



EXCHANGE OF ENTREPRENEURS BETWEEN THE EU AND BRAZIL

CONNECT is an **entrepreneurship programme financed by the European Commission** that promotes the **exchange of entrepreneurs between Brazil and Europe**. It aims to support entrepreneurs and SMEs to grow and develop their international outlook and competitiveness, promoting an exchange of experience between Brazil and Europe.

HOW?

The programme will select **highly motivated entrepreneurs in the early stage of the business (new entrepreneurs)** and provide them with the **opportunity to enroll in a business mobility scheme with an experienced entrepreneur (host entrepreneur)**. **CONNECT** will allow for 50 new entrepreneurs from Europe to spend a **period of 1 to 6 months** with 50 host entrepreneurs in Brazil and vice versa. This is a win-win collaboration, through which the entrepreneurs will exchange knowledge and ideas and discover new markets and business partners.

WHO CAN PARTICIPATE?

NEW ENTREPRENEURS

Promising entrepreneurs who are planning to start a business, based on a viable Business Plan, or who have started their own business in the last 3 years.

BENEFITS

- Receive mentoring and guidance in a successful SME in Brazil/ Europe;
- Work alongside and learn from an experienced host entrepreneur;
- Strengthen sector-specific skills, develop self-confidence and improve language skills;
- Find new business partners, access new markets and speed-up the growth of business internationally;
- Benefit from financial assistance to partly cover the costs of the stay;
- Accelerate the successful development of the enterprise.

HOST ENTREPRENEURS

Experienced entrepreneurs who are owners or managers of SMEs for more than 3 years.

BENEFITS

- Work and interact with a motivated and talented entrepreneur from across the Atlantic, who may give a contribution to the business with new ideas and complementary skills;
- Learn about external markets and expand business opportunities, benefiting from a fresh look at the business;
- Act as a mentor and share the experience of developing a business in their country and provide support to overcome its challenges;
- Expand the network and enhance the business international activity and innovation potential;
- Participate in international activities and be part of a rewarding exchange of experience between Brazil and Europe.

HOW IT WORKS?



1. ONLINE APPLICATION

The application includes a Business Plan. The entrepreneurs with greater motivation and potential are selected.



2. MATCHING BETWEEN ENTREPRENEURS

New entrepreneurs are matched with suitable experienced host entrepreneurs across the Atlantic.



3. PLANNING AND COMMITMENT

The duration and activities of the exchange are previously planned in an agreement signed between all parties.



4. EXCHANGE OF ENTREPRENEURS

The exchange Brazil ↔ Europe lasts from 1 to 6 months. The entrepreneurs explore collaboration opportunities of great importance for the success of their business.

ADDITIONAL INFORMATION

- The programme takes place in 2014/2015;
- There is no age limit and the business can be operating in any sector;
- The new entrepreneurs will receive financial support to cover part of the costs with travel and subsistence during the visit;
- Good language skills (English and Portuguese/Spanish) will be considered an advantage;
- The programme does not provide work internships, but rather facilitates the establishment of fruitful and long term business partnerships between highly motivated entrepreneurs;
- A similar European Commission programme, Erasmus for Young Entrepreneurs, has been running successfully for 5 years across Europe. The success stories of the collaboration between new entrepreneurs and host entrepreneurs may be seen at www.erasmus-entrepreneurs.eu.

ACTIVITIES COORDINATION



The activities of the CONNECT programme are coordinated at European level by EBN (European Business and Innovation Centre Network).

EBN is a network of around 150 quality-certified EU|BICs (business and innovation centres) and 100 other organisations that support the development and growth of innovative entrepreneurs, start-ups and SMEs.

✉ Avenue de Tervueren, 168-B
1150 Bruxelles, Belgium

☎ +32 2 77289 00

🌐 www.ebn.eu

🖨 +32 2 772 95 74

CONTACTS

If you're interested in the programme, feel free to contact us.

🌐 www.eubrazilconnect.com

✉ info@eubrazilconnect.com

🐦 [EUBrazilCONNECT](https://twitter.com/EUBrazilCONNECT)