

Erasmus for Young Entrepreneurs

New Entrepreneur:

Ms. Silvia Zarantonello (Italy)

Company Name: Zaz Handmade / <https://www.instagram.com/zaz.handmade/?hl=it>

Sector of activity: Clothing, footwear, leather and textile, luggage articles and accessories

Host Entrepreneur:

Mr. Huy Thong Tran May (Germany)

Company Name: Oukan / www.oukan.de (8 years of experience)

Sector of activity: Clothing, footwear, leather and textile, luggage articles and accessories

Period of the exchange: 01/10/2018 - 24/01/2019

Duration of the exchange: 4 months



“With our NE we gained a helpful hand and an extending impact for projects and for our installations in store. By every sharing with each other experiences, we improved the knowledge of interaction and communication on an international base. Knowledge in promotion and marketing activities of the brand as well as knowledge of methods of interaction and communication with the client through media, social networking and in person”.

Since she strongly believes in the interactions between citizens of European Union thinking that it is a *“great possibility of reciprocal enrichment and a healthy sense of belonging”*, Ms Silvia Zarantonello decided to participate at the Erasmus for Young Entrepreneurs program. The objective is to deepen her fashion industry's knowledge, being steadily updated for what concerns fashion trends, new designs and local fashion markets.

Her counterpart is Mr. Huy Thong Tran May, owner of OUKAN for 8 years. He was looking for a NE characterized by open-mindedness, team working and organization ability and strong attitude towards creation; therefore he joined the Erasmus for young entrepreneurs program, because *“Oukan is always looking for new people full of passion for art and fashion further with a strong curiosity for new experience”*.

In the end, the experience was considered successful by both parts. On the one hand, the NE took advantage of the know-how, responsibilities and advice given by the HE, who also gave her as many activities as possible inside the company. On the other hand, the HE could profit from knowledge about new markets and methods from the NE.

Moreover, they are also willing to keep on collaborating, perhaps also in form of joint participation in events.

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.](http://www.itkam.org)

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