

Budapest, 10 October 2019

Get to Know and Develop Yourself! - Our entrepreneurial decisions reflect our individuality

The Union of Hungarian Women Association (UHW) organised a workshop on 10 October 2019 at the headquarters of the Association in the framework of the CORD project supported by the Interreg V-A Slovakia-Hungary Cooperation Programme. The event featured a brand new business development service in the field of mentoring. The workshop also provided opportunities for networking.

The Union of Hungarian Women Association organised its latest workshop entitled 'Innovative Business Development Services for Women Entrepreneurs' at the headquarters of the Association in Budapest on October 10, 2019.

The event featured a special business mentoring service to help entrepreneurs, highlighting the key benefits and areas of application of the service. Dr. János Pócz, Senior Consultant at 3B System Hungary Kft., spoke about the special business development activities launched by the company. They provide a complex solution primarily for the Hungarian business community. The basic purpose of business mentoring is to implement specific company development through the advancement of a top decision maker, a business manager or a business owner. In every case, business mentoring is tailored to the personality of the prime decision maker. The developers of the method have realized that even the most serious entrepreneurial decisions are based on our original, genetic personality which remains 95% unchanged throughout our lives. Therefore, private mentoring is provided throughout the service and serves the entrepreneur's individual, business and personal development. The workshop also offered participants a networking opportunity.

The Slovak-Hungarian CORD project promotes the Slovak-Hungarian cross-border business of start-ups, potential entrepreneurs and SMEs. CORD Ambassadors are representatives of the most successful Hungarian and Slovak companies who pass on good practices and experiences to entrepreneurs, especially women entrepreneurs, in the border regions of the two countries.

Media contact:

Margit Batthyány-Schmidt, President, Union of Hungarian Women Association

mobile: 06-30-951-8100

e-mail: info@mnunio.hu

address: 1016 Budapest, Tigris u. 3.

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