

Relationship number: RLT235917

Period of Exchange: From 13.November– to 8.April (5 months)

Brief introduction (max. 1000 characters):

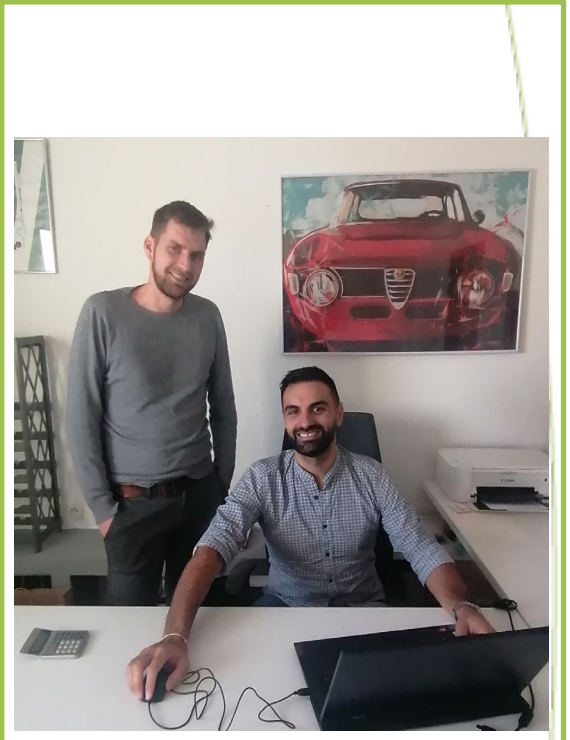
Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits...

Programme participant Luciano (NE) discovered the European Youth Exchange (EYE) through the recommendation of a friend who had completed the programme.

Motivated by his friend's positive experience and his desire to gain new knowledge in online marketing, educational events and language courses, he decided to participate as well and take up the challenge. In Slovakia, Luciano learned how to manage business processes and challenges related to entrepreneurship.

Matus (HE) is an entrepreneur in social and cultural events, community events and gastronomy.

Their objectives were to gain expertise in marketing, understand administrative procedures, improve language skills and work with clients. They also wanted to contribute to joint projects, analyze market trends and explore online marketing. Their joint activities focused on generating ideas, analyzing the market and networking to improve business skills. Luciano and Matus also collaborated for future international collaboration.



Activities undertaken (max. 1000 characters):

Examples, description of the relationship between the two entrepreneurs...

Luciano and Matus have collaborated on various projects focusing on business and cultural exchange. Together they organised events such as workshops, conferences and community activities. Luciano contributed his knowledge in online marketing, language courses and online platforms that he encountered during his studies and working years. Matus highlighted the pragmatic functioning and management of his company and introduced Luciano to his business partners and suppliers, who presented different forms of collaboration. Their mutual cooperation allowed for a synergistic approach to solving problems and achieving common goals.

Benefits achieved (max. 1000 characters):

Future prospects of cooperation, skills developed, contacts made...

The collaboration between Luciano and Matus has opened the door to future cooperation and business opportunities. They gained new skills in marketing, business management and communication with clients. The contacts they made with each other will allow them to expand their business networks and find new opportunities. This collaboration has strengthened their ability to solve problems effectively and achieve common goals. In addition to potential collaboration, they are jointly considering setting up exchanges and visits between their countries through European Union grants.

New Entrepreneur:

Name & surname: Luciano Giannini

Country: Taranto ITALY

Age: 35

Status: Would-be entrepreneur

Sector: events, learning program

Name of business: no

Website: no

Host Entrepreneur:

Name & surname: Matus Marsalko

Country: Košice, Slovakia

Age: 33

Experience (years): 5

Sector: Gastronomy & Events

Name of business: Rail & Staff s.r.o.

Website:

https://www.instagram.com/cervenybreh_morskachata/

Quotation regarding the experience:

NE (max. 300 characters): “Luciano Giannini” **New Entrepreneur**
“Luciano took the opportunity in Slovakia to gain new knowledge in online marketing and events, to develop his local business skills and culture of local work. At the same time, he made an international friendship and business partner, so he can think about his next activities with new experiences.”

HE (max. 300 characters): “Matus marsalko” **Host Entrepreneur**
“Matúš had the opportunity to learn more about customs and work in Italy, at the same time he deepened and intensified his contacts in Italy, which he constantly strives for during his business, since he himself was on this program in Italy.”

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu