

Tolworth Girls' School
and Centre for Continuing Education



Rijks

Regionale
Scholengemeenschap
Bergen op Zoom



BERTHA
Europäisches
Gymnasium
**VON
SUTTNER**



“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something.”

– Steve Jobs

Erasmus+ Conference Day Skilled European Entrepreneurs

Europäisches Gymnasium Bertha-von-Suttner

Mirco Wiegert

Mirco Wiegert and Lorenz Hampl, two former students from Hamburg, founded the German enterprise *Fritz-Kola* in 2003. The original idea behind the product was to create a cola drink that tastes different from the products of Coca-Cola or Pepsi, being less sweet with more caffeine. Focussing on the distribution through restaurants, cafés, bars and clubs, the brand became popular among the target group of young individualists and party-goers.

By 2010, the company's revenue was €2.7 million. The internationalization of its products is an on-going process. Today Fritz-Kola is available in Germany, Poland, The Netherlands, Austria, Switzerland, Spain, Belgium and in one restaurant in the UK.

The corporate objectives of Fritz-Kola GmbH are not to become a market leader in the segment of soft drinks, but to provide a considerable alternative to the big players like Coca-Cola and Pepsi.

Alexander Tirpitz

Alexander Tirpitz is the CEO (Chief Executive Officer) of the *German Center for Market Entry Berlin*. He is an expert for internationalization and advises foreign companies to enter the German market. In addition, he is a university lecturer for business economics at HWR (*Hochschule für Wirtschaft und Recht* in Berlin). Alexander Tirpitz studied business economics and Chinese studies at *Freie Universität* in Berlin. Before he founded the *German Center for Market Entry* he had worked as project manager at the *German Institute* for small and medium-sized businesses.

Ansgar Petters

Ansgar Petters, a former student of the *European Gymnasium Berthavon-Suttner*, is the founder of *Eventtation Veranstaltungstechnik*. It is a young business from Berlin-Friedenau. Ansgar and his business partner Melanie Thomas are a committed team who have used their knowledge about event management to found a business.

12 January 2015 Conference Day- Programme

Success Stories

09.00 Mirco Wiegert (Founder of *Fritz Cola*)

10.00 Alexander Tirpitz (CEO, *German Center for Market Entry*)

11.00 Cookie break

11.30 Ansgar Petters (Founder of *Eventtation*)

12.30 Lunch break

Success Stories & Innovative Ideas

13.30 Success Stories - Videos

14.30 Developing innovative ideas

16.00 Logo competition