
	<h1>Liliana Agheorghicesei</h1>  <h2>LIDANA Company SUCEAVA</h2>
Field of Activity	<i>Office supplies, stationery, printing works, touristic services</i>
Region	<i>North-East, Suceava district, Romania</i>
Ambassador assignment	<p><i>I started my business in 1994 while researching the market opportunities. I oriented myself towards a field that offered me the chance to refine my management skills and a means of promotion. The acquired experience enabled me to combine my communication skills and my fervent desire to learn thus making my job as a sales person an important part of my life. I gradually developed a successful business that has brought me huge satisfactions and accomplishments. The present economic situation that is under continuous change has largely contributed to my involvement in the local and national Romanian Business Women's Group. In 2007 I helped setting the foundation of the Business Women's Group of the district of Suceava. I am also a co-founder of the National Romanian Business Women's Group as part of the Medium and Small Businesses Group. All my previous business accomplishments set the path for my taking on the ambassador assignment for the Romanian Business Women, a unique opportunity for me to enable women to take on new projects and business ideas as well as helping them be aware of their self-worth.</i></p>
About the business	<p><i>Lidana Company was founded in 1994 as the first Lidana office supply store. The business has grown over the years so that several other stores in the districts of Suceava and Botosani came into being as well as a few in Ukraine. The sales activity is focused on office supplies, stationery, books, and printed labels. The Lidana Printing House which was founded in 2000 offers high quality services in the printing field. In 2004 the company took on another challenge: the Lidana Tourist Hostel in Vama village, in the district of Suceava. It is a 4 star tourist hostel that offers ideal opportunities for relaxation. At present, the company is part of a new project that refers to the foundation of the largest digital printing centre in the district of Suceava.</i></p>
Involvement and Recognition	<p><i>My professional experience as well as my involvement in the management of the local and national Romanian Business Women's Group helped me become aware of the fact that women need encouragement, support and recognition of their abilities. They need to trust themselves so that they are able to take up new challenges in spite of inevitable failures that may come in their way. An important part of my activity targets the guidance of the Romanian women, especially of the young ones, in order to be able to start their own business in the present-day Romanian economic and social fields.</i></p>
Extra information	<p><i>I truly believe that supporting the potential and capabilities of the Romanian business women through adequate strategies will enable a quick eradication of the economic crisis. I am truly convinced that the encouragement to start their own business will help the Romanian women discover and develop their own path, a fresh perspective on life and their own self.</i></p>