

New Entrepreneur (NE)

Name & surname: Salvatore Stigliano

Country: Italy

Age: 24

Status: *Would-be entrepreneur/Start-up*

Sector: Euro-projecting

Host Entrepreneur (HE)

Name & surname: Juan Carlos

Álvarez Cortés

Country: Spain

Age: 40

Experience (years): 25

Sector: Labour law and social security

Name of business: AMEIS

Details of the exchange

Period of Exchange: 1 Oct 2016 – 28 Feb 2017

Duration of Exchange: 5 months

Brief introduction:

These 5 months of international collaboration were a great opportunity for the Young Entrepreneur Salvatore Stigliano to learn advanced business strategies and increase his professional skills, and for the Host Entrepreneur to have a deeper focus on the European market and to discover new ways of managing his business. NE followed the Juan Carlos Álvarez Cortés's (HE) lead to learn how to successfully manage projects and customer relationships; and he had the chance to participate in several events both in business and university context and contributed with partner organizations to manage local events. NE also proposed new ideas to help the HE to expand his customer's relationships and contacts network. HE, together with NE, developed new strategies to reach international partners and achieve a wider and broader business network, through social media and new European marketing channels.

Activities undertaken:

The HE main activity was to offer support to the NE in writing and implementing several local and international projects, solving issues related to soft skills topics such as leadership, team work, information management, decision making and ICTs.

The NE developed business related practical activities, social aspects and work on various issues, especially on management, marketing, administrative and education.

Other activities were related to results achieved: several meetings were held to discuss strategies and techniques to use in the future. Social media strategies and digital tools use were investigated and allowed a wider access to international networks and a better way to communicate with international partners. Other activities were related with customer relations and networks: the HE could participate in local events and understand how to implement concrete strategies to strengthen AMEIS contacts net and create new links with international partners.



Benefits achieved:

NE followed the HE's lead to learn how to successfully manage projects and customer relationships; and he had the chance to participate in several events both in business and university context and contributed with partner organizations to manage local events. NE also proposed new ideas to help the HE to expand his customer's relationships and contacts network.

HE, together with NE, developed new strategies to reach international partners and achieve a wider and broader business network, through social media and new European marketing channels. AMEIS achieved a higher level in the use of social media and digital tools, widened its contact network and discovered new business opportunities abroad. NE feels now more experienced and more willing to start a new Entrepreneurial career, with a stronger background.

Quotation regarding the experience:

NE: "The Erasmus for Young Entrepreneurs Program was an amazing chance for me to see in a practical way something that I knew only in a theoretical framework. It was great to be led in daily activities by my HE, I collected much information and many new experiences. This was also for me a great opportunity to understand better the local (Spanish) market and how international connections and networks work. I think it was an amazing experience and I totally recommend it to anyone who has the purpose of creating and managing a business"

HE: "The Erasmus for Young Entrepreneurs was a good way to discover new information about European projects and programs. The HE was a skilled professional that gave several hints and suggestions about how to widen my network and organize my business using social media and digital tools. I think this is a wonderful program and can be a good way to exchange resources and grow an international (European) business"

For further information about the exchange:

- NIO, Centro Studi "Cultura Sviluppo", cscs@cscs.it
- HIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu