

PUM

Netherlands senior experts



Entrepreneurs for entrepreneurs

**Find out how
your business
can benefit
from our
expertise.**

PUM Netherlands senior experts offers knowledge and expertise from 50 sectors of the economy. Our experts have many years of professional experience in their field and share their knowledge on a voluntary base.

2018/11



BUSINESS CONSULTANCY

Business Support Organisations (Chambers/Associations)

The objective of this PUM sector is to strengthen employers' and entrepreneurs' organisations in emerging markets to enhance the enabling environment for entrepreneurs and to promote the membership of entrepreneurs to those organisations. The sector also supports Chambers of Commerce and Export Boards as part of the enabling environment for business.

Assistance includes the creation of good service for members, the set-up of programmes to exchange experiences and contacts between (associations of) entrepreneurs as well as the provision of training courses.

The Chambers of Commerce in the Netherlands have a long tradition. Even before 1800, there were committees representing the common interests of the merchants and manufacturers. This arose from the medieval guilds. Early 19th century, the first Chamber of Commerce was established in Rotterdam. The Confederation of Netherlands Industry and Employers (known as VNO-NCW) is the largest employers' organisation in the Netherlands. VNO-NCW represents the common interests of Dutch business, both at home and abroad and provides a variety of services for its members. Over 160 (branch) associations are members, representing more than 115,000 enterprises. They cover almost all sectors of the economy, including more than 80% of all medium-sized companies in the Netherlands and nearly all of the larger, corporate institutions.

PUM experts from this sector can help you set up - or improve existing - organisations that offer business support in your country. Your request for assistance should be as specific as possible so we can assess what expert is most suited to be matched with your organisation to offer advice and help.

AREAS OF EXPERTISE

MANAGEMENT AND SERVICE DEVELOPMENT OF CHAMBERS OF COMMERCE

A chamber of commerce (or board of trade) is a form of business network, for example, a local organisation of businesses whose goal is to further the interests of businesses. Local businesses are members, and they elect a board of directors or executive council to set policy for the chamber. The board or council then hires a President, CEO or Executive Director, plus staffing appropriate to size, to run the organisation.

MANAGEMENT AND SERVICE DEVELOPMENT OF EMPLOYER ASSOCIATIONS

An employers' organisation or employers' association is an organisation of manufacturers, retailers, or other employers of wage labour. Employers' organisations seek to coordinate and support the efforts of their member companies during negotiations with trade unions or government bodies.

MANAGEMENT AND SERVICE DEVELOPMENT OF SECTOR ASSOCIATIONS

Association or sector association is an organisation founded and funded by businesses that operate in a specific industry. An industry trade association participates in public relations activities such as advertising, education, political donations, lobbying and publishing, but its main focus is collaboration between companies, or standardisation.

MANAGEMENT AND SERVICE DEVELOPMENT OF INCUBATORS

A business incubator is a company that helps new and start-up companies to develop by providing services such as management training or office space. Export boards: independent organisations or sections of a Chamber of Commerce, which make efforts to support companies in export activities through training, collection promotion or service.

CUSTOMER EXAMPLES



BUSINESS PLANNING

A business incubator that aims to promote and support entrepreneurship among young people, asked PUM for a senior expert in marketing and business development to consult start-ups with strategic development and to teach and encourage young people to start their own businesses. The PUM-expert gave lectures at local universities to students and young entrepreneurs on marketing and business planning. He had also consultancy meetings with tenants of the incubator. The PUM expert saw that among a group of young, poor and underprivileged people some were very eager to start a business. He gave them practical pointers how to start a business or to become self-employed.

MERGING ASSOCIATIONS

A well-developed and competent design community was subject to improvement due to the lack of a unified professional body. This lack was felt evident as the community wants to be at par with Western Europe in the field of design and wants to be the hub of creative business services in its region. The design community invited a PUM expert to create a road map for a merge of three independent, financially underfunded and powerless professional associations through identifying the pros and cons of such a merge by holding a series of workshops with important stakeholders and convincing them through a structured process into the idea of "Unity through diversity".

ONE STOP WINDOW FOR EXPORT

A Chamber of Commerce uniting exporters in various business sectors wanted to make the procedures for export easier. It asked a PUM expert to formulate a plan for a one-stop window, a service center where exporters could get all relevant information and advice and where they could do most of the paperwork needed for exporting their goods. The Chamber of Commerce co-operated with the government in achieving this goal. The PUM expert developed a model for the service center and described the job requirements for the future employees, customer and service orientation being the most important one.

EXPORT BOARD

A provincial Export Board wanted to set up a policy for the promotion of products from its area. One of the essential instruments was promotional material containing the profiles of the producers. The PUM expert visited the companies and advised on the communication strategy to be followed taking into account the needs and requirements of European and American importers. The positive reputation of the country in certain business sectors were emphasised to support the efforts of the Export Board and the affiliated exporting companies.

HOW CAN
WE HELP
SHAPE YOUR
BUSINESS?

Want to know how a PUM senior expert can help you specifically? Apply for advice online or take up contact with your PUM representative for a personal introduction.

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