

SAMPLE, Ho Chi Minh City & Singapore, January 07 - January 14, 2023

Sat, Jan 07, 2023		Welcome to Vietnam!	day 1
	orientation talk: with ISP Program Manager and faculty ONE WEEK PRIOR TO DEPARTURE: Before you board your plane, use this virtual session to learn everything you need to know about the cities, as well as your program. Get familiar with the upcoming schedule, uncover the secret ingredients of a successful trip and learn some useful tips from local currency exchange rates to what's happening in the city.		
	arrive in Ho Chi Minh City meet ISP representative at the airport		own arrangements
	transfer to hotel, check-in		bus transfer
	rest of the day at leisure <i>ISP's recommendation</i> : Find a place for a nice, relaxing foot massage or simply take a stroll in the city known as the 'Pearl of the Far East' to stretch out and get your bearings. Enjoy your first hours in Vietnam!		

Sun, Jan 08, 2023		The wonders of the East	day 2
	breakfast		hotel
	meet in hotel lobby, depart for tour		bus/walk
morning	cultural event: discover the secrets of the Cu Chi Tunnels Visit the famous Cu Chi Tunnels, an incredible underground tunnel network constructed by Vietnamese resistance fighters (Viet Cong) during both the French and American wars. Start the visit with the Ben Dinh or Ben Duoc sections of the tunnel system where you can imagine what it was like to be a guerrilla fighter, complete with Russian Carbine rifles and AK-47s on display.		
	group lunch		restaurant
	depart for scavenger hunt		walk/taxi
afternoon	cultural event: scavenger hunt - catching Saigon's soul Go beyond the classroom and dive head first into your Saigon experience! Start building your understanding of the city and the local people as you immerse yourself in the Vietnamese culture - engage in fun team challenges, uncover hidden locations throughout the city and compete against time and other teams as you explore the city in a unique way.		
evening	scavenger hunt evaluation & welcome pool party Meet to discuss and evaluate the results, announce the winner and celebrate the success and the memories you made on your first day in Vietnam. Enjoy the evening with some canapes, drinks and free time at the pool!		pool bar

Mon, Jan 09, 2023		Understanding Vietnam and its business environment	day 3
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	breakfast	hotel
	meet in hotel conference room	
morning	orientation talk: program overview by ISP Program Manager and university faculty Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip and learn some useful tips, from where to find the best exchange rates to what's happening in the city.	hotel conference room
	coffee break	
late morning	panel discussion: Vietnam's economic development, strategy for future growth and the lessons learned from the COVID-19 pandemic Learn about the local economy and strategies for future growth in Vietnam. What are the major factors and policies that are shaping the local economy? How did the global pandemic affect the region? Three panelists from our network of business leaders and local professionals will be ready to answer all your Vietnam-related questions. Use this opportunity to dive deeper into a discussion about what business in Vietnam entails.	hotel conference room
	networking group lunch with panelists Use lunchtime to continue your discussions, learn more about doing business in Vietnam and reflect on your morning learnings.	hotel restaurant
	meet in hotel lobby, depart for visit	bus half day
afternoon	case study: how cultural differences impact international business <i>e.g. Mondelez Kinh Do</i> Companies are well aware of the various problems that arise when entering a new market, especially when entering a market with varying consumer trends. Get insights into a merger between Vietnam's leading snack provider, Kinh Do, and global company, Mondelez International. See the differences in how each company promotes its products and how they're changing the way the country eats. <i>management presentation, discussion</i>	
	rest of the day at leisure	
evening	optional cultural event: foodie motorbike night tour Hop on a scooter and let your personal driver take you to lesser-known parts of the city to get a taste of the real Vietnam! From noodle joints to street BBQs, you and your friends will get a chance to try many local delicacies and learn about Vietnamese cuisine while eating with locals.	sts pay individually

Tue, Jan 10, 2023	Traditional industries and booming innovation	day 4
	breakfast	hotel
	meet in hotel lobby, depart for visits	bus full day

morning	<p>visit: made in Vietnam - Asia's giant in the textile and apparel industries <i>e.g. Esquel Garment Manufacturing</i></p> <p>Vietnam is one of Asia's top garment manufacturing destinations. Learn how the textile industry strengthened the local economy and what the companies do to compete with their rivals, China and India, to attract customers. What are the biggest strengths of the Vietnamese textile sector? How has the industry been impacted by the global pandemic? <i>management presentation, discussion, tour of facilities</i></p>	
	<p>lunch: own arrangements</p> <p>Vietnamese cuisine doesn't win any points for complexity. Many of the most popular dishes can be made anywhere, whether it's on the side of the road or in a high-end restaurant. Enjoy lunch with your peers and try on some traditional Vietnamese dishes.</p>	
afternoon	<p>entrepreneurial labs: a place where tech meets life <i>e.g. OpenSpace</i></p> <p>OpenSpace focuses on tech companies that harness AI to realize bolder visions for the future. It's a venture capital firm that invests in tech companies at different stages and in different sectors, such as healthcare, finance, enterprise and frontier tech. Listen to the founders of the company and get a peak into the day-to-day operations. <i>management presentation, discussion, tour of facilities, start-up pitches</i></p>	
	meet in hotel lobby, depart for networking event	bus transfer
evening	<p>networking event: Vietnam is all about connections</p> <p>Take this unique opportunity to mingle with local business people and make great contacts for future endeavors, both professional and personal.</p>	rooftop bar

Wed, Jan 11, 2023	Transfer to Singapore, 'the Lion City'	day 5
	breakfast	hotel
morning	check-out, transfer to airport	bus transfer
	flight to Singapore (duration approx. 2 hrs)	air
	lunch: own arrangements	
	transfer to hotel, check-in	bus transfer
	meet in hotel lobby, depart for city tour	bus/walk
afternoon	<p>visit: Singapore's development story <i>e.g. Singapore City Gallery</i></p> <p>The Singapore City Gallery showcases Singapore's dramatic transformation over the past 50 years, eventually becoming one of the most liveable cities in Asia. It tells Singapore's development story through 40 interactive and immersive exhibits that detail the planning challenges and innovative solutions that tackled them.</p>	

late afternoon	<p>cultural event: touring the island city-state</p> <p>This tour will introduce you to Singapore's ethnic diversity, as you visit the colorful districts of Little India and culturally-rich Chinatown. You'll also see the Arts House (situated next to the Old Parliament House), the imposing Supreme Court and City Hall and enjoy a beautiful panoramic view from one of the tallest hills in Singapore, Mt. Faber.</p>	
	<p>rest of the day at leisure</p> <p><i>ISP's recommendations</i> : From luxury retail to world-class international cuisines, Singapore's Orchard Road is home to a wealth of experiences. What used to be an unnamed road with fruit orchards, nutmeg plantations and pepper farms, is now Singapore's most beloved shopping district. Even if you're not in need of anything, this place is worth checking out.</p>	

Thu, Jan 12, 2023	Getting to know local specifics	day 6
	breakfast	hotel
	meet in hotel lobby, depart for visits	bus full day
morning	<p>visit: Singapore's pivotal economic role in ASEAN</p> <p><i>e.g. EY Singapore</i></p> <p>What are some of Singapore's economic advantages? What should potential businessmen be wary of? What are the economic impacts of COVID-19 on this city-state? Start the day by grasping the broad information about your destination.</p> <p><i>management presentation, discussion</i></p>	
	<p>lunch: own arrangements</p> <p>Singapore is one of the very few places in the world where street food vendors earn Michelin stars! Enjoy the abundance of choices at one of the hawker centers for some delicious street food.</p>	
afternoon	<p>experiential learning: supporting businesses in financial distress</p> <p><i>e.g. Monetary Authority of Singapore (MAS)</i></p> <p>The slowdown of economic activity caused by the COVID-19 pandemic and the implementation of emergency measures to tackle the crisis has led to severe financial difficulties for many companies. Many of the fixed costs, such as rents and interest payments, remain due, while the cash flow to make these payments has slowed down or stopped completely. As a result, many otherwise sound companies are facing acute liquidity constraints that eventually might become solvency problems. Learn what role the MAS plays in helping small and medium-sized enterprises in Singapore and what the future holds for the sector.</p> <p><i>presentation, discussion, MAS Gallery Tour</i></p>	
late afternoon	<p>cultural event: discover Singapore's SkyPark & Gardens by the Bay</p> <p>If you ask anyone where the best view of Singapore is, they'll point you in the direction of the Sands SkyPark Observation Deck. Soaring 57 levels above the heart of the city, the breathtaking panoramic view of the architectural wonder and the famous Marina Bay, will have everyone whip out their cameras. You'll continue your tour by exploring the Gardens by the Bay, a must-see destination for all.</p>	

	<p>rest of the day at leisure ISP's recommendation: Singapore may not be the first city you think of when looking for wall murals and Insta-worthy photos, however, the city has a thriving street art scene. While looking for the art district, you'll probably encounter various tiny back streets, as well as food courts! Ask your driver to take you to Tiong Bahru or Everton!</p>	
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Fri, Jan 13, 2023		A resilient tomorrow - time of response & transformation	day 7
	breakfast		hotel
	meet in hotel lobby, depart for visits		bus full day
morning	<p>experiential learning: the future of the aviation industry amid the COVID-19 crisis e.g. Boeing Singapore Training and Flight Services Before being struck by the COVID-19 crisis, Asia Pacific was well on its way to becoming the world's largest aviation market. There are various reasons for this, such as Singapore's prime location, the great environment for digital innovation, the strong manufacturing base and the skilled workforce. Gain insights into the industry and even hop on the Boeing simulator! <i>management presentation, discussion, tour of facilities, 360° simulator</i></p>		
	group lunch		restaurant
afternoon	<p>case study: future of ride-hailing in Singapore e.g. Grab The SEA market is rapidly changing and ride-hailing companies need to focus on customer-friendly, innovative solutions, such as delivery and travel booking to financial services and offering pet-friendly cars. Gain a better understanding of the strategies that are user-friendly and help differentiate companies from their market rivals. <i>management presentation, case study, discussion</i></p>		
	meet in hotel lobby, depart for farewell dinner		bus transfer
evening	<p>farewell dinner with a view and final wrap-up Say goodbye to Singapore and the study trip as a whole, with a delicious dinner with your friends and classmates as you share pictures, stories and final reflections on the overall experience!</p>		restaurant

Sat, Jan 14, 2023		Farewell, Singapore	day 8
	breakfast		hotel
morning	check-out, transfer to airport		bus transfer
	depart home		own arrangements