

ENTREPRENEURSHIP

Entrepreneurship is an important condition and stimulator for sustainable development. The business sector provides job opportunities, pushes innovation, and contributes to economic growth. In developing countries and emerging markets entrepreneurship provides people with an opportunity to generate income and escape poverty. Even though the significance of entrepreneurship continues to increase, the potential in these countries remains mostly unused.

As a driving force of sustainable development, entrepreneurship is at the heart of PUM's mission. We focus on entrepreneurs of small- and medium sized enterprises and specifically try to reach young, female and starting entrepreneurs. By sharing our expertise we raise the entrepreneurs' knowledge level as an important condition for better business performance. Through our focus on entrepreneurship we impact positively on the economy, society and the environment.

LEES MEER

THE BRIDGE TO ECONOMIC PROGRESS

On the banks of the Madre de Dios river in the Peruvian jungle, lies Puerto Maldonado. The lives of this sleepy town's some 100,000 inhabitants changed radically six years ago when Peru's longest bridge (723 metres) was inaugurated. The bridge connects the Brazilian and Peruvian ends of Intercoceanic Highway, which runs from the Atlantic to the Pacific coasts.

One of the businesses that has benefited from the economic growth of the town is that of the Pacheco family. Paul: "My father started a slaughterhouse in 2001. At the time, there was fierce competition and circumstances were difficult." However, a few years ago, the government tightened the regulations governing slaughterhouses. As a result, slaughterhouses in this region started closing down one after another. "I began to fear that my father's business would not meet the stricter requirements either and so went online in search of assistance. I was inspired by one of PUM's TedTalks to visit its website," says Paul.

DIFFICULT WORKING CONDITIONS

Soon afterwards, PUM expert Nol Nieuwenhuis travelled to Puerto Maldonado. Nol: "I have seen many slaughterhouses in my life, but I was nevertheless shocked by the situation I found there. According to European standards,



it would not even be called a slaughterhouse. Farmers simply dropped by throughout the day and paid to have their cows and pigs slaughtered. Business averaged around 300 head of livestock a week. Then came a legion of buyers who strolled among the carcasses to select the choice cuts. The hygienic conditions in which slaughter, work and processing took place left much to be desired. Furthermore, the wrong sorts of materials were used, such as wood, which is of course difficult to keep clean. The conditions in which the ten employees had to work were difficult to say the least."

Nol identified various areas for improvement which could be tackled relatively easily and required only small investments. Topics such as cleaning schedules, how to disinfect the room, the replacement of materials, and the repair of broken wall and floor tiles all came up for discussion. Long-term recommendations were also issued, such as the purchase of a plant to treat the slaughterhouse's waste water.

INCREASED EMPLOYMENT

During the years that followed, father and son Pacheco worked hard to implement the recommendations issued by PUM expert Nol Nieuwenhuis. Paul: "We invested in new equipment and stuck faithfully to Nol's cleaning schedule. We erected a glass curtain wall which allows the buyers to select the meat they require without actually entering the slaughterhouse." Paul also proudly explains about the employees' facilities: "We constructed separate changing and shower rooms, as well as building a "comedor" at some distance from the slaughterhouse." Paul Pacheco's wife, Martha, cooks delicious fresh meals for all employees in this canteen each day. The canteen premises are also used to provide training to the current slaughterhouse workforce of 25. Paul: "PUM provided us with absolutely crucial and essential support. We have implemented all the recommendations made during Nol's

'PUM PROVIDED US WITH ABSOLUTELY CRUCIAL AND ESSENTIAL SUPPORT'

visit in 2012, and quite successfully too. Frigorífico Manu is currently the only slaughterhouse left operating in Puerto Maldonado and the surrounding area."

Business is booming. It slaughters around 2,000 cattle and pigs per month for the local and regional markets. Now that the town's accessibility has improved, we have also begun to explore the possibilities of exporting to neighbouring countries. The cowhides are salted, refrigerated and transported to Arequipa, where Paul's sibling, Elmer, runs a tannery.

Paul Pacheco, Manager of Frigorífico Manu: "PUM experts possess a wealth of knowledge and experience and they also have access to a vast network. PUM altered my company's vision meaning that we are the only slaughterhouse still operating in the Puerto Maldonado area."

Nol Nieuwenhuis, PUM expert, had a lengthy career at a meat processing company in which he later also became a 50% stakeholder. Nol has carried out over 50 consultancy assignments for PUM all over the world.

Johan Janssen, PUM expert, previously worked at a poultry slaughterhouse for 16 years and has held a position at one of the Dutch water authorities for the past 16 years. Johan has carried out

2 consultancy assignments for PUM, in Mozambique and Peru.

WASTE WATER PURIFICATION

The remaining point to be addressed was the treatment of the slaughterhouse's waste water. Johan Janssen, an expert in the field of waste water treatment, visited the site last year. Johan: "Now that the slaughter volumes have increased, the way in which the waste water was previously treated using a basin is no longer adequate. The basin simply overflowed, allowing unfiltered waste water to run into the lake." Johan Janssen examined the existing situation, established which regulations were applicable in this field in Peru, and carried out research into both the possibilities of resolving the issue and the equipment required. This ultimately led to the purchase of a first stage water treatment plant (a curved screen) which was partly financed by the Hans Blankert Fund (PUM's fund for small-scale investments). The machinery purchased in the Netherlands was recently shipped – via the Intercoceanic Highway – to the business in Puerto Maldonado.



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