

NEWS

BPN makes its mark in Rwanda

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Times Reporter

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BPN believes in entrepreneurs. Real entrepreneurs do not rely on winning quick and easy money off the back of their clients and employees. Instead, they are enthusiastic members of society who are passionate about what they do. They are people who invest a great deal of time and effort in realising their dreams. They are people who take risks where other people shy away from them. They are people who don't give up when circumstances become difficult. They are people who play a leading role in pushing countries forward.



Alice Nkulikiyinka, Managing Director - BPN Rwanda

BPN helps businesses to sustainably enter new markets, realise growth and increase profit margins, all the while taking into account the well-being of their employees and the wider community in which they prosper. BPN clients are SMEs who have already established themselves as successful businesses and who are now ready for the next step.

When growing from 5 or 10 employees to 50 or 80 employees, entrepreneurs find themselves confronted with a whole new set of challenges. Suddenly, the informal negotiations with clients and employees become inefficient, or the biggest competitor is no longer Mister Damascène from the other side of the road, but a Kenyan business man who is bringing his product onto the Rwandan market. These are hurdles that are not easily overcome, and at this point, many businesses fail or stagnate. This is where BPN steps in. From all over the world, our results show that 80% of businesses who enter our programme at this stage become successful in managing this kind of growth. Additionally, 50% of all BPN clients at least double their number of staff within two years, and 30% grow to be exemplary companies and factories employing 80 or more employees.

How do we do this? We at BPN talk about a 4 pillar system: Pillar 1. In our Business Academy, we provide hands-on trainings by international experts on principles that are crucial in regards to managing a business. Pillar 2. Our experienced staff offer long term Coaching services supporting SMEs to aim to the best results possible.

Pillar 3. We provide Equipment loans under fair conditions making it possible to expand the business.

Pillar 4. We organise businesses into a BPN Network where entrepreneurs exchange experiences, join efforts or challenge common problems.

To make things tangible, let me tell you a typical BPN story. Back in 2001, Dilbara, a young woman in Kyrgystan - a small country in central Asia - had a small business at home with 2 employees making traditional dresses. Then she decided to join the BPN programme and changed her clothing style, mixing traditional elements with more modern designs. It was a success and after 4 years, she owned a factory and a boutique, employing 40 people.

Today Dilbara is running fashion shows in Moscow, London, Paris, and you name it. She now has over 100 employees.

BPN has numerous stories like this to tell from all over the world, involving medical clinics, bakeries, private schools, printing shops, etc. Rwanda's entrepreneurs have joined this trend and have started making their own history. Enjoy reading their testimonies and success stories and visit us our website <http://www.bpn.rw> highlighting the path that BPN has set in Rwanda for your success story.

Alice Nkulikiyinka, Managing Director, BPN Rwanda

"The Government of Rwanda strongly supports private sector development in Rwanda. This is the best achieved by fostering entrepreneurship. Business Professionals Network (BPN)'s 4-Pillar concept creates a paradigm shift in the thinking of entrepreneurs and assists them in operating professionally- to grow and create new jobs. I therefore welcome and support this initiative."

Paul Kagame President of the Republic of Rwanda