

Co finanziato dalla



Erasmus+



E-COMMERCE
FOR START-UPS

E-COMMERCE FOR START-UPS

2018-1-ES01-KA229-050819_6

SHORT-TERM EXCHANGES OF GROUPS OF PUPILS

2nd TRANSNATIONAL MEETING
GREECE – KAVALA, 4-8 March 2019



Istituto di Istruzione Superiore "Einstein - De Lorenzo"

Potenza

con sede distaccata a Picerno

MARKET RESEARCH



1st step



Teachers and students
learn sth about their partners



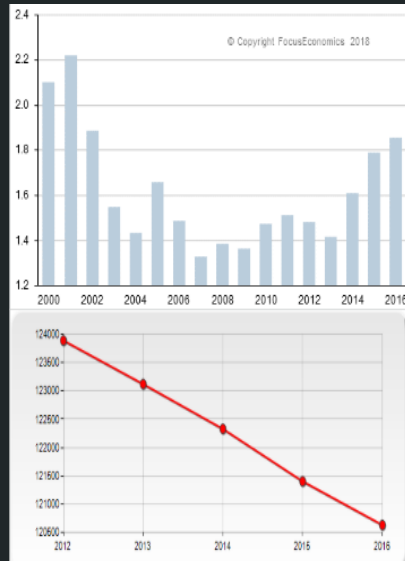
BULGARIA

DEMOGRAPHY/ ECONOMY

Sliven has a population of 198,000 people

It has a mortality rate of 15.3% and 12.5% birth rate per 1000 people.

1 Bulgarian Lev Equal to 0.51 EUR



TECHNOLOGY

Transport infrastructures of Bulgaria include railroads with 3,979 kilometers of track in use, and about 36,724 kilometers of paved roads.



CULTURE & ENVIRONMENT

The culture of Bulgaria is based on an interesting blend of Slavic and Bulgar traditions

Bulgaria has 69 protected areas



LAW & POLITICS

Bulgaria is a unitary parliamentary republic, defined by the new Constitution (chronologically the 4th), adopted in 1991. Bulgaria is divided in 28 provinces



TURKEY



ECONOMY

The economy of Turkey is defined as an emerging market economy and it is among the world's developed countries.

Turkey is also defined by economists and political scientists as one of the world's newly industrialized countries.

Turkey has the world's 17th largest nominal GDP.

The Turkish currency is the Turkish Lira. 1 Turkish Lira = 0.17 Euro.

DEMOGRAPHY

The total population of Turkey is 3,886,251. Its density is 43 people per square kilometer.

Turkey net migration rate fluctuated substantially in recent years, it tended to increase through 1970-2015 period ending at 4.32 migrants per thousand population in 2015. After this period the rate ended at 4.32 migrants per thousand population in 2015.



CULTURE

Turkey has a very different culture, that is a blend of various elements of the Turkic, Anatolian, Ottoman and Western culture and traditions, which started with the Westernisation of the Ottoman Empire and still continues today.



POLITICS

The politics of Turkey takes place in a framework of a presidential republic, whereby the President of Turkey is the head of government and the head of state who holds executive powers to issue executive decrees, appoint judges and heads of state institutions.

Turkey's political system is based on a separation of powers. Executive power is exercised by the Council of Ministers. Legislative power is empowered by the Grand National Assembly of Turkey. The judiciary is independent of the executive and the legislature.



AKSARAY

SCOTLAND

Campbeltown

DEMOGRAPHY



19% were 65 and over

64% were between 16 and 64

17% were 15 and under

Migratory movements in 2017: 23,900 people come to Scotland.

In the same year there was a birth rate decrease of 3% and a mortality rate increase of 2% from 2016.

ECONOMY

The oil related industries are a major source of income in these regions

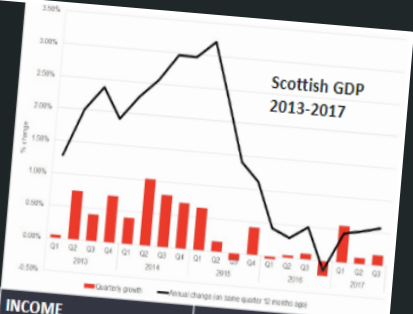
The unemployment rate fell to 3.9% from 4.3% in 2018

Inflation rose by 2.7% in August 2018.

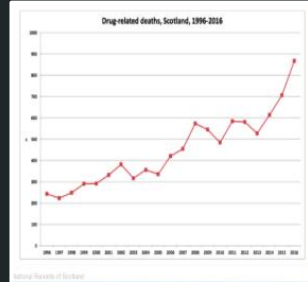
The interest rate is at 0.75%

Actually one pound corresponds to 1.14 euros and one euro corresponds to 0.88 pound.

In Scotland Income tax has an equalization among who earns more and who earns less



INCOME	RATE
11.850€ - 13.850€	19%
13.850€ - 24.000€	20%
24.000€ - 44.273€	21%
44.273€ - 150.000€	41%
Over 150.000€	46%



CULTURE & SOCIETY

Data from National Archives of Scotland say that Scotland has reached the highest number of drug-related deaths

The social groups have the purpose of develop social skill and help children and adults to form relationships

In Scotland work and fun have the same importance



POLICY

VAT (Value Added Tax) is a sales tax and has a 20% rate for goods and services.

EU visitors can introduce an unlimited amount of some products without paying duties.

Scotland has a legal system separate from that of England and Wales.

Scottish law is based on the laws promulgated (law enacted) and the common law.



ENVIRONMENT

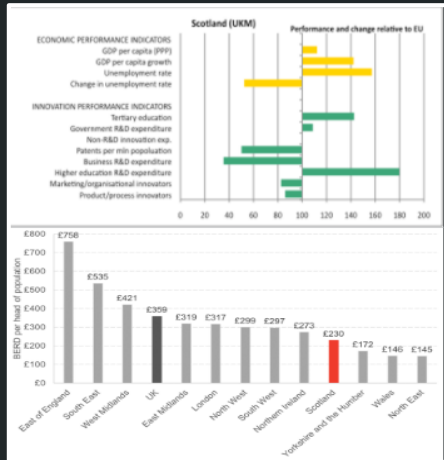
Scotland has good infrastructures: lot of airports, a big network of rails, regular ferry services and efficient motorways

In Scotland there is the Scottish Environment Protection Agency which deals the protection of environment



TECHNOLOGY

Scotland has been innovating for years and helps companies to look for new business models, new products and services and new market opportunities.



Spain Granada

DEMOGRAPHY

Granada is a Spanish town ,capital of the homonymous andalusian province

Birth rate status:

- 0-14 years: 23,99% (male 13,914/female 12,893)
- 15-24 years: 15,03% (male 8,377/female 8,414)
- 25-54 years: 40,38% (male 23,099/female 22,013)
- 55-64 years: 10,52% (male 6,016/female 5,740)
- 65 years and over: 10,08% (male 5,210/female 6,048)

Population: 900,000 citizens

Surface: 12,000 km²

Population density: 73/km²

Men: 49.3%

Women: 50.7%

Immigrants: 6.2%

Birth rate since 2011: 0.22%



ECONOMY

Based on: tourism, gas and oil.

National GPG: \$1,311 billion

Unemployment rate: 14.2%

The top tourist destinations are:

- Costa Tropical;
- Alhambra Palace;
- Carl V's palace;
- The Arabian bath

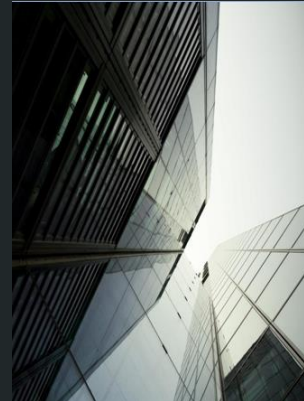
Other tourist destinations are:

- Granada's Cathedral
- Granada's Archeology Museum
- Dar-al Horra palace



THE BIGGEST EMPLOYEES

- **Coviran**: a supermarket chain company that has 2.5K supermarkets in all the Spain;
- **Puleva**: a dairy products industry and food for babies;
- **Granada's University**: one of the biggest universities in Spain, with about 56K students, and every year the university catches more than 10K Erasmus students from the European countries.



CULTURE AND SOCIETY

Architecture was influenced by the Arabic domination in the middle ages.

The University of Granada was founded in 1531 (that's why Granada is strongly connected to culture).

The province is known for very welcoming and kind people.

In the region there are mainly these religious groups:

- Catholics
- Muslims
- Buddhists



In Granada, if someone does one of these things is considered rude and may lead to legal actions:

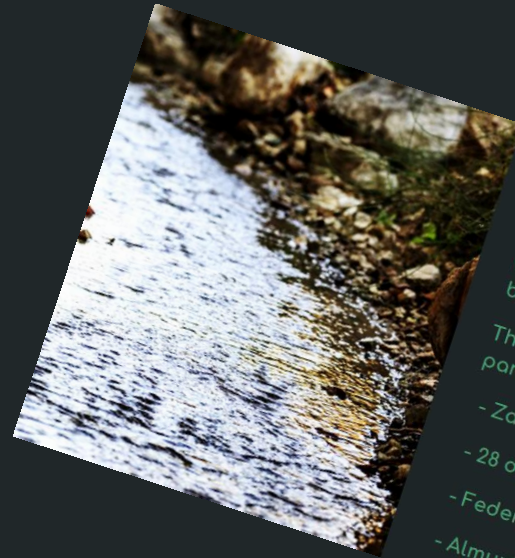
- showing affection in public
- Camouflage
- Use of drugs

Governing political party: PP (People's Party)

PP: a conservative pro-European center-right party and a Christian Democratic Party, founded during the dictatorship of Francisco Franco.

The president of the party is currently Pablo Casado.

POLITICS



ENVIRONMENT

Unfortunately the most springs of waters of the region are polluted by the oil.

The province has several natural parks:

- Zaidin Park
- 28 de Febrero Park
- Federico Garcia Lorca Park
- Almunia de Aynadamar Park

GREECE

Kavala

is divided in two municipal units

Kavala
Filippioi



Kavala is in the Eastern Macedonia and Thrace

- It's an European municipality
- Actual currency is EURO
- Greek is official language but there are minorities speak German, French, Albanian, Bulgarian, Turkish and Russian
- Christian Orthodox is the most popular religion

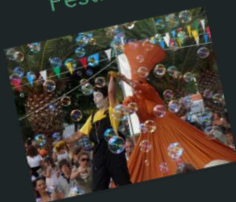
CULTURE & SOCIETY

Kavala has many cultural events and different social styles

Philippi Festival



Cosmopolis Festival



The Custom of "Arapides"



ECONOMY



The growing of Kavala is based on:

- traditional system of fishing
- center of tobacco's industry
- tourism (historic center and byzantine builds)

ENVIRONMENT



A blue city, with peaceful waters, sandy beaches, huge coastlines and organised or unexplored shores

A town that is alive, which lives to the rhythms of its long history, its present and its future as the most developed urban centre in Eastern Macedonia and Thrace. With a very large harbour, it is one of the most important fishing centres of Greece.

A hub of knowledge and research The Technological Educational Institute of Eastern Macedonia and Thrace is active in innovative research areas and it collaborates with national and international research hubs



ISSUES OF KAVALA

- air and water pollution
- erosion of the coasts
- problems about the traffic and transport situation

I
T
A
L
Y



The Basilicata region is in the southern part of the so called “boot”

It is lapped by the Ionian sea and the Tyrrhenian sea

it has many wonderful places



Potenza

is the capital of the Basilicata region
it has 66 970 inhabitants

The Lion, the symbol and the
crest of our town.



“Teatro Stabile”
a theatre where a lot of
plays are performed



We are waiting for you

Matera

is the second main town in Basilicata, it is the capital of culture 2019



These are the so-called “Sassi” (which means stones), this picture shows a beautiful landscape of this old part of the town. «Sassi» is one of the Unesco world heritage sites in Italy

At the end of the «festival of the Bruna» (a festival dedicated to “Madonna della Bruna” the patron vergin saint of the town) people organize an assault on a folk and colourful cart



Every guy who takes a piece of this cart will be lucky for the rest of the year. The cart is made up of papier-mache

remember it...

2nd step
teachers and students analyse the
local market

Basilicata region has a lot of typical products



Aglianico grapes for
a very tasteful and
full-bodied red wine





Olives of great quality
for a tasteful extra-
virgin olive oil



Tomatoes ripen
thanks to the sun
of south



Typical local
products called
«Cruschi
Peppers» ,they
are crunchy
when fried



They become
dried tomatoes



or canned or
bottled tomato

and more...



Italian cheese:
Caciocavallo
podolico (the
name podolico
derives from a
breed of cattle
living in our
region)



Pecorino
cheese (sheep
milk)



«Sarconi beans»
cultivated in the
native small village
that gives the name
to the product



Typical
sausage called
“salsiccia
lucanica”



Long leavening bread,
baked in Matera.
It is a PGI product
(protected
geographical
indication)



Italian dried
pasta



Local
honey



Salted
and
sweet
cookies





The foodstuff tradition of our land is astonishing. Our specialities are exportable,

but we have strong competitors.....;-)

For this reason we have produced what we can do best.....

guess !

Thanks for your attention