

PANAGIOTA VLACHOU



I hold a bachelor degree in Italian and Spanish Philology from the University of Athens and I have worked at the private sector mainly as an Italian teacher. I always wanted to do something related to nature and the agricultural sector and in 2006 I started attending seminars regarding snail farming at the International Institute of snail farming in Italy. Since 2007 I am responsible for the snail farmers and snail farming activities of Fereikos-Helix, of which I am the co-owner.

Fereikos-Helix has been founded in 2007 and its headquarters are located in Corinth-Greece. The main activities of the company are focused on providing high level know-how and expertise in full biological cycle snail breeding.

Fereikos-Helix offers the following services:

Evaluates investment projects in snail farming ensuring the sustainability of the farms, guarantees contractual purchase of the crop and offers all the relevant infrastructural materials for snail farming .

Provides expertise and monitoring of snail farms with regular audits.

Organizes workshops, seminars, internships – volunteering activities in order to enhance awareness.

Snail farming is a promising agricultural activity with a high potential of growth, since there is an increasing demand worldwide for snail based products either as comestible product as well as raw material for the pharmaceutical and cosmetics industrial segments. In addition, snail farming is an innovative and alternative activity in Greece providing a significant opportunity for employment and business development in local economies.

Fereikos-Helix throughout a comprehensive marketing strategy has been recognized as the leader in snail farming in Greece by the Greek ministries of Foreign Affairs and Rural Development and Food. In 2009 obtained the golden award of the fastest developing company by the International Institute of snail farming. In addition, Fereikos-Helix has been hosted in several national and international media in order to communicate on the benefits of snail farming as well as present a success story of female entrepreneurship.

As a young company owned by two young women the main difficulty is to dissipate doubts about delivering the expected results. This is particularly important in the field of agricultural activities dominated by males.

Three most useful qualities as a female entrepreneur : decisiveness, hard working and leadership skills.