



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 73**

BEING A FOREIGNER DOING BUSINESS

1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	Valentin TODOROV	Meryem MAKTOUM
Job title	<i>Managing Editor</i>	<i>Freelance</i>
Organisation / Media	<i>Novi Iskar online</i>	<i>Prospettive Altre</i>

2. Summary

Our common article 'Being a foreigner doing business in Bulgaria - mission possible. How is it in Calabria - the southern Italian region?', is a journalistic attempt to look at the conditions for doing business in Bulgaria and in Region of Calabria (Italy) through the eyes of several businessmen (with an origin of different countries in the world) who are established their small businesses in these two areas - known as of two of the poorest regions in Europe. The approach we chose with my Italian colleague Meriem Maktoum from Italian online media 'Prospettive Altre' was to work on the spot - in Bulgarian capital city Sofia and in the Italian town of Lamezia Terme (in Calabria, Italy), and to meet with local businessmen who describe the similar difficulties and advantages of doing business in Bulgaria and in the southern Italian region of Calabria. Our reportage presents different standpoints and positions of businessmen of foreign origin, who telling in the blitz interviews for our duo about their personal experiences in Bulgaria and Calabria, as our interlocutors share their opinions for their work, but also a positive experience doing small business in countries that have become their second home. The article, besides the economic differences between this two EU countries, presents the common human problems that excite these entrepreneurs and the things that are similar between them, and describes how these people are integrated into two different European countries - Italy and Bulgaria.

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

3. Dissemination of the Output

Our EEMPs main article will be published i(n Bulgarian) in the based in town of Novi Iskar web media 'Novi Iskar online', which has an average daily attendance between 5 000 and 8 000 unique readers a day. 'Novi Iskar online' is one of the most popular information platforms in the Municipality of Sofia and in town of Novi Iskar. The main output should be published in the Italian online media "Prospettive Altre" - a media that is focusing on the topics of multiculturalism and migration and has an audience of over 50 000 readers per month.

www.prospettivealtre.info/2014/08/immigrato-e-imprenditore-un-reportage-comparativo-tra-bulgaria-e-calabria/

4. Biographies of the authors

Valentin TODOROV – Bulgaria

Managing Editor - Novi Iskar online

Valentin Todorov is a practicing journalist for over 15 years with professional practice related to intensive media work in different spheres. He's travelling experience as a professional journalist has increased Valentin's knowledge of European legislation, institutions and their initiatives. My rich experience in the journalism have shaped a rather flexible and varied professional profile. I have background with multiple areas of work such as journalistic writing in print media and Internet-based news matters. I've got an experience as Internet Editor at online based media, as well as excellent interpersonal skills to establish and maintain effective working relations in a multicultural environment. Currently I'm working as a Managing Editor in one popular in Bulgarian capital city Sofia community media – 'Novi Iskar online'.

Meryem MAKTOUM - Italy

Freelance - Prospettive Altre

Meryem Maktoum is a 27-years-old freelance journalist writing for the Italian online media outlet 'Prospettive Altre' (www.prospettivealtre.info). She was born in Morocco, but lives and works in Calabria, Italy. Currently she studies laws, and the writing is a real passion for her. She writes on the topics of migration, multiculturalism, economy etc. As a child she dreamed of changing the world, now dreams to change herself.