

New Entrepreneur (NE)

Name & surname: Rafael Rowe

Country: Spain

Age: 41

Status: *Would-be entrepreneur/Start-up*

Sector: Catering and social Sector

Name of business: Aroha

Host Entrepreneur (HE)

Name & surname: Federico Cau

Country: Italy

Age: 34

Experience (years): 3.5

Sector: Catering and social Sector

Name of business: Babeuf Cafe

Website: <http://babeufcagliari.com/>

Details of the exchange

Period of Exchange: 19/12/2016 - 19/06/2017

Duration of Exchange: 6 months

Brief introduction:

The people involved in this program were, myself Rafael Rowe (NE) and Federico Cau (HE). I discovered this program through a close friend of mine who lives in Tenerife and he is currently using this program to attract NE for his new business (to enrich his business). When I came to Cagliari I decided to look for a Café that had similar characteristics like my business plan and I was lucky enough to find Babeuf. I approached Federico with a friend of mine and explained to him how we could both benefit with this collaboration and that we could also learn a lot about each other and hopefully in the near future collaborate with our businesses due to the fact that we shared common interests. He agreed on the spot.



Activities undertaken:

At the beginning it was a little difficult due to the language barrier... I know Spanish but they speak a mixture of Italian and Sardo so it took as a while to understand each other when we spoke about more complex matters. We started by analyzing our expectations and also a realistic view on what we could both get from this relationship. In a nutshell he made me understand how important it was to rely on national products and how to develop a healthy relationship with the suppliers, also he explained to me the importance of management; including Staff and general running of the business, and also the psychological nature of Italian consumers. I on my part helped him to reach out better with an international crowd and also new ideas that we could implement in this type of business.

Benefits achieved:

As our relationship grew we were able to discuss different business approach maybe combining Spanish and Italian products, also cultural events that may be possible: wine tasting, cold cuts from different regions of Italy and Spain, maybe some regional artist which would include photography, painting, etc. I was able to understand in general to have a more realistic view on my expectations and the time aspects on how long it takes to create an event and what and how we can learn from each experience , also my Italian improved and I think Federico's English and Spanish also.

Quotation regarding the experience:

NE: “ Your dreams take time to achieve, you can learn a lot from your successes but even more from your mistakes... have patience and keep learning.”

HE: “ You never know who might walk through that door...keep an open mind and work hard.”

For further information about the exchange:

- NIO/HIO, ASTER, openeye-erasmus@aster.it
- NIO/HIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu