserves of aquatic biodiversity, creating an extensive fishing trade. Its mountainous regions, the Andes, are abundant with mineral resources. With an economy that is expected to grow at 10% (faster than China & India), Peru is caught between two worlds, modern & traditional, rich & poor, developed & developing.

The DDI Program places participants at the nexus of these changes, and offers a unique opportunity to gain valuable insight from those shaping Peru's development. Be exposed to economic and political dynamics that cannot be found in a book.

Witness first-hand what it takes to make a difference at the base of the pyramid in a truly fascinating country.



I-DEV INTERNATIONAL, is a strategic management firm designed around the unique challenges of operating at the base of the pyramid. It is dedicated to investing in & building viable, market-based BoP businesses and industries by aligning the interests of corporations & local communities around profit; creating real bottom-line value for both. To learn more, visit us at: www.idevinternational.com

TENTATIVE AGENDA

SESSION 1: SUNDAY, DECEMBER 27 – TUESDAY, JANUARY 5 (*New Years Eve at traditional local festival and camping*)

SESSION 2: SATURDAY, JANUARY 2 – MONDAY, JANUARY 11 (*Arrangements can be made for those leaving Sun, Jan 10*)

Day Sample Agenda (*Agenda will be different based on session*)

Day 1	Arrival in Lima - Welcome Reception
Day 2	Introduction & Meetings with International Development & Microfinance organizations, Networking Happy Hour
Day 3	Meeting with Peruvian Ministry/ U.S. Embassy Development Staff, Tour of National Museum of History
Day 4	Fly to Cajamarca, Meet with MNC Management CSR & Challenges of Operating in Developing Countries
Day 5	Travel to Village of San Marcos, Intro to Host Families , Camping & Traditional Cookout* (Session 1 - NYE)
Day 6	Start host family stays , Tour of Tara Plantations & Micro-Businesses (Session 1 New Years Day)
Day 7	In-Field Business Development Case Study & Discussion - "Building SME's at the Base of the Pyramid"
Day 8	Market Day in San Marcos, Return to Cajamarca, Stay in Old Hacienda Converted into a Boutique Hotel & Spa
Day 9	Fly to Lima, Closing Dinner & Drinks
Day 10	Return to Home Destination or Continue with Personal Travel Plans

** A traditional feast of Cuy (Roasted Guinea Pig), along with local, homemade spirits will be served during the cookout. Alternative meals to accommodate most dietary needs can be made available upon request.*

- Arrangements can be made for those planning to leave late Sat, Jan 9th, or Sun, Jan 10th



CAJAMARCA REGION:

Exploring the Northern Andes, Traditional Culture & Untapped Opportunities for Growth

The 2009-2010 DDI program will take participants to Perú's northern region of Cajamarca. At nearly 9,000 feet above sea level, Cajamarca sits nestled in the lush Northern Highlands of the Andes mountain range and is the gateway to the Amazon basin.

Cajamarca holds a special place in Peruvian history and culture. Cajamarca City, sister city to Cusco, was the northern capital of the Incan Empire. It was the primary residence of the last Incan Emperor, Atahualpa, who was captured & killed by the Spanish Conquistador, Pizarro, in the city's main plaza. Cajamarca was later one of the first region's in South America to declare independence from Spanish rule.

After centuries of isolation, Cajamarca is beginning to emerge into the 21st century. Its vast gold and silver deposits have made its economy one of the fastest growing in South America. However, the region still has some of the poorest communities in the Americas.

During the DDI stay in Cajamarca, participants will gain a unique inside perspective into a city and region in the process of development, at the crossroads of a number of influences, from multinational corporations, to their own social development, NGO programs, a growing tourism industry, and an abundance of microfinance lending.

ADDITIONAL INFORMATION

PRICE

Early Registration Discount (before Nov 7th) : US\$1,999 (double)
US\$2,399 (single)

Registration After Nov 7th: US\$2,299 (double)
US\$2,699 (single)

Book Now: DDI@idevinternational.com

Info & Registration: www.idevinternational.com/ddi

- Fee includes accommodations, most meals & transportation in Peru (Transportation to/from Peru & Lima airport not included)
- All proceeds go to support I-DEV's non-profit projects in Peru
- A portion of the proceeds go directly to the host families

ACCOMMODATIONS

All accommodations, other than host family stays, are in business-class hotels. Host family stays are in rural villages & communities (hostel alternative available upon request)

LANGUAGE REQUIREMENTS

Spanish is a plus, but not a requirement