



Since its founding in 1978 by the Dutch employer's federation VNO-NCW and the Dutch Ministry of Foreign Affairs, PUM has grown into Europe's largest 'temp agency' for the placement of professional volunteers for small and medium-sized enterprises in developing countries.

“Economic growth within developing economies is essential to reduce poverty and small and medium sized enterprises play a key role in achieving this”

PUM's mission is to promote self-sufficiency, entrepreneurship and job creation through the sustainable development of small and medium-sized enterprises (SMEs) in developing countries and emerging markets. Hence contributing to the sustainable development goals, specifically on inclusive and sustainable economic growth, productive employment, education and innovation.

A flourishing private sector is the key to sustainable economic development and effective sustainable poverty reduction for developing countries. Especially the role of small and medium sized entrepreneurs is crucial as they contribute to job creation, economic growth and innovation, resulting in tax income, more investments and so forth.

However, the fact is that small and medium-sized enterprises are often overlooked by development actors and financial institutions, because of being either too big or too small for their services. Given this setting, PUM can play a critical role, when expertise is not available locally, in strengthening the business competences of enterprises. By doing so, PUM supports entrepreneurs to become (more) robust and grow sustainably, thus supporting the broader creation of employment and wealth.

APPROACH AND ROLE OF PUM

As a non-profit organization, PUM stands out because it provides practical, hands-on expertise from entrepreneurs to local enterprises. Based on PUM's experience, some of the specific key constraints limiting enterprises to grow include the following:

- Lack of “know-how” resulting in limited product quality, which do not meet international standards.
- Insufficient education and training of entrepreneurs explain the difficulty for isolated and inexperienced businesses to market their products.
- Inexperience in internal business practices, e.g. operations, finance and general management.

Per year on average, more than 1,800 enterprises request for the support of a PUM senior expert volunteer, to advise them to tackle serious constraints within their supply chain by implementing sustainable solutions. To date, with a database of 3,000+ senior voluntary experts, PUM has advised over 40,000 entrepreneurs globally, covering over 70 sectors of industry. A complete overview is available at www.pum.nl/en

A complete overview is available at www.pum.nl/en 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. Our approach demonstrates that PUM advisory missions lead to sustainable changes in a company's performance, and subsequently the entrepreneurs' access to capital (a stronger financial investment profile).

HOW PUM WORKS

PUM acquires its clients through our 250+ local PUM representatives or through our partnership network. PUM works closely with national governments, federations of industries, business membership organizations and civil society organizations which focus on private sector competitiveness.

EFFECTIVENESS OF INTERVENTIONS

A robust monitoring and evaluation system is critical. As part of the monitoring and evaluation (M&E) process, PUM has developed a performance monitoring plan to measure and assess progress in achieving the results identified at the start of each advisory services trajectory. This scientifically sound and state-of-the-art monitoring methodology has been developed in cooperation with the Erasmus University of Rotterdam and the University of Wageningen.

Our key performance indicators focus on the results achieved through our interventions. These indicators vary per sector and/or enterprise, but include the following: (i) average turnover increase SME (ii) Average employment increase SME, (iii) SME implementing sustainable production methods, (iv) % increase of production and income per supplier (e.g. farmer), (v) access to finance (external direct investments), (vii) internal re-investments from profits made by the enterprise.

PARTNER WITH PUM NETHERLANDS SENIOR EXPERTS

With our 35+ year track-record on advising SMEs in accelerating the growth of their business, PUM partners with civil society organizations, foundation as to impact investors and multinationals like Unilever and Ernst & Young. On the public side PUM works closely with national governments (ministries like in Thailand, Kazakhstan) and donors like the Dutch MFA, European Commission, World Bank and so forth. PUM has the agility to contribute within an intervention on private sector development with specific technical knowledge within a sector or theme.

PUM OFFERS THE FOLLOWING SERVICES

ADVISORY MISSIONS

Advisory missions: Short term expert mission of two weeks. PUM finances 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 internal process to match an entrepreneur with a PUM senior expert takes an average of five to six weeks.

COACHING

Coaching: After their visit, the senior experts take on a coaching role and have regular contact to support the entrepreneurs implement the recommendations. Remote coaching as a follow-up tool is becoming increasingly important to ensure sustainable change and impact at enterprise level.

BUSINESS LINKS

Entrepreneurs are introduced to business partners in the Netherlands, where they receive technical work floor training, they get introduced to technical solutions relevant for their business, aiming to establish trade relations.

SCALE/REPLICATION

More and more, PUM sees its role expanding from single client demand driven towards advising entrepreneurs on sector level (e.g. agriculture, tourism, garment) and/or thematic (e.g. women entrepreneurship, waste management) on a national scale.

INNOVATIVE FINANCE

A growing trend globally are the social impact investment funds. These are investors whom target potential growth SMEs in developing countries. There's a critical role for PUM to play in strengthening the business competences of a SME in order to 'de-risk' its profile to financial lenders.



MORE INFORMATION?

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