

Success Story EYE

New entrepreneur

Tobias Zuber

Germany

25 years

Cosmetics and Pharmacy

Host entrepreneur

Giovanni De Tommasi

Italy

Cosmetics and Pharmacy

PDT Cosmetici (<https://www.pdtcosmetici.it/en/>)

Details of exchange

20.01.2025- 15.07.2025

6 months

Cosmetics and Pharmacy (Export/ Marketing/ Ecommerce)

Brief introduction of the NE and HE (max. 1000 characters)

Tobias Zuber is a motivated aspiring businessman with a strong interest in the cosmetics and wellness industry, eager to gain hands-on experience in international brand development, marketing, and product distribution. The Host Giovanni De Tommasi is the founder of PDT Cosmetics, a well-established pet and skincare cosmetics brand based in Italy, with years of expertise in product formulation, regulatory compliance, and global sales strategy. Together, they collaborated through the EYE program to exchange knowledge, support professional growth, and explore new opportunities for business development.

Activities undertaken (max. 1000 characters) *

During the exchange, Tobias was actively involved in a wide range of business areas, including social media content creation, campaign planning, and market research. He supported the preparation for Cosmoprof Bologna, helped structure product presentations, and reached out to potential distributors in Germany, Austria, and South America to promote the Physio Natura line. Tobias also explored e-commerce and logistics processes, analyzed sales data, and contributed to refining marketing strategies based on consumer feedback. Through hands-on tasks and mentoring sessions, he gained valuable insights into brand development, customer engagement, and international sales.

Benefits achieved (max. 1000 characters) *

The exchange provided mutual benefits for both the NE and the HE. Tobias gained practical experience in international marketing, sales strategy, content creation, and product

distribution, while also deepening his understanding of the cosmetics industry and regulatory standards. He developed key skills in communication, networking, and business planning. For the Giovanni, the NE brought fresh perspectives, supported international outreach efforts, and contributed valuable input during the preparation for major events like Cosmoprof Bologna. The collaboration strengthened cross-border connections and opened up new possibilities for future partnerships.

Results achieved thanks to the exchange *

The exchange led to tangible outcomes for both parties. Tobias developed a clearer entrepreneurial vision, improved his marketing and sales skills, and built confidence in navigating international business environments. His contributions helped identify new distribution opportunities in Europe and South America and supported the brand's visibility at Cosmoprof Bologna. PDT Cosmetici, the exchange provided fresh ideas, valuable assistance in strategic planning, and an extended network of potential business contacts. Overall, the program fostered knowledge-sharing, cross-border collaboration, and long-term professional growth.

Quote from NE (max. 300 characters)

This exchange was a truly enriching experience. I not only gained practical skills and industry knowledge but also grew personally and professionally. Being part of an international business environment helped me understand what it takes to build strong brand relationships and I'm especially grateful for the support and openness of the PDT Cosmetics team.

Quote from HE (max. 300 characters)

Welcoming Tobias into our company was a rewarding experience. His motivation, fresh perspective, and willingness to learn brought great energy to our team. It was inspiring to see his grow throughout the exchange, and I believe collaborations like this are essential for building a strong, connected business community across Europe.

