

01

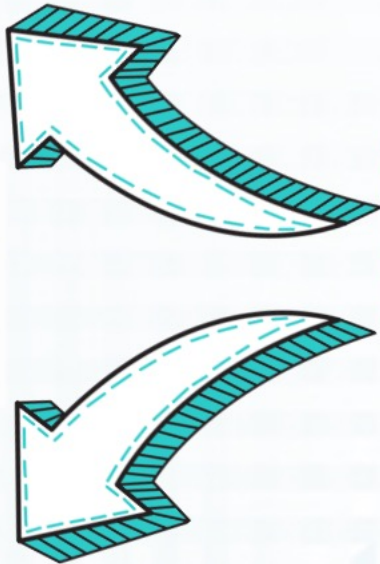
Business ideas started in Cyprus without big money during the crisis & covid



Co-funded by the European Union

02

Tech business area in Cyprus



Find the right marketing strategies

Typical products of Cyprus, carob, fruit, almonds, grapes

03

profitable small business ideas in Cyprus

04

Accelerate business growth

Arts and the cultural and creative sectors in Cyprus include:  
Digital literacy programmes for creation & experimentation in

**Specific  
education &  
training**

Design

Media arts

Music

Visual arts

Cinema/audiovisual arts

Cultural management

Digital cultural and creative sector

Performing arts

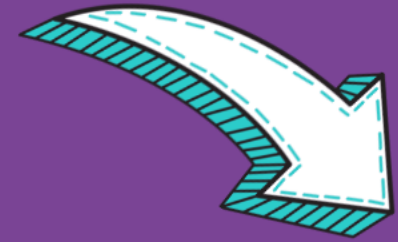
**specific characteristics**



Research



Think of Idea



# CREATIVE SECTOR



List Decide



Brainstorming



Vision/ Target





Young Entrepreneurs in Tourism Industry  
Investing on European Nature!

# CyTours Education by CCIF Cyprus

In an era full of challenges for the tourism industry, tourism for young people is a resource for change and innovation. World youth tourism industry is estimated to be approximately 190 million international travelers per year (UNWTO)

CyTours Education proposes new ways of youth tourism:



## Main Idea

- Free visits to promote the rich in history and culture of Paphos
- Wonderful experiences just waiting to be enjoyed
- Get inspired by the European local treasures, arts and techniques and learn about the town you are living in or visiting



## Research

-  Educational Tourism
- Learning from the past to build the Future
- #Paphos, Homer (9th-8th centuries BC) refers to #Aphrodite as #Kypris, especially in the #Iliad. For the Ancient Greeks Aphrodite was the goddess of #Cyprus, born from the foam of the sea and worshipped in Paphos.



## Management

**Cultural heritage entrepreneurship occupies a central place in debates on unlocking the innovative, technological and non-technological potential**



Long history of tradition,  
Cultural Heritage is at the  
center, and is promoted in  
different creative ways.

LINKING CONTINENTS – BRIDGING CULTURES.

1. Paphos 2017 Cultural Capital of Europe / open air  
factory

2 GOOD  
PRACTICES

Cinema  
at the plage

Berlin  
philharmonic  
at the castle  
square

Fashion  
show  
With  
traditional  
embroidery

Reopening  
of the old  
mansion  
houses  
for  
performances



# THE FAIRYTALE MUSEUM

is housed in a beautiful old mansion in the heart of Lefkosa (Nicosia). Its goal is to disseminate the cultural heritage of fairy tales, legends, myths and traditions from Cyprus and from all over the world.

The Fairytale Museum arranges narrative tales, thematic exhibitions, educational programs, as well as events and performances based on fairy tales.

<https://youtu.be/ixjM3Rskh8Y>







**"IEROI KIPOI" is a Cultural Group that deals with the Traditions of Cyprus and Greece and is based in Paphos.**

**Has been present in the cultural events of the country for 12 years and with president and choreographer Haris Pazaros, operates a dance school with over 250 children.**

**Ieroi Kipoi offer scholarships to CCIF Cyprus and other NGOs for the immigrant children and youth of diverse backgrounds**





*Traditional dances*

*Modern dances*

*Main concept for promoting Cultural Heritage*

*Reach*

*Connect*

Design chorographies and productions that are in accordance with the quality promised and advertised locally and internationally

Plan out the marketing strategy carefully, they have a clear vision for their business.

Reach out to other business colleagues and the community for the continuity.

Connect with relevant actors to reach the desired impact and results.





**ΔΙΔΑΣΚΟΝΤΑΙ ΧΟΡΟΙ:**

- ΚΥΠΡΙΑΚΟΙ • ΕΛΛΗΝΙΚΟΙ ΛΑΪΚΟΙ
- ΕΛΛΗΝΙΚΟΙ ΠΑΡΑΔΟΣΙΑΚΟΙ • ΚΡΗΤΙΚΟΙ

**ΑΓΑΠΩ ΤΟΝ ΧΟΡΟ ΣΕΒΟΜΑΙ ΤΗΝ ΠΑΡΑΔΟΣΗ**

Χοροδιδάσκαλοι :  
Χάρης Πάζαρος - Ιωάννης Χαραλάμπους



# LETS DANCE

Live teaching of dances

Sousta (Greek and Cypriot dance, vivid, both women and men can dance)

Kipriako zeimpekiko (performed by men/warriors for demonstrating dynamism and dance skills)





THANK YOU

