

Honors Cohort International Business Expedition to Brazil

Saturday, December 10 – Tuesday, December 20







*the
honors
cohort*



Trip Objectives:

- To work with Brazilian students on a global project in partnership with Movida
- To understand the opportunity and challenges associated with a major emerging market
- To gain an appreciation for globalization and the increasing amount of interaction of people through the flow of money, ideas, and culture
- To immerse ourselves in Brazilian culture
- To represent The Ohio State University Fisher College of Business Honors Cohort Program
- To have fun

Saturday, December 10 – Sunday, December 11

<p>1:50 PM – 7:35 AM +1</p>	<p>Flight from Columbus, Ohio to São Paulo, Brazil</p>	<p>1:50 – 3:45 PM: Columbus to Dallas Fort Worth on American Airlines Flight #1279</p> <p>3 hour and 55-minute layover (optional yoga session)</p> <p>7:40 PM – 7:35 AM +1: Dallas Fort Worth to São Paulo on American Airlines Flight #963</p>	
<p>10:00 – 11:30 AM</p>	<p>Avendida Pualista</p>	<p>Cultural Immersion: stroll down Avendida Paulista. This primary avenue is closed to traffic on Sundays and becomes a massive market full of attractions.</p> <p>Location: Bairro Jardins, São Paulo - State of São Paulo, 01310-100, Brazil</p>	
<p>12:30 – 2:30 PM</p>	<p>The Mercado (lunch on your own)</p>	<p>Cultural Immersion: Lunch and shopping at the Mercado</p> <p>Recommendation: a mortadella sandwich – easily large enough to feed two!</p>	
<p>3:30 – 4:00 PM</p>	<p>Check-in to hotel</p>	<p>Hotel: Hilton Garden Inn Rebouças</p> <p>Location: Av. Rebouças, 2636 - Pinheiros, São Paulo - SP, 05402-400, Brazil</p>	
<p>4:30 – 7:00 PM</p>	<p>Two options: 1. Rest / 2. Pinheiros neighborhood exploration</p>	<p>Cultural Immersion: Pinheiros is one of the coolest neighborhoods in São Paulo. In this hipster area, you'll find trendy art galleries, vibrant bars, and great restaurants.</p>	
<p>7:30 – 9:00 PM</p>	<p>Group Dinner</p>	<p>Cultural Immersion: Churrascaria dinner and welcome celebration</p> <p>Location: Bovinu'S Rebouças – Rua João Moura, 257 - Pinheiros, São Paulo - SP, 05412-001, Brazil</p>	

Monday, December 12

6:00 – 6:45 AM	Workout	Optional: morning workout	
7:00 – 7:30 AM	Breakfast	Breakfast provided at hotel	
7:40 AM	Departure	Depart for first meeting on charter bus	
9:00 – 12:00 PM	Meet & Greet - Presentation Work	Business Meeting: Engagement and first in-person meeting with Brazilian students to finalize presentations for Movida	
		Location: TBD	
2:00 – 4:30 PM	Goodyear	Business Meeting: Engagement with Fabio Carvalho, Director of Finance at the Goodyear Tire & Rubber Company	
		Location: CGD Corporate Towers. Av. Francisco Matarazzo, 1350 - Água Branca, São Paulo - SP, 05001-100 14 th Floor	
Evening	Pinheiros Neighborhood	Charter bus back to hotel	
		Cultural immersion: Evening in small groups in the beautiful Pinheiros Neighborhood	

Tuesday, December 13

6:00 – 7:00 AM Workout *Optional:* morning workout

7:00 – 7:45 AM Breakfast Breakfast provided at hotel

8:00 AM Departure Depart for first meeting on charter bus

9:00 – 11:30 AM Fipecafi Business School **Business Meeting:** engagement with **Fipecafi Business School** for a talk on Environmental, Social, and Governance (ESG) practices in Brazil

Business meeting: team touch point to finalize presentations for Movida

Location: R. Maestro Cardim, 1170 - Bela Vista

2:00 – 3:30 PM Uello

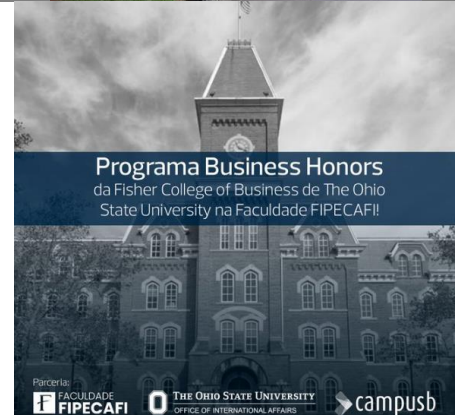
Business Meeting: engagement with **Gustavo Ribeiro Rafael**, Chief Operating Officer of Uello and proud Ohio State Alumnus.

Uello uses technology to solve urban logistics challenges.






Location: Rua Major Paladino, 128, Vila Leopoldina (GS Empesaial Park Vila Leopoldina)

4:30 – 6:30 PM Tour of Madalena Neighborhood

Cultural Immersion: [Vila Madelena Tour](#), a trendy neighborhood in São Paulo with shops, restaurants, street art, antique fairs, a bohemian area of bars and much more.



Wednesday, December 14

6:00 – 7:00 AM	Workout	Optional: morning workout	
7:00 – 7:45 AM	Breakfast	Breakfast provided at hotel	
8:00 AM	Departure	Depart for first meeting on charter bus	
9:00 – 12:00 PM	Final presentations	Business Meeting: Engagement with executives from Movida and Campus B for final team presentations Location: TBD	
1:00 – 2:30 PM	Ibirapuera Park	Cultural Immersion: bikes and lunch at Ibirapuera Park with the Brazilian students. Ibirapuera Park is the city of São Paulo’s “central park” Location: Avenida Pedro Álvares Cabral - Vila Mariana, São Paulo - SP, 04094-050, Brazil	
3:30 – 6:00 PM	Liberdade	Cultural Immersion: Walking tour of Liberdade , home to the world’s largest ethnic Japanese community outside of Japan.	
7:30 – 9:00 PM	Group Dinner	Cultural Immersion: celebration of a wonderful time in São Paulo at Brado Casa Location: R. Joaquim Antunes, 367 - Pinheiros, São Paulo - SP, 05415-011, Brazil	

Thursday, December 15

6:00 – 6:20 AM	Breakfast	Breakfast and check out of hotel
6:30 AM	Transfer to airport	
9:50 – 10:50 AM	Flight	LATAM flight #3904 from São Paulo to Rio de Janeiro



12:00 – 4:00 PM	Petrobras	Business meeting: engagement with Sérgio Rodrigo Ribeiro da Silva , Budget Planning Manager
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- Overview of the oil and gas business in Brazil,
- the difference of a State controlled company
- a real-life business simulation



Location #1: EDISEN (Edifício Senado Petrobras). Avenida Henrique Valadares 28, Centro and Rua do Senado 115, Centro

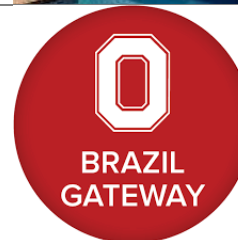
Location #2: EDIBH - Rua General Canabarro 500, Maracanã





4:30 – 5:30 PM	Transfer to and check-in at hotel	Hotel: Rio Othon Location: Avendida Atlântica, 3264 - Copacabana, Rio de Janeiro - RJ, 22070-001, Brazil
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7:00 – 9:00 PM	Alumni group dinner	Cultural Immersion: group welcome dinner with Brazilian Ohio State alumni at Meia Pataca Location: Av. Atlântica, 3288 B - Copacabana, Rio de Janeiro - RJ, 22070-001, Brazil
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Friday, December 16

6:00 – 7:00 AM	Workout	Optional: morning workout	
7:00 – 8:00 AM	Breakfast	Breakfast provided at hotel	
8:30 AM	Departure		
2:00 – 3:30 PM	Deloitte	<p>Business Meeting: Engagement with Patricia Muricy, Partner, for a discussion on compliance and ethics in Brazil and her career path and key learnings along the way.</p> <p>Location: Rua São Bento, 18 - 16th floor – Centro, Rio de Janeiro – RJ. Greenhouse Room.</p>	 
4:00 – 5:00 PM	Museum of Tomorrow	<p>Cultural Immersion: Guided tour of the Museum of Tomorrow, which takes visitors through five main areas: Cosmos, Earth, Anthropocene, Tomorrow and Us via a number of experiences. It focuses on sustainable cities and an ecological world. The museum was part of the city's port area renewal for the 2016 Olympics.</p>	
Evening	Copa Cabana	<p>Charter bus back to hotel</p> <p>Cultural immersion: Evening in small groups in beautiful Copa Cabana Beach</p>	

Saturday, December 17

6:15 – 7:00 AM	Workout	Optional: morning workout
7:00 – 8:00 AM	Breakfast	Breakfast provided at hotel
8:00 AM	Departure	Depart for Sinal do Vale
9:30 – 3:00 PM	Sinal do Vale	<p>Business Meeting: full-day meeting at Sinal do Vale with Thais Corral, founder and director, and Katie Weintraub, Partnerships and Projects Coordinator</p> <ul style="list-style-type: none"> • Tour of the organic gardens and reforestation project • Learn about bio-construction and recycling • Walk through the rainforest • Presentation about SINAL projects, services, and products • Discussion about social enterprises • Discussion about leadership and sustainability • Brainstorming about potential partnerships with Sinal do Vale and The Ohio State University



Location: R. Antônio Guedes, 199 - Santo Antônio, Duque de Caxias - RJ, 25253-550, Brazil

5:00 – 7:00 PM	Sugar Loaf	<p>Cultural Immersion: Sugar Loaf. We will make the ascent up in two stages: first to the top of Urca Hill at a height of 220 meters above sea level and then taking the cable car all the way to the top of the mountain for a breathtaking 360-degree view of Rio de Janeiro, Guanabara Bay, the city of Niteroi and the blue waters of the Atlantic Ocean.</p>
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Evening	Copa Cabana	Charter bus back to hotel
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Cultural immersion: Evening in small groups in beautiful Copa Cabana Beach



Sunday, December 18

7:00 – 7:45 AM Workout *Optional:* morning workout

7:45 – 8:30 AM Breakfast Breakfast provided at hotel

9:00 AM Departure Depart for Sugar Loaf



1:30 – 4:30 PM Ipanema Beach **Cultural Immersion:** optional bike ride to Ipanema Beach stopping at various sites along the way



4:30 – 6:30 PM Volleyball **Cultural Immersion:** optional Honors Cohort Copacabana Beach Volleyball Tournament and beach time

Location: on the beach in front of our hotel



Evening Copa Cabana **Cultural immersion:** Evening in small groups in beautiful Copa Cabana Beach



Monday, December 19

7:00 – 7:45 AM	Workout	<i>Optional:</i> morning workout	
7:45 – 8:15 AM	Breakfast	Breakfast provided at hotel	
8:30 AM	Departure	Depart for TBD	
9:00 – 11:00 AM	Christ the Redeemer	Cultural Immersion: Christ the Redeemer . We will visit the art deco statue of Jesus Christ, created by French sculptor Paul Landowski, and built by the Brazilian engineer Heitor da Silva Costa, in collaboration with the French engineer Albert Caquot. The statue was constructed between 1922 – 1931.	
2:00 – 3:30 PM	FIRJAN	Business Meeting: Engagement with Paulo Furio, Innovation Manager, Nayara Costa, Economics Specialist, and Tami Vivas, Resource Mobilization Coordinator at the Industry Federation at the State of Rio de Janeiro (FIRJAN)	   
4:30 – 5:30 PM	Visagio	Business Meeting: Engagement with Weber Pimenta, Managing Partner at Visagio	 <p style="text-align: center;">Location: Praia do Flamengo, 154 - Flamengo, Rio de Janeiro - RJ, 22210-906</p> 
6:00 – 8:00 PM	Group dinner	Cultural Immersion: Farewell dinner at Bar do Adao	
Location: R. Miguel Lemos, 18 - Copacabana, Rio de Janeiro - RJ, 22071-001, Brazil			

Tuesday, December 20

TBD	Breakfast	Breakfast provided at hotel
5:00 AM	Transfer to airport	Two options for charter bus transport to the airport
10:00 PM	Transfer to airport	
10:00 – 11:00 AM	Work out	<i>Optional:</i> Brazilian beach work out



8:00 AM – 10:00 PM	Leisure	Cultural Immersion: free day for the beach, shopping, tourist attractions, eating and more
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Wednesday, December 21 – Monday, January 9

- Have a wonderful winter break. Take time to relax and re-charge and come back geared up and ready to go for the final semester of your undergraduate career.
- **Required Reading:** How To Stop Wasting Your Vacation by Michelle Gielan. July, 2017. [Click here.](#)
- **Required Reflection:** Come to seminar prepared to share your key take-aways from the international expedition

Special thanks to **Jane Aparecido**, Director and **Pedro Pereira**, Business Development Manager of the Ohio State Brazil Gateway for all of their efforts in making this experience possible.



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Finally, a special thanks to all of our alumni and friends who supported this trip financially – we would not get to have this experience without you. Especially to Jeff Kessler for his Endowment and Doug Swift for his endowment in memory of his late wife and Cohort alumnae, Shauna Bracher.

