

# Sucess Story: Info Canarie

- Andrea Bini (NE)
- Fabio Chinellato (HE)

RLT 46427



Erasmus for Young  
Entrepreneurs

# Erasmus for Young Entrepreneurs Success Story: Info Canarie

## New Entrepreneur (NE)

Name: Andrea Bini

Age: 31

Status: Single

Contact details:

biniandrea@hotmail.com

Sector: Marketing

Country of origin: Italy

## Host Entrepreneur (HE)

Name: Fabio Chinellato

Age: 47

Experience: 11 years

Size of business: small

Name of business: Info Canarie

Contact details: info@infocanarie.com

Sector: Consulting

Country of origin: Spain

**Duration of Exchange: 3 months (31/03/2011 – 30/06/2011)**

## Brief introduction:

### HE

The HE decided to participate to this prestigious program in order to understand how cooperating with the EU Community could bring additional benefits to the existing company operating on the Spanish soil. The HE set up his company in 1999 and in the year 2000 he set up the website [www.infocanarie.com](http://www.infocanarie.com). The HE started maturing his experience in the consulting part of the business since 1985. His expectations were to get a better understanding of how cooperating with the EU could bring additional benefit to his company.



### NE

NE decided to participate to this program in order to verify if there was a concrete possibility to start his own marketing company on Spanish soil. The NE has recently started his company in his home town of Italy. His expectations were to get a better understanding of the Spanish market and verify if opening a marketing company in Spain could bring benefits to his existing business.

## Desired outcome of exchange:

**NE** Increase professional, cultural and linguistic expertise in a multicultural environment.

**HE** Understand how the knowledge and vision of professionals from other countries could bring additional benefits to the existing structure of the company.

## Activities undertaken by NE:

### HE

The HE is a very meticulous person with multiple interests both in Spain and in Italy. He is always on the go ready to meet with potential clients which could strengthen the presence of his company in the several markets that it serves. Mr. Chinellato is a relatively young entrepreneur with a wide knowledge of market dynamics. He is always willing to illustrate his ideas with his co-workers and make sure they all understand how to maximize every work possibility that arises.

The NE brought a fresh approach to the day to day operations developing specific work schedules and work hours dedicated to each project. He helped the already existing staff in developing time sheets dedicated to time management in existing project. This proactive and time saving approached helped his colleagues to maximize time and resources. The NE also dedicated a lot of his time to understanding the nature of the Spanish market and therefore conducted relevant market research. This constant researching activity helped the agency get a more updated understanding of market dynamics and see some aspects of work relationships between clients from a different perspective.



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## NE

The NE initially conducted market research by first requesting official data and information from the local market agencies or the local government and then after having analyzed the material he personally conducted hands on research by visiting clients, by touring the island and the surrounding cities in order to see with his own eyes if the material provided did reflect the reality of the market he was analyzing. The NE also actively participated in the development of work schedules and helped colleagues in developing existing projects. By the end of the program the NE was also enabled to participate to official negotiations between the agency and its clients.

## Benefits achieved through the program:

### NE

The NE learnt to work and cooperate with professionals from other countries in a cultural environment highly different from the one he was used to. He learnt how to change his mindset in order to understand and satisfy the needs of clients which had different demands depending on the markets they were operating in. The NE also considerably improved his linguistic skills and he considers himself satisfied with the overall progresses matured during this experience.

The NE feels grateful for the chance he has been given and thanks all the people who enabled him to gain this important work experience. He believes that this program helped him a lot in understanding the difficulties behind starting up his own company and made him more aware of the risks and problems the could prevent him from reaching his final objectives.

## Quotation regarding the experience:

*"Carpe diem' and never stop exploring new things in life"* (NE)

*"I would like to thank all organizations involved in this program for helping me understand the importance of being always open to new things and new possibilities. At the same time working with the NE made me understand how little the Tenerife market is and how hard it will be to integrate new NE's in the future and give them a real work possibility on the island."* (HE)

## For further information about the exchange:

- NIO: Eurosportello del Veneto / Geyleen Gonzalez: [geyleen.gonzalez@eurosportelloveneto.it](mailto:geyleen.gonzalez@eurosportelloveneto.it)
- HIO: Instituto Tecnológico de Canarias / Lucía Dobarro: [rempart@itccanarias.org](mailto:rempart@itccanarias.org)

**For information on the programme and details on how to enroll visit: [www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)**