



# HOUSING MICROFINANCE WORKSHOP

— WEST AFRICA 2012

Developing & Integrating a Housing Microfinance Proposition

25th – 27th  
April, 2012  
**Accra, Ghana**

# WORKSHOP PROGRAM HOUSING MICROFINANCE WORKSHOP 25<sup>th</sup> - 27<sup>th</sup> April 2012 Accra, Ghana



## Who Should Attend?

- Microfinance Institutions
- Commercial Banks
- Development Finance Institutions
- Savings and Credit Cooperative Societies
- Housing NGO's and Foundations
- Technology and Building Materials providers
- Housing Developers
- Local Municipalities and Governments
- Investment / Advisory / Environmental Consultancies

## Benefits of Attending

- Develop a good understanding of the current state of housing in Africa
- Walk away with a keen understanding of what housing microfinance is
- Learn practical solutions for program/project implementation which results in better housing for all
- Build your network of key individuals in MFI's, Commercial Banks, Housing Developers, DFI's, Housing NGO's, and many more
- Add invaluable insight into gaining support and management of various stakeholders involved in housing microfinance projects/programs

DAY 1: April 25, 2012

8:00am – 8:30am Registration

### Session 1: Understanding the Housing Situation & Customer

8:30am – 10:30am

- Get to know the housing statistics in Africa
- Understand the situation in your country better
- Understand the customer aspirations and objectives

10:30am – 11:00am TEA BREAK

### Session 2: Understanding Housing Value Chain & Ecosystem

11:00am – 1:00pm

- Get to know the end-to-end journey in housing creation
- Understand the key stakeholders and the value they add
- Understand how to best play your role

1:00pm – 2:15pm LUNCH BREAK

### Session 3: Challenges to Housing Provision

2:15pm – 4:00pm

- Understand why the housing dilemma exists
- Get to know why so many institutions and stakeholders have failed
- Know how to overcome these challenges

DAY 2: April 26, 2012

### Session 1: Understand Housing Microfinance

8:30am – 10:30am

- Understand beyond the definition of housing microfinance
- Understand in-depth what it entails
- Understand its positioning and the role it plays in the housing strata

10:30 – 11:00am – TEA BREAK

### Session 2: Developing & Marketing Housing Microfinance Products

11:00am – 1:00pm

- Know the key components of a comprehensive housing microfinance proposition
- How to position and package your housing microfinance products and services
- Get to know the overt and intrinsic value of the housing microfinance offering

1:00pm – 2:15pm – LUNCH BREAK

### Session 3: Understand Housing Support Services

2:15pm – 4:00pm

- Get to know the key support services in the housing value chain
- Interrogate some of the suppliers of these services

DAY 3: April 27, 2012

### Session 1: Funding & Business Rationale for Housing Microfinance

8:30am – 10:30am

- Understand how to structure appropriate funding for your housing microfinance proposition
- Get insight on how to structure your proposition for viability
- Know how to derive significant return on investment from your proposition

10:30am – 11:00am – TEA BREAK

### Session 2: Exploring Housing Innovation and Future

11:00am – 1:00pm

- Get to know some of the innovative solutions available
- Explore how you can take advantage of these innovations
- Get insight on the direction innovation is taking and plug into creating the future

1:00pm – 2:15pm – LUNCH BREAK

### Session 3: Broader Housing Issues

2:15pm – 4:00pm

- Explore some of the broader issues surrounding housing
- Understand how you can impact and influence some of these issues

Networking Cocktail **Find your appropriate HMF delivery partners**

- 5:00pm – 7:00pm
- To provide industry stakeholders with the opportunity to set-up exhibitions to display their services and/or products
  - Allow participants opportunity to interact with potential partners in housing microfinance

7:00pm – 7:30pm – NETWORKING

Graduation Dinner **Celebrating Tomorrows Housing Successes**

- 7:30 – 10:30pm
- Dinner open to participants and stakeholders
  - Presentations by stakeholders
  - Guest speaker
  - Participants will be awarded with an attendance certificate
  - Closing remarks

Package	Register & Pay before 10th March, 2012	Standard Price
Participation fees*	\$1,400	\$1,500
Exhibition fees		\$1,800
Cocktail and dinner only		\$120

\* Participation fees include the cocktail and dinner



## TESTIMONIALS

“ We believe this workshop would hammer home the present need for housing microfinance as well as equip institutions and practitioners with the needed knowledge and skills in administering housing microfinance.”

Facilitator: **Joyce Owusu-Dabo, Programmes Marketing Manager, Sinapi Aba Trust.**

⇒ ⇒ Register NOW!

Click here to register. ↓

[http://anthillbees.com/?page\\_id=119&action=register&event\\_id=1](http://anthillbees.com/?page_id=119&action=register&event_id=1)

For inquiries, contact Jean Kipingor on:

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## PARTNERS & FRIENDS OF HOUSING MICROFINANCE WORKSHOP



## Partnership Opportunities

Do you wish to raise your company/organization's profile, services and products and/ or develop new partnerships and opportunities? For partnership opportunities?

kindly contact **Jean Kipingor**

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Exhibition Opportunities  
**Limited space available!**

For further details contact Jean Kipingor:

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