

1C - How to merge innovation and entrepreneurship in order to meet society needs ?

The workshop was focused on the presentation of two firms: one dedicated to help the farmers in Vietnam created by **Hang Mai Thuy**, and another helping the poor people in Cameroon to access health care through internet and online diagnosis started by **Jacques Bonjawo**.

Hang Mai Thuy used to work for Decathlon for 10 years, acquiring her professional experience by working in human resources, with production lines and importing products from Vietnam. At the same time she had to make sure the south Asian providers' behavior suited Decathlon's expectations. By the end of 2008, she left Decathlon, and started her personal spiritual journey and her challenge of creating a social business to help the farmers in Vietnam. 70% of the population lives in the rural areas in this country, and even though Vietnam is the third largest country for rice export in the world, the rice farmers are paid a rather low price for their production. Hang Mai Thuy started her project in the Mekong delta and experimented an integrated bio-system called "Duck-Rice" which eliminates the need for fertilizers, herbicides, and pesticides by incorporating duck-raising as part of the organic rice cultivation process. This method has been developed by the Japanese farmer and entrepreneur, Takao Furuno. This approach is now being replicated with substantial success all over South East Asia as an effective way to boost farmer incomes, reducing environmental impact and improving food safety.

Hang Mai Thuy created Xanhshop.com, and collaborated with different NGOs, technical experts, micro-credit and financial partners to prepare her development plan for the next three years, bearing in mind the necessary profitability of her business model.

Jacques Bonjawo was working for Microsoft when he got recruited to develop education programs in Africa such as Africa virtual university. Working closely to the African society, he decided to work on other projects and started Genesis Telecare, helping the poor in Africa to receive the health treatments from Paris, Geneva, or India. In Cameroon, 70% of the population lives in rural area, and suffers scarce health resources. Technology developments have permitted cheaper medical appointments (3 or 6 euros) thanks to online diagnosis with doctors from all around the world. This year, Genesis Telecare has been rewarded by the United Nations and the Finnish Govt. At the same time, other central African countries have identified the same needs and require similar services. The shareholders of Genesis Telecare are mostly physicians and the activity does not rely on public.

Nowadays more and more business models are dedicated to develop wellness and fight poverty, which is not easy. The players are not huge multinational company, but small firms acting on the local & regional level. The profits in firms like Genesis Telecare are mainly re-invested and help reducing the poverty, with a focus on the social, economic, and environmental impacts.