

# PUM Netherlands senior experts

*entrepreneurs for entrepreneurs*

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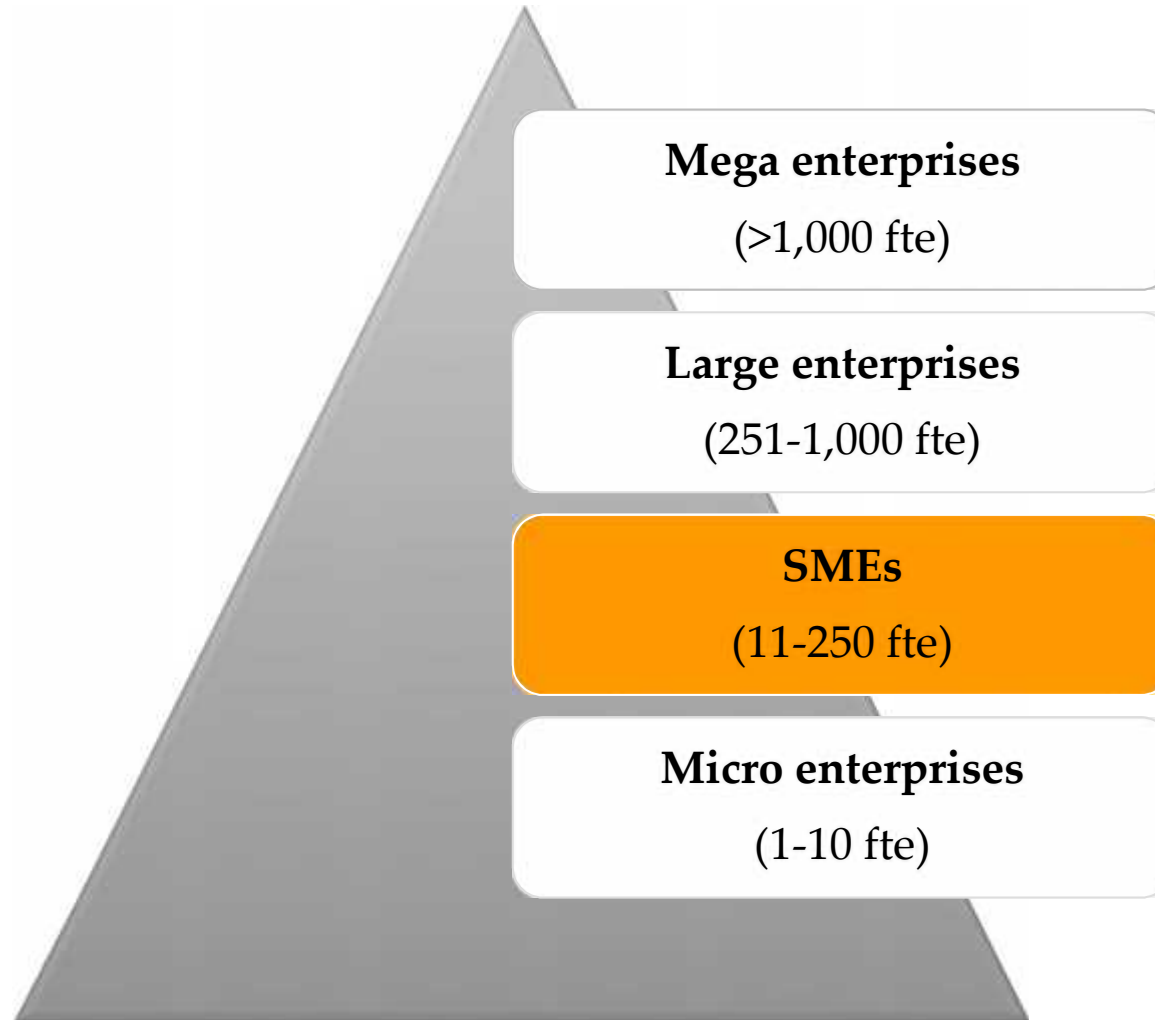
# Agenda

- > Why SMEs need support
- > About PUM
  - scope
  - organisation
  - position
  - clients
  - senior experts
  - our results
- > One project
- > In short



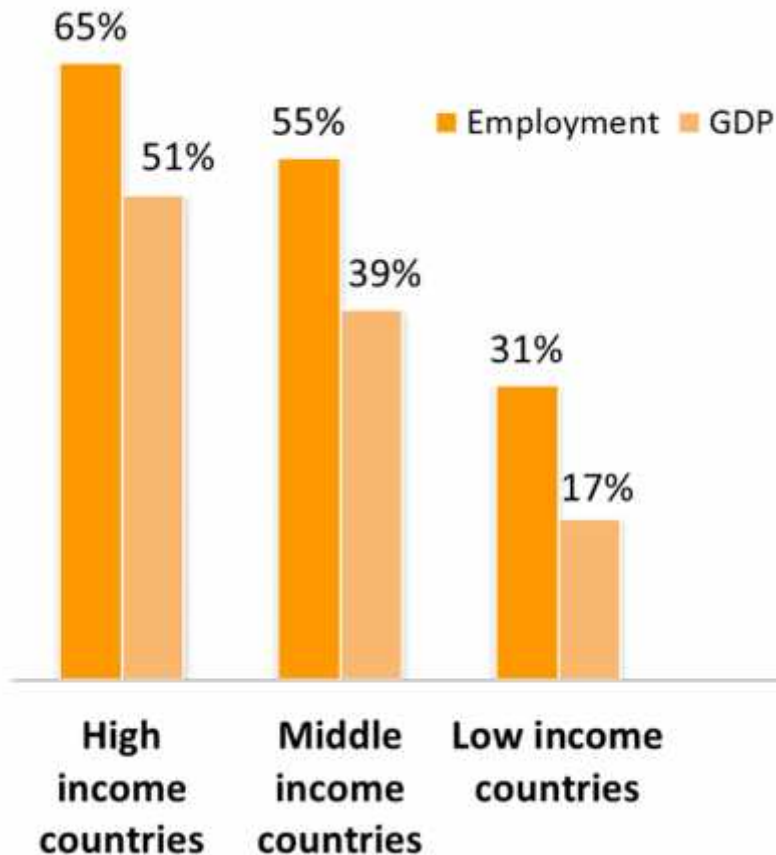


# Position of SMEs





# SMEs are key for economic growth

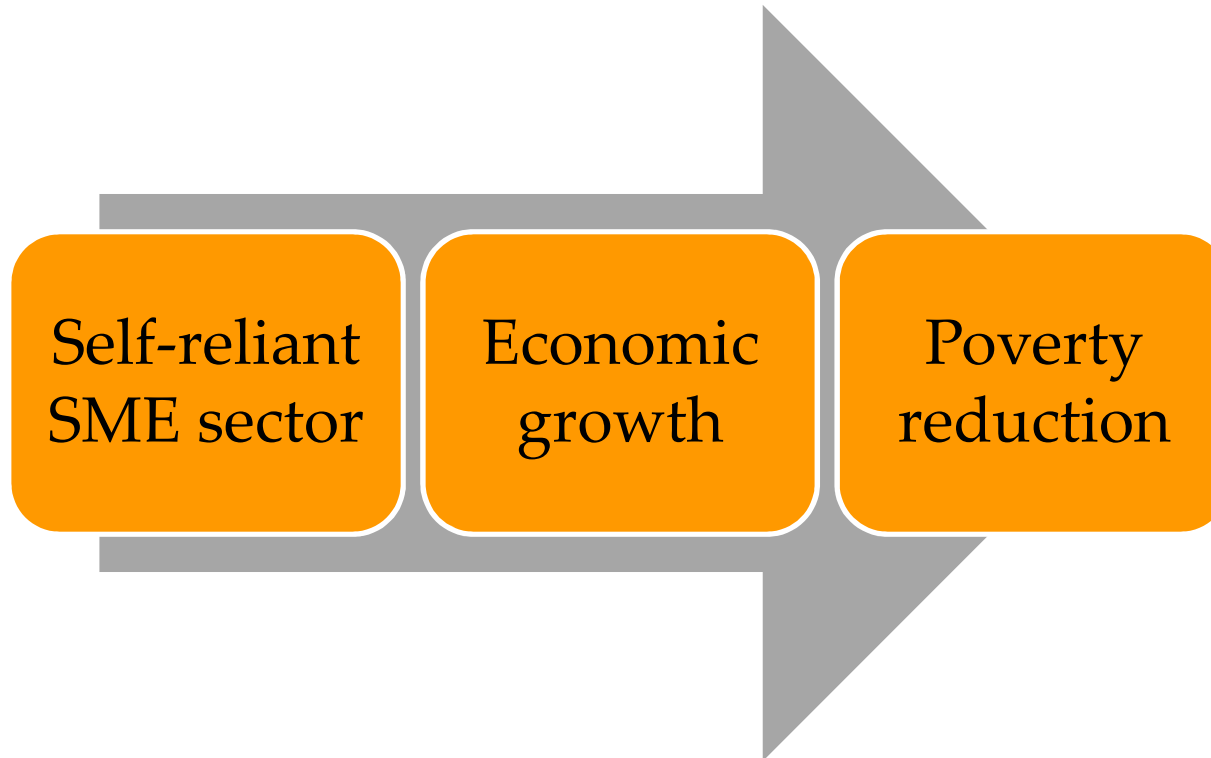


## SMEs:

- > create employment
- > contribute to GDP
- > are a source of innovation
- > generate tax revenues
- > supply larger companies with services



# SMEs and poverty reduction



- 80% of poverty reduction is the result of economic growth
- Economic growth has lifted 500 million people above the poverty line since 1980

(DFID Private Sector Development Strategy, 2008)

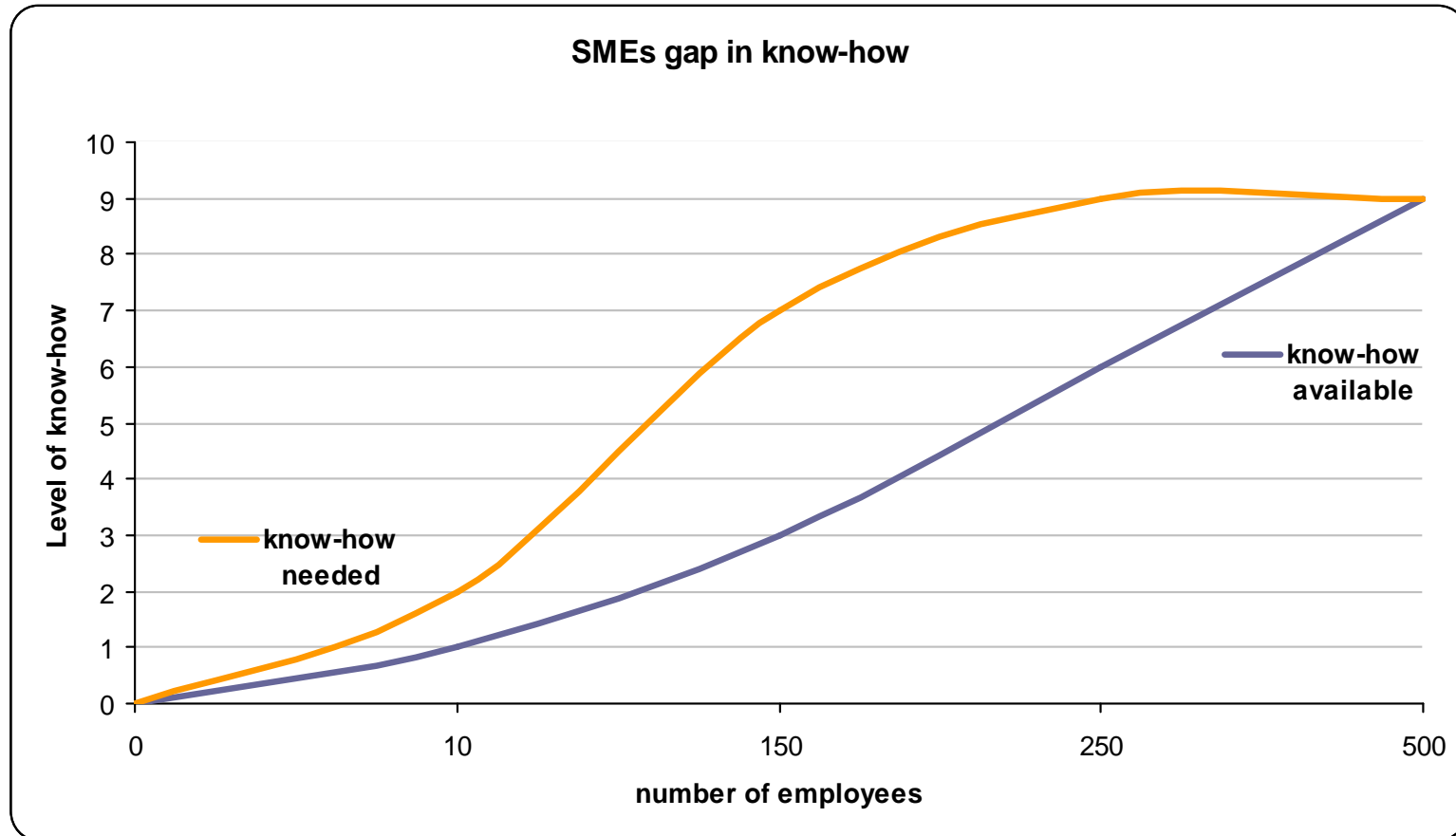


# But ... SMEs have a variety of issues to overcome

- > Management capacity
  - because of their small size
- > Financial resources to afford costly services
  - finances, HR, legal, training
- > Know-how
  - Technical resources to attain high quality, etc

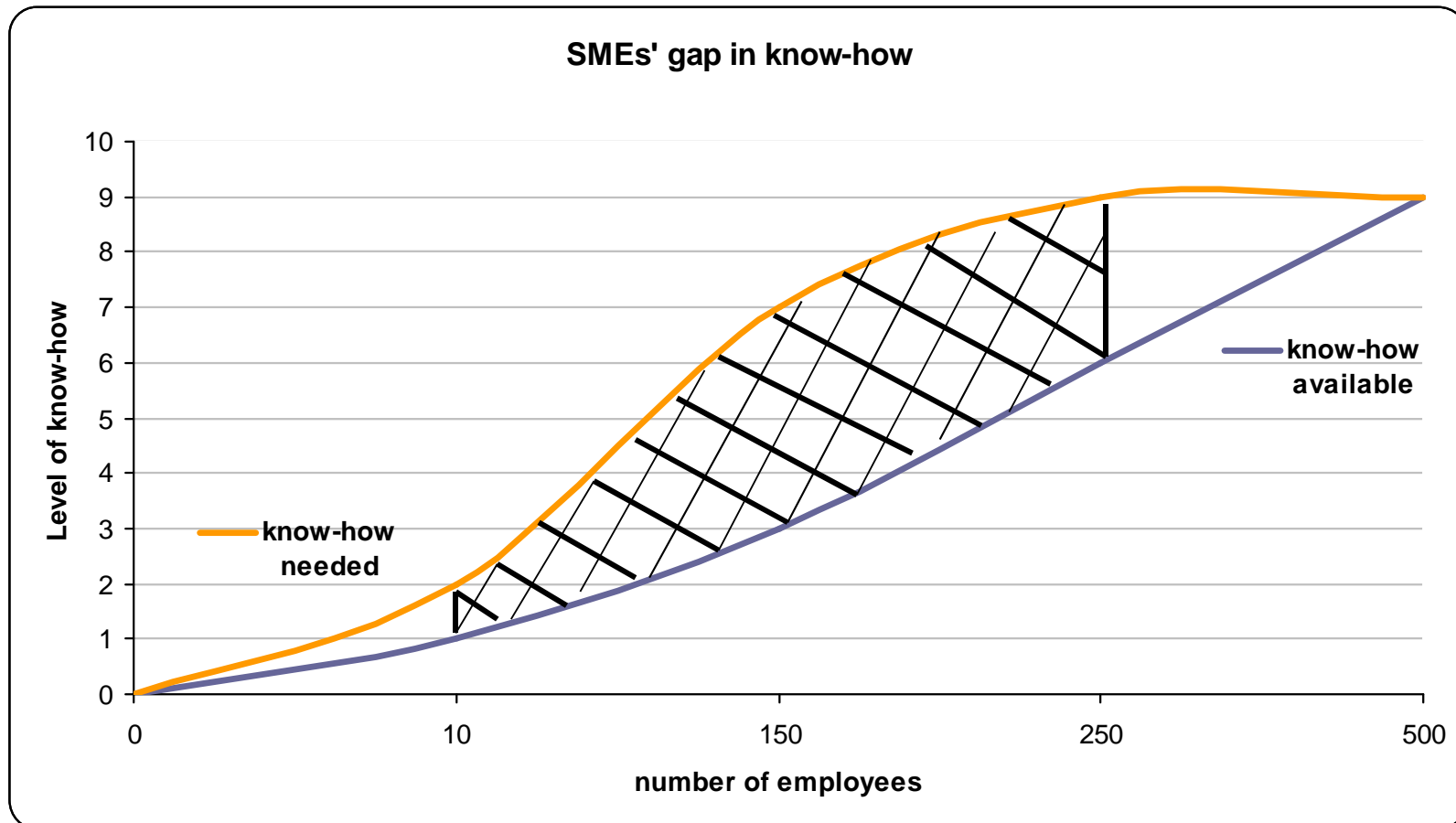


# SMEs' gap in know-how





# PUM aims to fill the know-how gap







# About PUM

- Netherlands based organisation
- advising SMEs to grow their businesses
- in 70 developing countries and emerging markets
- working with senior expert volunteers who have gained 30 years professional experience
- giving advice on the work floor





# Our formula

- Volunteers offer their knowledge
- Local entrepreneurs pay for lodging
- Dutch government pays for the ticket





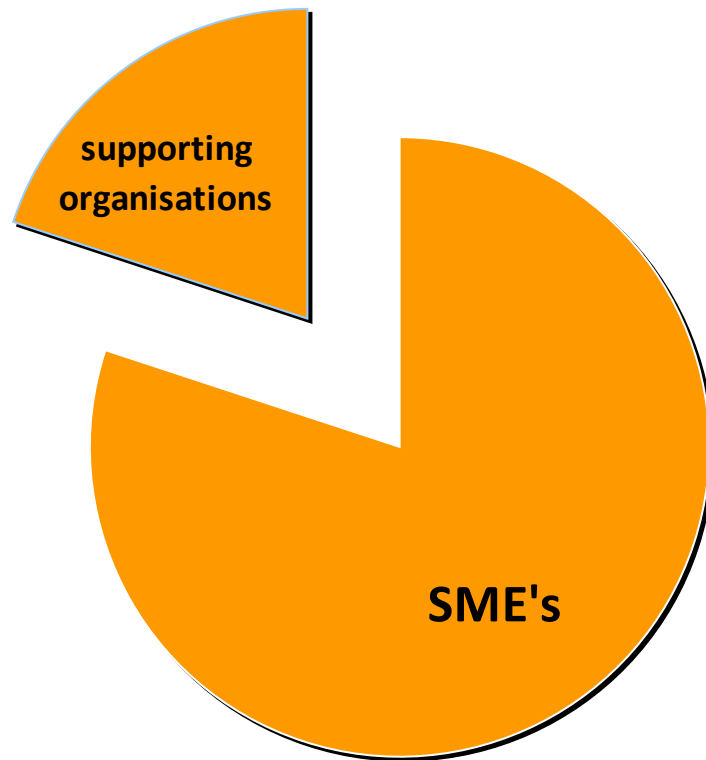
# Our organisation

- > headquartered in The Hague
- > 126 voluntary staff members
  - sector coordinators (matching)
  - country coordinators (acquisition)
- > 50 permanent staff members
- > 265 local representatives
- > 3,220 senior experts





# Our customers



## **80% are SMEs**

- > incapable of paying consultants
- > at least 2 years in business
- > > 50% locally and privately owned

## **20% are organisations that enable the entrepreneurial environment**

- > Chambers of Commerce
- > Business support organisations
- > Vocational education/training
- > Environment, energy, infrastructure
- > Authorities: regulations & facilities regarding the private sector





# Our senior experts

- ✓ over 30 years of professional experience
- ✓ employed, retired, or sold own business
- ✓ entrepreneurs, specialists and/or managers
- ✓ independent, without ulterior motives
- ✓ with a relevant network and a broad vision
- ✓ capacity to improvise
- ✓ speaking at least one foreign language





# Our results

- More profit
- More turnover
- Higher efficiency
- Lower cost price
- Better market position
- HRM issues solved
- Happy customers!





# PUM in Ethiopia

- 4 local representatives
- 2009: 10 experts
- 2010: 18 experts
- 2011: 25 experts
- 2012: 35 experts
- 2013: 43 experts
- 2014: target 60



# Case 1, Ethiopia



## > The client

- Sericulture Production Company
- 528 tons of high quality raw silk annually
- 97 outgrowers: 77 female & 20 men
- Processing Silk: job opportunity for 65 youth: 15 female & 40 male

## > The question

- Take a close look at our business
- & advice us on how to improve and enter the international market





# Case 1, Ethiopia

## The expert

- Willem Albert Meijer
- Manager and business consultant

## The answer

- Design of organisational structure
- Business, sales and marketing strategy
- Discussion and negotiation with government to get more land for the project
- Practical advice and training on issues such as cost benefit analysis, bookkeeping etc.



# In short: the power of PUM

- Filling the know-how gap of SMEs in developing countries and emerging markets
- Sending out Dutch senior volunteers with a wealth of knowledge, experience, network connections and enthusiasm
- to SMEs in 70 countries worldwide
- offering advice in almost every field
- through short, customized projects on the work floor
- with a direct impact on business performance

Thank you for your attention!

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**PUM** Netherlands senior e xperts