

SAMPLE, Marrakesh, Casablanca & Lisbon, January 08-14,2023

Sun, Jan 08,2023		Welcome to Morocco	day 1
	arrive in Marrakesh Meet ISP Program Manager at the airport		air
afternoon	transfer to hotel, check-in		bus transfer
	lunch: own arrangements		
	meet in hotel lobby, depart for tour		bus/walk
late afternoon	cultural event: hidden sights of Marrakesh & secret gardens Embark on an exciting and interesting exploration of the authentic side of Marrakesh's old city. See the traditional activities of the city's inhabitants and understand their way of life. Embrace the city's rich history by visiting ruins and even a traditional Moroccan pharmacy.		
evening	dinner & a show at the restaurant, Chez Ali Enjoy a night of traditional Moroccan dining and entertainment in Marrakesh! "Chez Ali" offers a dinner show in Berber tents inside the Arabian Nights complex. Complete with a captivating atmosphere including dancers, acrobats, equestrians & folk music, you'll enjoy a typical Moroccan dinner. See the Berber folklore, a jugglers' performance, a flying carpet, a belly dancing performance and even a fantasia show!		restaurant

Mon, Jan 09, 2023		At the crossroads of Europe and Africa	day 2
	breakfast		hotel
	meet in hotel conference room for panel discussion		
morning	panel discussion: doing business in Marrakesh - successes and shortcomings <i>e.g. local business leaders, journalists, entrepreneurs</i> What are the challenges and opportunities when you decide to do business in Morocco? What are the current environments and plans for the future? Listen to the representatives from different sectors and learn from their experiences. <i>discussion, networking</i>		conference room
	check-out, load luggage onto the bus		
	meet in hotel lobby, depart for visit		bus full day
	group lunch		restaurant

afternoon	<p>volunteering experience: making a lasting impact - the role of social enterprise in supporting women's empowerment <i>e.g. Amal Center</i></p> <p>Visit a Marrakesh-based non-profit organization dedicated to the empowerment of disadvantaged women through restaurant training and job placement. The Amal Center's goal is personal transformation through job and life skills development for their trainees, a stepping stone to economic and social stability.</p> <p>Take an afternoon to learn about this local NGO and join the volunteers for the afternoon. <i>management presentation, discussion, volunteering</i></p>	
late afternoon	transfer to Casablanca (duration approx. 3 hours)	bus transfer
early evening	arrive in Casablanca, check-in	
	<p>rest of the day at leisure <i>ISP's recommendation</i> : Stroll through downtown Casablanca and admire the unique Moroccan-style architecture, a blend between Art Deco and Art Nouveau. While it can be found throughout the city, some of the best-preserved facades can be found on Rue Tahar Sabti and Boulevard Mohamed V. Take your time admiring all the beauty that can be found here.</p>	

Tue, Jan 10, 2023		Different lenses on Moroccan business	day 3
	breakfast		
	meet in hotel lobby, depart for visit		bus full day
morning	<p>visit: multinationals in Morocco - emerging market challenges for a global company <i>e.g. Swissport Maroc</i></p> <p>Learn more about this global leader in airport ground services and air cargo handling. Swissport is focused on consolidating and strengthening its market position, ensuring its constantly driving industry innovation in key areas such as service, quality and reliability. Discuss with the management some challenges they're facing in the Moroccan market and their innovative ideas for future growth. <i>management presentation, discussion, tour of premises</i></p>		
	group lunch		restaurant
afternoon	<p>visit: from Morocco to the world - the strategic route from production to distribution for local businesses <i>e.g. Sultan Tea & the Damandis Group</i></p> <p>Tea is more than just a consumer product – it's a key element of the Moroccan identity. During the 19th century, serving tea from teapots became popular among Moroccans and eventually became an integral part of hospitality across Northern Africa. Explore this tradition by visiting the Sultan Tea brand, an internationally recognized company with over 80 years in the industry. Tour the premises, and get insights into innovation in manufacturing, distribution, operational excellence, business strategy and marketing to local consumers. <i>management presentation, discussion</i></p>		
	rest of the day at leisure		

evening	<p>optional cultural event: "I Think This Is The Beginning Of A Beautiful Friendship" Rick's Cafe, the fictional saloon from the 1942 film 'Casablanca', has finally been transformed from a Hollywood set to a real, functioning eatery thanks to the imagination and determination of former American diplomat, Kathy Kriger. Filled with architectural and decorative details reminiscent of the film such as the iconic curved arches, sculpted bar, balconies and balustrades, this is a 'must-see'.</p>	sts pay individually
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Wed, Jan 11, 2023	One day, two cities	day 4
	breakfast	hotel
	check-out, load luggage onto the bus	
	meet in hotel lobby, depart for Mosque tour	bus half day
morning	<p>cultural event: Hassan II Mosque - the jewel of Casablanca The largest mosque in the Africa and 7th largest in the world, the Hassan II Mosque is located only 20 minutes away from Casablanca. During this cultural voyage, you'll gain a deeper understanding of the Muslim religion and the role a mosque plays in the daily lives of those practicing the faith.</p>	
	transfer to the airport	bus transfer
	lunch: own arrangements	
early afternoon	flight to Lisbon (duration approx. 1.5 hours)	air
afternoon	<p>Lisbon on a tuk-tuk: city tour Though Lisbon's hills yield spectacular lookout points, they can often make sightseeing a strenuous task. Get to the top of Lisbon's highest points without breaking a sweat during an electric tuk-tuk tour. Explore Lisbon in a unique way with this eco-friendly mode of transportation - travel around the city's narrow streets and discover parts of Lisbon you may otherwise have missed.</p>	bus/tuktuk
early evening	transfer to hotel, check-in	bus transfer
	<p>rest of the day at leisure <i>ISP's recommendation</i> : Explore the city on the iconic #28 tram. Operating since the 1930s, trams are an integral part of the city's public transportation. This particular track passes through many of Lisbon's historic districts like Graca, Alfama, Baixa, Chiado and Sao Bento.</p>	

Thur, Jan 12, 2023	Solutions for a better future	day 5
	breakfast	hotel
	meet in hotel lobby, depart for visit	bus full day

morning	<p>visit: Portugal's position in the EU - trade, economy and political relations <i>e.g. Banco de Portugal</i></p> <p>Over recent years, Portugal's economy has begun to recover and grow, with the country even reaching an unemployment rate that's lower than before COVID. Hear about the current Portuguese business environment, the challenges they face, the growing popularity of expatriates retiring in the country and Portugal's role in the EU. <i>management presentation, discussion</i></p>	
	group lunch	restaurant
afternoon	<p>entrepreneurial labs: from seed to succeed - turning business ideas into reality <i>e.g. Hub Criativo do Beato</i></p> <p>Lisbon has blossomed into one of the best cities to build a start-up — and the entrepreneurial spirit isn't showing signs of slowing down. Gain first-hand insights into the operations of the Portuguese start-up ecosystem, sneak a peek into the future of technology and get inspired by new, emerging solutions. Meet with local entrepreneurs, learn about their projects and share your tips and recommendations on how to grow their businesses to reach the next stage in their development. <i>management presentation, discussion, tour of facilities, start-up pitches</i></p>	
	rest of the day at leisure	
evening	<p>optional cultural event: discover flavors of the Mouraria district</p> <p>Embark on a 3-hour Portuguese food tour in the heart of the Mouradian neighborhood. Discover the city center, learn about its history and experience the unique food. Stop by a typical 'Tosca' (local tavern) where everything is made fresh daily. Get a deeper understanding of the city, its people and its food scene; memories that will last a lifetime!</p>	sts pay individually

Fri, Jan 13, 2023	The Portuguese way of life	day 6
	breakfast	hotel
	meet in hotel lobby, depart for visit	bus half day
morning	<p>visit: against the stream - Portugal's booming surf culture <i>e.g. Lisbon Crooks and Surfers</i></p> <p>Portugal is home to some of the world's largest waves, making the country a surfer's paradise. Meet with representatives from a small surfboard manufacturer, who are looking to bring back the good ol' days, when surfing was punk rock. With slogans like "we are not surfers; we are wave lovers" the Crooks are distancing themselves from today's mainstream billion-dollar surf industry. Listen to their story and learn about their original business model. <i>management presentation, discussion, tour of facilities</i></p>	
	lunch: own arrangements	

afternoon	<p>last call for sightseeing & shopping <i>ISP's recommendation</i> : Lisbon is a destination defined by a laid-back way of life - much of the charm here stems from its proximity to an array of gorgeous, sandy beaches. Enjoy this last afternoon by relaxing on one of these beaches. We recommend the Praia de Carcavelos - the longest and most popular beach in Lisbon. Dominated by soft, golden sand, clean Atlantic water and various tourist facilities, don't miss the chance to grab a drink and get some sun!</p>	
	meet in hotel lobby, depart for dinner	bus transfer
evening	<p>farewell dinner in a traditional restaurant Enjoy some staples of Portuguese cultural during your final evening. Indulge yourself with a traditional Portuguese dinner while listening to Fado music. End your trip with this unforgettable dining experience.</p>	restaurant

Sat, Jan 14, 2023	Depart for USA	day 7
	breakfast	hotel
morning	check out, transfer to the airport	bus transfer
	depart for USA	own arrangements
	<p>optional cultural event: a full-day trip to Sintra & Cabo de Roca Immerse yourself in the beautiful region of Sintra, a UNESCO World Heritage site. Also known as 'glorious Eden,' this region is home to incredible monuments, breathtaking views and delicious sweets. From there, travel to Cabo de Roca and admire the views from the most western point in continental Europe.</p>	sts pay individually