



BUSINESS & ECONOMICS:

Innovation and Entrepreneurship in Latin America

SÃO PAULO – RIO DE JANEIRO – FOZ DO IGUAÇU - BUENOS AIRES -
MENDOZA

May 13th – May 25th, 2019

SPECIALLY DESIGNED FOR:


ILLINOIS

PROGRAM OVERVIEW

Our Business & Economics program model aims to provide participants with an efficient panorama of the Latin American market. To this end, we developed an itinerary that combines academic activities with social, cultural and practical exercises; so each participant will have the chance to transform the theoretical and abstract into experimental learning .

During this program, participants will have the opportunity to meet Brazilian & Argentinian professors, entrepreneurs, business leaders and have first-hand contact with innovative ideas and daily challenges while culturally immersing in 5 of the most iconic cities of Latin America: São Paulo - the country's economic capital and educational center; Rio de Janeiro - Brazil's postcard city and also home to many multinationals and large state-owned companies; Foz do Iguaçu, the powerplant of the continent with Itaipu Binational Dam, Buenos Aires, an innovation hub and the first city in Latin America to have a Unicorn start-up, and finally, Mendoza, responsible for the 5th largest production of wine in the world.

ABOUT CAMPUS ARGENTINA & CAMPUS BRASIL

Campus Brasil is a proud-to-be Brazilian organization founded by two young entrepreneurs specialized in international academic programs. Campus Brasil offers academic programs in all Latin America by partnering with local entrepreneurs with similar values, expertise and mission.

Our goal is to advance the exploration of innovating, sustainable venues of learning outside a four-walled room, promoting innovative activities, creating lifetime experiences and helping our participants to learn, grow and explore the world from a completely new perspective.



WHO RELIES ON OUR EXPERTISE

For years we have collaborated with many top institutions from around the world, connecting each one to Latin America through our programs and creating long lasting connections between universities, non-profit organizations and companies.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



University of Colorado
Boulder



ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN



Cornell University



ARIZONA STATE UNIVERSITY



UNIVERSITY OF
MARYLAND



UNIVERSITY
AT ALBANY
State University of New York



香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

TENTATIVE ITINERARY

DATE	MORNING	AFTERNOON	EVENING
MONDAY MAY 13 (São Paulo)	<ul style="list-style-type: none"> - ARRIVAL AT SAO PAULO INTERNATIONAL AIRPORT & MEETING WITH CAMPUS COORDINATOR - TRANSFER TO THE HOTEL - HOTEL CHECK-IN 	<ul style="list-style-type: none"> - ORIENTATION SESSION Quick informational session about the do's and don'ts in Brazil. - TOUR AT PAULISTA AVENUE Paulista Avenue is one of the most important business centers in Latin America and definitely in Brazil. It hosts the headquarters of several banks, companies, institutions and also cultural centers. 	<ul style="list-style-type: none"> - MEETING WITH BRAZILIAN STUDENTS + CASE PRESENTATION - WELCOME DINNER AT A TRADITIONAL BRAZILIAN RESTAURANT
TUESDAY MAY 14 (São Paulo)	<ul style="list-style-type: none"> - VISIT TO A COMPANY RELATED TO THE CASE WITH BRAZILIAN STUDENTS 	<ul style="list-style-type: none"> - VISIT TO A COMPANY RELATED TO THE CASE WITH BRAZILIAN STUDENTS - TIME TO WORK ON PROJECT 	<ul style="list-style-type: none"> - OPTIONAL EVENING ACTIVITY: HOTEL UNIQUE ROOFTOP – for an amazing view of São Paulo Skyline. (OPTIONAL ACTIVITY)
WEDNESDAY MAY 15 (São Paulo/ Rio De Janeiro)	<ul style="list-style-type: none"> - CASE PRESENTATION TO EVALUATION BOARD - HOTEL CHECK OUT 	<ul style="list-style-type: none"> - PRIVATE TRANSFER TO THE AIRPORT - FLIGHT TO RIO DE JANEIRO (APPROX 1H) - ARRIVAL IN RIO - PRIVATE TRANSFER & HOTEL CHECK IN - TOUR OF COPACABANA DISTRICT 	<ul style="list-style-type: none"> - SUGGESTED EVENING ACTIVITY: Visit to Lapa Neighborhood for a taste of Rio's nightlife. (OPTIONAL ACTIVITY)
THURSDAY MAY 16 (Rio de Janeiro)	<ul style="list-style-type: none"> - VISIT TO A LARGE BRAZILIAN COMPANY: Rio is home to many of the largest Brazilian infrastructure companies – Petrobras, Odebrecht, Vale S.A – as well as in the communication sector, with Globo Network – the largest communication conglomerate in Latin America. 	<ul style="list-style-type: none"> - VISIT TO A LARGE MULTINATIONAL OPERATING IN BRAZIL: Get to know more about how multinationals adapt to work in Brazil – i.e Coke, L'Oreal, IBM, Deloitte. 	<ul style="list-style-type: none"> - FREE EVENING
FRIDAY MAY 17 (Rio de Janeiro)	<ul style="list-style-type: none"> - VISIT TO CHRIST THE REDEEMER Located on the top of Corcovado Mountain, Christ the Redeemer has become a symbol of Rio de Janeiro and Brazil. 	<ul style="list-style-type: none"> - RIO CITY TOUR: Rio is considered the postcard from Brazil and it became even more famous during the Olympics in 2016 . The tour will include Confeitaria Colombo, Escadaria Selaron, Rio Downtown, Praça Mauá and the famous beaches of Ipanema and Copacabana. 	<ul style="list-style-type: none"> - OPTIONAL EVENING ACTIVITY – Visit to Salt Stone, considered the crib of Samba Music (OPTIONAL ACTIVITY)

<p>SATURDAY MAY 18 (Rio de Janeiro/ Foz do Iguçu)</p>	<p>- FREE MORNING TO ENJOY THE BEACH - HOTEL CHECK OUT - PRIVATE TRANSFER TO THE AIRPORT</p>	<p>- FLIGHT TO FOZ DO IGUAÇU (APPROX. 2h30) - ARRIVAL IN FOZ DO IGUAÇU – PRIVATE TRANSFER & HOTEL CHECK IN</p>	<p>- FREE EVENING</p>
<p>SUNDAY MAY 19 (Foz do Iguçu)</p>	<p>- VISIT TO BRAZILIAN SIDE OF IGUAÇU FALLS The waterfalls of the Iguazu River comprehend Argentina and Brazilian borders. They are the largest waterfalls system in the world.</p>	<p>- VISIT TO NATIONAL FOREST RESERVE</p>	<p>- FREE EVENING</p>
<p>MONDAY MAY 20 (Foz do Iguçu/ Buenos Aires)</p>	<p>- HOTEL CHECK OUT - TECHNICAL VISIT TO ITAIPU HIDROELECTRICAL PLANT</p>	<p>- PRIVATE TRANSFER TO PORTO IGUAZU AIRPORT - FLIGHT TO BUENOS AIRES - ARRIVAL & HOTEL CHECK IN</p>	<p>- OPTIONAL ACTIVITY: NIGHTLIFE TOUR IN RECOLETA (OPTIONAL ACTIVITY)</p>
<p>TUESDAY MAY 21 (Buenos Aires)</p>	<p>- INTERACTION WITH THE START UP SCENARIO IN BUENOS AIRES: - VISIT TO INCUB.A - works within the Buenos Aires Ministry of Modernization, Innovation, and Technology that provide resources, training and development support for Buenos Aires start-ups. OR - VISIT TO WAYRA: Wayra is a start-up accelerator as an initiative of Telefónica's chief executive in Europe. Wayra works with start-up company to provide funding, office space and mentoring.</p>	<p>- VISIT TO A SUCCESSFUL START UP COMPANY IN BUENOS AIRES: i.e DESPEGAR.COM - Despegar.com is the #1 online travel agency in Latin America and it is based in Argentina OR MERCADO LIBRE - is an Argentine company incorporated in the United States that operates online marketplaces dedicated to e-commerce and online auctions, including mercadolibre.com. MercadoLibre is Latin America's most popular e-commerce site by number of visitors.</p>	<p>- CULTURAL ACTIVITY: TANGO WORKSHOP - Students will have the opportunity to participate in a Tango class and a local dance night ("milonga").</p>
<p>WEDNESDAY MAY 22 (Buenos Aires)</p>	<p>-- VISIT TO ARCOR Grupo Arcor is an Argentine food company specializing in the production of foodstuff, sugar and chocolate confectionery, cookies and ice cream. It develops leading brands in its 39 industrial plants throughout Latin America. OR - VISIT TO BANCO GALICIA Banco Galicia is one of the most important private banks in Argentina and is one of the few companies to trade stock publicly on the Argentine stock exchange.</p>	<p>- CITY TOUR IN BUENOS AIRES Check out the most famous landmarks of Buenos Aires city such as Casa Rosada, La Boca, Porto Madero and Recoleta District.</p>	<p>- OPTIONAL ACTIVITY: NIGHTLIFE TOUR IN PALERMO (OPTIONAL ACTIVITY)-</p>

<p>THURSDAY MAY 23 (Buenos Aires/ Mendoza)</p>	<p>- HOTEL CHECK OUT - PRIVATE TRANSFER TO THE AIRPORT - FLIGHT TO MENDOZA (APPROX. 1H30)</p>	<p>- ARRIVAL TO MENDOZA & HOTEL CHECK IN</p> <p>- VISIT TO THE CENTRAL MARKET There are different spices, sausages, mushrooms and fruits produced in the region like fig, apricot, pear, apple, melon, as well as dried fruits such as walnuts and almonds.</p> <p>- VISIT TO GENERAL SAN MARTIN PARK Designed by the French architect Carlos Thays at the beginning of the last century the park was not born as a project of urbanization, but with the intention of protecting the city from dust clouds from the desert.</p>	<p>- FREE EVENING TO ENJOY MENDOZA</p>
<p>FRIDAY MAY 24 (Mendoza)</p>	<p>- DAYTRIP TO A LARGE ARGENTINIAN VINEYARD + SMALL WINE PRODUCER + OLIVE OIL PRODUCTION – and talk with Business representatives in the field Today there are about one thousand wineries in Mendoza, which have transformed Argentina into the fifth largest wine producing region in the world. From 2010 to 2012, the country's wine exports rose by more than 47%. Students will be able to see the difference in industrial and artisanal production, as well as</p>		<p>- FAREWELL DINNER</p>
<p>SATURDAY MAY 25 (Mendoza/ Buenos Aires)</p>	<p>- FREE MORNING - HOTEL CHECK OUT</p>	<p>- FLIGHT BACK TO THE USA</p>	<p>- RETURN FLIGHT</p>

WHAT'S INCLUDED

- Support from Campus coordinators, available for student/faculty support 24/7 during the program
- Arrangements of technical and business visits
- Accommodation in 3-star hotels in São Paulo, Rio de Janeiro, Buenos Aires and Mendoza; students will be in single/double rooms; (respecting gender identities), faculty will be in a single room;
- Project interaction with Brazilian Students in São Paulo
- Welcome Dinner
- Farewell dinner
- All Breakfasts
- Group Airport pick-ups and group airport drop-offs (International Flight & Domestic Flight)
- Private transportation available for business visits and academic interactions
- All drivers expenses
- Flight from São Paulo to Rio de Janeiro
- Flight from Rio de Janeiro to Foz do Iguaçu
- Flight from Foz do Iguaçu to Buenos Aires
- Flight from Buenos Aires to Mendoza
- Entrance fee to Christ the Redeemer
- Entrance fee to Iguaçu Falls and National Forest Reserve
- City tour in Buenos Aires
- City tour in Rio de Janeiro
- Tango Workshop
- Daytrip to Argentinian Vineyard
- 2 UIUC Chaperones free of charge
- Taxes

Items not included

- Brazil visa fee
- International flights to/from USA to São Paulo / Buenos Aires;
- Accommodation extras not included in standard rate;
- Transportation and consumption for optional cultural evening activities;