

## Our fields of expertise

Our experts share their knowledge in the following areas of expertise:

### FOOD SECURITY

#### Agriculture & Horticulture

Arable Farming & Forestry  
Flowers & Ornamental Plants  
Tropical Products  
Vegetables & Fruits  
Green & Glasshouses

#### Food & Beverages Production

Fruit & Vegetable Processing  
Beverages Production  
Bread, Pastry & Confectionery  
Meat Processing  
Milk Processing & Products

#### Animal Production, Beekeeping & Fisheries

Animal Feed Production  
Dairy & Beef Cattle, Sheep & Goat  
Poultry Farming  
Pig Farming  
Beekeeping  
Fisheries: Aquaculture & Fish Processing

### HEALTH & ENVIRONMENT

#### Health Care

Health Care Services

#### Energy, Water, Waste Environment & CSR

Energy Production/Services  
Water & Waste Water  
Waste Collection & Treatment  
Environmental Matters/CSR

### SERVICES

#### Tourism & Hospitality

Hospitality: Hotels  
Catering, Restaurants & Events  
Tourism & Recreational Services

#### Business Consultancy

Accountancy & Financial Management Support  
HRM Consultancy  
Marketing & Communications Consultancy  
IT Business Consultancy  
Business Support Organisations  
Management Consultancy

#### Vocational Education

Vocational Education services

### INDUSTRY & TRADE

#### Metal Industries

Metal Processing  
Machine Engineering & Construction  
Metal Construction, Maintenance & Repair

#### Building & Construction

Building Development: Architecture, Design & Engineering  
Building Management: Contracting, Execution, Installation  
Building Materials: Supplies & Systems

#### Chemical & Synthetic Materials

Pharmaceutical, Herbal & Cosmetic Products  
Paints, Ink & Lacquer  
Chemical Technology & Fine Materials  
Plastic & Rubber Industries  
Inorganic Materials, Industry Glass & Ceramics

#### Textile & Leather

Textile Industry & Consumer Products  
Leather Industry & Consumer Goods

#### Trade

Wholesale (B2B)  
Retail (B2C)

**PUM**   
Netherlands senior experts



 Entrepreneurs for entrepreneurs

## PUM Netherlands senior experts

**PUM Netherlands senior experts offers knowledge and expertise in 50 sectors of the economy. Our senior experts share their knowledge on a voluntary base with entrepreneurs in more than 30 developing countries and emerging markets worldwide in order to create vibrant businesses, better lives.**

### Some facts

- ❖ 2000 senior experts providing advice on a voluntary basis
- ❖ Expertise in 50 sectors of the economy
- ❖ Carrying out 2000 missions a year
- ❖ Active in more than 30 countries
- ❖ Founded in 1978 by the confederation of Netherlands Industry and Employers and the Dutch Ministry of Foreign Affairs
- ❖ Since 1978 we have been assisting over 40.000 businesses worldwide

### Entrepreneurs for entrepreneurs

Small and medium enterprises are the backbone of the local economy. We offer expertise from entrepreneur to entrepreneur. By doing this, the local economy will improve resulting in vibrant businesses, better lives.

## How can your company benefit?

Your company is small or medium sized. Or you have an organisation supporting SMEs. You cannot afford commercial consultants but you do want to solve your problems and grow your business. PUM can assist.

### The conditions for assistance are

- ❖ You have been in business for > 2 years
- ❖ Your number of staff is between 10 and 250
- ❖ Your company is privately owned
- ❖ Please visit [www.pum.nl/criteria](http://www.pum.nl/criteria) for all criteria



### Costs

You always pay for board, lodging, interpreter costs (if necessary) and local transportation costs of the expert. PUM pays for the airplane ticket of the expert, insurance, visa costs and other expenses. If you request a follow-up mission you may be asked to contribute to a larger share of cost recovery.

### Professional incubators, stronger start-ups

Where the typical PUM customer is the SME that is already in business for some time, with the Incubator Program we help to create new SME's. With our services, we assist to set-up an incubator, to run the incubator and also a project for the individual startups that come out of the incubator is possible. For more information, please visit: [www.pum.nl/incubators](http://www.pum.nl/incubators)

## Our people, our network

We actively maintain a network of more than 150 representatives in 30 countries around the world, connecting directly with entrepreneurs, business support organisations and partners locally.



We work with approximately 2000 senior experts - all volunteers - who share their knowledge on a one-on-one basis. Either through short-term and repetitive advisory missions at the work floor, seminars, through online coaching activities or business link visits to the Netherlands.

### Apply for advice

Please visit our website [pum.nl](http://pum.nl) to find out more and apply for assistance. Contact one of our representatives in your country for guidance on the application process. You can find their details by clicking on the world map on the website.

### Connect with us



## Vibrant businesses, better lives

### HOW CAN WE HELP SHAPE YOUR BUSINESS?

Want to know how a PUM senior expert can help you grow your business?

Apply for advice online or take up contact with your representative for a personal introduction.

[www.pum.nl](http://www.pum.nl)

