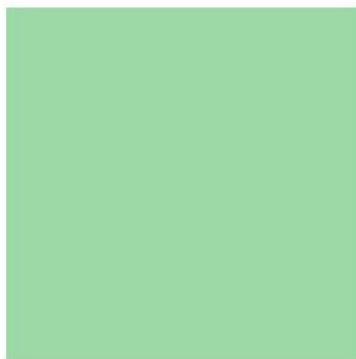
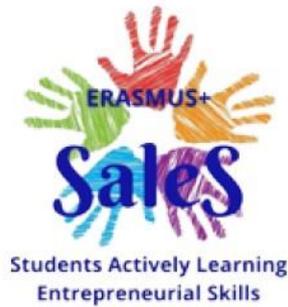


ERASMUS S.A.L.E.S
STUDENT EXCHANGE PROJECT
BELGIAN ECONOMY
AND BUSINESS INITIATIVES
IN SPORTS AND SUSTAINABILITY
5-10 MARCH 2023



Belgium, Czech Republic, Turkey, Romania, Bulgaria
Project nr: 2020-1-BE02-KA229-074685_1



S.A.L.E.S. – Erasmus+ Mobility C4 – AALST, Belgium – PROGRAM

TIMING	ACTIVITY
	<i>All transfers within Aalst are on foot</i>
SUNDAY 05/03/2023	
TRANSFERS	<p>Arrival @ Brussels Charleroi Transfers between Charleroi Airport & Aalst by taxi (max 8 p/car)</p> <p>Turkey: Brussels Charleroi @ 14.35 Flight PC803 (8p) Romania: Brussels Charleroi @ 8.15 flight ... (7p) Czech Republic: Brussels Charleroi @ 7.25 flight FR7956 (8p) Bulgaria: Brussels Charleroi @ 16.25 flight W64327 (6p)</p> <p>Arrival @ Tower Hotel - Early checkin allowed</p> <p>Czech Republic @ around 9:00 Romania @ around 10:00 Turkey @ around 16:00 Bulgaria @ around 18:00</p>
HOTEL	TOWER HOTEL AALST Vrijheidstraat 62, 9300 Aalst +32 53 21 01 00
11:00 – 14:00	AALST DISCOVERY TOUR Prepared and guided by students of 5-6 Tourism Lunch of choice
18:30	Diner of Spaghetti & drinks @ Savarin Restaurant
MONDAY 6/03/2023	
8:00-8:45	BREAKFAST @ Tower Hotel
9:15-10:00	WELCOME CEREMONY Welcome by the school management and the city alderman for education Karim Van Overmeiren Presentation of GO! Handelsschool (GHA), school reality in Aalst, and education systems in Flanders & Belgium
	PRESENTATION OF THE GUESTS Partner Students present themselves - Teachers present their schools (no ppt)
	PROGRAM PRESENTATION
	Survey on expectations
10:00-10:15	COFFEE BREAK with local specialty sweets graciously offered by the city of Aalst
10:15-11:30	UTOPIA BOOK HUNT & BOOKS TO THE TABLE Interactive exercise to get to know each other's country, city, national sports & personalities.
12:00 -13:30	LUNCH @ Didactic restaurant of TechniGo
14:00	TOUR OF THE SCHOOL Reception @ GO! Handelsschool Aalst & Guided tour of the school by students of 4 OR
15:00-16:10	SPORTS CHALLENGE @ the school gym Folkloric games competition Prepared and guided by students of 7VV
17:13-17:47	Train to Brussels Central
18:00- 22:00	DISCOVERY TOUR OF BRUSSELS Prepared, animated and guided by students of 5-6 Tourism Dinner = free choice of Belgian streetfood (Belgian waffles, pack of fries with fricadel, ...)

S.A.L.E.S. – Erasmus+ Mobility C4 – AALST, Belgium – PROGRAM

22:12 - 22:46	Train back to AALST
TUESDAY	07/03/2023
7:45-8:30	BREAKFAST @ Tower Hotel
9:00-11:30	BUSINESS PLAN CHALLENGE Introduction & explanation of the workshops & startup labs Workshops 1-3 – Product / Place / People Startup Lab 1 – presenting the basic startup ideas 10' break @ 10:00
12:00-12:30	Meet the sports entrepreneurs @ CLW Kenay De Mooyer – independent sports entrepreneur & coach Itai Oshri - professional biker & student of sports coaching Kenny Terweduwe – about running a bike repair shop
12:30-13:20	Soup & bread LUNCH Prepared and served by TechniGo students
14:00-16:00	BUSINESS PLAN CHALLENGE Workshops 4: PROMOTION Startup Lab 2: Develop Promotional Media for the startup company - Online / Offline 10' break @ 15:00
17:00-18:00	SPORTS CHALLENGE @ Schotte Badminton competition
18:30-19:30	DINER @ The Looyerij (near Schotte)
20:00	Evening off
WEDNESDAY	08/03/2023
7:45-8:30	BREAKFAST @ Tower Hotel
9:15-10:00	SPORTS AS A BUSINESS – MEET THE ENTREPRENEUR Carol Struyf of Canary Hill - Designs & develops women's biking clothes / Focus on budget / money / pricing
10:10-11:50	BUSINESS PLAN CHALLENGE Workshop 5: Identify resources to implement ideas and develop startup ideas
12:00-13:00	Sandwich LUNCH @ GHA
13:00-14:00	SPORTS AS A BUSINESS – MEET THE ENTREPRENEUR Sofie Van de Perre – Manager of Aquatopia swimming pool on sustainability goals
14:00-16:00	BUSINESS PLAN CHALLENGE Startup Lab: Prepare the startup presentation + translation of the business plan to each country's local reality 10' break @ 15:00
17:00-18:00	SPORTS CHALLENGE Bowling @ Tragel Sport
18:00-18:30	SPORTS AS A BUSINESS – MEET THE ENTREPRENEUR Sean Duerinck @ Tragelsport About running an independent sports infrastructure business
18:30	Pizza for DINER @ Tragelsport cafeteria
20:00	Evening off
THURSDAY	09/03/2023
7:00-7:30	BREAKFAST @ Tower Hotel
8:00-8:15	Pickup lunchpack @GHA
8:15-9:30	Bus to Bruges
9:30-13:00	CULTURAL VISIT of the historic centre of Bruges Prepared and guided by students & teachers of 4 Tourism
13:00-14:00	Busdrive to Ghent – lunch on the bus

S.A.L.E.S. – Erasmus+ Mobility C4 – AALST, Belgium – PROGRAM

14:00-18:00	CULTURAL VISIT of the historic city centre of Ghent Prepared and guided by students & teachers of 4 Tourism
18:00-18:30	Bus returns to AALST 1 hour break @ Tower hotel
19:30-	Festive FAREWELL DINNER @ Savarin Restaurant Graciously offered by GHA
FRIDAY	10/03/2023
8:00-8:45	BREAKFAST@Tower Hotel Checkout Hotel
9:00-10:30	BUSINESS PLAN CHALLENGE Presentation of final business ideas (USP) in the presence of school management, entrepreneurs, local authorities, feedback from teachers Jury report & project feedback tot he student groups 10" break @ 10:00
10:30-11:30	CLOSURE by the school management Certificates & survey forms Closure drink
11:30-....	DEPARTURE of the guests - Pickup by taxis @ GHA Turkey: 11:30 Romania: 13:30 Czech Republic: pickup hour tbc & afternoon program tbc Bulgaria: pickup hour tbc & afternoon program tbc