

**New entrepreneur:** Katherine Leung – UK

**Host entrepreneur:** Anna Martynenko - Germany

*3 months in Germany*



Katherine was interested in starting a performing art / agent for artist business which her host Anna had experienced in developing in Germany.

Katherine was looking to learn how to run the business from the starting to the marketing and development in the long term. Anna was interested in learning more about the UK market and developing contacts there for her business.

With her host experience she learnt how to use social media platforms as well as film clips of her dancing shows to use for her website.

Katherine has been very positive about the experience feeling more confident about her business idea and developing various tools and contacts to grow her activities.

