

SUMMER AT SHIDLER

Pacific Asian Lecture Series

Wednesday, June 12, 2013, 4:15-5:30 PM, UH BusAd D-207, Shidler Faculty Lounge

Dr. Miemie Winn Byrd

Bottom of the Pyramid Business Models (Myanmar Case)

Bottom-of-the-pyramid (BOP) refers to social and economic sustainable development addressing the largest and poorest populations in the world. The term cuts across national borders and identifies a specific economic demographic: the four billion people who live on less than US \$2.50 per day. The BOP model aims to create an inclusive market where multiple services and products that are otherwise nonexistent are provided by the private sector, benefiting the people who are at the bottom of the pyramid as well as businesses, which seek to create or enlarge a customer base. This lecture provides insights from Myanmar as a case study and discusses the value of the BOP approach.

About the Speaker:

Miemie Winn Byrd is a U.S.–Myanmar Relations specialist at the Asia-Pacific Center for Security Studies in Honolulu, USA. Her functional areas of focus are civil-military operations, interagency collaboration, and corporate financial accounting standards. Her research interests include regional economic trends, leveraging the private sector for poverty alleviation, the role of women and education in economic development strategy, and the process of transformational learning in Asian context.

All PALS lectures are **FREE** and open to the public. RSVP not required. Refreshments will be served following the lecture in the same room from 5:30–6:15 PM. Street parking available. Visitor-Paid parking is also available on campus.

All PALS lectures will be broadcasted live and online via Blackboard. Click here to access the channel at the hour of the event: <https://sas.illuminate.com/m.jnlp?sid=2009377&password=M.56D3D1232E6EF29DBA250672608003>