

Success story

Petmora - HerbsAreMyWorld

Relationship number: RLT246390

Period of Exchange: From 01.03.2025 – to 31.07.2025

Brief introduction (max. 1000 characters):

The participants in this Erasmus exchange were **Norbert Romfeld**, a new entrepreneur from Italy, founder of the innovative pet-care startup **Petmora**, and a longstanding, experienced herbal products business (**Herbs Are My World**) based in Cyprus. Norbert discovered the Erasmus for Young Entrepreneurs (EYE) program through recommendations from his professional network and entrepreneurial community, recognizing it as a perfect opportunity to expand his expertise in herbal product development, innovation, and market strategy. Both participants decided to collaborate with the expectation that the new entrepreneur would gain practical knowledge in herbal remedies and product marketing, while the host would benefit from fresh insights and digital innovation skills, ultimately strengthening their mutual market positions.



Activities undertaken (max. 1000 characters):

During the exchange, Norbert and the host entrepreneur closely collaborated on comprehensive market research, identifying key product opportunities for pet health. They conducted extensive laboratory trials, developed formulations, and finalized visual branding. Together, they designed and implemented a robust marketing strategy, integrating both digital and offline channels. Norbert actively contributed fresh ideas and digital innovation techniques, enhancing the host's online presence and analytics capabilities. This collaborative relationship was characterized by open communication, mutual trust, and complementary expertise.

Benefits achieved (max. 1000 characters):

The exchange enabled Norbert to deepen his knowledge in product development, herbal remedies, and integrated marketing strategies, significantly enhancing his entrepreneurial skillset. The host benefited from Norbert's innovative approaches, improving digital tools and processes, thus modernizing their operations. Strong professional bonds and

New Entrepreneur:

Name & surname: Norbert Romfeld

Country: Italy

Age: 39

Status: Would-be entrepreneur/Start-up

Sector: Petcare

Name of business: Petmora

Website: www.petmora.com

Host Entrepreneur:

Name & surname: George Ellinas

Country: Cyprus

Age: 56

Experience (years): 35

Sector: Plant biology

Name of business:

HerbsAreMyWorld

Website: <https://herbsaremyworld.com>

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valuable networks were formed, paving the way for ongoing collaboration. Future cooperation includes commercializing successfully tested pet products through Norbert's startup, Petmora, in Italy and other European markets.

Quotation regarding the experience:

NE (max. 300 characters): *"This exchange has accelerated my entrepreneurial skills and opened exciting pathways for Petmora's future."* **Norbert Romfeld, New Entrepreneur**

HE (max. 300 characters): *"Norbert's fresh perspective and innovative ideas significantly enriched our business strategy—truly rewarding!"* **George Ellinas, Host Entrepreneur**

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu