

## Erasmus for Young Entrepreneurs

### New Entrepreneur:

Ms. Nikolina Vojinovic (Serbia)

Company Name: she is planning to start her own business

Sector of activity: Advertising, promotion, printing, media and related products and services

### Host Entrepreneur:

Mr. Alexander Milicevic (Germany)

Company Name: GS EXPERTS BUSINESS CONSULTING GERMANY / [www.gsebc.eu/en](http://www.gsebc.eu/en) (20 years of experience)

Sector of activity: Financial and insurance services

**Period of Exchange:** from 15.08.2019 to 15.11.2019

**Duration of Exchange:** 3 months

*“The NE created various informative content for the social media channels. She made a significant contribution to the expansion of the corporate network.”*



After her Bachelor in Communication and her MSC in International Business and Management, the young Nikolina Vojinovic had the desire to get involved in a big and important project as the Erasmus for Young Entrepreneurs. She wanted to take the chance to improve her knowledge in the business field, increase her language skills and learn as much as possible, with the aim to build her own company “from the very starting point till the end”.

Alexander Milicevic is an entrepreneur with more than 20 years of experience. Thanks to his volunteering activities with young people, he knows the effectiveness of an exchange of ideas and practices with an open-minded future entrepreneur. He was looking for a young collaborator able to support him and his company in Marketing strategies, Project development and especially in the Social Media campaigns. After the subscription to the Erasmus for Young Entrepreneurs, he found in Nikolina the perfect partner from who he could learn new trends and different ways of facing problems.

During this experience, Ms. Vojinovic followed all the activities of the company together with the rest of the team of Mr. Milicevic’s company. She was quickly integrated into the creation and realization of projects finalizing her

daily tasks strictly oriented to the corporate philosophy. Nikolina had the chance to work on the implementation of projects in an international environment with particular emphasis on marketing activities and researches.

She deepened her knowledge on a practical basis how to build relationships with partners and clients and strengthened their negotiation, communication and language skills.

Mr. Milicevic involved Ms. Vojinovic in the marketing activities since the beginning of their relationship. He let her participate in various business meetings, in order to represent his company and to establish contacts with customers. Nikolina also worked intensively on the development of a marketing strategy with a focus on social media and her focus was on creating content for social media channels such as Facebook and LinkedIn.

As consequence of collaborating with a Host Entrepreneur like Alexander, the New Entrepreneur contributed a lot to the company achieving information about German business culture and the German market itself. She learned and understood the importance of intercultural cooperation.

Mr. Milicevic admits that Nikolina contributed significantly to the development of the digital marketing strategy and he is very happy that she could support his company in Social Media campaigns. Nikolina also worked on translating and preparing the presentation and catalog for the business purposes that were important to business development.

Alexander and Nikolina built a respectful business relationship and have mutually benefited from knowledge and experience.

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

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