

## SAMPLE, Panama City & San José, January 07 - January 14, 2023

| Sat, Jan 07, 2023 |  | Bienvenidos a San José!   | day 1                  |
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|                   |  | <b>orientation talk: with ISP Program Manager and faculty</b><br>ONE WEEK PRIOR TO DEPARTURE: Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip and learn some useful tips, from packing essentials to discovering what's happening in the city.   |                        |
|                   |  | <b>arrive in San Jose</b><br>meet ISP representative at the airport   | air                    |
|                   |  | transfer to hotel, check-in   | bus transfer           |
| afternoon         |  | <b>cultural event: guided tour of San José</b><br>Discover the culture and history of Costa Rica's capital. Stroll through its lovely residential areas, enjoy the Metropolitan Park and admire the historic National Theater and National Museum. Don't miss these and many other gems found in San José!  | bus/walk               |
|                   |  | meet in hotel lobby, depart for welcome dinner  | bus transfer           |
| evening           |  | <b>welcome dinner with folklore dance and Marimba music</b><br>There's no better way to spend your first evening in Costa Rica than with a night full of traditions from music and a mask show, among other significant cultural manifestations! Taste the different flavors of Costa Rican cuisine while you enjoy the dances and colorful folklore of the marimbas.   | restaurant             |
| Sun, Jan 08, 2023 |  | Tortuga Island cruise   | day 2                  |
|                   |  | breakfast   | hotel                  |
|                   |  | meet in lobby, transfer to Tortuga Island (duration approx. 2,5 hours)  | bus full day           |
|                   |  | <b>cultural event: full-day Tortuga Island cruise</b><br>Tortuga Island is a gorgeous 120-hectare sanctuary located on the country's Central Pacific coastline. It's the perfect destination to spend the day chilling out and enjoying a beach getaway surrounded by stunning turquoise waters. We'll embark on a relaxing catamaran day tour that sails across the Gulf of Nicoya while the most attentive and personalized crew will pamper you with top-quality service. After getting to the island, enjoy your freedom and discover dozens of other activities! | bus / catamaran / walk |
|                   |  | <b>group lunch on the beach</b>   | restaurant             |
|                   |  | return to San José  |                        |
|                   |  | rest of the day at leisure  |                        |
| Mon, Jan 09, 2023 |  | Introduction to the local business scene  | day 3                  |
|                   |  | breakfast   | hotel                  |

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| morning      | <p><b>presentation: socio-economic overview and US - Costa Rica relations</b><br/><i>e.g. US Commercial Service San Jose</i></p> <p>The United States is Costa Rica's primary trading partner and represents the largest source of tourism and foreign direct investment. Traditionally, US exports to Costa Rica include petroleum products, automotive parts and supplies, renewable energy, franchises, hotel and restaurant equipment, healthcare products and construction equipment, while US imports from Costa Rica include medical devices, pineapples, bananas and coffee. Have there been any shifts or new trends in trading between the countries? Learn about this and more during a socio-economic overview of Costa Rica.<br/><i>management presentation, discussion</i></p> | hotel conference room |
|              | <b>coffee break with company representatives</b>   |                       |
|              | meet in hotel lobby, depart for visit  | bus half day          |
| late morning | <p><b>visit: traditional industries: how to create a sustainable coffee business</b><br/><i>e.g. Hacienda Alsacia - Starbucks Coffee Farm</i></p> <p>When the company is working toward improving its sustainability performance, it needs a strategy, plan and roadmap. Discuss these steps with industry leaders on how to gear the company's purpose, culture, focus and actions toward sustainability.<br/><i>management presentation, discussion, tour of premises</i></p>  |                       |
|              | <p><b>lunch at the coffee farm</b></p> <p>Continue the sustainable business discussion over lunch. After the meal, enjoy a freshly made cup of coffee straight from the source and prepare yourself for a tour of this coffee farm.</p>  | restaurant            |
| afternoon    | <p><b>cultural event: Starbucks Hacienda Coffee Tour</b></p> <p>Visit the one and only Starbucks farm, which has become the company's global agronomy headquarters. Pop into the Visitor Center and learn about the life cycle of coffee - from the plantation to your home by viewing the tree nursery, wet mill, drying patio and roaster. Learn how the company is using sustainable practices to promote local farmers and continue innovating the art of coffee.</p>  |                       |
|              | <p><b>rest of the day at leisure</b></p> <p><i>ISP's recommendation</i> : San José is the capital and largest city in Costa Rica. It's home to over 2 million people and is also the business center of the country. For a large Latin American city, San José has one of the best standards of living. Head outside the downtown area to enjoy traditional meals such as chifrijito - a combination of rice, beans and fried pork pieces. Here you'll feel the super friendly and chill vibe that the locals call "Pura Vida," which translates to "Pure Life".</p>   |                       |

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| Tue, Jan 10, 2023 | <b>Exciting opportunities in Costa Rica</b> | day 4        |
|                   | breakfast                                   | hotel        |
|                   | meet in hotel lobby, depart for visits      | bus full day |

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| morning       | <p><b>visit: insights into Central America's vibrant startup scene</b><br/> <b>e.g. Costa Rican Investment Promotion Agency</b></p> <p>The city is an attractive investment destination and a magnet for start-ups of all kinds, from tech initiatives to food and clean tech, among others. Use this opportunity to meet with those who see investment from the other side. Be ready to discuss, share and learn about the challenges and opportunities they face in a country that has seen rapid development in investments over the past few decades.</p> <p><i>management presentation, case study, discussion</i></p>                            |                      |
| late morning  | <p><b>entrepreneurial labs: entrepreneurship and innovation ecosystems in Costa Rica</b><br/> <b>e.g. AUGE UCR (University of Costa Rica start-up incubator)</b></p> <p>Learn more about an entrepreneurial community that incubates innovative projects and promotes dynamic organizations, contributing to inclusive and sustainable development. Learn more about AUGE, meet the local entrepreneurs and discover how they seek to be the catalyst for the entrepreneurship and innovation ecosystems in Costa Rica and throughout the region.</p> <p><i>management presentation, discussion, roundtable discussions, brainstorming session</i></p> |                      |
|               | lunch: own arrangements  |                      |
| afternoon     | <p><b>visit: exploring the different marketing tools used for promoting eco-tourism in Costa Rica</b><br/> <b>e.g. Camara Nacional de Turismo (CANATUR)</b></p> <p>Tourism has played an important role in the development of Costa Rica. The pandemic made the situation difficult not only for the tourism and travel industry, but also for locals. Learn about the steps being taken to deal with this unpredictable situation.</p> <p><i>management presentation, case study, discussion</i></p>  |                      |
| early evening | <p><b>optional cultural event: chocolate-making experience</b></p> <p>Cocoa, and especially chocolate, are incredibly significant resources for the people of Central America. Costa Ricans have a long tradition of harvesting and preparing it, while the rest of the world loves what they make! Learn how to make chocolate, from pre-Columbian to modern methods, mold it into different shapes and taste the different flavors cocoa has to offer.</p>   | sts pay individually |

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| Wed, Jan 11, 2023 | <b>Hasta luego San José, hola Panama City!</b>              | day 5        |
|                   | breakfast   | hotel        |
|                   | check out, load luggage on the bus, transfer to the airport | bus transfer |
| morning           | <b>transfer to Panama City (duration approx. 1hr 20min)</b> | air          |
|                   | transfer to hotel, check-in                                 | bus transfer |
|                   | lunch: own arrangements                                     |              |
|                   | meet in hotel lobby, depart for city tour                   | bus transfer |

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| afternoon | <p><b>cultural event: history &amp; culture of Panama City through the eyes of a local</b><br/>Immerse yourself in the beauty of Panama City and see the most important sights including Panama Viejo's archaeological site and the historic district of Panama - both UNESCO World Heritage sites. The culture and historical beauty of the Old City is starkly contrasted by the modern skyline that looms in the distance across the bay. Explore Panama City's coolest neighborhoods and get a taste of the capital's most exciting areas, from oceanfront avenues to an exotic jungle.</p> |  |
|           | <p><b>rest of the day at leisure</b><br/><i>ISP's recommendation</i> : If you're looking for an activity to unwind, be like a local and take a stroll on the Cinta Costera. With stunning views of both the old and new town, this is one highlight of Panama City not to be missed. Go in the evening to avoid the heat and enjoy this beautiful place with Panamanian locals! For soaking up the relaxing sunset, Panama City has you covered! The tropical climate means rooftop bars are open and buzzing all year round. Selina or El Faro are two of the top spots!</p>                   |  |

| Thu, Jan 12, 2023 |   | Understanding the business environment of Panama | day 6        |
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|                   | breakfast   |  | hotel        |
|                   | meet in hotel lobby, depart for visits  |  | bus full day |
| morning           | <p><b>visit: understanding Panama - a country of sharp contrasts</b><br/><i>e.g. American Chamber of Commerce</i><br/><i>e.g. U.S. Commercial Service</i><br/>Panama is the largest Central American market with huge potential and has one of the most stable economies in the region. What does the future hold? The country benefits from its strategic location on the world map and the ongoing boom from globalization. How is the country reacting to disruptive technologies and how is digitalization changing this hub for world trade?<br/><i>presentation, discussion</i></p>   |  |              |
| late morning      | <p><b>visit: digital transformation in the finance sector</b><br/><i>e.g. Western Union</i><br/>In recent years, technologies have had a huge impact on various industries. They're changing the world around us and their importance for the financial sector is unquestionable. From a trading floor littered with paper to digitally connected platforms where users can trade remotely. Western Union is a global player in the digitalization of the financial sector. Learn more about Fintech and the impact it has in Panama.<br/><i>management presentation, discussion</i></p>  |  |              |
|                   | lunch: own arrangements   |  |              |
| afternoon         | <p><b>visit: Panama's role in global trade - strategic position as a competitive advantage</b><br/><i>e.g. A.P. Moller - Maersk</i><br/>Shipping is often viewed as a two-dimensional industry, whereby goods are delivered from point A to point B, and the factors in play are simply capacity, speed and cost. However, the exponential rise in digitization has begun to affect this industry too. Meet with a global leader in shipping to discover how AI, 5G ports and blockchain are all transforming sea freight into an exciting space for digital transformation.<br/><i>management presentation, discussion, tour of facilities</i></p> |  |              |

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|  | <p><b>rest of the day at leisure</b></p> <p><i>ISP's recommendation</i> : At the top of an artsy Tantaló boutique hotel is a favorite rooftop lounge that draws crowds of locals and travelers, alike. Tantaló was the first rooftop bar in Casco Viejo, and it's known for playing great music and offering delicious cocktails!</p> |  |
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| Fri, Jan 13, 2023 |  | Business in the globally connected world | day 7        |
|-------------------|--|--|--------------|
|                   | breakfast  |  | hotel        |
|                   | meet in hotel lobby, depart for visits   |  | bus full day |
| morning           | <p><b>visit: introduction of Colón Chamber of Commerce (Panama Canal)</b></p> <p><i>e.g. Colón Chamber of Commerce</i></p> <p>Global supply chains have recently been pushed to the forefront of international business concerns as networks struggle to cope with demand for freight. How did shipping terminals cope with the constant changing of regulations, and under what conditions could they operate over the past years?</p> <p><i>management presentation, discussion, tour of facilities</i></p>  |  |              |
| late morning      | <p><b>cultural event: Aquas Claras Visitor Center &amp; Panama Canal</b></p> <p>In the museum's Visitor Center, you can learn all you've ever wanted to know about the history of the Panama Canal, its current operations and its future expansion project. You might even witness vessels passing through the Miraflores Locks, sailing to and from the Atlantic!</p>  |  |              |
|                   | lunch: own arrangements  |  |              |
| afternoon         | <p><b>experiential learning: business model of a local company and its secret of success</b></p> <p><i>e.g. Pedro Mandinga Distillery</i></p> <p>Being successful in the domestic market is admirable but succeeding internationally is a different story. Start the session with a delicious welcome drink and delve into the specifics of the local market and discover what strategic changes are necessary to succeed on a global scale. Learn how the company adjusted its brand and how the company mastered cross-cultural communication to run smooth operations across Central America.</p> <p><i>management presentation, discussion, tour of the brewery and distillery</i></p> |  |              |
| late afternoon    | <p><b>debrief session: closing up the experience</b></p> <p>As the trip comes to an end, let's take a moment to reflect on this international experience and share our biggest takeaways. How was the journey? What have we learned? What was the most eye-opening moment? Use the time to share stories, pictures and final reflections on the overall inspiring experience!</p>  |  |              |
|                   | meet in hotel lobby, depart for farewell dinner  |  | bus transfer |
| evening           | <p><b>farewell dinner with authentic flavors of Panama</b></p> <p>Sancocho, ropa vieja, corn cakes and much more...enjoy the last taste of Panama before saying 'adios' to this amazing country!</p>   |  | restaurant   |

| Sat, Jan 14, 2023 |           | Depart for USA | day 8 |
|-------------------|-----------|----------------|-------|
|                   | breakfast |                | hotel |

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|  | check out, transfer to the airport | bus transfer |
|  | <b>depart for USA</b>              | air          |