

### **Greek eco-friendly fashion finds digital way into Dutch market**



Combining fair-trade, eco-friendly fabrics, with prints based on original ecological paintings produced by a Dutch artist, and clothing designs inspired by the breathtaking and versatile natural environment of the Greek islands, was the culmination of a self-taught Greek entrepreneur's dream: stylish and timeless womenswear, with an ethical label, made locally in Greece. But Athena Bentila, Founder and Owner of MUMU ORGANIC, was not satisfied. She wanted to see her fresh approach to organic fashion items travel beyond the Greek borders. She hunted on the internet and came across the Enterprise Europe Network site of the Federation

of Industries of Northern Greece (FING). While browsing what was on offer, (including foreign profiles selected from the Network database and published by FING), the description of a Dutch company caught her eye. So Mrs. Bentila asked FING Information Officer, Monika Nagy, for her help in initiating contact.



Ms. Nagy immediately e-mailed the corresponding Network centre in The Netherlands, and contact details and company information were exchanged. The 2 clients started discussions and quickly agreed to work together. But their plans for collaboration had to be put on hold until the Dutch company's (MODAWRLD) specialised online marketplace was finalised and activated. This process took over a year, but as soon as the digital trading platform was up and running, Mrs. Bentila's products were among the first to be displayed.

Mrs. Bentila told FING staff: "With the dedicated assistance of the Enterprise Europe Network, I have found an exciting way to expand my business into an interesting new market and to promote my unique products."

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