

EU ambassador for female entrepreneurship



Elisabeth Maria Werter

1. Profile of company

Salonica International Consultancy is a private company that was founded in 2006. It operates in Greece to help Greek companies to grow their business with a holistic view. Also foreign companies who would like to start in Greece are well served.

Elisabeth is an International Business Advisor, as well as an International Mentor and Coach. (As a Dutch citizen) she has been working more than 20 years in Greece as an entrepreneur and general manager, in an international environment. Starting as an entrepreneur in the tourism sector and car rental and leasing business, she evolved naturally into the consultancy world. She is accredited by the Institute for Independent Business. Besides her advising on how to grow your business successfully and mentoring Top Leaders, CEO's and business owners to be more effective managers, she is an expert in public speaking and sales.

As an EU ambassador for Female entrepreneurship she is very active in developing female led enterprises in the 3rd and 4th sector with her non for profit organisation Femmes.

2. Work as a woman in a men's world

All my life I've been working in a men's world. I feel very comfortable in their way of thinking. As a matter of fact it is a lot of times an advantage to be a woman. Most clients feel more at ease, trust a woman sooner and are more inclined to reveal their business problems.

3. Problems you meet

As a person I'm very practically orientated. Every problem has its solution. Now in my 50ties there are no problems at all. When I did business on a Greek Island, in my 30ties, yes local banks would ask for my husband and do no new business with me. Also at that time I was raising children. It was more difficult to find a balance between private life and business life.

4. Goals

My business goals are to grow my company. Every new client is a challenge. Because each client expects something else from me. This is what excites me in my work. Also the combination of working internationally and national is

were I feel the most comfortable. My private goals are to be able of life time learning. In my internatinal network I've got plenty of oppurtunities to do so.

5. My succes

My succes is what I advice to anybody who wants to be an entreproneur. First of all be very clear of what you want. That have passion for your goals. See very problem as a challenge. Have good trusted advisors around you, who are interested in your well being and succes. Be open for critics and learn from your mistakes.