

## Karina von Baer

Oleotop



“ I saw an opportunity to lead high-growth entrepreneurship outside of Chile's capital city by tapping into the burgeoning salmon industry. ”

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Industrials
<b>EMPLOYEES</b>	150
<b>YEAR SELECTED</b>	2006
<b>WEBSITE</b>	<a href="http://www.oleotop.cl">www.oleotop.cl</a>

### COMPANY SNAPSHOT

Karina comes from a traditional farming family in southern Chile. But her company is far from traditional. Created in 2004, Oleotop is the first rapeseed (salmon feed) processing plant in southern Chile and a rare example of high-growth entrepreneurship outside of the capital city of Santiago. With Chile's salmon industry currently at #2 in the world — and continuing to grow at over 10% a year — the future for Oleotop is bright. It is also a rare example of high-growth entrepreneurship outside of Santiago; the plant, located in one of Chile's poorest regions, has stimulated a revival of the area's depressed agricultural sector. Having been recently selected as one of the 100 Future Leaders of Chile by *El Mercurio* magazine, Karina is an inspiring role model who is truly making a difference.

### ENDEAVOR AND OLEOTOP

In addition to local mentorship on business concept and strategies, Karina has benefited from an Entrepreneur Summit and Immersion Tour.

She remains highly engaged in the Endeavor network, and has spoken at several universities.