

JOHNSON
Cornell University

NBA 5920:

International Management:

Colombia Trip

Spring Break

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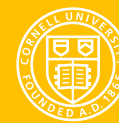
Senior Lecturer of Management

Lourdes Casanova, a Senior Lecturer at the Johnson School of Business at Cornell University and Director Emerging Markets Institute, formerly at INSEAD, specializes in international business with a focus on emerging markets multinationals. A Fulbright Scholar with a Masters degree from the University of Southern California and a PhD from the University of Barcelona. Visiting professor at Haas School of Business at the University of California at Berkeley, Judge Business School at University of Cambridge and at the Latin American Centre at the University of Oxford, University of Zurich, and Universidad Autónoma de Barcelona and consultant of the Inter-American Development Bank. Taught, directed executive programs at INSEAD for senior managers from multinationals including Telefónica, BBVA and Cemex and the Brazilian Confederation of Industries.

Co-author of: *The Political Economy of an Emerging Global Power: In Search of the Brazil Dream*, forthcoming in 2014 Palgrave Macmillan, author of 'Global Latinas: Latin America's emerging multinationals' Palgrave Macmillan 2009, coauthor of *Innovalatino, Fostering Innovation in Latin America*, Ariel 2011 and articles in journals including *Beijing Business Review*, *International Journal of Human Resource Management*, *Business and Politics* and *Foreign Affairs Latinoamérica*. Member of Latin America Global Agenda Council of the World Economic Forum, Advisory Committee European Union/Brazil, World Investment Network at UNCTAD, the B20 Task Force on ICT and Innovation in Los Cabos, INSEAD responsible of Goldman Sachs 10,000 women initiative and co-leading *InnovaLatino* on Innovation in Latin America. Board member of start-up Documenta, and founding Board Member of the Société des Amis du Château de Fontainebleau.

- Why Colombia?
- What are we planning? Itinerary
- When are we going? Spring Break 2018
- What else should I know? Visa, partners, hotels

Colombia - Overview



Language: Spanish
Currency: Colombian Peso (COP)
Religion: Catholic
Population growth: 1.04%
GDP growth: 4.06%

	Colombia	In Latin America	World
Area	440K sq mi	5 th	25 th
Population	48million	3 rd	28 th
GDP nominal	307bn	4 th	42 nd
GDP/Capita nominal	6,230\$	15 th (Avg: 15k)	84 th

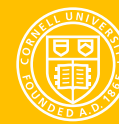


Colombia – Economic development



Key Facts	
GDP Composition	Agriculture: 6.1% Industry: 37.3% Services: 56.6% (2014 est.)
Agriculture Products	Coffee, cut flowers, bananas, rice, tobacco, corn, sugarcane, cocoa beans, oilseed, vegetables; shrimp; forest products
Key Industries	Textiles, food processing, oil, clothing and footwear, beverages, chemicals, cement; gold, coal, emeralds
Exports	Petroleum, coal, emeralds, coffee, nickel, cut flowers, bananas, apparel
Export Partners	US 26.3%, China 10.5%, Panama 6.6%, Spain 5.8%, India 5.1% (2014)
Imports	Industrial equipment, transportation equipment, consumer goods, chemicals, paper products, fuels, electricity
Import Partners	US 28.5%, China 18.4%, Mexico 8.2% (2014)

Why Colombia?



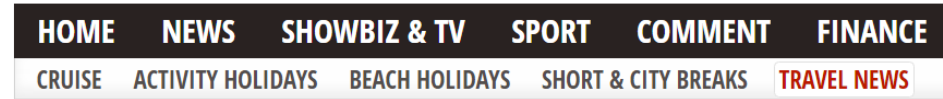
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“Colombia is quickly becoming one of South America’s hottest destinations, and Cartagena is one of the top cities for visitors”, Travelage West

Visit two cities and have several unique experiences

- ✓ Bogotá | Experience the business environment in a top emerging market
- ✓ Cartagena | Enjoy a unique and exclusive destination in the Caribbean

- ✓ Visas? No problem – Colombia doesn’t require most countries for visas
- ✓ Cost – Colombia offers food, hotel and traveling at a reasonable prices



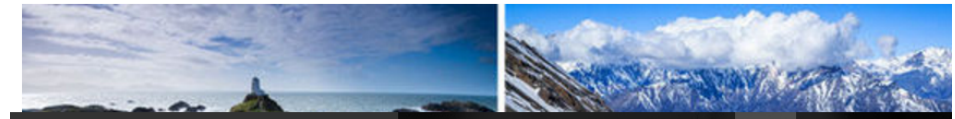
Home > Travel > Travel News > Lonely Planet's Best in Travel 2017: TOP countries to visit are C

Lonely Planet’s Best in Travel 2017: TOP countries to visit are Canada and Colombia

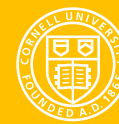
LONELY Planet has revealed the winners of its Best in Travel for 2017.

By **CLAUDIA CUSKELLY**

PUBLISHED: 09:00, Tue, Oct 25, 2016 | UPDATED: 08:56, Thu, Oct 27, 2016



SME Projects



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One of our goal as students is to provide non-profit advisory projects for local SME's the projects will be presented to local owners/CEO's during the trip. We team up with local MBA students to get impact local businesses.

Meeting 1: Trip logistics, team pairing and roommates

Mid February - 6pm

Meeting 2: Project assignments and objectives

End February – 6pm

Meeting 3: Finalized agenda – project update

Mar – 6pm

Meeting 4: Project plan during the trip

March end – 6pm



Bill, Lawrence, Krystrina and Max helped Ambientronica launch new product



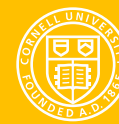
Yongtae, Olga and Yun helped La Rosa in their retail expansion plan

The Johnson Colombian Trek 2017 is scheduled for the Spring Break 2017, between 03/30 and 04/08

Location	Bogota							Cartagena		
Activities	03/30	03/31	04/01	04/02	04/03	04/04	04/05	04/06	04/07	04/08
Morning		Sight seeing Historic center	Rest	Group meeting with clients	Group meeting with clients	Group meeting with clients	Beach time	Beach Time	Boat trip	Flight back
Afternoon	Arrival	Sight seeing Historic center	Sight seeing Salt Mines Outdoor Lunch	Guest Speakers – Impact investing	Juan Valdez visit and coffee tasting	Guest speakers – financial services	Sight seeing	Walled City	Boat trip	
Evening	Rest	Welcome party	Andres Carne de Res!	Dinner	Dinner	Off to CTG	Dinner - Nightlife	Dinner - Nightlife	Rest	

* Final itinerary TBC and subject to changes

Organizations



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- UniAndes, our sister school in Colombia, will be our partner in the trek
- Showcase your abilities pairing with UniAndes' MBA students in interesting projects
- Located in Bogota's historic center

www.uniandes.edu



- Need some famous Colombian coffee?
- Visit important organizations like Juan Valdez – the brand of the Colombian coffee growers
www.juanvaldezcafestore.com/en/



- If you are interested in emerging markets, have the opportunity of visiting Grupo Aval, one of leading financial institutions in LatAm

www.grupoaval.com/



Johnson Team meeting Mr Jorge Cardenas, Colombian Finance Minister

Colombia offers first class amenities for tourists for a reasonable price

**Estimated
lodging
USD 700**



“From bustling food carts that are upending traditional street food to the opening of innovative, high-concept restaurants, the food scene in Colombia’s energetic capital is on the rise.”, Vogue Magazine, April 2016

* Andrea will help with the hotel booking

Travel arrangements

- We should arrive in Bogota by 03/30
- We should leave Cartagena on the 04/08

Estimated cost for the trip last year: US\$2.600 (it may change depending on the value of the currency or other circumstances)

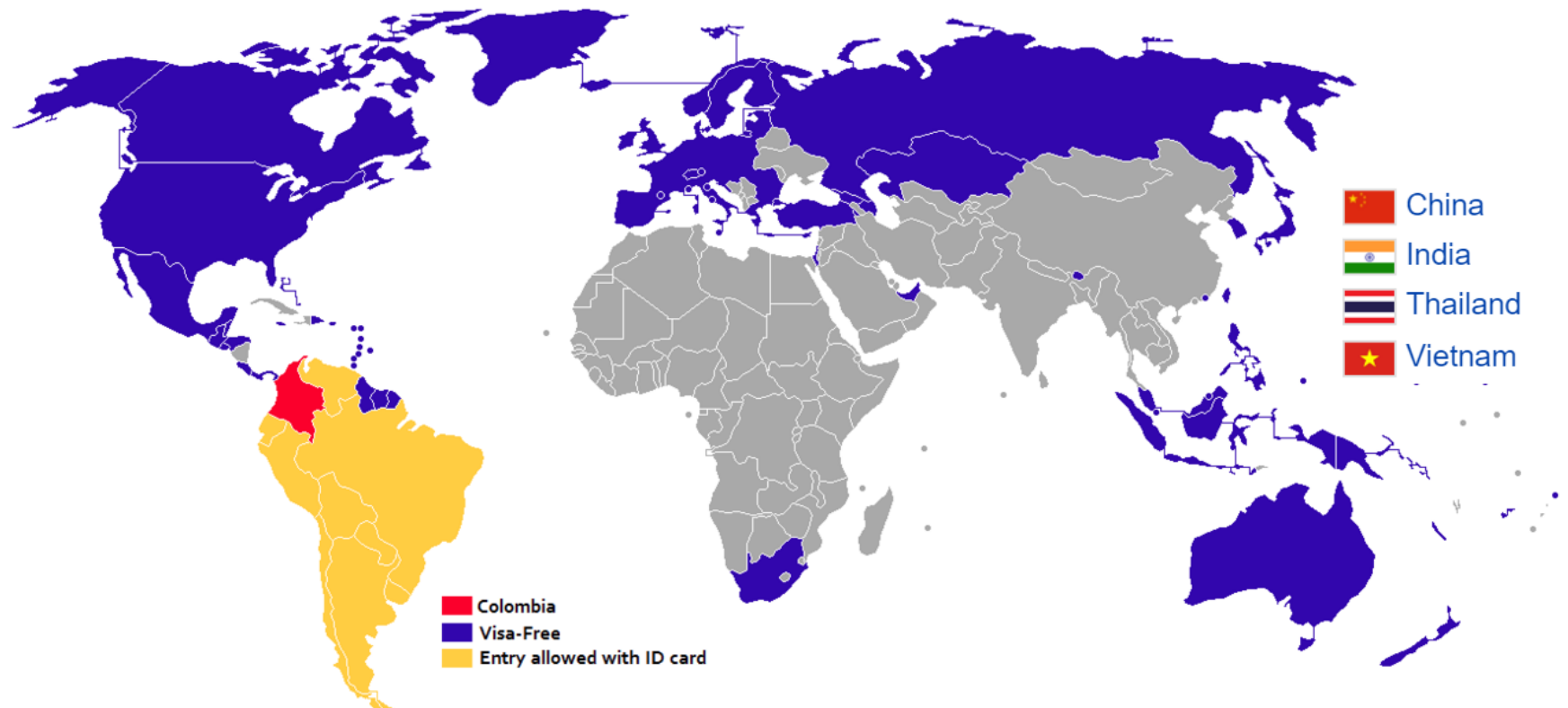
Please feel free to meet Lisa A. Pastrick (lac8) to discuss possible additional student loans to help defray the cost

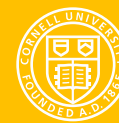
Estimated BUDGET

Item	Value	Quantity	Total
Bus to NYC	\$85.00	2	\$170.00
Flight NYC-BOG-NYC	\$600.00	1	\$600.00
Hotel (Shared Room)	\$85.00	9	\$765.00
Transportation (Daily)	\$30.00	9	\$270.00
Tickets Attractions	\$50.00	1	\$50.00
Domestic Flight	\$250.00	1	\$250.00
Night Life	\$40.00	5	\$200.00
Food	\$35.00	9	\$315.00
Total			\$2,620.00

Andrea will arrange local domestic tickets to Cartagena USD 250 – 350

Holders of United States Visa or Schengen Visa, from the following countries are granted visa-free access





¡Gracias!