

Relationship number: RLT 248014**Period of Exchange:** From 01/03/2025 – to 30/06/2025 (4 months)

Brief introduction

Giuseppe Barratta is a digital marketing and communication professional. He joined the “Erasmus for Young Entrepreneurs” programme to strengthen his skills in EU project design and dissemination. He discovered the programme through professional contacts and identified Tommaso Busini, a cultural entrepreneur based in Bucharest, as the ideal host. His goal was to grow internationally, test a new business idea, and build partnerships in the VET sector.

Activities undertaken

During the exchange, Giuseppe developed a communication strategy for the “WeConnect Europe” platform, conducted a market analysis focused on Romania, engaged local stakeholders, and participated in various events. He co-organized an Erasmus+ workshop, contributed to a VET project proposal, and created digital materials. His work was carried out both remotely and on-site. Tommaso provided mentoring, access to his network, and valuable feedback that supported Giuseppe’s professional growth.

Benefits achieved

Giuseppe enhanced his project management and dissemination skills, built an international network, and validated an innovative business idea. Together with Tommaso, he laid the groundwork for future cooperation and designed a training project in the VET sector. This experience strengthened his motivation to develop “WeConnect Europe” as a bridge between businesses and training providers.

New Entrepreneur:

Name & surname:

Giuseppe Barratta

Country: Martina Franca (Italy)**Age:** -- 29**Status:** *Would-be entrepreneur/Start-up***Sector:** -- Education**Name of business:** --**Website:**--

Host Entrepreneur:

Name & surname: --

Busini Tommaso

Country: -- Bucharest, Romania**Age:** -- 45**Experience (years):** -- 20**Sector:** -- Cultural cooperation, Internationalization and EU projects**Name of business:** --

SC IPAZIA PRODUCTION SRL

Website:--www.ipazia-production.com

Quotation regarding the experience:

NE (max. 300 characters):

“Giuseppe Barratta

A real hands-on experience that helped Giuseppe grow, exchange ideas, and shape his project with a European perspective.

HE (max. 300 characters):

“Tommaso Busini

This experience has proven to be extremely valuable, not only in supporting the entrepreneurial growth of our guest, but also in enriching our own practices. The collaboration introduced fresh, innovative approaches that enhanced our internal workflows, communication strategies, and project design.”

For further information about the exchange:

- NIO Unisco

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

www.erasmus-entrepreneurs.eu