

New Entrepreneur (NE)

Name & surname: Giovanni Pinna

Country: Italy

Age: 25

Status: *Would-be entrepreneur*

Sector: IT

E-mail : ecommerceagency@yahoo.it

Host Entrepreneur (HE)

Name & surname: Juan Vallecillo Morales

Country: Spain

Age: 65

Experience (years): 36

Sector: IT and tourism

Name of business:

Website: www.canarias.com

Details of the exchange

Period of Exchange: 15/09/2016 – 10/12/2016

Duration of Exchange: 3 months

Brief introduction:

It is always a challenge and experience to bring people with a passion to learn and to become an entrepreneur into a business.

Bringing together new approaches and real day to day corporate activities is a very enriching task and people like Giovanni soon became an asset for us.

VIAJES NIZA – CANARIAS.COM, has been in business since 1993 but the company belongs to a group of companies that have been established more than 35 years in Tenerife.

Activities undertaken:

Giovanni is a real good learner and can grasp the important concepts real quick.

- He has participated in translation of content for the website and on web marketing plan.
- He has conducted several post on blog, integration Mail Chimp link and first newsletter
- He has check back links, SEM rush, face-book post.
- Verification Google Analytics, Google adwords and translation.
- He has improved search ranking of canarias.com on the Italian market

Benefits achieved:

Giovanni learnt to work and cooperate with professionals from other countries in a cultural environment different from the one he was used to.

He also considerably improved his linguistic skills and he considers himself satisfied with the overall progresses matured during this experience.

He feels grateful for the chance he has been given and thanks all the people who enabled him to gain this important work experience.

Quotation regarding the experience:

HE: *“He has been integrated in the team really well and it was definitively a great success”*

NE: *“The exchange program was a great opportunity”*



For further information about the exchange:

- NIO, BIC Lazio, Ilaria Corsi i.corsi@biclazio.it
- HIO, Instituto Tecnológico de Canarias, Lucía Dobarro: eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu