



From entrepreneur to entrepreneur

Tailor made business advisory services to SMEs

From food processing to packaging, from business management to trade and from logistics to engineering, PUM's 3,000+ senior expert volunteers share their valuable experience and knowledge with entrepreneurs around the world through hands-on technical advisory missions.

Each year, more than 2,000 entrepreneurs request for the support of a PUM senior expert volunteer, to help them develop sustainable solutions to tackle serious constraints within their supply chain which are preventing their business to grow and thus becoming more robust.

What PUM can offer

We stand out because we provide practical, hands-on expertise from entrepreneur to entrepreneur – both in the pre- and post-investment period. Many of our senior experts are or have been entrepreneurs and know the challenges of running a business. They share their knowledge with the entrepreneur during repeating advisory visits, providing practical recommendations, and supporting the entrepreneur in value adding activities that otherwise would be delayed or rejected due to insufficient financial resources and/or knowledge to implement them. Our approach demonstrates that these advisory missions lead to sustainable changes in a company's performance, and subsequently the entrepreneurs' access to capital (a stronger financial investment profile).

PUM's services include, but are not limited to: product development, human resource management, skills development for workers, management training, export promotion, technology upgrading and application.

How PUM works

PUM acquires its clients through our 250+ local PUM representatives or through our partnership network. Basically, PUM assists SMEs (between 10-250 employees) through short term advisory missions of two weeks. The financial arrangements are simple: PUM funds the international travel costs of the senior expert and the entrepreneur compensates the local expenses. Our policies are strict, the senior expert does not receive any kind of advisory fee. The process to link an entrepreneur with a senior expert takes an average of 5-6 weeks.

Founded in 1978 by the Dutch employer's federation VNO-NCW with funding from the Dutch Ministry of Foreign Affairs, PUM Netherlands senior experts has grown into Europe's largest 'temp agency' for the placement of professional volunteers for small and medium-sized enterprises in developing countries. PUM can call on 3,000+ enthusiastic and committed experts. Whether it's in the sectors of agriculture, engineering, food production, tourism, environment or any other sector, PUM has the right expert in place for the requesting client.

PUM senior expert advisory services:



Experienced professionals to serve entrepreneurs in all sectors. Here some examples of the services provided in 5 highlighted sectors:



Agriculture & horticulture: harvest technology, cultivation and storage of crops, fertilization, and quality control.



Food & beverages production: starch production, food processing, product development, quality control, and packaging.



Business consultancy & trade: financial management, HR, legal expertise, advertising, product design, matchmaking and export.



Financial institutions: due diligence of prospect client, public good monitoring, and support business plan writing of prospect clients.



Energy, water & environment: energy management, water supply and treatment, waste management and recycling, and cleaner production.

For an entrepreneur to meet its external financial targets, it needs to have a sound management and advantageous market position. Since 1978, we have advised almost 40,000 entrepreneurs in 70 countries around the world, in over 70 sectors including the chemical & metal industries, dairy and fisheries sector, logistics, tourism and the timber sector. The five highlighted sectors above provide some detail on the type advisory services offered by PUM. For more information on the countries and sector matrix, please visit www.pum.nl

It is our ambition to promote self-sufficiency, entrepreneurship and job creation through the sustainable development of small and medium-sized enterprises in developing countries and emerging markets.

Why should you partner with PUM Netherlands senior experts?

- Given the fact that SMEs are often overlooked by traditional financial institutions, due to fragile balance sheets or weak governance, there's a critical role for PUM to play in strengthening the business competences of a SME in order for it to become robust and 'de-risk' its profile to financial lenders.
- Our services can support your organization in the selection and the due diligence of a prospect client. Any institutional weaknesses identified, which pose a burden on the risk lending profile, PUM can address it through our advisory services.
- Given our 35+ year track-record on advising SMEs in accelerating the growth of their business, we can support your organization in strengthening the quality of your SME lending portfolio.
- PUM is a cost-efficient service provider that has the knowledge, skill-set and network to provide technical assistance to entrepreneurs.

 **Entrepreneurs for entrepreneurs**

For more information, please contact :
Pedro Eikelenboom, Business Development Manager
E: pedro.eikelenboom@pum.nl
T: +31 (0)70 349 05 06

PUM Netherlands senior experts
P.O. Box 93078
2509 AB The Hague
T: +31 (0)70 349 05 55
F: +31 (0)70 349 05 90