



María Miró Arias, entrepreneur

“ I am an olive-oil producing entrepreneur. A fourth-generation agricultural entrepreneur. I run the ecological olive grove of my family and we produce our own extra virgin olive oil (aove) under the brand name 1948 Oleum. The project Export Food Sudoe was our first contact with internationalization. I was excellent to go hand in hand with expert consultants. We gained knowledge: now we have a methodology to enter the international markets. However, we had some challenges. We are a young enterprise, with no training in international trade. We had to decide for a concrete market and start from zero. On the other hand, we firmly believe in synergies, it is our work philosophy. Relying on allies in different countries really helps the process and saves time, financial and human resources. It was a great experience that does not finish with the project. Bridges and contacts remain for the future.

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