

University of North Carolina at Charlotte, Sao Paulo, March 2009

Saturday		March 7, 2009	day one
			arrive Sao Paulo AA995
9.40am	arrive Sao Paulo meet ISP representative at the airport transfer to hotel, drop-off bags		<i>bus transfer</i>
1:00pm TBC	welcome lunch check-in		<i>walk/restaurant</i>
afternoon			
evening	rest of the day at leisure		

Sunday		March 8, 2009	day two
			culture <i>hotel</i>
9:55am TBC	breakfast		
	meet in hotel lobby		
10:00am TBC	guided tour of Sao Paulo <i>e.g. Ibirapuera Park, old town, Se Cathedral</i>		<i>bus/walk</i>
	lunch on your own		
afternoon	free for sightseeing & shopping or optional cultural event 1: soccer match depending on season calendar		<i>sts pay on the spot</i>
	rest of the day at leisure		

Monday		March 9, 2009	day three
			orientation day <i>hotel</i> <i>bus full day</i>
	breakfast		
10:00TBC	visit 1: US investor e.g. Kimberly Clark Brasil/ Tetra Pak/Colgate management presentation, discussion, tour of facilities		
12:00TBC	lunch on you own		
2:00pm TBC	visit 2: Marketing Strategies for Low-income market Huawei speaker: TBC management presentation, discussion		
	rest of the day at leisure		

Tuesday		March 10, 2009	day four
			successful Brazilian enterprises <i>hotel</i> <i>bus full day</i>
	breakfast		
10:00am	visit 3: leading manufacturer Natura speaker: TBC management presentation, discussion, tour of facilities		
	lunch on you own		
1:30TBC	visit 4: Brazilian's renewable energy Cosan (ethanol producer) Felipe Jansen Mello, Investor Relations management presentation, discussion		
3:00pm	rest of the day at leisure		

Wednesday		March 11, 2009	day five
			future trends
morning	breakfast		<i>hotel</i>
	visit 5: local company/product innovation/Supply chain e.g. Brasilata, Santista textil		<i>bus full day</i>
	management presentation, discussion, tour of facilities		
	lunch on your own		
2:00pm	visit 6: Brazil's communication business		
	Ogilvy		
	Mr.Luiz Cama, Senior V.P., Corporate		
	management presentation, discussion		
	free for sightseeing & shopping		
	or		
	optional cultural event 2: São Paulo Museum of Art MASP		<i>sts pay on the spot</i>
	rest of the day at leisure		

Thursday		March 12, 2009	day six
			business strategies
9:00am	breakfast		<i>hotel</i>
	presentation 1: social entrepreneurship		<i>bus half day</i>
	e.g. Ekoa Café case study		
10:15am	break		
10:30am	presentation 2: Brazilian Economy wrap up		
	Geraldo Barbosa Associados		
	Mr. Geraldo Barbosa, Principal		
	management presentation, discussion		
	farewell lunch		<i>restaurant café ekoa TBC</i>
	rest of the day at leisure		

Friday		March 13, 2009	day seven
			depart for USA
	breakfast		<i>hotel</i>
	check-out, transfer to the airport		<i>bus transfer</i>
10:40am	depart for USA		<i>AA2944</i>