

Monday, July 18 Santiago Cultural exploration	Tuesday, July 19 Santiago Seminars/Meetings	Wednesday, July 20 Santiago Seminars/Meetings	Thursday, July 21 Santiago Seminars/Meetings	Friday, July 22 Santiago Seminars(Nat. Holiday)	Saturday, July 23 Andes Mountains Outdoor Activities
<p>Breakfast at the hotel</p> <p>Transport from airport to the Plaza El Bosque Suites: www.plazaelbosque.cl in Santiago</p> <p>Group Introduction</p> <p>Orientation and welcome packs distributed at the hotel</p> <p>Orientation meeting</p> <ul style="list-style-type: none"> o Itinerary o Safety o Questions 	<p>Breakfast at the hotel</p> <p>US Commercial Service/AMCHAM/ Prochile ~ General overview of Chile's economic and political climate, foreign investment and the government's efforts to diversify the economy. Talk on the success of Piñera's economic reforms and recovery since the earthquake.</p> <p>Entrepreneur Roundtable ~ US expatriate and local entrepreneurs' successes & challenges of starting and growing their business in Chile and the difficulties of acquiring credit as an SME.</p>	<p>Breakfast at the hotel</p> <p>Aconcagua Foods ~ Discussion on Chile's booming fruit and agribusiness sector, and Aconcagua's competitive edge created through efficient logistics management. Talk on stabilization of its business in the face of huge exchange rate fluctuations. Tour of plant.</p> <p>Or Alternative meeting with leading domestic / multinational firms in the agribusiness export sector</p>	<p>Breakfast at the hotel</p> <p>Red Bull Chile ~Meeting with the management team of Red Bull in Chile and talk on their marketing campaigns in Latin America.</p> <p>Or Alternative meeting with leading domestic / multinational firms in the consumer goods industry</p>	<p>Breakfast at the hotel</p> <p>Full Morning of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Breakfast at the hotel</p> <p>Day trip to the Andes Mountains</p> <p>Visit to Cascada de las Animas in the lovely foothills of the Andes Mountains. Optional Activities in the Maipo Canyon</p> <ul style="list-style-type: none"> • Mountainside horseback ride • Trekking Excursion • Rafting
Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	Traditional Chilean BBQ Lunch
<p>Santiago Cultural "City Game" ~Students will be divided into small teams and will be presented with certain points in the city that they have to visit and objectives that they have to fulfill. This activity will encourage immersion in the local Chilean culture and team communication. A traditional Chilean prize will be awarded to the winners!</p>	<p>Full Afternoon of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Full Afternoon of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Walmart Chile ~Meeting with logistics management team of Walmart Chile. Talk on Walmart's decision to enter the market following the merger and acquisition of one of Chile's largest retailers. Talk on the challenges it faces in a very competitive retail industry in Chile, in which Carrefour and Home Depot already failed.</p> <p>Or Alternative meeting with leading domestic / multinational firms in the retail sector</p>	<p>Telmex ~Discussion on trends in the telecommunications industry with one of the largest multi-channel television and internet operators in South America. As a relative newcomer to the Chilean market, talk on Telmex's strategy against Spanish and Chilean competitors Telefónica and VTR</p> <p>Alternative meeting with leading domestic / multinational company in telecommunications</p>	Continued relaxation in the afternoon
Group Welcome Dinner	Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own

Sunday, July 24 El Teniente Copper Mine	Monday, July 25 Santiago Business Meetings	Tuesday, July 26 Valparaiso Wine Valley	Wednesday, July 27 Santiago Buenos Aires	Thursday, July 28 Buenos Aires Business Meetings	Friday, July 29 Buenos Aires Business Meetings	Saturday, July 30 Buenos Aires City Tour
<p>Breakfast at the hotel</p> <p>Free Day for Tourism (Cost covered by individual)</p> <p>CODELCO El Teniente Copper Mine ~ Visit to the largest underground copper mine in the world owned by Chile's state mining company, CODELCO. Copper is Chile's most important export. Visit to the Sewell mining camp, registered as a UNESCO heritage site</p>	<p>Breakfast at the hotel</p> <p>Sky Airlines Marketing Department ~ Presentation by one of Chile's latest airlines. How is Sky positioning itself in the market against giants such as LAN Airlines through online advertising and how does marketing strategy vary abroad</p> <p>Or Alternative meeting with leading domestic / multinational firms in the services sector</p>	<p>Breakfast at the hotel</p> <p>Tour of Valparaiso ~ Chile's principal shipping port and declared a UNESCO World Heritage Site in 2003</p>	<p>Breakfast at the hotel</p> <p>Transfer to Airport</p> <p>AC92 11:30AM</p> <p>Fly to Buenos Aires with Air Canada</p>	<p>Breakfast at the hotel</p> <p>US Chamber of Commerce / Argentine Ministry of the Economy Senior Attachés ~ General overview of Argentina's economy and trade and its dramatic recovery since the 2001 economic crash. Discussion on foreign investment and corporate governance in Argentina over the last 5 years. Can Argentina overcome its cyclical instability and growing inflation issues</p>	<p>Breakfast at the hotel</p> <p>Austral Hospital ~ Presentation by one of Argentina's leading hospitals. Discussion on the main challenges in the healthcare sector in Latin America and how these compare to Canada</p>	<p>Breakfast at the hotel</p> <p>Buenos Aires City Tour</p> <p><u>Highlights:</u></p> <ul style="list-style-type: none"> • Recoleta • Plaza de Mayo • Casa Rosada Presidential Palace • The Obelisk • La Boca • San Telmo Antiques Fair
Lunch at the mine	Lunch on your own	Group Lunch at Vineyard	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own
<p>Or</p> <p>Visit to a Professional Santiago Soccer Game</p>	<p>Chile Tabacos ~ Founded in 1909 and acquired by the British American Tobacco in 1936. It is the largest international tobacco company in the world. Talk on tax efficient supply chain management for large multinational companies. Tour of plant.</p> <p>Or Alternative meeting with leading domestic / multinational firms in the agribusiness sector</p>	<p>Viña Indomnita ~ Discussion on export and marketing strategy worldwide and overview of the winemaking process.</p> <p>Tour of wine making facilities and vineyard in the famous Casablanca Wine Valley</p>	<p>Check-in to the NH Lancaster Hotel http://www.nh-hotels.es/nh/en/hoteles/argentina/buenos-aires/nh-lancaster.html</p>	<p>Full Morning of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Kraft Foods ~ Discussion on Kraft's operations in South America and the challenges of branding in countries with lower GDP. Talk on adaptation of marketing strategy for Latin American markets</p> <p>Or Alternative meeting with leading domestic / multinational corporations in the food products/ agribusiness sector</p>	Free afternoon for cultural exploration
Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own

Sample itinerary for marketing purposes only. All companies and activities mentioned are examples from past experiences. Final itinerary may not reflect this sample version. Meetings and group activities of final itinerary will be customized to client's request.

Sunday, July 31 Buenos Aires Tourism	Monday, August 1 Buenos Aires Business Meetings	Tuesday, August 2 Buenos Aires Tourism	Wednesday, August 3 Buenos Aires Business Meetings	Thursday, August 4 Buenos Aires Business Meetings	Friday, August 5 Buenos Aires Business Meetings
<p>Breakfast at the hotel</p> <p>Optional Day of Tourism Activities: (Cost Covered by individual)</p> <p>Colonia del Sacramento Short boat trip to Historical town and World Heritage Site in Uruguay founded in 1680</p> <ul style="list-style-type: none"> • Municipal Museum • San Francisco Convent • Viceroy's house • Iglesia Matriz 	<p>Breakfast at the hotel</p> <p>Volkswagen Argentina ~ Company presentation on market entry difficulties in South America for a foreign multinational. Talk on Volkswagen's marketing strategy in Argentina and the consequences of the USA automobile sector collapse on the worldwide industry. Tour of production facilities and meeting with the plant manager</p> <p>Or Alternative meeting with leading domestic / multinational firms in the automobile sector</p>	<p>Breakfast at the hotel</p> <p>Wyeth Pharmaceutical ~ Presentation and discussion on the development of the pharmaceutical sector in the region and its role in the global market.</p> <p>Or Alternative meeting with leading domestic / multinational firm in the healthcare or pharmaceutical sector</p>	<p>Breakfast at the hotel</p> <p>Full Morning of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Breakfast at the hotel</p> <p>University Visit at UCES Business School ~ Seminars with local marketing professors and tour of campus</p>	<p>Breakfast at hotel</p> <p>Full Morning of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>
Lunch at Activity	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own	Lunch on your own
<p>Or</p> <p>Visit to a Professional Buenos Aires Soccer Game</p>	<p>Metropolitan Design Center ~ Visit to a public organization created to assist NGO's, companies, designers, and entrepreneurs in a marginal zone out the south of Buenos Aires with the aim of improving their competitiveness on the strength of design and innovation. Tour and interaction with the different areas and projects.</p> <p>Or Alternative meeting with leading domestic / multinational company in the non-profit sector</p>	<p>Full Afternoon of Seminars with SDSU Professors at Conference Room in the Hotel (3hrs)</p>	<p>Chevron Argentina ~ Chevron Argentina is the third largest producer of oil in the country, producing 54,000 barrels a day on average in 2008 and 62 million cubic feet of natural gas. Talk on the expansion of the bio fuel industry in Argentina and the consequences for the oil industry.</p> <p>Or Alternative meeting with leading domestic / multinational corporations in the energy sector</p>	<p>Banco Río - Santander ~ Presentation and discussion on the development of capital markets in Argentina, banking sector and the effects of the credit crunch on the Argentine economy.</p> <p>Or Alternative meeting with leading domestic / multinational company in the banking industry</p>	<p>Free afternoon for last minute shopping and cultural exploration</p> <p>END OF PROGRAM Departure for the USA</p>
Dinner on your own	Dinner on your own	Dinner on your own	Dinner on your own	Farewell Tango Dinner Show and Lessons	22.8.10