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Indigenous entrepreneurs play a key role in the economic development of Pacific Island countries, but can face challenges balancing their business needs with local cultural norms and expectations. Donor-funded business mentoring can create positive development outcomes, however mentors need to have a good understanding of local contexts, otherwise their advice may conflict with local cultural practices. Gisela Purcell's research found that only 17% of entrepreneurs she interviewed in Samoa felt that their NZ mentors understood the cultural context. This lack of understanding was problematic as many cultural practices add to the resilience of local people, and therefore should not be undermined.

Economic development in the Pacific is a key strategic focus for the New Zealand Aid Programme. The PBMP, established 2010 and funded by the New Zealand Aid Programme, aims to support local entrepreneurs and build sustainable economic development in Pacific Island countries. It is important to explore how society and culture influence and impact on business, and whether donor-funded mentoring is an effective tool for development assistance in Pacific Island countries.

It is recommended that the PBMP be evaluated from a broad understanding of the central role local cultural and social context plays in the mentoring process. This includes ensuring mentors are aware of the challenges as well as abilities of local entrepreneurs and adapt their advice accordingly; provide interpreters if requested by mentees;