

Entrepreneurship goes on Erasmus to broaden horizons

LOCATION:Seville

DURATION:1 '56''

SUMMARY: The Cartuja Science and Technology Park, headquartered in Seville, is one of the institutions that coordinate this European Union programme in Andalusia. It is aimed at young entrepreneurs who have a business idea. They are given the chance to learn from more experienced businesspeople of their same sector that develop their activities in other countries. The goal of this project is to replicate the success of the Erasmus programme in the business sphere.

VTR:

He is Iván, an Italian businessman that has been living in Seville for years. He directs an intermediation and recruiting agency for jazz and swing musicians. She is Caterina, Italian too. She arrived in Seville a few months ago with an idea.

CATERINA AMICUCCI
Entrepreneur

"To try to open a music agency focused on flamenco, in Italy, because there's none there."

BACKGROUND: - "¡Buongiorno!"

- "¡Buongiorno, Caterina!"

Both of them participate in the Erasmus Programme for Young Entrepreneurs of the European Union. He is the host, and she, the visiting entrepreneur.

TERESA SÁEZ
Gral. Manager PCT Cartuja

"Replicating the success of the Erasmus Programme for students to companies and entrepreneurs. We think it's a terrific idea, I think that it is something that we were missing."

The Cartuja Science and Technology Park, headquartered in Seville, is one of the entities that coordinate the programme in Andalusia. They offer young entrepreneurs the opportunity to learn from more experienced businesspeople of their same sector but from other countries. Back to our friends, Caterina has worked with Iván for six months, expanding her knowledge.

CATERINA AMICUCCI
Entrepreneur

"Dealing with artists. Being patient enough to fulfil the artists' needs."

But she has also contributed with her dissemination and communication skills, and even more...

IVÁN PIVOTTI
Host businessman

"She has taken care of raising funds in alternative and more innovative spheres, apart from ticket sales, she asks for funds to public entities and applies for subsidies."

TERESA SÁEZ
Gral. Manager PCT Cartuja

"It allows them to perfect another language and of course, get to know another business culture. To extend their contacts network."

Companies and entrepreneurs can participate in this programme as hosts or visitors in any of the countries of the European Union. This is their story, and this is a concert of one of Iván's groups.