

SAMPLE, Madrid & Barcelona, January 07 - January 14, 2023

Sat, Jan 07, 2023		Bienvenido a España!	day 1
		orientation talk: with ISP Program Manager and faculty ONE WEEK PRIOR TO DEPARTURE: Get familiar with the upcoming schedule and activities, uncover the secret ingredients of a successful trip and learn some useful tips, from what to pack to what's happening in the city.	
afternoon		arrive in Madrid Meet ISP representative at the airport.	air
		transfer to hotel, check-in	bus transfer
		free time to settle in and freshen up	
		meet in the lobby, depart for welcome dinner	bus transfer
evening		fabulous flamenco - welcome dinner with dance show Spend a magical evening combining traditional gastronomy with a cultural dance spectacle. Flamenco, Spain's most famous style of dance and music, is an art with mysterious origins and deeply rooted traditions.	restaurant

Sun, Jan 08, 2023		Full day trip to Toledo - the "Imperial City"	day 2
		breakfast	hotel
		meet in hotel lobby, depart for full-day trip to Toledo	bus full day
late morning		cultural event: guided tour of Toledo - exploring the medieval heritage of Spain An ancient city set on a hill above the plains of Spain, Toledo is the capital of its region, Castilla-La Mancha. Known for its medieval Arabic, Jewish and Christian monuments, you'll be immersed in history while walking through the streets and see famous cultural sights such as the Moorish Bisagra Gate, Sol Gat and the Plaza de Zocodover.	walk
		group lunch at a winery Enjoy a tasty lunch at a beautiful winery in Toledo before learning about its history, operations and growing business.	
afternoon		industry showcase: from grapes to the glass - wine as an emblematic taste in Spain <i>e.g. Finca Loranque (winery in Toledo)</i> The 3rd largest global producer of wine, Spain is home to some of the greatest winemaking cellars and vineyards, with Toledo being home to some of the best lands for wine production. Explore this unique cellar and learn from the experts as they give you some insights into one of the country's main businesses. <i>discussion, tour of premises, wine tasting</i>	
		return to Madrid On our way back to the hotel, let's reflect on the day and discuss what we have learned and experienced. How impactful was the day?	

	<p>rest of the day at leisure <i>ISP's recommendation</i> : Why not explore the local food markets? Mercado de San Miguel and Mercado de San Antón are great places to enjoy awesome Spanish food and drinks - buen provecho!</p>	
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Mon, Jan 09, 2023		Understanding the local business environment	day 3
	breakfast		hotel
	meet in hotel conference room		
morning	<p>presentation: Spain's economy is changing - fundamentals of doing business in Spain <i>e.g. ESIC Business & Marketing School</i> What does Spain's business environment look like? How about its political and economic landscapes? Learn about what it takes to do business in the country, as well as what opportunities exist here and what challenges need to be solved. <i>management presentation, discussion</i></p>		hotel conference room
late morning	<p>panel discussion: how to grow business in challenging times Panelists from our network of local professionals and entrepreneurs will be ready to answer all your questions and share real-life case studies. Use the opportunity to learn about working and living in this region, gain insights into the future and more. Prepare your questions beforehand to make this session as fruitful as possible!</p>		hotel conference room
	<p>networking lunch with panelists Use the lunchtime to continue your discussions, learn more about life in the region and reflect on your morning learnings.</p>		hotel restaurant
	meet in hotel lobby, depart for city tour		walk
afternoon	<p>cultural event: Madrid food tour Experience authentic Spanish cuisine by tasting some eclectic food from across the country and get to know the Spanish way of enjoying these dishes! Pass by marvelous landmarks such as Puerta del Sol, Plaza Mayor, Mercado de San Miguel, Teatro Real, Palacio Real and the Almudena Cathedral, all while sampling delicious food.</p>		walk
	<p>rest of the day at leisure <i>ISP's recommendation</i> : Explore Madrid from a different perspective, away from the city bustle by spending time in the glorious gardens of El Retiro Park, located in the heart of the city. Soak up its spectacular atmosphere while reenergizing yourself. Built in 1505, the park was created for the royals and houses beautiful sculptures, monuments, galleries, a peaceful lake and much more!</p>		

Tue, Jan 10, 2023		Business transformation & cultural heritage	day 4
	breakfast		hotel
	meet in hotel lobby, depart for visits		bus full day

morning	<p>visit: embracing creativity & imagination to optimize products and brands <i>e.g. Designit - global strategic IT & design firm (Madrid)</i></p> <p>What does Spain's marketing landscape look like? What does it take to reach consumers here? Learn from a marketing firm and hear how they help companies improve their brands, products and ideas through state-of-the-art technology, creativity, design, storytelling and investigative case studies.</p> <p><i>management presentation, case study, discussion</i></p>	
	lunch: own arrangements	
afternoon	<p>visit: to 5G or not to 5G - succeeding in the age of digital transformation <i>e.g. Telefónica</i></p> <p>Discover the innovations and new technologies being utilized by this innovative company and delve into the reasons for its global recognition. Uncover and discuss the framework they've put together to help reach its sustainability goals.</p> <p><i>presentation, discussion, brainstorming session</i></p>	
evening	<p>optional cultural event: football - Spain's passion</p> <p>Cheer with locals and experience the unforgettable atmosphere during a football (soccer) match at the Real Madrid stadium.</p>	sts pay individually, subject to schedule

Wed, Jan 11, 2023	Transfer to Barcelona, the historic capital of Catalonia	day 5
	breakfast	hotel
	check out, load luggage onto the bus, transfer to the train station	bus transfer
	high-speed train to Barcelona (approx. 2 hrs 30 mins)	train
	arrive in Barcelona, transfer to hotel, check-in	bus transfer
	lunch: own arrangements	
	meet in hotel lobby, depart for city tour	walk
afternoon	<p>cultural event: in the footsteps of Gaudi - guided tour of Barcelona</p> <p>This city tour will help you discover the rich history and fascinating stories behind Barcelona with the final stop being the synthesis of Gaudi's overall conception of architecture - the Sagrada Familia. As the crown jewel of Gaudi's work, learn about the meaning of the façade, the basilica, curved columns and all the other unique features that you'll find inside the magnificent church. Make sure you pay a visit to the museum - an essential element in understanding Gaudi's work and thoughts.</p>	
early evening	<p>optional cultural event: authentic espadrilles workshop</p> <p>Learn how to make your own Catalan espadrilles - timeless summer shoes and a staple in Spanish fashion. Come up with your own design while being guided through the process of stitching up your very own pair, which you'll be able to take home with you!</p>	sts pay individually

	<p>rest of the day at leisure <i>ISP's recommendation</i> : Discover and enjoy the atmosphere of La Rambla - the most famous street in Barcelona! This avenue is always lively and has numerous terraces and restaurants to enjoy, not to mention La Boqueria, Barcelona's most iconic street market. Be sure to stop by - it's the perfect place to taste unique, local products.</p>	
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Thu, Jan 12, 2023	Business hub in the Mediterranean	day 6
	breakfast	hotel
	meet in hotel lobby, depart for visits	bus full day
morning	<p>entrepreneurial labs: Barcelona, the startup capital - transferring ideas into successful enterprises <i>e.g. Tech Barcelona (Barcelona Tech City)</i> Take this unique opportunity to mingle with local entrepreneurs and pick their brains about the startup environment in Barcelona. Tech Barcelona has become the backbone of Southern Europe's technological and digital ecosystems, currently having more than 1,200 companies in its network. Discover how Barcelona became the startup hub and learn how Tech Barcelona supports and catalyzes the digital and technological industries. <i>management presentation, discussion, networking</i></p>	
	<p>lunch: tapas culinary tour If you're a "foodie" and wish to have the best culinary experience in Barcelona, this tapas tour will make your dreams come true. Get to know the gastronomic culture of Catalonia in just a few stops. Enjoy three tapas tasting menus and pair the small plates with different drinks.</p>	walk
afternoon	<p>visit: port visit - global consumer behavior and local direction <i>e.g. Port of Barcelona (Escola Europea - Intermodal Transport)</i> The Port of Barcelona has a 2000-year history and remains of great commercial importance as one of Europe's major Mediterranean ports. Get a behind-the-scenes look at the logistic and operational sides of running the port and learn about its business strategy. <i>management presentation, discussion, tour of the port</i></p>	
evening	<p>optional cultural event: Casa Milà night adventure Barcelona is a city that is transformed when the sun sets, as it's overcome by magic, mystery and a lively nightlife. Visit another masterpiece by Gaudí, the Casa Milà, at night and see a mesmerizing audiovisual show. Projected onto the famous chimneys of the building's undulating rooftop, the show paints a visual story of Gaudí's inspiration and his obsession with nature. Watch the spectacle and enjoy a glass of Catalan champagne.</p>	sts pay individually
	<p>rest of the day at leisure <i>ISP's recommendation</i> : Take the opportunity to visit Palau de la Musica Catalana - the amazing concert hall designed in the Catalan modernista, Lluís Domènech i Montaner. Tucked away in the back streets of the old town, it emanates a certain magic that sums up Barcelona's appeal!</p>	

Fri, Jan 13, 2023		Last bits of Spain	day 7
	breakfast		hotel
	meet in hotel lobby, depart for company visit & Montserrat		bus full day
morning	<p>industry showcase: driving to the future - how technology is changing our mobility <i>e.g. SEAT</i></p> <p>The Catalan industrial sector accounts for over 10% of the region's GDP, while Spain is the second largest automotive producer in Europe. Visit an industry-leading company and learn how important innovation is in order to stay competitive in the global market. <i>management presentation, discussion, tour of premises</i></p>		
	group lunch		restaurant
afternoon	<p>cultural event: a half-day trip to Montserrat, the great construction in the mountains</p> <p>Make the most of your time in Catalonia and discover the mountain of Montserrat. While there, visit the monastery and the Royal Basilica which sits 4,051 feet above sea level. After seeing the sights, take a short walk to see the Cross of San Miguel, enjoy a short ride on the San Joan Funicular or visit the grotto before traveling back to Barcelona.</p>		
	<p>return to Barcelona - closing up the experience</p> <p>As the trip comes to an end, let's take a moment to reflect on this international experience and share your biggest takeaways. Use the time on the bus to share stories, pictures and final reflections on the overall inspiring trip</p>		
	free time to freshen up for dinner		
	meet in hotel lobby, depart for farewell dinner		bus transfer/walk
evening	<p>farewell dinner - paella cooking class</p> <p>A fantastic way to learn a new skill as well as to soak up some of the local habits. Your private chef will explain the history of local cuisine while you learn how to make the famous paella before taking a seat and enjoying your delicious work.</p>		cooking class

Sat, Jan 14, 2023		Depart for USA	day 8
	breakfast		hotel
	check out, transfer to the airport		bus transfer
	depart for USA		air