Perspectives from the Private Sector

David Christensen
PhD Fellow, Aalborg University
Program Manager, access2innovation

Contact: damc@plan.aau.dk

Presentation at DDRN & FAU Seminar, November 7 2013, CBS
Access2innovation

Background

Access2innovation is a network combining knowledge, expertise and resources from end users / NGO’s, companies, public authorities and researchers so as to meet the evident demands in developing countries.
Access2innovation
Background

Expected output:
• NGO’s get better tools for operational activities in relief and development work
• Universities get access to new knowledge and research areas
• Public authorities can better pursue and implement policy objectives
• Companies gain access to
  • New knowledge
  • Networks
  • Positioning
  • New markets

End users get better products / services
Emerging Markets Business Opportunities

![Map of Africa with GDP data and images of water distribution systems.](Image)

**African GDP**

Annual average % change, 2007-11 estimate

- 0.75 to 0
- 0.75 to 1.50
- 1.50 to 2.25
- 2.25 to 3.00
- 3.00 to 3.75
- 3.75 to 4.50
- 4.50 to 5.25
- 5.25 to 6.00
- 6.00 to 6.75
- 6.75 to 7.50
- 7.50 to 8.25
- 8.25 to 9.00
- 9.00 to 9.75

**GDP per person, 2011 estimate, $'000**

- Angola (5.1)
- Namibia (6.1)
- Botswana (8.8)
- South Africa (8.3)
- Zimbabwe (1.4)
- Lesotho (1.0)
- Somalia (0.7)
- Uganda (0.4)
- Kenya (0.3)
- Djibouti (0.2)
- Eritrea (0.5)
- Somalia (0.6)
- Mauritania (0.8)
- Senegal (0.6)
- Guinea (0.6)
- Burkina Faso (0.7)
- Côte d’Ivoire (1.0)
- Benin (0.6)
- Niger (0.4)
- Chad (0.9)
- Equatorial Guinea (14.4)
- Congo (0.2)
- Congo Brazzaville (1.5)
- Rwanda (5.6)
- Burundi (4.5)
- Niger (0.4)
- Eritrea (0.5)
- Guinea (0.6)
- The Gambia (0.5)
- Cape Verde (0.7)
- Western Sahara (0.7)
- Morocco (3.2)
- Tunisia (4.5)
- Algeria (5.0)
- Libya (10.9)
- Egypt (2.0)
- Sudan (1.9)
- Djibouti (1.5)

*Combined data
†2007-2010 growth, 2010 per person
‡Combined data
§2007-2009 growth, 2009 per person

Sources: IMF, Economist Intelligence Unit
Some Challenges…
Co-Creation among Equals

- Understand the market needs
- Do locals have access to funding
- Language / culture / local network
- Lack of regulatory framework, corruption etc.
- Needs but not necessary markets
- Skilled labour
- Existing solutions

.............
Example 1
Waste Management in Kasese Uganda

• ‘Pre-feasibility study’ mapping exercise prior to attempted involvement of Danish investors/companies
• Interactive methods (workshops)
• Document reviews
• Semi-structured interviews
• Direct observations
• Small-scale household survey
Example 2
Coffee Production in Mbale, Uganda

• ‘Exploration visit’ together with Danish companies and researchers at a coffee production set-up
• Interactive methods (workshops)
• Informal interviews
• Direct observations
Challenge:

1. Poor yields due to infertility of soils.
2. Lack of Markets for our coffee
3. Personal accounts for farmers
4. Lack of mill for processing coffee
5. Second payment
6. Middle men
7. Develop direct linkages
8. Rests in garden
9. Coffee production materials
Example 3

Waste Management in Hanoi, Vietnam

• Long-term business development process involving Danish and Vietnamese partners.
• Financed both through access2innovation and Danida Business Partnerships (Preparation Phase) co-funding
• Multiple site visits, workshops, feasibility studies, partner negotiations, etc.
Needs
… and Opportunities

- Danish companies often require local contextually based knowledge to understand and navigate in new markets.
- Market exploration takes place all the time; access2innovation and the DBP mechanism offer some Danish-based examples of support facilities.
- Universities have a role to play in diffusing commercially based innovations in the south; identify incubators, partnership support facilities, etc. to support your R&D based consultancy service or business idea.