

Volume 2 Making Microfinance Work for Rural Areas:

Managing Product Diversification

Timetable

Languages: Arabic, Bahasa Indonesia, Chinese, English, French, Portuguese, Russian, Spanish, Vietnamese



International
Labour
Organization



International Training Centre

	Day 1	Day 2	Day 3	Day 4
8:30 – 10:30	Opening Session: Sharing Experiences	Targeting the Rural Market Segment	Value Chain Finance	Communication Strategy
10:45 – 12:30	Preparing for Diversification Understanding Diversification	Targeting the Rural Market Segment	Agriculture Insurance	Delivery Strategy
13:30 – 15:30	Understanding Diversification Managing Product Development	Targeting the Rural Market Segment	Agent and Mobile Banking	Relationship Strategy
15:45 – 17:30	Managing Product Development	Product Options General Financial Services	Diversifying Successfully into Rural Areas Product Strategy	Closing Session: Product Portfolio Management