

HOST ENTREPRENEUR SUCCESS STORY: The “organic” digital platform: “WorldWild”

New Entrepreneur:

Petridi Eleni (Greece)

Company Name: WorldWild

Sector of activity: Organic/Bio/Eco products and services

Local contact point (IO): ACADEMY OF ENTREPRENEURSHIP

Host Entrepreneur:

Tsingelis Georgios (Germany)

Company Name: HOOK GEORGE, www.hookgeorge.com (32 years of experience)

Sector of activity: Clothing, footwear, leather and textile, luggage articles and accessories

Local contact point (IO): Italienische Handelskammer für Deutschland e.V.

Period of the exchange: 15/11/2020 - 08/03/2021

Duration of the exchange: 4 months

Eleni Petridi is a passionate and motivated young entrepreneur who is willing to develop her own Start-up called “WorldWild”. Her business is focused on creating an online store of organic and sustainable garments to promote fair wear and sustainable fashion, by creating unique handmade models at affordable prices. Eleni wants her dream to become true: that is why she decided to take part in the “Erasmus for Young Entrepreneurs” program with the will to gain as much knowledge as possible.

Georgios Tsingelis, on the other hand, is the founder and CEO of “HOOK GEORGE”, an original Brand of watches sold worldwide and particularly online. Georgios decided to participate in the “Erasmus for Young Entrepreneurs” program to offer his time and expertise to young entrepreneurs. He said: *“we will be happy to exchange knowledge with people from all over the world”*.

The cooperation between both parties led the New Entrepreneur to a better understanding on running a business. In particular, she was able to research organic branding worldwide and learned how to manage social media platforms by using them efficiently, crucial factor for her future business platform. The Host Entrepreneur, on the other hand, could take advantage of new and innovative ideas as well as from Eleni’s research on new market opportunities. After the cooperation he states: *“I have gained a better understanding of online platforms and online marketing opportunities and I have improved the business website in order to be more attractive for customers.”*

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

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