



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

Honors Cohort International Business Expedition to Brazil

Tuesday, December 14 – Saturday, December 23



Trip Objectives:

- To become familiar and aware of the impact politics, culture, and history have had on the business and economic climate in Brazil
- To understand the economic opportunities and challenges with a major emerging market
- To gain a sense of differences in strategy and operations for multinational companies operating in Brazil
- To gain an appreciation for globalization and the increasing interaction of people through the growth of the international 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

Thursday, December 14 – Friday, December 15

12:20 PM – 9:05 AM

Flight from
Columbus, Ohio to
Sao Paulo, Brazil

12:20 PM – 3:59 PM: Columbus to Dallas Fort
Worth on American Airlines Flight #302

3 hour and 1 minute layover

7:00 PM – 9:05 AM: Dallas Fort Worth to Sao
Paulo on American Airlines Flight #963





Friday, December 15

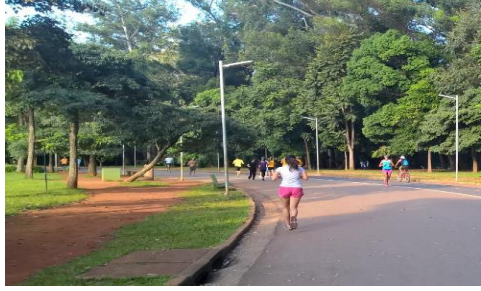
9:05 AM Arrival and bus transfer to hotel by Destination Partners	Hotel: Tryp Paulista Hotel Check-in, get dressed and prepared for our first meeting, lunch	
4:00 – 5:00 PM Welcome session at Ohio State's Brazil Gateway Office	Welcome Meeting: Ohio State Brazil Gateway Office Engagement featuring Luke Barbara , Director of the OSU/Brazil Gateway and Jane Aparecido , Academic Relations & Alumni Community Manager Address: Avenida Ibirapuera, 2120, room 164, Moema	 
5:00 – 6:00 PM Visagio	Business Meeting: Visagio , a global consulting firm focused on business management Engagement featuring Andrea Costa , Senior Consultant to discuss their offices in Brazil, recent projects, and research Address: Avenida Ibirapuera, 2120, room 164, Moema	 
7:00 – 9:00 PM Group Dinner	Dinner: Bovinus Reboucas Churrascaria	



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Saturday, December 16

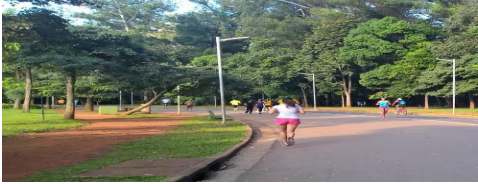
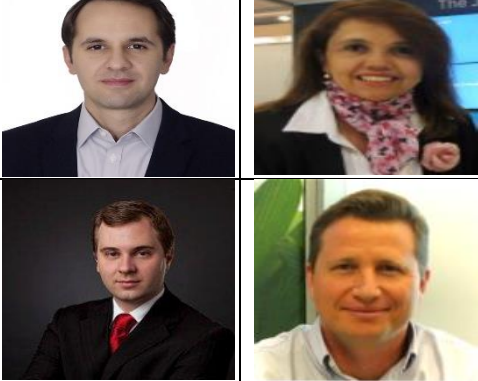
7:30 AM Morning workout	Optional: morning jog outside of hotel gym Breakfast provided at the hotel	
9:00 – 11:30 PM Smart Exchanges Event	Nonprofit meeting: Business Professional Women – Sao Paulo. Engagement about how networks support women facing the hurdles in the professional world: US & Brazil. A panel featuring Sonal Gupta, Ty Shepfer and Mariana Depereon. Address: Avenida Ibirapuera, 2120, room 164, Moema	
12:00 – 2:00 PM OSU Alumni Reception & Networking Event	Lunch & Networking Event: Local OSU alumni will be invited to join us to engage in conversation and local Brazilian cuisine	
2:00 – 5:00 PM Tour of Vila Madelena	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.	



8:30 – 9:30 AM Morning workout	Optional: morning jog outside or hotel gym Breakfast provided at the hotel	
10:00 – 6:00 PM	Cultural Immersion: free day with coordinated events including walking around: Avendida Paulista, Ibirapuera Park (Brazil’s Central Park), going to the mercadoao, and visiting the MASP Museum 10:00-10:30 Coach and guide for transfer to Ibirapuera Park 10:30-12:00 Ibirapuera Park 12:00-12:30 Coach and guide for transfer to Mercado 12:30-2:00 Lunch at Mercado 2:00-2:30 Coach and guide for transfer to Museu do Futebol 2:30-4:00 Museu do Futebol arranged 4:00-4:30 Coach and guide for transfer to Avenida Paulista 4:30-6:00 Tour around Avenida Paulisa and MASP	

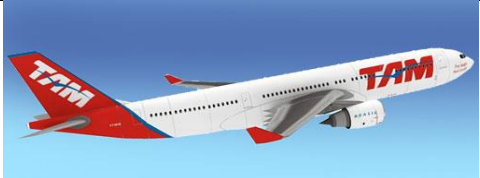


Monday, December 18

6:00 – 7:00 AM Morning workout	Optional: morning jog outside of hotel gym Breakfast provided at hotel	
8:00 – 11:00 AM Sherwin Williams	Business Meeting: Sherwin Williams 8:00 - 8:15: Welcome coffee by Cristina Piccolotto, Director of Human Resources 8:15 - 8:30: Security area by Mariane Pavan, Supervisor of EHS 8:30 - 9:00: HRBP GSC area by Semiramis Miziara, Supervisor of Human Resources covering an overview of SW, this history and the future with Valspar 9:00- 9:30: HRBP TAG/LAD area by Freddy Carrillo, President & General Manager covering the business model for Brazil 9:30 - 10:30hs - Plant Tour by Adilson Trautmann, Plant Manager 10:30 - 11:00hs - Wrap-up by Semiramis Miziara, Supervisor of Human Resources Location: Avenida Ibirama, 480 - Parque Industrial Daci - Taboão da Serra Contact: Mrs. Semirames Miziara, mobile phone: +55 11 9 6303 6072 or +55 11 2137 5001	
12:00 – 2:00 PM Specialisterne	Nonprofit Meeting: Specialisterne , an organization that works to enable one million jobs for people with autism through social entrepreneurship, corporate sector engagement and a global change in mindset Dynamic Session: learning about the organization in Brazil, OSU students will interact with key stakeholders and offer solutions to challenges / difficulties that the organization is facing	
3:00 – 4:30 PM GE Healthcare	Business Meeting: General Electric Engagement with Tiago Fernandes, CFO, Cristiane Nascimento, CMO, Nelson Garcia, CCS GM, Rafael Palombini, Services GM Location: Cidade Jardim Corporate Center, Continental Tower, 10 th floor 	
5:00 – 7:00 PM Group Dinner	Dinner: TBD	

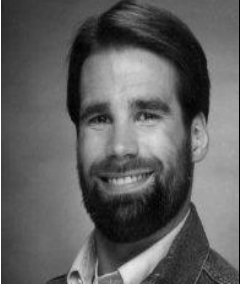


Tuesday, December 19

6:30 – 7:15 AM	Optional: morning jog outside of hotel gym Breakfast provided at hotel	
10:00 – 11:00 AM Flight from Sao Paulo to Rio de Janeiro	10:00 – 11:00 AM: Sao Paulo to Rio de Janeiro on Latin American Airlines Flight #3916	 
11:00 AM Arrival and bus transfer to hotel by Destination Partners	Hotel: Windsor Excelsior Hotel	
3:00 – 6:00 PM Christ the Redeemer	Cultural Immersion: Christ the Redeemer Traveling as a group to 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.	
7:00 – 9:00 PM Group Dinner	Dinner: Carretao Restaurant	



Wednesday, December 20

7:30 – 8:30 AM Morning workout	Optional: morning jog on Copa Cabana Beach Breakfast provided at hotel		
10:00 – 11:30 AM US Foreign Commercial Service	Government Meeting: US Department of Commerce & International Trade Administration Engagement with Michael Muth, Commercial Officer, about trade and investment between the US & Brazil, including a summary of what the department does		
2:00 – 4:00 PM Royal Dutch Shell	Business Meeting: Royal Dutch Shell 2:00 – 2:10: Welcome/Opening by André Araujo, Shell Brazil Country Chair 2:10 – 2:50: Panel presentation: Shell in Brazil, business perspectives (operated and non-operated ventures) political, social and economic scenarios in the oil and gas industry with Emanuele Cimica, General Manager – Brazil Operated Assets, Mandy Lewis, Lorraine and Monique Goncalves 2:50 – 3:20: Break/informal networking 3:20 – 3:40: Q&A 3:40 – 4:00: Office visit Location: Barra da Tijuca, Avenida das Américas, 4200 – Block 6 (Centro Empresarial Barrashopping, Building Baltimore), Cep/zip code: 22640-102 Contact: Monique Gonçalves cell: +55 21 99002 8767 office: +55 21 3984 7921	 	 
7:00 – 9:00 PM Optional group dinner	Details: TBD		



Thursday, December 21

7:30 AM Morning workout	Optional: morning jog on Copa Cabana Beach Breakfast provided at hotel	
9:30 – 12:30 PM Vale	Business Meeting: Vale Engagement with business leaders at Value: 9:30 – 10:00: resignification of mining by Pedro Scappini, Communication Department 10:00 – 10:45: the contribution of mining to Brazil by Arthur Pianoir, Performance & Budget Department 10:45 – 11:30 social and sustainability assets by Vitor Libanio, Health & Safety Department 11:30 – 12:15 strategy by Fernanda Senna 12:15 – 12:30 Tour	   
3:00 – 5:00 PM The Brazilian Development Bank (BNDES)	Business meeting: The Brazilian Development Bank (BNDES) Engagement with business executives about the history of the organization and how its operations have evolved in accordance with Brazilian socio-economic challenges to now include support for exports, technological innovation, sustainable socio-environmental development and the modernization of public administration	
7:00 – 9:00 PM Group Dinner	Dinner: Frontera Ipanema	



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Friday, December 12 – Saturday, December 13

7:30 – 8:30 AM Morning workout	Optional: morning jog on Copa Cabana Beach Breakfast provided at hotel Mandatory reflection session at 9:30 AM at the hotel Check-out time: 12:00 PM	
8:00 AM – 2:00 PM Free time	Cultural Immersion: A day to enjoy Copa Cabana beach and all that Rio de Janeiro has to offer	
3:30 – 7:30 PM	Cultural Immersion: Sugar Loaf & tour of downtown 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.	
12:20 PM – 9:05 AM Flight from Rio de Janeiro, Brazil to Columbus, Ohio	10:40 PM – 4:35 AM: Rio de Janeiro, Brazil to Miami, Florida on American Airlines Flight #904 4 hour and 5 minute layover 8:40 AM – 11:25 AM: Miami, Florida to Columbus, Ohio on American Airlines Flight #4599	 

Saturday, December 23 – Monday, January 8

- Have a wonderful winter break. Take time to relax and re-charge and come back geared up and ready to go.
- **Required Reading:** How To Stop Wasting Your Vacation by Michelle Gielan. July, 2017. Click [here](#).