

network

enterprise europe

success stories

Caring for hair: Greek hair-care brands for Turkish market



KYANA HELLAS S.A. is the culmination of the hard work and vision of six entrepreneurs who combined their strengths in order to create this dynamic cosmetics company. The company's Exports Consultant, Thomas Vassaras, heard about the Enterprise Europe Network from a colleague, who had been a client of the Network for several years, and encouraged Thomas to visit his local Network office at the Federation of Industries of Northern Greece (FING) in order to learn more about the internationalisation support services offered.

After conducting a face-to-face session with the client, and providing detailed follow-up, a portfolio of services was agreed on, including InfoWatch alerts about brokerage events and information about the organisation of company missions, which was of particular interest to the company. Within the next few weeks the FING staff corresponded with their counterparts in Istanbul and a series of company visits was set up, as part of a company mission that was organised by FING, in collaboration with the Istanbul Chamber of Industry. A particularly fruitful meeting was conducted between KYANA HELLAS and the Turkish company BILENLER KOZMETIK, which rapidly led to the conclusion of a business agreement.

It was a welcome surprise for Thomas to find that so much information and specialised support was available so close to his office. He explains: "The whole organization was excellent, from both sides, especially considering the relatively limited time available. This business contact will certainly be a valuable one in order to achieve our targets."

As a result, the Greek company was able to gain access to a new market in the Black Sea Region in order to present its branded products to new clientele, as well as being able to develop close collaboration with an experienced Turkish company in order to explore further possibilities for development on the local market.

"It's very satisfying to be able to assist enterprises to reach beyond their borders," explains FING Information Officer Monika Nagy.

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