



# Erasmus for Young Entrepreneurs



An initiative of the  
European Union



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND



**Are you thinking of starting your own business, or have you recently done so?**

**Are you already running a successful business and would like to expand it to new markets, or get fresh ideas?**

**Erasmus for Young Entrepreneurs could be for you!**

# THE PROGRAM



# Erasmus for Young Entrepreneurs

The EU initiated the program in 2009 to stimulate entrepreneurship and encourage cross-border trade in Europe.

## 1 – 6 months

## MAIN ACTORS

### New Entrepreneur (NE):

Is firmly planning to start a business



Has recently started his/her own business (**less than 3 years**)

Is a permanent resident in one of the Participating Countries

The NE gets a monthly financial support, proportional to the cost of living in the target Country.

### Host Entrepreneur (HE):

Has been running a company as an entrepreneur (not employee) for **more than 3 years**;



Is the owner-manager of a small or medium enterprise (SME)

Is a permanent resident in one of the Participating Countries

Participation free of charge

**Facilitator: Intermediary Organization (IO)**



## Intermediary Organization

Entities engaged in business support operating at a national level, appointed by the European Commission.

### The role of ITKAM – Italian Chamber of Commerce for Germany



- **Selection** of the New Entrepreneurs and the Experienced Host Entrepreneurs;
- **Matchmaking** between NEs and HEs;
- **Support** to NEs and HEs, to ensure an excellent cooperation;
- **On-going evaluation** of the program;
- **Distribution** of the European funds to the NEs.



# BENEFITS



### New Entrepreneurs (NE)

- Get practical experience & advice from an experienced entrepreneur
- Make international contacts
- Get knowledge about other markets
- Discover potential providers, clients and co-venture opportunities



### Host Entrepreneurs (HE)

- Get access to new skills and innovative knowledge
- Collaborate with a fresh mind that can provide new ideas
- Gain knowledge and intelligence about other markets
- Get an opportunity to start a new business partnership with an entrepreneur from another country

# PARTICIPATION

## Step by step:

1. Application [www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)

Select **IO581 Italienische Handelskammer für Deutschland e. V. (ITKAM)** as Intermediary Organisation

2. Assessment of the applications by the IO (ITKAM)

3. Matching of NE-HE

4. Contracting and preparation

5. The NE receives a lump sum amount from the IO to cover the travel and accomodation costs

6. Stay abroad



# Erasmus for Young Entrepreneurs

Intermediary Organisations' Con IT Tool login

Über das Programm Ihre lokale Kontaktstelle Häufig gestellte Fragen (FAQ) Jetzt bewerben!

Welcome

In order to access the "Erasmus for young entrepreneurs application", please login (you will be redirected to the European Commission authentication service).

If you want to register as a New/Host entrepreneur, please register.

Login Register as an entrepreneur

\* Please select an IO from the drop down list, or push the button "Select an IO" to select it from google maps

The chosen IO will act as a guide and contact throughout the programme.

The list and the geomap will show all IOs in your country. Non-available IOs will be shown in grey and cannot be selected. This may happen because either they have no further budget available, or because your period of exchange goes beyond their activity period.

Please note that IOs from other countries will show if there is no available IO in your own country.

If you receive an error "Intermediary Organization not found", please verify that your address and country are correctly selected in the second tab.

Please note that you need to have pop-ups enabled to open the geomap.

IO581 Italienische Handelskammer für Deutschland e. V. (ITKAM) ▼

No IO selected. Select an IO from the map

# Success Stories – German HEs



**NE: Luis from Spain**

**HE: Daniel from Germany**

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

*“The NE implemented a SEO strategy that was never carried before. He gave SEO guidance to our content and blog team as well as to the IT department.” - Daniel*

NE’s objectives:

- Develop a greater understanding on how to work in a multicultural and multilingual environment
- Adding value to his services by understanding the potential of digital and e-commerce

HE’s objectives:

- Receiving planning and support for his SEO strategy and improvements
- Receiving support for the development of his business in the Spanish market



After the exchange:

The HE has adapted its offer to a new SEO strategy and is extending his business activities in Spain

The NE increased his knowledge in the promotion of its services and has developed his own business in the European market.

Working together, they established a fruitful long-term relationship, based on a combined strategy to keep approaching the international markets.



**NE: Silvia from Italy**

**HE: Huy from Germany**

**Sector: Clothing, footwear, leather and textile, luggage articles and accessories**

*“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.” - Huy*

NE’s objectives:

- Deepen her fashion industry's knowledge
- Being steadily updated for what concerns fashion trends
- new designs and local fashion markets.

HE’s objectives:

- Exchange and share knowledge and ideas
- Improving the knowledge of interaction and communication on an international base, through media and in person.

After the exchange:

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.



**NE: Jonas from Germany**

**HE: Domenico from Italy**

**Sector: IT, office and communication equipment, services and supplies**

*"I got insight of the working routines of an entrepreneur. I successfully managed to update the homepage and got used to the WordPress environment that I will use for my start up. Furthermore, I managed to get to know the different parts of the complex product that the HE offers." – Jonas*

NE's objectives:

- Explore the business structure from the management point of view
- Get familiar with different product development methods used.

HE's objectives:

- Improve the team workflow by getting a feedback from a fresh view of NE
- Build an international network of young programmers and designers in order to internationalize his company

After the exchange:

The NE had the opportunity to deepen his marketing knowledge and to evaluate new business option with the HE, acquiring useful knowledge for his future company and increasing his understanding on how to manage a SME. On the other side, the NE brought to the HE new skills, ideas and innovative knowledge for his business as well as knowledge and intelligence about foreign markets.

# Success Stories – German NEs



Erasmus for Young  
Entrepreneurs

## Profound Starts A Transatlantic Collaboration With A German Start-up



**NE: Ehsan from Germany**

**HE: Boudino from Curacao**

Sector: Education and training services / IT, office and communication equipment, services and supplies

NE's objectives:

- Receive assistance and advice on his Business plan
- Receive assistance and advice on his App Development incl. UX/UI
- Receive a website makeover with a minimalistic design

HE's objectives:

- Develop marketing strategies for the company itself and its clients.
- Develop marketing strategies for company's Management & Trust
- Develop a business plan for tackling the European market. (In connection with the opening of an office in Europe)

During the exchange:

The NE and the HE are working together by redesigning the NE's website and developing his App. The HE is planning an access to the business environment of continental Europe as it has already cornered the German market, thanks to the NE.

This partnership is the beginning of an expansion of the two companies.



### How does the Covid-19 outbreak impact the Erasmus for Young Entrepreneurs program travel rules?

Introduction of remote exchanges:

Case 1: Ongoing exchange, in which the NE cannot cooperate in person with the HE due to a lockdown situation. The NE stays physically in the host country.

**Remote exchange option up to 6 months (with financial support).**

Case 2: Ongoing exchange, in which the NE cannot cooperate in person with the HE due to a lockdown situation. The NE returns home to his/her own country.

**Remote exchange option up to 2 months (with financial support).**

Case 3: The exchange starts remotely the maximum total duration is 9 months

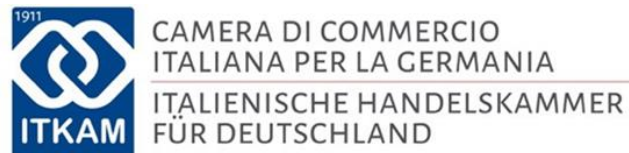
**Remote exchange 3 months (without financial support) + physical exchange 6 months (with financial support)**



# Now it's your turn to register!

[www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)

**Your Intermediary Organization:  
Italian Chamber of Commerce for Germany (ITKAM)**



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