



Erasmus for Young
Entrepreneurs

SUCCESS STORY: Hanson Freeopen Enrique Armas (HE) Stratsimir Trifonov (NE) RLT 73281





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Erasmus for Young Entrepreneurs: success story: Hanson Freeopen

New Entrepreneur (NE)

Name: Stratsimir Trifonov

Country: Bulgaria

Age: 34

Status: Would-be entrepreneur

Sector: Audio-visual medias

Host Entrepreneur (HE)

Name: Enrique Armas

Country: España

Age: 31

Experience: 9 years

Sector: Advertising

Name of business/Website:

Hanson Freeopen,

www.hansonfreeopen.com

Period of Exchange: March 2012 until July 2012

Duration of Exchange: 5 months

Brief introduction:

HE: A friend and collaborator of the company has participated in EYE on several occasions and we have been advised to contact EYE and we did. From the time an offer of NE has been published, my mail was full of offers almost every day. I chose the profile that best suited Hanson Freeopen, creative advertising agency located in Santa Cruz de Tenerife.

NE: I found out about the program by chance, I loved the idea of the EYE and decided to participate. I needed a fresh start, new ideas, a change in my routine life. I was looking forward to improve my knowledge in the design of advertising materials and in particular, of printed media. I was glad to come and work with Hanson Freeopen as they offered me exactly what I was looking for.



Activities undertaken: Many large and small-sized advertising projects have been executed during the 5 months of practice. Among which are design of logos, printed media like the ones for Biozono Canarias, La Receta de Arda, design of websites for Mundi-rep and Marina La Gomera, Macedonia Workplace, banners for Beatriz Cabañas, videos, and many other advertising materials. In all cases a good collaboration has been achieved, and the final product was normally approved by the client with flying colors.

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Benefits achieved:

HE: Not only to understand other ways to think, the Bulgarian's advertising culture, and ways to work there, Stratsimir has taught us much in all areas. It was a "sponge" and from day one has been able to absorb the way of working at the agency. We have taught him not only design programs but to think creatively, and to reverse the ideas. When the internship ends, we'll continue to work together because he is a component of the creative team from day one, and we want to remain so. We learned a lot from him.

NE: I learned from the practice that I am fully able to design good advertising materials that are welcomed by real business clients. That gave me a stimulus to relax, enjoy the products I created and give freedom to my ideas. Now I am much more confident in the application of my ideas in real life, than before. I must admit that now I can offer my potential clients innovative ideas, a new approach to their advertising and bring them more clients. I think that this is the key for a successful business, for the both parties. And I'm sure we can work together with Hanson Freeopen in the future. I'm glad I participated in the EYE program and I recommend everyone to take a chance and change his life for the better.

Quotation regarding the experience:

HE: Routine is boring, Enrique Armas

NE: Don't be afraid to be successful!, Stratsimir Trifonov

For further information about the exchange:

- NIO, Ruse Chamber of Commerce and Industry, Mr. Milen Dobrev, projects@rcci.bg
- HIO, Instituto Tecnológico de Canarias, Lucía Dobarro: rempart@itccanarias.org

For information on the programme and details on how to enroll visit:
www.erasmus-entrepreneurs.eu