

PUM Netherlands senior experts

*Representative: Dr. Karel van
der Walt...*

Conference: Creative Tourism in the Karoo

3 april 2010





This is PUM

- Netherlands' largest consultancy agency for senior **volunteers**
- Experts place their **free** knowledge and experience at the disposal of small and medium-sized businesses in developing countries
- Experts with 30 years of professional experience!
- Financed and assisted by the Dutch authorities and employers' organisation VNO/NCW





PUM's mission

- To combat poverty by creating employment opportunities
- Develop private sector globally by means of small and medium-sized enterprise (SME)
- Business links / matchmaking / training with Dutch private sector
- Boost support for corporate social responsibility (CSR) particularly in terms of working conditions and environmentally friendly production



THE POWER OF PUM

- Expertise in virtually every field.
- Senior experts, aged 50-70, all with knowledge, experience and networks.
- Projects: short, targeted, cost- effective – 14-21 days.
- Direct one to one advice and personal contact.
- Aiming to fill the gaps.



Senior Expert profile

- Retired, early retirement, sold own business
- Experienced entrepreneur, specialist, manager
- Familiar with the applicant's type of business and sector
- Is independent and has no ulterior motives
- Provides a tailored product, has capacity to improvise, relevant networking and can adopt broad vision
- Speaks at least one foreign language



BUSINESS LINKS AND FOLLOW-UPS.

- Business links with International/ Netherlands companies for marketing products.
- Matchmaking and training with Dutch Companies if expertise is not available in SA.
- 3 Follow-up missions are allowed - same procedures and conditions.
- If in sound financial condition, costs will be 700 Euro`s to applicant.

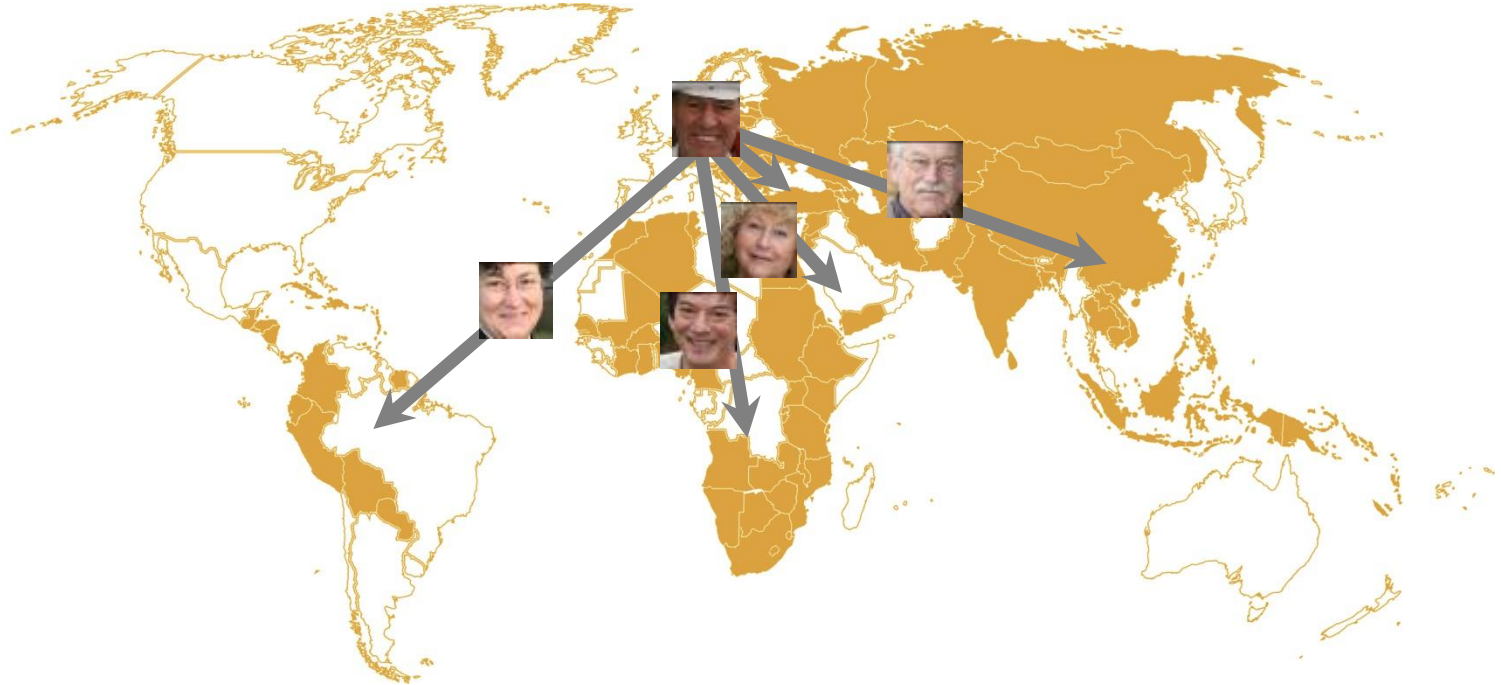


The PUM organisation

- Approx. 4,000 experts
- Some 250 local representatives
- Approx. 125 voluntary staff members
 - Sector coordinators (matching)
 - Country coordinators (acquisition)
- 42 permanent staff members
- Headquarters in The Hague (see photo)
- Highly digitalized infrastructure



How does PUM work?



- Operational in some 70 countries throughout Africa, Latin America, Central Europe, Asia and the Middle East
- Approx. 250 local representatives
- Approx. 2,000 projects and/or businesses receiving consultancy annually, **some 50-60 in South Africa**
- Turnover: 33,000 man/days (deployed experts)



PUM's 'clients'

80% Small and medium-sized enterprise (SME)

criteria:

- Entrepreneur keen to make improvements
- Business incapable of paying commercial consultants
- Company within local SME definition (turnover, balance total, **workforce:10-100**)
- **Business at least 2 years old**
- > 50% locally and privately owned

20% enabling environment

- Business organisations (Chambers of Commerce, sector organisations)
- Vocational education, practical training
- The environment, energy, water, infrastructure, etc.
- Authorities: regulation, facilities with regard to the private sector

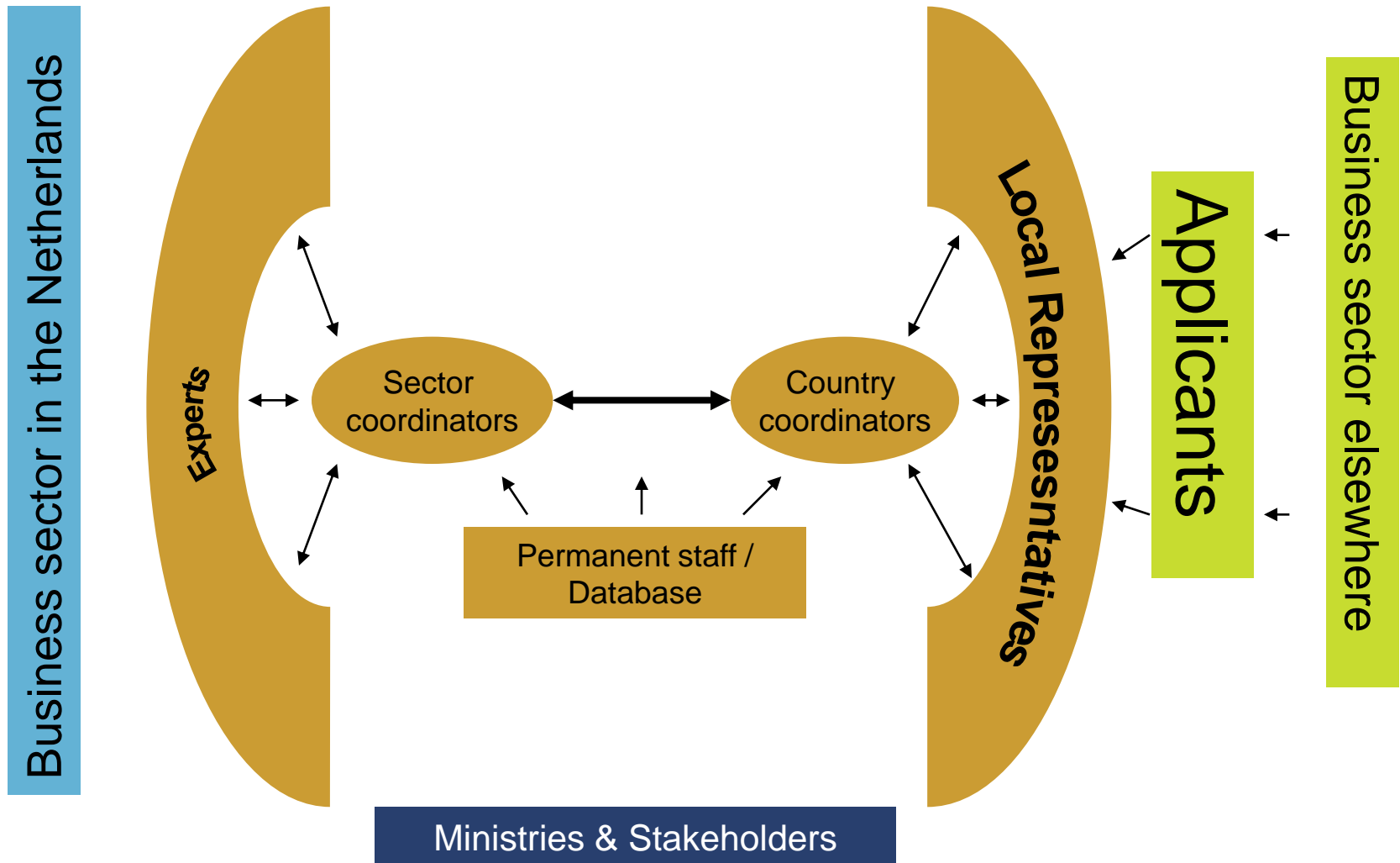


WHAT FURTHER CONDITIONS FOR PARTICIPATION?

- Applicant pay for local costs- food travel and accommodation.
- PUM pays for preparation, travel insurance and personal expenses.
- In case of support from sound institution, risk is minimised and 2 years can be adjusted with special consent.



PUM Network



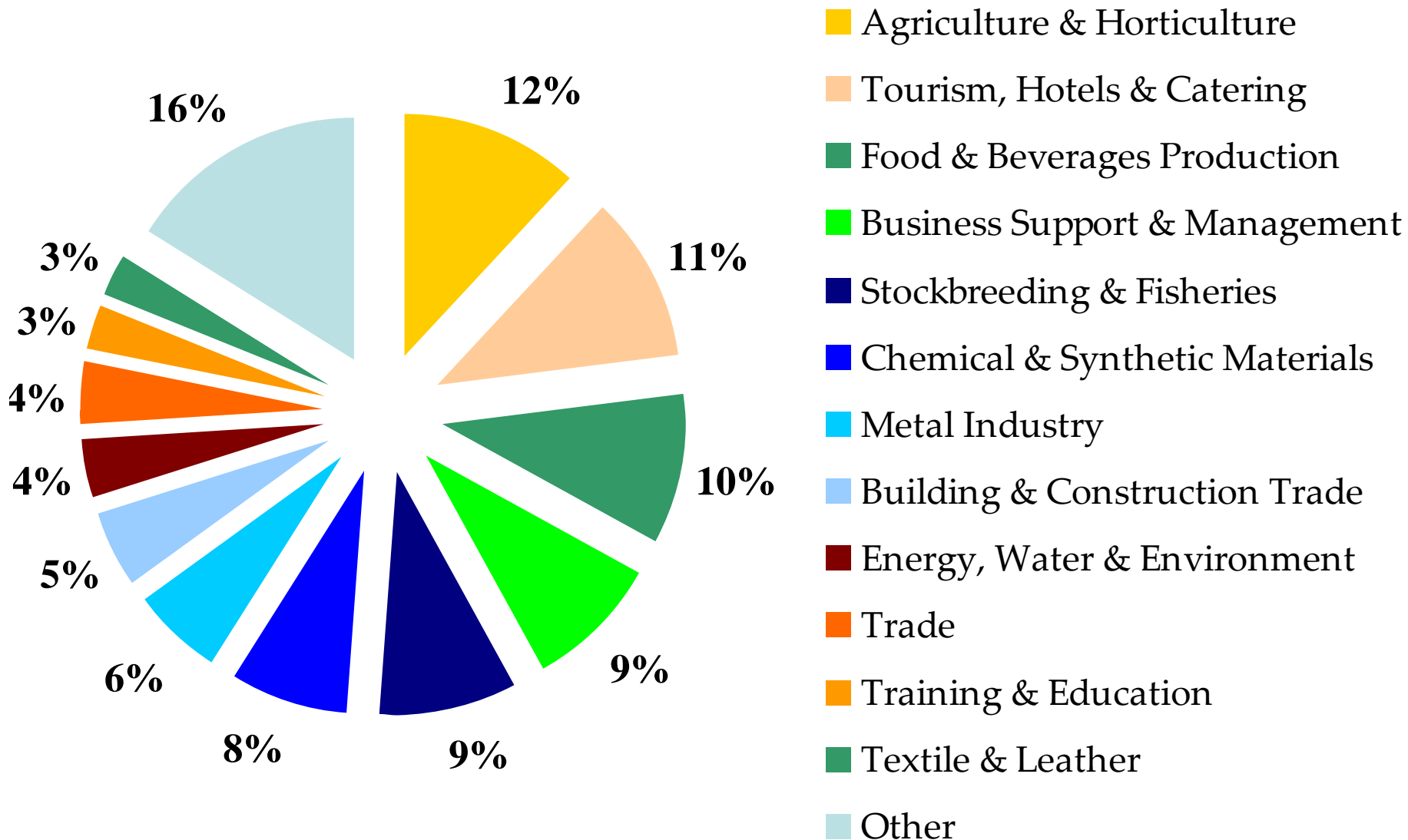


PROCEDURES

- Applicant contact Local Rep and submit electronically application up to part5.
- Local Rep approve or revise and will be notified by PUM of approval.
- CV of expert to applicant for approval.
- Applicant fetch expert at Airport.
- Work with expert and delivers him/her at end of mission to Airport

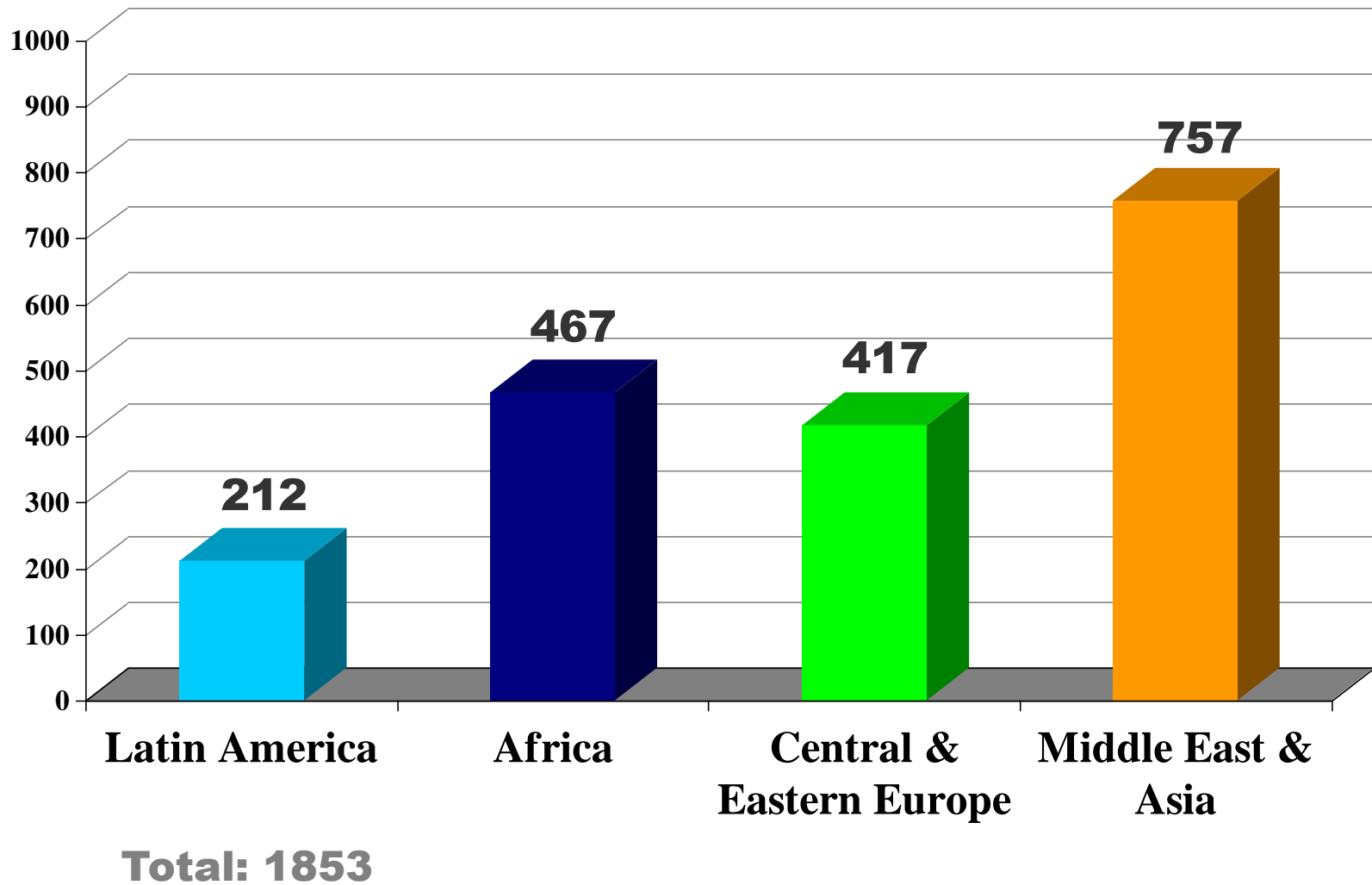


PUM's sectors





Projects per continent (2008)





Case 1, Egypt



The client:

- Port company Ship & Crew
- New company, 100 employees
- Alexandria, Egypt, Africa

The question:

- How can management be improved?





Case 1, Egypt

The expert:

- Steef Bronwasser
- Former Director of Amsterdam Port Authority

The answer:

- Draw up job descriptions
- System of job evaluation
- Greater structure in management meetings (checks, reports)
- Delegation of duties
- Business Links with the Netherlands





Case 2, Ukraine

The client:

- Dairy firm MTK
- Processing farm milk into various dairy products
- Lugansk, Ukraine, Europe

The question:

- How can the quality of the dairy products be improved?
- How can the plant's production capacity be increased?





Case 2, Ukraine

The expert:

- Gert van Jaarsveld
- Production Manager at dairy firm Campina

The answer:

- Improved management of bacteria cultivation
- Purchase of good second-hand equipment through business link
- Improved hygiene and working conditions
- Introduction of new packaging line



CASE 3, SOUTH AFRICA

The client:

- FGF Development Centre
- International Cargo Airport
- Welkom, Free State.

The Question:

- *Defining the concept
- * Locational aspects
- * Airfreight Analysis
- * Technical design aspects



CASE 3, SOUTH AFRICA

The expert

Ton Hens

Airfreight Manager for various airlines

The Answer:

European model for concept and locational aspects

World and South African Freight models

Technical standards and criteria



In short: the power of PUM

- Firmly embedded network organisation of professionals
- Senior experts (50 to 70 yrs old) with a wealth of knowledge, experience, network connections and enthusiasm
- Expertise in almost every field
- On a voluntary basis
- Projects: brief, targeted, cost-effective
- Direct one-to-one consultancy, personal contact



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