

# Innovative Pathways for SME Growth in PNG

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BY DES YANINEN, CEO PACIFUND

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## Our Mission

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*Creating Wealth  
& Changing Lives*

# What I think about

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1. PNG is so rich, yet so poor. Why?
2. How do we increase the income per capita of PNG?
3. How do we create 100,000 new jobs?
4. How do we empower our youth?
5. How can we have new companies listed on the stock exchange?
6. How can we make Papua New Guinea Billionaires?



# Constraints SMEs Face

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1. Access to Finance:
2. Infrastructure Challenges:
3. Law and Order Issues:
4. High Cost of Utilities:
5. Limited Economic Activity in Provinces:
6. Foreign Ownership Dominance:
7. Limited Access to Markets and Market Information:
8. Lack of Downstream Processing:
9. Tax Non-compliance:
10. Weak Educational and Entrepreneurial Support Systems:
11. Exclusion from Financial Services:
12. Regulatory and Policy Gaps:
13. Limited Funding for Economic Development:
14. Cultural and Social Barriers:

# Strategy 1 – SME Capacity Building

90% of SMEs fail in the first 5 years. How do we reduce this failure rate?

## SME incubator

- Lawyers have to work a few years before they get their practicing certificates
- Trades people have to do their apprenticeship before they get certified.
- Create programs that give brand new SMEs the freedom to try and fail. I did this with the YES.

## Mindset shift – don't quit.

- Resilience. Understand economic cycles and how to remain profitable

## Supportive networks

- Mentoring is helpful to keep the motivation going.
- Peers motivate and learn from each other.
- Caveat is stealing customers or ideas.

## SME training

- Opportunity Identification and Business Ideation
- Digital literacy
- Financial literacy
- Soft skills like marketing, book keeping, pricing etc.

## Strategy 2 – SME Financing

### Loan Funding

- Interest rates
- Equity requirement
- Security requirement (land, moveable assets, etc.)
- Insurance requirement
- Exclusion

### Equity Funding

- Capital Markets Act

### Angel Investment and Venture Capital

- Create this ecosystem

## Strategy 3 – Buy from SME



Government procurement as the  
biggest customer



Reward big businesses that  
promote local content

## Strategy 4 – District Economic Hubs

- Producer/Consumer SMEs meet.
- Maprik is the model. Central Sepik. Coffee, Cocoa, Vanilla, Tumeric, Alluvial Gold.
- Create a secondary town in every province. In East New Britain they called it Satellite Towns so if there was another volcanic eruption, the province wouldn't come to a standstill.

# Our Approach

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We address the following constraints:

1. Formalizing the informal sector
2. Access to finance through our partnerships
3. Entrepreneurial training
4. Provision of access to markets and market opportunities
5. Remove cultural and social barriers



# BizLaunch

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- Our BizLaunch program has helped over 100 entrepreneurs establish and launch their businesses.
- They now make over K1 million a month
- Created 500+ jobs.
- Many are buying first homes



# BizKids

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- Our BizKids program is proudly PNG's first entrepreneurship for children. Almost 100 children have passed through the program, including children of MPs.
- Our 1 week program has the following categories:
  - Top Female Entrepreneur
  - Top Male Entrepreneur
  - Highest Revenue
  - Highest Profit
  - Highest Employment



# Disadvantaged Women and youth

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- Every year over 1,000 disadvantaged women and youth pass through our financial capacity building programs.
- This is a not for profit venture.
- We do outreach all over Port Moresby.
- We run programs all over Port Moresby, Central Province and based on requests, other provinces.



# Employment Creation

- For the last 5 years, we run an internship program for recent graduates.
- With the lack of experience, they cannot get jobs.
- We take them on, train them and help in their career development.
- Our cadets are now employed with organizations like BSP, Deloitte, Theodist, PwC, Kina Bank, Huawei and many more.
- This year we recruited the best IT graduates from Unitech, UPNG, DWU, PAU, DBTI and overseas. They were deployed with the DICT to help the development of the new eGovernment Portal, Digital ID and Digital Wallet.



# Employment Creation for School Leavers

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- We advocate that owning and running a business is a viable alternative to employment after Grade 12.
- With less than 10% of all school leavers being able to get jobs.
- We present at career expos and encourage school leavers to seriously consider establishing a business.





## PACIFUND SME & FINANCIAL LITERACY FOR YOUTH WORKSHOP

### Target Audiences

- School leavers
- Youth groups
- Youth associations
- School clubs etc..

**FEE  
FREE OF  
CHARGE**



PACIFUND OFFICE, Garden City Boroko, Level 1,  
Port Moresby



For registrations call or whatsapp:

**73799000**



**Proudly supported by:**  
The National Youth Development  
Corporation

# Employee Financial Wellness

- It's not how much you make, it's how much able to keep.
- We work with employers to provide training on budgeting, savings, investments and more.
- We also provide pre-retirement programs. The challenge here is that many lose their entire pension in less than 6 months.



# Real Estate Investment Training

- Launched our new Real Estate Investor's program in 2025.
- Many only own a single home and cannot unlock ways to grow beyond that.
- There are many mistakes many make that inhibit them.
- Tisa bank has come on board and supported this.
- First 15 graduates have completed the program. We are now actively looking for ways to grow their portfolio.
- The goal for many of them is to own at least 5 properties and make K30,000 a month in rental income.



# Contact Us

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