

# network

enterprise europe

## success stories

### Clean sweep for Serbian detergents on Greek market



Going international can be a daunting task for a small company with limited resources, especially when its business could depend on it. DEPAL CEO Dimitris Palaiologou had contacted his local Network office at the Federation of Industries of Northern Greece (F.I.N.G.) in order to obtain support in taking steps to broaden its business reach and expand its clientele.

Mr Palaiologou explains: "Our company has a lot of experience of trading on the Greek market, but it's not always easy to approach new suppliers abroad, and even more difficult to reach out to new international clients. We needed the support and know-how of the Enterprise Europe Network to help us establish contact with a company we'd found in Serbia, but also eventually to help us take our products beyond our borders."

The F.I.N.G. Network staff took up the challenge and provided step-by-step guidance and assistance, helping the Greek client to establish contact and correspond with the Serbian company, and maintaining close contact with him at every stage in order to ensure that his short-term business plan was executed successfully. Following the signing of a commercial agreement with the Serbian supplier (both for raw materials and finished products), the F.I.N.G. Network staff continued to provide support to the client in order to assist in his long-term internationalisation plan.

The Greek company was more than satisfied with the initial benefits it reaped from this business venture – it was able to hire one full-time employee in the production unit (for the preparation of various new compounds from the raw materials purchased), and to increase its product range for sale on the Greek market. But more importantly, it was also able to take the first steps towards penetrating untapped markets by selling its additional products to new clients abroad, in particular in Cyprus.

"We are proud to say that the services we provide can really make the difference for some of our clients," F.I.N.G. Information Officer Monika Nagy comments.

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