



What were/are the values that you had always on your side and never strained?

David: The team ahead of any person. Perseverance, tenacity and a healthy point of madness. Our customers trust us and that gives us wings. We are with them. We make a team. We are normal people and hardworking. We don't just make smoke. We build long-term future. We enjoy what we do and that makes us happy. Illusion. Illusion. Illusion. We have a strategic plan: "We like to do things right." Herb Kelleher..

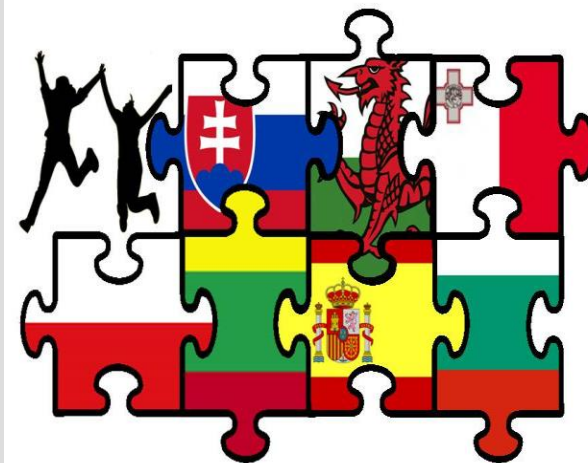
José Antonio: Working hard, doing a lot of street work and continually visiting customers to understand their needs immediately. Our goal with clients is to help them and give them immediate solutions. Crucial for our activity is constant innovation. .

Who are we?

- Profesionalna Gimnazia po Ikonomika "Dr. Ivan Bogorov"
BULGARIA
- VSI Elektrenu Profesinio Mokymo Centras
LITHUANIA
- MECB Ltd.
MALTA
- Krakowskie Centrum Zarzadzania I Administracji Sp. Z o.o.
PALAND
- Stredná Odborná Skola Handlová
SLOVAKIA
- Coleg Cambria
WALES
- Ayuntamiento de Piélagos
SPAIN



**AYUNTAMIENTO
DE PIELAGOS**



Synergy for Entrepreneurship

**Entrepreneurship
promotion**

*LEONARDO DA VINCI
Project*

Descripción de los emprendedores



David Manzanares (Grupo Interés)

Business Description

Interés Turístico

(www.interesturistico.com) began its journey in 2006 as a creative agency specializing in all types of services that directly or indirectly have to do with the tourism sector in Cantabria .

El Grupo **DiolEco** is a company run by expert personnel in various areas relating to the business environment. Our company seeks to provide an integral value to companies from the environmental perspective and sustainability .

How did you start?

David: "After a time as an entrepreneur, after meeting many people who, like me, took the step of "leap into the unknown.", I think I can conclude that after this brief experience, there are two types of entrepreneurs: Those born so and others who, by circumstances, choose this "kind of life." I think I am of the first type. My life is surrounded by entrepreneurial experiences "

José Antonio: "It was the right time to start a business venture. I was eager to launch a innovative business model totally different what may exist in the market. Had in mind a series of ideas that match with long-haul sectors such as the advertising, environmental, sports and training. All this combined with my experience in each of these areas and to have different people for each of the sections, led me to undertake in this area."

«Nothing is easy at the beginning! Starting a business is an accelerated Masters full of new experiences».

Roadmap

David: "Our roadmap primarily sought a clear differentiation in our market: marketing and advertising in Cantabria. We could not start as an "ordinary" company. We had to differentiate ourselves from minute one. The first differentiation was fit our company in one sector: specialization. We should associate our brand to innovation. With this premise we launched our Turitarjetas. "

José Antonio: "Currently we are assuming that, for a long term consolidation, it is necessary to do many small jobs, especially in the advertising section. We are trying to get a wide range of clients by working hard the offer, doing much "door to door" work to, in the mid time, have a stable demand"



José Antonio Herrero (Grupo DiolEco)

Situations must be avoid

David: "Some classical like not to build a project based on a grant. Do not forget that to survive you have to sell. In the office, in the headquarters, ideas are generated with many rapidly. The tricky part is bringing them closer to the customer. It can make a mistake that we have experienced in our company. An innovative idea that will die without seeing the light because another idea has eclipsed its release. This is a waste of energy that you should not allow."

José Antonio: "You must avoid to think that what you do and in the way you do, will work for life. I have met many entrepreneurs with good ideas that weren't able to adapt their ideas to the changes in the market and failed"