



Andrea Wesselenyi Nagy
Sielök Bt.

Sector	Tourism, advertising
Region	Budapest, Hungary
Nomination as an Ambassador	<p>I received my Business Administration degree in 1987 from the College of Trade, Catering and Tourism. My goal was always to find employment in tourism.</p> <p>After I gave birth to my two children, I realized that I could never work again as an employee. It was during this time in 1996 that I came across an article about the internet. I immediately realized that this was my new means of gainful employment. I found a writing contest in a magazine and I submitted an article about my introduction to the internet. The editor in chief liked my article and asked me to continue to write for them.</p> <p>I believe that as women, we are more open to learning new things and I immediately saw the possibilities. Having learned new tricks daily, I was able to improve the visual and functionality of my own little website.</p> <p>The next step was to acquire domain names for topics that were of interest to me. I continued to develop my skills and shared my plans with my brother, who lucky for me, is a program developer. He wrote a program that gave my formerly static pages a more dynamic look. I was so pleased that from then on, content development became easier and much faster. Judging from the feedbacks I received, it appeared that of the sites sielok.hu had the most potential. Now we have over 500 clients, both domestic and international and it is very satisfying that advertisers are now seeking us out as we have grown to be a major player in the field of skiing.</p> <p>The most rewarding feeling in one's life is to know that you have created something from nothing and that something took on a life of its own. I feel that a family and a business are very similar in this way and I find a great deal of joy in both.</p>

About the company	Síelők Bt. is the company under which the Hungarian Ski Portal (www.sielok.hu) operates. It is a market leader in its category, the largest and most popular website dedicated to winter sports in Hungary. The website contains updated, useful information for those interested in skiing and other winter sports as well as giving visitors an opportunity to contact others with similar interest. The site is entirely supported by advertisers. Currently we have over 500 sponsors both domestic and international.
Year of business launch	2000
Number of staff	4
Further information	sielok@sielok.hu www.sielok.hu