

Erasmus for Young Entrepreneurs

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SUCCESS STORY

New Entrepreneur

Name and Surname: Joanna Łuźniak

Country: Poland

Age: 28

Status: Would-be entrepreneur or Start up? New entrepreneur

Sector: Agriculture/ pet industry

Name of business/website: -

Picture:



Host Entrepreneur

Name and Surname: Ding Yu Huan

Country: Taiwan

Age:37

Experience: 4 years

Sector: Food industry, transport and logistics

Name of business/website: Exquisite Life INC

Picture:



Details of exchange:

Date of exchange: 02.06.2023 – 08.08.2023

Duration of exchange: 2 months

Brief introduction (max. 1.000 characters): Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits,...

I'm a Polish New Entrepreneur eager to gain practical international business experience. My future plan involves launching an agriculture venture connected to the pet industry. Jason, a Host Entrepreneur, operates a bubble tea trading company, serving clients from Russia, Mongolia, the UK, and Japan. Having lived in the UK for five years and Japan for over two, he's well-versed in international business.

I joined the Erasmus for Young Entrepreneurs program as a gateway to global business. My goal was to work closely with a host entrepreneur, learning the details of running a company, especially in unfamiliar conditions. This experience prepared me for future challenges and improved my communication skills while exposing me to diverse culture and environment. I value this program for its practical knowledge and international language skills development.

Jason's participation in the EYE program was driven by two primary reasons. Firstly, he looked for expanding his network and explore collaborative opportunities. He enjoys learning from diverse job experiences and sees EYE as a platform to share his work and culture. Secondly, he aims to empathize with new entrepreneurs, better understanding their needs and challenges.

Activities undertaken (max. 1.000 characters): Examples, description of the relationship between the two entrepreneurs,...

During the exchange we were engaged in various business-related activities, cultural experiences and knowledge sharing sessions. One significant activity involved familiarizing with each other's businesses. We shared our ideas, products and services, enhancing our understanding of each other's strengths and potential benefits. We also delved into discussions about the differences between the Asian and EU markets, including cultural nuances, work practices, organizational structures and communication styles. Attending exhibitions, such as the Food Taipei and the Taipei Pet Show, provided opportunities to explore potential collaborations and expand our networks within the respective industries. The Pet Show was of particular interest to me, given my specialization in pet-related products. It also highlighted the cultural differences between Taiwan and Europe in terms of pet ownership and care, providing valuable insights. Engaging in leisure activities like roller skating and snorkeling not only added a sense of excitement and enjoyment to our time together but also fostered a closer personal connection. These activities allowed us to share experiences beyond the business realm, contributing to a more well-rounded relationship. Moreover, participating in external events, such as the Rotary Club meeting, facilitated networking with diverse professionals and exposed us to various topics. Throughout our time together, we also engaged in discussions on market analysis, pricing strategies. and customs clearance procedures.

Benefits achieved (max. 1.000 characters): Future prospect of cooperation, skills developed, contacts made...

The exchange brought us several benefits in different areas. We developed a deeper understanding of each other's businesses, creating a strong foundation for potential future collaborations. We identified areas where our strengths complement each other, setting the stage for joint ventures or partnerships. The exchange expanded our skill sets as well. I gained insights into Asian business practices, cultural awareness and market dynamics. I identified competitive advantages for my own business and become much more confident. Meanwhile, Jason learned about European market nuances and business strategies. He acquired insights into the consumer preferences, regulatory requirements and market trends in Europe. This knowledge can be valuable if he plans to expand his business into European markets. We also improved our communication skills through many discussions. Moreover, we significantly expanded our professional networks. Attending exhibitions and events introduced us to a wide range of industry professionals, potential partners and experts in various fields. These contacts can be invaluable for future business endeavors.

Quotation regarding the experience: (NE max. 300 characters)

The exchange was a mutually beneficial experience that not only enriched my understanding of each other's markets but also paved the way for potential collaborations, enhanced my skills and broadened professional networks. That was the best thing I could do for developing my business' idea. I would recommend everyone to take part in the program.



Quotation regarding the experience: (HE max. 300 characters)

Through this exchange program, both parties had the opportunity to have a deeper understanding of their knowledge and skills. It allowed me have better understand the situation in Europe by talking with European face to face. More importantly, in the future, I may have the opportunity to do business activities in Europe, by this exchange, I can expand contacts and resources in Europe. During this period, NE also gained a deeper understanding of Taiwan's business environment. Looking forward to opportunities for cooperation with NE in the future.

Picture (NE + HE together)



- I grant Erasmus for Young Entrepreneurs Support Office the right to use my story in its publications