



Public-Private Alliance Foundation



## “Partners against Poverty – Awareness, Agreements and Action”

UN Headquarters New York

Wednesday, 16 July 2008

10:00 a.m. to 1:00 p.m.

### Final Meeting Report



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See photos from the event on the Flickr link on our website [www.ppafoundation.org](http://www.ppafoundation.org).

Seventy representatives from the United Nations, the private sector and civil society met on Wednesday, 16 July 2008 for a half-day of deliberations on “Partners against Poverty – Awareness, Agreements and Actions”. Chaired by Dr. David Stillman, Executive Director of the Public-Private Alliance Foundation (PPAF), and facilitated by the UN Public-Private Alliance for Rural Development (UNPPA), this second annual meeting touched on a wide range of topics related to the Foundation’s areas of work, including: agribusiness; tourism and the environment; women, entrepreneurship, and microfinance; health; and renewable energy.

The objective of the meeting was to bring together a broad range of stakeholders to exchange information and ideas on public-private collaboration, to foster the adoption of agreements and to make known the practical actions committed or underway. Introductory remarks were followed by general comments, small-group discussions and reports to plenary on the above topics. The meeting concluded with plans for next steps for new and continued partnerships. A list of participants appears in Annex 1.

### **Introductory Remarks**

Representatives from PPAF, the United Nations and the Governments of the Dominican Republic and Madagascar offered introductory remarks.

Ambassador Francis Lorenzo, Deputy Permanent Representative of the Dominican Republic to the United Nations, welcomed the audience on behalf of Mr. Daniel Mejia, Chair of the PPAF Board of Directors. He highlighted PPAF’s active involvement in the Dominican Republic and Madagascar, two of UNPPA’s pilot countries.

Mr. Sergei Kambalov spoke on behalf of Mr. Nikhil Seth, Director of the Office for ECOSOC Support and Coordination (OESC), UN Department of Economic and Social Affairs (UN/DESA). He recognized that action by all parts of society is imperative to achieve the international development agenda, including the Millennium Development Goals (MDGs) and other internationally-agreed goals. He stated that “the United Nations Public-Private Alliance and the Foundation are a good embodiment of an initiative that we believe is sustainable, effective, efficient and attracting good attention and participation of all stakeholders”.

Mr. Kambalov was confident that the meeting would serve as a useful platform for discussion on multi-stakeholder collaboration in support of PPAF and UNPPA’s work. He called on participants to help his office prepare a report to be submitted by the UN Secretary-General to the Economic and Social Council at its July 2009 session. A database was being created of all of the projects and activities under the UNPPA umbrella. Mr. Kambalov encouraged everyone to contribute to this by submitting information on their public-private partnerships.

Ambassador Zina Andrianarivelo-Razafy, Permanent Representative of Madagascar to the United Nations, stressed the importance of public-private partnership to his country’s development strategy. He also spoke on Madagascar’s involvement with the United States Millennium Challenge Account, the Partners Roundtable on the Madagascar Action Plan (MAP) and the new permanent exhibit “Madagascar!” at the Bronx Zoo.

Ambassador Francis Lorenzo returned to the floor to speak on behalf of the Dominican Republic. Referring to the Presidential Commission on the MDGs and the national Needs Assessment Report prepared for the country, he said this report has allowed the government, as well as other stakeholders such as the private sector and civil society, better to understand the challenges to development, the costs of needed actions, and how to address these

efficiently and effectively. Economic and social advances were well underway under the recently re-elected President Leonel Fernandez.

Dr. Stillman presented a slideshow featuring pictures of PPAF's work to date at the international policy level, and in the Dominican Republic and Madagascar. The slideshow served as a good visual for participants to appreciate what the Foundation is about, and it was well-received.

## **Plenary Session**

Speakers in the plenary session highlighted their experiences with public-private partnerships. Representatives spoke on behalf of the UN Industrial Development Organization (UNIDO); the International Labour Organization (ILO); the Hunts Point Economic Development Corporation; Project C.U.R.E.; the UN World Tourism Organization (UNWTO); Maventy Health International; the Non-Governmental Organizations (NGO) Section of UN/DESA; the UN Development Programme (UNDP) Growing Sustainable Business (GSB) Initiative; the Ramon Reyes Darras Agroindustrial Company; and the UN Global Compact. All stressed the importance of increased collaboration among relevant stakeholders to address important development issues.

Mr. David Tommy (UNIDO) stated that partnership with the private sector is most relevant to his Organization's activities. The four pillars of the UNIDO Poverty Reduction Programme are to increase economic growth, create employment, generate income and reduce economic and social disparities. He underlined that "the private and public sectors must work together to create a business climate that is conducive to investment by individuals and firms, both domestic and foreign, in order to unleash entrepreneurship capacities and capabilities".

Mr. Djankou Ndjonkou (ILO) noted that because of its tripartite structure of governments, employers and workers organizations, and the importance it attaches to social dialogue, the ILO plays a key role in bringing together the business world with labor, the UN system and others to create dialogue, promote decent work as the way out of poverty, develop partnerships, and advance the principles of the UN Global Compact.

Ms. Josephine Infante (Hunts Point Economic Development Corporation) described the Corporation's efforts to increase Dominican imports of produce to the United States. Hunts Point signed a Memorandum of Understanding in 2007 with the Government of the Dominican Republic to explore such possibilities. Ms. Infante recognized that partnerships are needed to facilitate this process.

Ms. Claire Cunningham (Project C.U.R.E.) expressed the non-profit's desire to help save lives and improve health in Madagascar and the Dominican Republic. Project C.U.R.E. is a major distributor of donated medical equipment and supplies to developing countries, and looks forward to building collaboration with PPAF and other organizations represented at the meeting.

Mr. Kazi Rahman (UNWTO) said that his Organization has three specialized councils to develop public-private partnerships: the Council of Business, the Council of Destinations and the Council of Academic and Scientific Areas. He stressed the idea that "sustainable tourism can serve as an engine of growth for a country", and described UNWTO's Sustainable Tourism – Eliminating Poverty (ST-EP) Program as a means to achieving development.

Dr. Martin Malachovsky (Maventy Health International) stated his interest in developing a more sustainable healthcare system in northern rural Madagascar, where there are high rates of

tuberculosis, malaria and malnutrition. Maventy currently collaborates with PPAF and UNPPA, and seeks to partner with other organizations as well.

Ms. Michele Fedoroff (UN NGO Section) said that “the eradication of poverty from rural areas is critical for the validation of the internationally agreed development goals”. She also noted that “the international community should focus more on the effort to enhance public-private partnerships for rural development”, and cited examples of such partnerships in the Dominican Republic and Madagascar as success stories.

Mr. Jose Medina (UNDP-GSB) was keen to learn about on-going activities in the Dominican Republic, a country where GSB currently does not have a presence. He stated that GSB has a portfolio of over 50 projects in Madagascar, of which over half are in agribusiness.

Mr. Tom Kadala (Ramon Reyes Darras Agroindustrial) gave a presentation on “Ethanol Pilot Plants in the Dominican Republic – A Private/Public Business Model between Haiti and the Dominican Republic”. Mr. Kadala presented the outline of a plan to convert his family-owned sugar plantation into an example of improved production and profitability, combined with environmental concerns and workers benefits. He also proposed to create a “Global Alliance on Ethanol for Development (GAED)” to field test and advance new discoveries for the production, promotion and scaling of several renewable energy technologies.

Mr. Manuel Escudero (UN Global Compact) described that initiative, and stated “there is an increasing need, an urgent need, for growing communication and dialogue between the private sector, the public sector and multilateral agents...We have to strive, not only to create partnerships, but to attain scale, synergies and impact.”

Participants also viewed [Madagascar, Island of Opportunities](#), a DVD on investment and development opportunities in Madagascar, and enjoyed songs by the group “GasyKalo” which was currently performing on weekends as part of the opening of the “Madagascar!” exhibit at the Bronx Zoo.

### **Small Group Discussions: Report to Plenary**

The small group discussions were a valuable component of the meeting. Participants focused on agribusiness; tourism and the environment; women, entrepreneurship and microfinance; health; and renewable energy, emphasizing work underway or possible in the D.R. and Madagascar. Each group had a leader to facilitate deliberations on: “What is currently underway?” “What can we do?” “How far can we go?” and “Where do we go from here?”

Discussions on creating awareness, agreements and actions were fruitful. The leader of each group summarized its progress in a report back to Plenary. Notes from the groups are in Annexes 2 through 6.

**Agribusiness** – Participants were a diverse set of private sector representatives assembled by PPAF to get to know each other and advance the project work already underway on greenhouse vegetables, cacao, fish-farming and other opportunities. Participants focused on the Dominican Republic and agreed that their individual and corporate interests could form the basis for collaboration in several areas of capacity-building, financing and sales.

The group also agreed on three general recommendations – First, importing and exporting countries need to collaborate more in identifying needs and solutions. Meetings with trade

administrators from partner countries could help facilitate this. Second, the private sector in tropical countries needs to establish more product distribution centers and warehouses to increase capability, financial viability and trust among companies. Third, a stabilization technique is needed in case of problems with the Dominican Republic-Central American Free Trade Agreement (DR-CAFTA). Participants felt that small business owners in the region were reluctant to enter the US market because of the risks involved, and that measures were needed to overcome this.

**Tourism and the Environment** – The group recognized that the private sector and others need to be involved along with governments, and to inject resources to ensure sustainability of tourism and the environment in the areas where they operate. For instance, coastal hotels should invest in coral reef restoration. Diving and fishing associations should also aim to protect and restore habitats. The group noted that corals on the east coast of Madagascar face destruction by poor people using them for construction, and they focused on ways to increase the economic value of corals in relation to tourism rather than as building supplies.

Participants explored possibilities for collaboration among themselves, including the Government of Madagascar, the Global Foundation for Democracy and Development (FUNGLODE / GFDD), UNWTO, financing opportunities with Merrill Lynch and other sources, and interaction with other partners such as the Wildlife Conservation Society. Of special interest were the Dominican experience with the Coral Gardens Project that is led by Counterpart International, and the ST-EP program of UNWTO.

**Women, Entrepreneurship and Microfinance** – A press release was circulated which announced that because of efforts organized through PPAF, the Western Union Foundation had just announced a \$10,000 grant to Esperanza International, a microfinance non-governmental organization operating in the Dominican Republic with which PPAF has close relations. PPAF is also working in developing microfinance for small entrepreneurs in Madagascar.

The group focused on possibilities for community support by U.S. banks and related financial institutions, support to small business, and training and research. They made three main proposals. First, efforts should be made by small businesses and other organizations to promote implementation of the U.S. Community Reinvestment Act (CRA), which obligates banks and related financial institutions to give back to communities through community development loans, qualified investments and community development services. Second, small entrepreneurs and chambers of commerce should work with companies and governments to promote more financing for business incubator projects, especially for women. Third, ECOSOC and related UN entities should be asked to provide a forum or platform, such as the PPAF “Partners against Poverty” deliberations, where different stakeholders could come together to share knowledge and help build public-private alliances.

In the Plenary, Dr. David Stillman noted that PPAF has relations with the U.S. National Money Transmitters Association, as well as with the Dominican Republic-based UN International Research and Training Institute for the Advancement of Women (UN-INSTRAW) which has a major program on women’s migration and remittances.

**Health** –The group focused mostly on ways to help Madagascar obtain assistance and improve health conditions. Discussions covered collaboration with the Ministry of Health and local government units, provision of medical supplies and vaccinations, communications and technology issues, combating sepsis and arrangements for shipping of donated goods. Immediate action steps identified included (1) Project C.U.R.E., PPAF and the Madagascar

Mission to the UN would work with the Ministry of Health for an assessment of needs that could be met through shipment of medical supplies and equipment; (2) steps for a similar assessment would be taken in relation to the Dominican Republic; (3) PPAF would work with the State of New York Emergency Preparedness Department to develop a pilot project on delivery of pharmaceuticals to Madagascar; and (4) further consideration would take place regarding problems of sepsis and how to combat this.

**Renewable Energy** – The group picked up from Mr. Tom Kadala’s PowerPoint presentation on establishing ethanol production at his family-owned sugar plantation and fuel port in the Dominican Republic and using this as a pilot for efforts elsewhere in the country and beyond. Also discussed were developments in the future of ethanol production generally. For example, ethanol from city trash was highlighted as a renewable energy source, and representatives from Bioteknia spoke of their plans to open a waste-to-fuels facility in the Dominican Republic in the coming months. Group members also explored ideas toward establishment of an international grouping of specialists and “tech center” that could be called the Global Alliance on Ethanol for Development (GAED).

Regarding the situation of the mostly Haitian seasonal laborers on sugar plantations in the Dominican Republic the group examined issues of earnings, food security and socialization / human rights. They also addressed the related question of “illegal immigration.” Regarding the possibility of a workers remittances program, Kadala reported that microfinance non-governmental organizations in the Dominican Republic and Haiti were already expressing interest in becoming involved.

Discussants expressed interest in learning more and becoming involved in the pilot project in the Dominican Republic, replicating this in Madagascar, and encouraging various experts and organizations to become active in the planned GAED. Participants agreed to continue to work with PPAF and to build relations with various relevant organizations.

### **Closing Remarks**

“Partners against Poverty – Awareness, Agreements and Actions” was well-received by the representatives attending from the UN system, private sector and civil society. The meeting provided an opportunity for existing and potential partners to highlight instances of collaboration in the UNPPA pilot countries and to advance the new work being developed through PPAF.

Dr. Stillman closed the meeting with thanks and encouraged participants to collaborate to further the proposals and agreements that had been set forth. He affirmed that PPAF will follow up with the leaders and members of the small groups and encourage their further actions.

## ANNEX 1 PARTICIPANT LIST

### **Government Representatives**

H.E. Zina Andrianarivelo-Razafy, Ambassador & Permanent Representative, Madagascar Mission to UN  
H.E. Francis Lorenzo, Ambassador & Deputy Permanent Rep., Dominican Republic Mission to the UN  
Lila Andrianantoandro, Counselor, Madagascar Mission to the UN  
Marius Andrianady, Counselor, Permanent Mission of Madagascar to the UN  
David Cordero, Vice-Consul for Press and Public Relations, Dominican Republic Consulate in New York  
Parson Rakotovazaha, Elected Deputy, Madagascar National Assembly  
Modeste Randrianarivony, Deputy Permanent Representative, Madagascar Mission to the UN  
Lydia Randrianarivony, Counselor, Permanent Mission of Madagascar to the UN

### **UN System**

Tarcisio Alvarez-Rivero, Economic Affairs Officer, UN/DESA<sup>1</sup> Division for Sustainable Development  
Manuel Escudero, Head, Special Projects and Academic Initiatives, UN Global Compact  
Michele Fedoroff, Senior Officer, UN/DESA, OESC<sup>2</sup> Non-Governmental Organizations (NGO) Section  
Mieko Ikegame, Senior Officer, UN Office of the Special Advisor for Africa  
Sergei Kambalov, Chief, UN/DESA, OESC, ECOSOC & Interorganization Cooperation Branch  
José Medina, Operations Manager, UNDP<sup>3</sup> Private Sector Division - Growing Sustainable Business  
Djankou Ndjonkou, Representative to the UN, International Labour Organization (ILO)  
Kazi Rahman, Deputy Special Representative to the UN, UN World Tourism Organization (UNWTO)  
David Tommy, Representative & Director, New York Office, UN Industrial Development Organization (UNIDO)  
Leslie Wade, Senior Officer, UN/DESA, OESC, ECOSOC & Interorganization Cooperation Branch  
Ajit Yogasundram, Program Officer, UN/DESA, OESC, ECOSOC & Interorganization Cooperation Branch; Focal Point, UN Public-Private Alliance for Rural Development (UNPPA)

### **Business Community**

Daniel Costa, Deputy General Manager, Banco do Brasil, New York Branch  
Rafael Cuellar, President and CEO, Shoprite of Passaic/Clifton – Wafefern Food Corporation  
Billy Delgado-Munzo, Attorney, Billy E. Delgado, Esq.  
Rafael Edwards, Bioteknia  
George Gue, President, National Supermarket Cooperative Corporation  
Nicolas Guillen, President, Camara de Comercio Dominicano-Puertorriquena del Cibao  
Robert Heim, Partner, Meyers & Heim LLP  
Ted Kadala, Service Retention Manager, Volvo Cars of North America, LLC; Ramon Reyes Darras Agroindustrial  
Tom Kadala, President, ResearchPays, Inc.; Ramon Reyes Darras Agroindustrial  
Carlos Lithgow, Vice President, Lenox Advisors, Inc.  
Elisa Mahabir, Executive Assistant, National Supermarket Cooperative Corporation  
Oberto Marini, Bioteknia  
Jane McMichael, Account Manager, WKTU/Clear Channel  
Esperanza Porras-Field, Sales Associate, Coldwell Banker, Morristown, NJ; Owner, HopeSeasons, LLC  
Dan Ross, DR Investments International, LLC, Dominican Republic Investment Properties  
Audie Serrano, Cross Promotions, LLP  
Amar Shibli, Analyst, Merrill Lynch  
Jeanne Betsock Stillman, Principal, Strategies for Development, Inc.  
Scott Wright, Attorney, Scott W. Wright, P.C.

### **Non-Governmental Organizations including Academic Institutions**

Gina Cheron, Coordinator, Consortium for Haitian Empowerment  
Claire Cunningham, Director, Corporate Development, Project C.U.R.E.

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<sup>1</sup> Department of Economic and Social Affairs

<sup>2</sup> Office for ECOSOC Support and Coordination

<sup>3</sup> UN Development Programme

John German, Director, Non-Profit Computing, Inc.  
Josephine Infante, President and Executive Director, Hunts Point Economic Development Corporation  
Mark Lambert, CEO, Sepsis Alliance; President, Significance Foundation  
Dr. Martin Malachovsky, North American Representative, Maventy Health International  
Neelam Mehta, Director, ClickAid Ltd.  
Susan Mrazek, PhD Candidate, University of Hawai'i at Manoa; Advocate for Global Knowledge & Peace  
Kerry Stefanczyk, Program Assistant, Global Foundation for Democracy and Development

### **GasyKalo – Madagascar Musical Group**

Felix Antilahivola  
David Rajaoanary  
Serge Rajerison (New York Organizer)  
Parson Rakotovazaha (Organizer, GasyKalo)  
Nirina Ralambomanana  
Anto Raoloson  
Mamitiana Razakatsara  
Clement Tsarahaja

### **Press**

Claudia A. Flores, Advertising & Marketing Director, Your Future Capital Magazine  
Miguel Flores, President & CEO, Your Future Capital Magazine  
Abbey Muneer, Co-Publisher/Chief Editor, Liberty News Online Magazine  
Salvador Rebolledo, Photographer, Your Future Capital Magazine

### **UN and NGO Interns**

Joanna Chan, UN/DESA, Government and Public Administration Branch  
Emmy Chow, World Information Transfer (NGO)  
Vanessa Matthews, World Information Transfer (NGO)  
Rohini Menezes, UN/DESA, Office for ECOSOC Support and Coordination  
Nukwa Quenter, UN Department of Political Affairs (UN/DPA), Africa Division 1  
Samantha Young, UN/DESA - UNPPA [Joint intern with PPAF]

### **Public-Private Alliance Foundation**

#### **PPAF Board<sup>4</sup>**

Dr. David Stillman, Executive Director  
Amb. Zina Andrianarivelo-Razafy, Vice Chair  
Amb. Francis Lorenzo, Vice Chair  
Herb Oringel, Board Member  
Jeanne Betsock Stillman, Secretary  
Scott Wright, Board Member

#### **PPAF Board of Advisers**

Esperanza Porras-Field, Chair

#### **PPAF Volunteers**

Marie P. Bresnahan, Public Health Consultant  
Asha Castleberry, Press Aide; Lieutenant, U.S. Army  
Maria Elena "Marilen" Eraña, Administrative Support, UN/DESA, OESC  
Hugh Kramer, Sustainable Tourism  
Herb Oringel, Renewable Energy and Strategic Planning  
Mark Perry, Business Analyst; PPAF Webmaster

#### **PPAF Interns**

Charlotte Ambrozek, The Masters School  
Kristyn Kadala, Hackley School  
Samantha Young, University of Toronto; Joint intern, PPAF & UN/DESA - UNPPA

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<sup>4</sup> Also noted in their respective areas of work.

## **ANNEX 2**

### **Small Group Discussions on Agribusiness**

#### **Participants:**

Rafael Cuellar, President and CEO, Shoprite of Passaic/Clifton; Wakefern Food Corporation  
Billy Delgado-Munzo, Attorney, Billy E. Delgado, Esq.  
George Gue, President, National Supermarket Cooperative Corporation  
Nicolas Guillen, President, Camara de Comercio Dominicano-Puertorriquena del Cibao  
Robert Heim, Partner, Meyers & Heim, LLC  
Josephine Infante, President and Executive Director, Hunts Point Economic Development Corporation  
Carlos Lithgow, Vice President, Lenox Advisors, Inc.  
Elisa Mahabir, Executive Assistant National Supermarket Cooperative Corporation  
Marc Perry, Business Analyst; PPAF Webmaster  
Dan Ross, DR Investments International, LLC, Dominican Republic Investment Properties  
Audie Serrano, Cross Promotions LLP

#### **Note-takers:**

Charlotte Ambrozek, Intern, PPAF  
Vanessa Matthews, Intern, World Information Transfer

#### **Discussions:**

The Agribusiness small group was comprised of a diverse set of private sector representatives invited by PPAF in order to advance the work already underway in relation to greenhouse vegetables, cacao, fish-farming and other opportunities. Participants gave personal introductions, outlined their interests and began to interact. A common message throughout the discussions was the need for the private sector to interact with the United Nations in a sustainable, mutually beneficial, effective, and efficient manner. Through the introductions, insight was given to each individual's particular assets and ideas for the improvement of agribusiness, especially in the Dominican Republic. It was agreed that having this awareness will enable future contracts and actions.

For example, Rafael Cuellar, George Gue, and Josephine Infante brought perspectives from the supermarket business. Each brings in ethnic products specific to particular regions. Due to the large population of Latinos in the New York area, many of said products are from tropical countries including the Dominican Republic. The opportunity to bring more exports from the Dominican Republic is enticing, as it is beneficial to both parties: the exporters who find an outlet for their products, and the importers who receive valuable products to sell. On the Dominican end, a boost in production will aid development and advancement to keep up with other countries.

Billy Delgado explained aspects of the Free Trade Agreement that five nations of Central America and the Dominican Republic have signed with the United States, known as DR-CAFTA – the benefits, challenges, etc. Delgado discussed legal and technical issues including the significance of business owners following DR-CAFTA guidelines and how small businesses can safely enter the agribusiness sector by adhering to DR-CAFTA regulations. He further commented that the biggest obstacle for development in countries like the Dominican Republic is the lack of capital to establish strong business and trading channels. To develop these financial channels, companies in developing nations need to make connections, build

competence and adjust to the competitive demands of globalization to ensure that there is synchronization among all parties involved.

Nicolas Guillen had flown in from the Dominican Republic specifically for this event at the UN and to meet people who could take a role in efforts for development and sales of greenhouse vegetables that he and collaborators are undertaking. PPAF has been working with Guillen and others on this in recent months, aiming toward financing. Guillen spoke of his organization's economic, social and environmental stance. His greenhouse vegetables project focuses on promoting new agribusiness opportunities, employment and promotion of Dominican exports in a sustainable manner. He is actively looking for partners with whom to work, and he believes these partnerships will result in mutually beneficial growth.

Josephine Infante emphasized the importance of awareness of opportunities as it applies to growth. The biggest challenges she cited for Dominican agribusiness in the United States is consumers' lack of knowledge of the Dominican products available to them, and the ability of Dominican producers to enter and be successful in the U.S. market. For example, the Dominican population in New York is sizeable and growing but because shoppers tend to be unaware of the possibility to buy products from the Dominican Republic they settle for substitutes from elsewhere. Infante highlighted an agreement Hunts Point Market made in 2007 with the Dominican Government and Dominican agribusiness to encourage export of products and capacity-building and networking to help ensure success. The agreement is already proving its worth. (Infante had also participated as an invited expert at the fish-farming conference PPAF had organized last December in Santo Domingo.)

Carlos Lithgow has a financial background, and he seeks to support Latino corporations. Currently Lithgow and PPAF are working with the Dominican national cacao-producers cooperative CONACADO to make contacts with new potential purchasers and to obtain financing as part of a strategy to increase output and value added exports (from cocoa beans to semi-finished or finished products).

Rafael Cuellar spoke of his interest in strengthening trade relationships between the United States and the Latin American and Caribbean region. Such bridging would enhance produce distribution from the Americas to stores in the United States where certain products are either currently unavailable or difficult to obtain.

George Gue and Elisa Mahabir represented the National Supermarket Cooperative Corporation of the National Supermarkets Association. This for-profit co-operative is also the first Latino-owned co-operative in the United States. The Coop wishes to expand its operations in the northeast, seeing that majority of NSA storeowners in this region are Dominican. The Coop's interests are to offer a better cost structure to its clients and to foster community-level competition among supermarkets.

Audie Serrano discussed his current work with the Latino market and his intentions to further expand funding opportunities for Latino organizations.

Daniel Ross spoke about his Latino restaurant in Washington Heights, Manhattan, where there is a large Hispanic population. His main agribusiness interest is to create partnerships with importers and distributors to develop his restaurant business.

**Agreements:**

It was agreed that in order to assist countries and producers, it is necessary to understand more about their assets. George Gue suggested that meetings with trade ministries of countries would aid in this process. Billy Delgado noted also the need to “build a two-way highway,” not simply giving from one end and taking on the other, but working together and exchanging ideas, knowledge, and resources.

Delgado also emphasized the importance of work with private companies or private industry, as private industry is on the cutting edge of development. The group agreed that this idea would encourage efficiency.

Rafael Cuellar voiced a concern about the stabilization of markets beyond DR-CAFTA. Generally the group felt that not many mechanisms are currently around regarding agribusiness.

In keeping with these comments the participants agreed on three broad recommendations to enhance agribusiness:

1. Importing countries (e.g. the USA) need to collaborate more in identifying what exporting countries need to do meet market needs. For instance, meetings with trade administrators from partner countries could be a factor to success.
2. Tropical countries need to establish more product distribution centers and warehouses to ensure financial viability for exporting agribusinesses. Such actions would increase capability and strength, and would foster trust by agribusinesses in the viability of the export process. Such distribution centers and warehouses should mainly be private, not government-run.
3. Importing and exporting countries need to establish a stabilization mechanism in the event that DR-CAFTA should terminate. Small business owners in the Latin American and Caribbean region tend not to enter into the United States market because of the risks involved. Providing greater trust and support via a stabilization mechanism would help to advance agribusiness.

Finally, it was agreed that the talents and expertise of all the participants in the discussion should be further exploited in collaboration with PPAF in order to create projects and actions beneficial to the people of the Dominican Republic. The experience and results gained could then be used and spread to other countries.

## **ANNEX 3**

### **Small Group Discussions on Tourism and the Environment**

#### **Participants:**

Zina Andrianarivelo-Razafy, Ambassador & Permanent Representative, Madagascar Mission to the UN; Vice-Chair, PPAF Board of Directors  
Kazi Rahman, Deputy Special Representative to the UN, UNWTO  
Amar Shibli, Analyst, Merrill Lynch  
Kerry Stefancyk, Program Analyst, Global Foundation for Democracy and Development

#### **Note-taker:**

Hugh Kramer, Volunteer, PPAF

#### **Discussions:**

##### **Overview**

Ambassador Zina Andrianarivelo led the discussions. The group focused on some ideas for action in Madagascar and the possibility of action through PPAF and others. Central to the deliberations was the subject of promoting ecotourism in Madagascar and the Dominican Republic. The Dominican Republic already has a major tourist industry, focused heavily on beachfront resorts. “Sustainable tourism”, “geotourism” and “ecotourism” are also ideas beginning to make headway, and the Ministry of Tourism, the National Competitiveness Council and the U.S. Agency for International Development have recently begun a country-wide program under the USAID “Sustainable Tourism Alliance” initiative. In Madagascar such forms of tourism have appeal, because of the famously unique flora, fauna and geography, and a tourist industry is beginning to grow. Mention was also made of the new permanent exhibit “Madagascar!” at the Bronx Zoo, which is the headquarters of the Wildlife Conservation Society, and which could help promote ecotourism in Madagascar.

Each discussant recognized as essential the blending of environmentalism with sound economic policy to provide for tourism sustainability and reduction of poverty. They also noted the relation of this to steps toward achieving the UN Millennium Development Goals which were likewise seen as the blueprint for sustainability in the focus countries.

##### **Possibilities for Partnerships**

Much of the discussion focused on the potential for ecotourism related to the coral reefs located off the east coast of Madagascar. Ambassador Zina noted that many of Madagascar’s rare and delicate corals face destruction by local people using the corals as building materials. Corals are targeted for such purposes as they are readily available, free, and there are few viable options for alternative building materials. Despite the current detriment to the coralline environment, Ambassador Zina felt there could be a great potential for coral reef tourism in Madagascar, if implemented and practiced in a sustainable manner. The primary goal would be to increase the economic value of corals as a tourist destination over the economic value of corals as a raw material – thus preserving and strengthening the ecosystems and increasing economic activity in the region. Ambassador Zina also pointed out the lack of hotel and restaurant infrastructure in coastal locations of Madagascar near coralline communities. Such infrastructure would be essential to help attract and keep tourists.

The group was in agreement that publicly funded programs alone cannot provide the resources needed to restore and protect coral reefs, let alone create the infrastructure necessary for

ecotourism. This led to discussion of actual possibilities for public-private partnerships, including through the Coral Gardens Project, led by Counterpart International, the work of the UN World Tourism Organization (UNWTO), and collaboration with private sources of financing and investment.

**The Coral Gardens Project** – Kerry Stefancyk described the Coral Gardens Project (CGP) as a dynamic public-private initiative to conserve and restore threatened coral reefs and associated habitats in Marine Protected Areas, and taking place at several sites in the Caribbean and elsewhere. In the Dominican Republic this is being implemented by Counterpart International and FUNGLODE/GFDD in association with a series of national stakeholders: NGO's, divers' and fishermen's associations, hotel and tourism companies and associations, as well as representatives from the Ministries of Environment and Tourism. The CGP aims to protect and restore threatened coral habitats and turn these ecosystems into environmentally sustainable and profitable ecotourism sites. Both the Ambassador and Stefancyk saw potential for a similar project in Madagascar, drawing upon the Dominican experience.

**The UN World Tourism Organization (UNWTO)** – A second potential partnership was the “Sustainable Tourism - Eliminating Poverty” (ST-EP) Program of UNWTO. According to Kazi Rahman, The ST-EP program seeks to encourage public-private partnerships with the aim of promoting sustainability and ecotourism, and thus with the potential to assist Madagascar to implement the CGP. The ST-EP program includes four main components (1) a research base to identify linkages, principles and model applications; (2) an operating framework for promoting and developing incentives for good practice among companies, consumers and communities; (3) forums for sharing and exchanging information, ideas and plans to bring together private, public and non-governmental stakeholders; and (4) the ST-EP Foundation which attracts financing from business, philanthropy and governments.

**Private Investment and Partnerships** – Amar Shibli noted the potential of private investment as a source of finance, as ecotourism is becoming important in many developing countries, with numerous private corporations and companies taking part. Ambassador Zina expressed interest in exploring potential partnerships with private firms such as Merrill Lynch and/or other sources, towards financing tourist infrastructure in his country. He also expressed great interest in applying to Madagascar the benefits of the Coral Gardens Project.

Finally, establishment of a National Ecotourism Board of Madagascar, like that in the Dominican Republic, was mentioned as a possible means through which to create an organized system for establishing partnership such as those suggested during the discussion.

Participants in the group agreed to continue to work together, and to explore possibilities for PPAF collaboration with the GFDD, the CGP, UNWTO, Merrill Lynch, and other partners including Counterpart International and the Wildlife Conservation Society.

## ANNEX 4

### Small Group Discussions on Women, Entrepreneurship and Microfinance

#### Participants:

Asha Castleberry, Lieutenant, U.S. Army; Press Aide, PPAF  
Michele Fedoroff, Senior Officer, UN/DESA, OESC, NGO Section  
Claudia A. Flores, Advertising & Marketing Director, Your Future Capital Magazine  
Miguel Flores, President & CEO, Your Future Capital Magazine  
Neelam Mehta, Director, Click-Aid, Ltd.  
Esperanza Porrás-Field, Sales Associate, Coldwell Banker, Morristown, NJ; Owner, HopeSeasons, LLC; Chair, PPAF Board of Advisers  
Jeanne Betsock Stillman, Principal, Strategies for Development, Inc.; Secretary, PPAF Board  
Ajit Yogasundram, Programme Officer, UN/DESA, OESC, ECOSOC & Interorganization Cooperation Branch; Focal Point, UNPPA

#### Note-taker:

Nukwa Quenter, Intern, UN/DPA, Africa Division 1

#### Discussions:

Esperanza Porrás-Field led the group in discussions of community support by banks and related institutions, support to small business, and training and research as priorities. The group came to agreement on many action items.

#### 1. Community Support by Banks and Related Institutions

A press release was circulated which announced that because of efforts organized through PPAF, the Western Union Foundation had just announced a \$10,000 grant to Esperanza International, a micro-finance non-governmental organization operating in the Dominican Republic with which PPAF has close relations. PPAF is also working in developing microfinance for small entrepreneurs in Madagascar.

The group felt that banks and related institutions, including international money transfer agencies, could be more fully engaged to help small businesses and communities. In particular it was noted that banks and savings and loan associations in the U.S. come under the Community Reinvestment Act of 1977. Its purpose is to provide credit, including home ownership opportunities to underserved populations and commercial loans to small businesses. The CRA is intended to motivate these institutions to give back to their communities through community development loans, qualified investments, and community development services. Porrás-Field stated that many of the subject institutions end up paying penalties for non-compliance and that often neither bank officers nor community populations are aware of the situation and the opportunities represented.

The group therefore proposed organizing one or more meetings through PPAF that would involve major banks, private companies, chambers of commerce, and other organizations so as to build partnerships and create more involvement in their communities. Programs could be presented and selections made for funding and sponsorship. Small businesses and communities should be made aware of these opportunities and of their leverage as customers of these institutions. Training for women in microfinance could be one area for collaboration. International applicability of the proposed meetings and partnerships would have to be explored.

(Note: Executive Director David Stillman also stated that PPAF has relations with the U.S. National Money Transmitters Association, as well as with the Dominican Republic-based UN International Research and Training Institute for the Advancement of Women (UN-INSTRAW) which has a major program on women's migration and remittances.)

## **2. Support to Small Business**

It was recognized that small businesses need money and training to grow. Also, an enabling environment was cited as a major factor for small business sustainability. Therefore, in this domain, several options were presented. The first was providing microfinance to small businesses. Also, business incubation could be engaged which can be very successful. Equally, partnership was mentioned as very important. Small businesses could partner with several organizations and thereby share and exchange knowledge on various issues. The group talked about linking together various initiatives and better ways of creating and strengthening these links.

One major partner could be valuable, especially in creating a forum and strengthening linkages, would be the UN Economic and Social Council (ECOSOC). The group therefore proposed that a follow-up meeting with chambers of commerce be held at the UN under the aegis of ECOSOC. This could be organized by PPAF and the UN Public-Private Alliance for Rural Development (UNPPA).

## **3. Training and Research**

The group felt that awareness must be created in communities and small businesses to engage in training and research. One problem was a lukewarm attitude of communities in the United States regarding workshops and seminars, and that attendance could be poor if these were free, as they might be seen as inconsequential. On the other hand, it was noted that asking people to pay even a small fee was also a problem, as the target audience often lacked the means. Moreover, even though the workshop was organized free for them, someone had to bear the cost. One solution would be to let communities know they were benefiting from the initiative because the cost had been borne by someone else. To counter the problem of people not attending workshops, members of the group suggested engaging in increased advertising, getting governments involved, and holding the sessions away from the regular working environments.

The group proposed that collaboration with the UN be increased, including organizing meetings (such as this one) that would provide a forum for capacity-building for small businesses and communities. Corporations and libraries could also be invited into partnership and through such collaboration provide research and training capacities to communities. Additionally, it was felt that if small businesses were more aware that through partnership they would engage with larger and more experienced companies, this might stimulate their joining the network.

To sum up, the group agreed to liaise with banks, companies, and other organizations and encourage them to become partners to help small businesses and communities. Also, to engage in partnering, to link groups together, and to work out modalities on how to create and strengthen these links, the group proposed that ECOSOC and related entities be asked to provide a forum or platform where different stakeholders such as chambers of commerce, NGOs, academia, small businesses, banks, and private companies could come together to share knowledge and help build public-private alliances.

## ANNEX 5 Small Group Discussions on Health

### **Participants<sup>5</sup>:**

Marie Bresnahan, MPH, Public Health and Education Consultant, PPAF  
Claire Cunningham, Director of Corporate Development, Project C.U.R.E.  
Mark Lambert, CEO, Sepsis Alliance and President, the Significance Foundation  
Martin Malachosvky, MD, Maventy Health International  
Scott Wright, Attorney, Scott W. Wright, P.C.; Board Member, PPAF Board of Directors

### **Note-taker:**

Rohini Menezes, Intern, UN/DESA, OESC

### **Discussions:**

Scott Wright led the discussions, which dealt with major health problems in Madagascar and some possibilities for addressing these. Medical supplies and vaccinations, communications and technology issues, combating sepsis and shipping of donated goods were all discussed, including participation by PPAF.

The group first focused on Project C.U.R.E., an organization that donates 40-foot containers of medical supplies and equipment to countries in need. With assistance of PPAF and the Madagascar Mission to the UN it has begun consulting with the Madagascar Ministry of Health and others to arrange a needs assessment, to identify priorities and to plan for delivery. Dr. Malachovsky, who supports a clinic in northern Madagascar and has been in contact with the Ministry of Health, noted that the Ministry is receptive, but will need to contact the local public health directors to get specific information about hospitals and areas most in need of help.

The top five causes of death in Madagascar are lower respiratory infections, malaria, diarrhoeal diseases, perinatal conditions, and measles, which showed the great need for improved medical care. Wright stated that PPAF is working with the State of New York Emergency Preparedness Department. in finding ways to deliver pharmaceutical drugs to Madagascar from the existing stock of that Department. In the absence of Mr. Bullard the concept was only briefly discussed.

Participants observed that another obstacle to helping countries such as Madagascar is the limited technology and infrastructure, which makes communication challenging. It was noted that some areas only get power certain hours a day and that road travel across distances is difficult. In order to improve local health care and have well run hospitals, it is essential to find a way to have steady power, electricity and effective communications within the area.

Mark Lambert spoke to the group about the Doctors Telehealth Network, which uses real time video communications and digital medical instruments to provide clinical care in remote, rural or hard to reach areas. The equipment is both compact and transportable and transmits over a secure digital network to connect patients and medical personnel remotely. Lambert is currently exploring the prospect of providing this technology and the necessary satellite hookups to Dr. Malachovsky for use in the Maventy Health Clinic in Madagascar. Lambert also presented the problem of sepsis, a serious medical condition that is caused by infection when the body reacts to toxins. Sepsis usually takes place when a patient has undergone treatment or surgery that

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<sup>5</sup> Note: Planned participants Maritza del Toro (Dominican Republic) and Bill Bullard (Health Policy Advisor, NY State Office of Homeland Security) were unable to attend.

has left the body vulnerable to further harm. It is preventable until a certain point and then turns fatal. Early detection and effective management are necessary to avoid sepsis. To counteract this, awareness must be raised among patients and medical personnel, and necessary means implemented. Project C.U.R.E. also took interest in attacking this problem.

Overall, the discussion focused on ways to help Madagascar improve access to medical supplies, equipment and services, and the role of PPAF and various partners in this. Plans were set for discussions with representatives of the Madagascar government on how better to access these and technology, including consultation, medical education and health care utilizing telemedicine. The problem of sepsis was identified as a topic for further consideration.

Immediate action steps are:

1. Project C.U.R.E., PPAF and the Madagascar Mission to the UN to prepare an appropriate "Needs Assessment" with the Ministry of Health. The purpose of the needs assessment is to evaluate the needs and capabilities of specific health facilities to determine what supplies and equipment are needed and appropriate.
2. Project C.U.R.E. and PPAF to work with the Dominican Republic on scheduling a needs assessment in the Dominican Republic.
3. PPAF to continue working with the State of New York Emergency Preparedness Department to develop an appropriate pilot project to deliver needed pharmaceuticals to Madagascar.
4. Mark Lambert expressed his desire to get to know PPAF better. Arrangements would be made for discussion of mutual interests.

## **ANNEX 6**

### **Small Group Discussions on Renewable Energy**

#### **Participants:**

Lila Andrianantoandro, Counselor, Madagascar Mission to the UN  
Gina Cheron, Coordinator, Consortium for Haitian Empowerment  
Rafael Edwards, Bioteknia  
John German, Director, Non-Profit Computing, Inc.  
Ted Kadala, Service Retention Manager, Volvo Cars of North America, LLC; Ramon Reyes Darras Agroindustrial  
Tom Kadala, President, ResearchPays, Inc.; Ramon Reyes Darras Agroindustrial  
Oberto Marini, Bioteknia  
Herb Oringel, Board Member, PPAF Board of Directors  
Serge Rajerison, New York Organizer, GasyKalo  
Parson Rakotovazaha, Madagascar National Assembly; Organizer, GasyKalo

#### **Note-taker:**

Kristyn Kadala, Intern, PPAF

#### **Discussions:**

Tom Kadala led the discussions, building from his PowerPoint presentation on establishing ethanol production at his family-owned sugar plantation and fuel port in the Dominican Republic and using this as a pilot for efforts elsewhere in the country and beyond. He also spoke of developments in the future of ethanol production generally and the ideas being developed for establishment of an international grouping of specialists and “tech center” that could be called the Global Alliance on Ethanol for Development (GAED). Participants focused on these issues and ways their organizations could be involved in collaboration with PPAF.

#### **1. Ethanol Production**

Kadala said he was seeking financing, equipment and expertise from Brazilian sources, because of the advancement of ethanol productivity in that country. He cited differences in the efficiency of tonnage of sugarcane cut per day in the Dominican Republic, by mostly Haitian seasonal workers, as opposed to the tonnage cut by workers in Brazil. The suggested explanations involved cutting, storage & transportation issues; seeds & plant quality, worker conditions & attitudes, and other socially related issues.

Kadala and the PPAF Executive Director had initiated communications with Banco do Brasil, and the two had undertaken a recent trip to the Dominican Republic for meetings with shareholders in the family’s company, the regional representative of Banco do Brasil, a senior official in the Dominican Republic government’s Center for Export and Investment, the manager of the sugar producers cooperative COOPCANA, and the director of the microfinance and community support organization Esperanza International. Kadala noted that the pilot project would include arrangements for remittances and related support to micro-enterprises between the workers and an authorized entity in Haiti. Contacts were being made on all these matters, and the 16 July small group discussion at the UN was intended to advance this.

#### **2. Ethanol and International Issues**

The discussion next turned to ethanol as a response to the rising costs of oil. John German noted the World Energy Forum to be held in 2009, the need for adequate representation there in the field of renewable energy, and the importance of reducing oil dependency by advancing the

efforts for alternatives. Participants suggested that as demand and ethanol productivity increase, standards of living for Dominicans, Haitians and others could improve. Also Brazil could take on an important role as an investor and supporter, which could have both socio-economic and policy implications in the Caribbean community.

As a consequence of the group's discussion on energy alternatives, Lila Andrianantoandro commented on the FAO conference in Rome in June 2008 that focused on the international food crisis. The group noted that many people link the food and fuel crises into one problem. Kadala explained that this may be true for corn-based, but not for sugar-based ethanol, certainly not in the Dominican Republic which is not even producing sugar at the levels of years gone by.

### **3. Potential Joint Projects in Madagascar and the Dominican Republic**

Lila Andrianantoandro asked, on behalf of Congressman Parson Rakotovazaha, about potential collaboration with sugar producers in Madagascar. Kadala offered that the Dominican Republic pilot project is intended to become a "blue print" for efforts elsewhere. Collaboration with Madagascar could be attractive to investors through diversification. Also experts and organizations in Madagascar could become members in the planned GAED.

### **4. Haitian Labor in the Dominican Republic**

Regarding the situation of Haitian seasonal laborers on sugar plantations in the Dominican Republic, Gina Cheron raised questions as to earnings, food security and socialization & human rights. Kadala responded that these and the related question of "illegal immigration" were political issues in the Dominican Republic. The intent of the pilot project, starting with his family's plantation, would be to raise productivity, improve profitability and secure benefits all around as a local implementation of the UN Millennium Development Goals. Information from the UN Global Compact, the Rainforest Alliance and other initiatives were showing that corporate social responsibility was good for business and good for the "triple bottom line" (economic, social and environmental). Improvement of conditions of life in the workers' villages on plantations, including application of "smart urbanization" principles for housing, services and lay-out, were important aspects of the overall effort.

Kadala asserted that Brazilian technology transfer for producing ethanol should increase productivity which in turn should increase wages. A managed remittances program, through authorized institutions, could ensure that a significant portion of workers' wages went back to their families, which should help stimulate the local economy in Haiti. Microfinance businesses could be created by these families with support from institutions specialized in this. Esperanza International, which currently has several centers in the Dominican Republic and one in Haiti, has already expressed interest in participating. Contacts are also being made with FONKOZE, a Haitian organization with many outlets.

### **5. Agreements**

Participants agreed to continue working with PPAF and to build relations with various relevant organizations, aiming toward successful establishment of pilot projects and GAED.