

Business & Economic Development in Colombia

Sample Program



Day 1 -

- **Arrival in Bogotá:** ¡Bienvenido! (Welcome to Colombia!) A Campus Colombia representative will be at the airport to meet the group upon arrival. A private transfer will take you to the accommodation.

- **Oriental Session:** After check-in, you will have a short orientation session at your lodging about Safety & Culture in Colombia.

- **Survival Spanish Lesson:** You will have some useful information to get by in Colombia. If you already speak Spanish, it will be an opportunity to learn particular and typical expressions that are just understood in Colombia.

- **Welcome Dinner:** Enjoy your first group meal in Colombia at a traditional restaurant!

Day 2 -

- **Bogotá City Tour:** You will have a full afternoon guided tour of Bogota where you will explore some of Bogota most culturally significant neighborhoods. Beginning in the historic Plaza de Bolivar, you will walk through la Candelaria, during a couple of hours you will feel the colonial spirit in the streets and architecture that are well conserved.

- **Visit to Gold Museum:** The exhibitions were completely renovated in 2008, in an enlarged building with magnificent architecture. The Gold Museum's permanent exhibition invites you to discover the history of how gold and other metals were used by the pre-Hispanic societies who lived in the land today known as Colombia. It is displayed in four exhibition galleries and an exploration area, all of which you can visit in whatever order you prefer.

Day 3 -

- **Lecture at BVC (Colombia Stock Exchange):** We will have a look to the La Bolsa de Valores de Colombia S.A. is a private company listed on the securities market and domiciled in Bogota, Colombia. Its shares are traded under the ticker symbol BVC. La Bolsa manages Variable Income, Fixed Income and Standardized Derivatives trading platforms while operating currency and energy commodities markets and price provision services via its subsidiaries.

- In the afternoon, visit to Aprenda, one of the main companies that focus on microfinance and advisory for Peruvian SMEs.

- **Visit to a Food/Beverage Company:** Visit to a traditional company in Colombia focused on food/beverage production. This sector is expected to grow in Colombia in coming years, with Bogota as its driving engine. It is estimated that the sector will have annual sales of more than USD 21,000 million in the country in 2018. This means that the consumption of processed food will grow by approximately 10.3% per year, while the beverage market will grow at an annual rate of 8% in coming years.

Day 4 -

- **Flight to Medellin and Hotel Check in**

- **Medellín City Tour:** You will have time to visit downtown, where you will have a look to the exaggerated volume statues of famous artist Fernando Botero. This is the unique Colombian city with subway, then you will see rapidly how the quality of life in this city and the environment is different than Bogota.

Day 5 -

- **Visit to a Bank:** Colombia is home to one of the most innovative banks in Latin America. Get to know more about its Business model and how they could develop a more Human & Development approach to the business daily life of a banking institution.

- **Visit to a Start-up:** Students will learn more about the start-up and entrepreneurship scenario in Medellín. We will have a talk with a representative firm in the industry of several companies in the heart of Colombian's Silicon Valley, Medellin.

Day 6 -

- **Lecture at University:** Students will have a possibility to walk through one of the most important universities in Colombia. Have the chance of understanding a little more of Colombian economy. This is a lecture that summarizes the importance of the country in the region and presents the main points of the city.

- **Cable Car and "Comuna" Tour:** It is considered as the first cable propelled transit system in South America, providing a better connection from Medellín Urban area to the downtown city. It carries around 30,000 people daily. Students will have the opportunity to have a look how social projects are important for the city development and how they can provide better quality life to population.

Day 7 -

- **Visit to a Large National Company:** Visit to one of the most traditional companies in Colombia, and get to know more about how those companies diversified their businesses and learn from their experience in Latin American market.

Explora park: It's the symbol of the transformation of Medellin. With a modern architecture, it's the center of the North City Area. The largest freshwater aquarium in Latin America with an emphasis on Amazon River, a vivarium with reptiles, a Planetarium and over 300 interactive experiences.



Day 8 -**- Flight to Cartagena**

- **Arrive in Cartagena:** You will have the possibility to walk in the city. Have the chance to know the San Felipe Castle and take your time in downtown, it has varied architecture, mainly a colonial style, but republican and Italian style buildings, such as the Cathedral's bell tower, can be seen.

Day 9 -

- **Visit to Cartagena Port:** This port will give you a better dimension of how large the economy of a country can be. Cartagena Port connects 614 other ports around the world, with 140 countries. The port moves around 20 million of tons of goods annually. The port has received 5 times the prize of best port in the Caribbean.

- **Farewell Dinner:** Gather one last time to enjoy the best food Colombian Caribbean Coast has to offer before departing at a restaurant or hotel.

Day 10 -

- **Return Flight:** Hasta luego! We hope that after completing this program you have an expanded understanding of Colombian economics and a better grasp on the current Colombian economic and social situation.