

DOING DEVELOPMENT IN...PERU

SUMMER 2010



I-DEV INTERNATIONAL
Market Based Sustainable Development

I-DEV International's **Doing Development In... (DDI)** program was created to give students & young professionals 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 provides participants with a unique opportunity to:

- **NETWORK WITH SENIOR MANAGEMENT AT TOP INTERNATIONAL DEVELOPMENT ORGANIZATIONS**
- **STAY WITH A LOCAL HOST FAMILY IN A SMALL VILLAGE & EXPERIENCE THE DAILY LIVES AND CHALLENGES FACED BY FAMILIES AT THE BASE OF THE PYRAMID**
- **LEARN THE ON-THE-GROUND CHALLENGES OF MANAGING CSR PROGRAMS IN DEVELOPING COUNTRIES**
- **HAVE A TRULY UNFORGETTABLE VACATION**

WEBSITE: WWW.IDEVINTERNATIONAL.COM/DDI
E-MAIL: DDI@IDEVINTERNATIONAL.COM
FACEBOOK: [DOING DEVELOPMENT IN...](http://DOINGDEVELOPMENTIN...)

DEVELOPMENT & CORPORATE SPEAKERS

COUNTRY & REGIONAL DIRECTORS

- Clinton Giustra Sustainable Growth Initiative
- Kiva.org
- TechnoServe
- U.S. Peace Corps Business & Economic Development
- GTZ
- Asociacion de Productores de Tara San Marcos

CEOs & DIRECTORS OF MAJOR CORPORATIONS

- Aramark
- Hilti Tools
- Newmont Mining Corporation
- Social Capital Group

(Check for updates posted on DDI Facebook page)



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.

THE DDI PROGRAM ADDRESSES DIVERSE TOPICS:

- Microfinance & Social Venture Capital
- Social Innovation Trends
- Innovative Grassroots Development
- Overseas Corporate Operations & CSR



See More on Facebook!



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

PROGRAM AGENDA

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
<ul style="list-style-type: none"> • Arrivals to Lima (Morning & Afternoon) • Welcome Dinner & Cocktails 	<ul style="list-style-type: none"> • Fly to Cajamarca • City Tour & Lunch • Fireside Chat- "Grassroots Efforts that Work" 	<ul style="list-style-type: none"> • Drive to San Marcos • Visit Sunday Market • Pachamanca Cookout w/ Community 	<ul style="list-style-type: none"> • Field-Case Study: Tara Producers Association • Lunch & Tour of the Tara Fields 	<ul style="list-style-type: none"> • Morning Free with Host Families • Cooking & Chicha Lesson • Camping (Optional) 	<ul style="list-style-type: none"> • Hike to Incan Archeological Site • Relaxation at Laguna Seca Hot Springs Resort 	<ul style="list-style-type: none"> • Cajamarca Jewelry & Artisan Industry Tour • Free Time • Night Out in Cajamarca

Friday	Saturday	Sunday
<ul style="list-style-type: none"> • Flight to Lima • Chat & Cocktails w/ Development Leaders 	<ul style="list-style-type: none"> • Sightseeing • Inka Market • Dinner at Huaca Pullcana 	<ul style="list-style-type: none"> • Visit to Polvos Azules Black Market & Downtown • Done by 3 pm

THE DOING DEVELOPMENT IN...TRIP IS ONE OF I-DEV'S DEVELOPMENT INITIATIVES. EACH HOST FAMILY IS TRAINED ON SAFE COOKING, HYGIENE, AND RELATED TOPICS; PLUS, HOUSES MUST MEET SET STANDARDS AND QUALITY CONDITIONS. FURTHER, FAMILIES ARE GENEROUSLY COMPENSATED FOR EACH NIGHT THAT DDI PARTICIPANTS STAY WITH THEM.

CAJAMARCA REGION: EXPLORING THE NORTHERN ANDES, TRADITIONAL CULTURE & UNTAPPED OPPORTUNITIES FOR GROWTH

The DDI program will take participants to Peru'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.

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. Yet, the region still has some of the poorest communities in the Americas.

IN-FIELD EXPERIENCE & CASE STUDY: CAJAMARCA CITY & SAN MARCOS

During the DDI stay in Cajamarca, participants will gain a unique inside perspective into a city and region in the process of development from activities of multinational corporations, NGOs, a budding tourism industry, and an abundance of microfinance lending.

DDI participants stay with host families (all farmers in the Tara Farmers Association) to experience rural country life in Peru. Then, they tour the grounds where the multimillion dollar tara plant industry began and was built up. Campfire discussions, panels, and reading materials will provide further insight on international development trends throughout Latin America.



DATES & PRICING

FRIDAY, MAY 28- SUNDAY, JUNE 6

FRIDAY, AUGUST 27- SUNDAY, SEPTEMBER 5

\$1,499 DOUBLE*; \$1799 SINGLE*

-Optional Trip Extension to Cuzco/Machu Picchu

-Group Rates Available for 4 or More.

ACCOMMODATIONS

Host families are in rural villages in Cajamarca. Houses have electricity, showers & toilets, and typically accommodate 2 DDI participants, plus a translator. All other accommodations are in centrally-located hotels.

-SPANISH IS A PLUS, BUT NOT A REQUIREMENT.

-TRIP PROCEEDS SUPPORT HOST FAMILIES & I-DEV'S NON-PROFIT PROJECTS IN PERU.

*Fee includes all accommodations, most meals & all transportation in Peru (except to/from Lima airport).