

Small Greek goat farm with big aspirations aims for German market

A small family-owned business, AMALTHIA FARM, located in a mountainous area in the north of Greece, specialises in producing high-quality cheese and butter made exclusively from goat's milk. The company's Founder and Owner, Dimitris Minopoulos, wasn't afraid about thinking big, but thinking specific too. He was sure about the freshness, quality and uniqueness of his product, but he was also well aware of the constraints of ensuring that his product got from farm to consumer well within the 10-day lead delivery time. He knew that there are well-run transportation channels between northern Greece and southern Germany, so he set his sights on finding a way into the local market there. He contacted the Enterprise Europe Network office at the Federation of Industries of Northern Greece (FING) and asked for their support in putting his plan into action.

Mr. Minopoulos said that: "For a small company identifying partners abroad is a major task. This is why having an Enterprise Europe Network office within the Federation of Industries in Thessaloniki is a great help. It would have been very difficult for me to identify the right brokerage event to go to. The EEN office did that for me and supported me in the preparation phase and in the identification of the right company to meet with. This was an invaluable assistance. The EEN office also identified a funding opportunity for me to cover my travelling expenses through the TRADEIT project."



As a result of the funding support and tailor-made assistance provided by FING staff, Mr. Minopoulos took part in the ANUGA FoodTec Brokerage Event in Cologne, and had very constructive meetings with 5 German companies. One of his meetings was with an experienced business consultant, Thomas Drick, who agreed to identify potential trade intermediary service providers in Munich, and initiate contact with the most promising partner in order to commercialise the Greek products in the specifically-targeted region of Germany.

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