



Discover Brazil 2014

Brasilia, São Paulo, Rio de Janeiro and Salvador

August 1st - 14th 2014



THE UNIVERSITY OF THE WEST INDIES
AT ST. AUGUSTINE, TRINIDAD AND TOBAGO

TENTATIVE SCHEDULE

DATE	MORNING	AFTERNOON	EVENING
AUG 1ST FRIDAY			- ARRIVAL IN BRASÍLIA 12:04 AM (AUG 2 ND) - HOTEL CHECK-IN
AUG 2ND ATURDAY	- ARRIVAL ORIENTATION SESSION - PORTUGUESE SURVIVAL LESSON	- VISIT AND LECTURES AT UNB (UNIVERSITY OF BRASILIA)	- WELCOME DINNER AT A BRAZILIAN STEAK HOUSE *COST INCLUDED
AUG 3RD SUNDAY	- CITY TOUR FOCUSED IN ARCHITECTURE+ TIME-OFF TO ENJOY THE CAPITAL CITY		- SOCIAL ACTIVITY TBD *OPTIONAL
AUG 4TH MONDAY	- VISIT TO TRINIDAD TOBAGO EMBASSY	- VISIT TO UNESCO	- FLIGHT TO SAO PAULO - HOTEL CHECK-IN
AUG 5TH TUESDAY	- VISIT AND PRESENTATION OF ESPM UNIVERSITY	- HISTORICAL DOWNTOWN AND PAULISTA AVENUE CITY TOUR	- SKYE BAR *OPTIONAL (but highly recommended)
AUG 6TH EDNESDAY	- VISIT TO ABRIL OR GLOBO (MEDIA COMPANIES)	- LECTURE ABOUT GOURMET COFFEE WITH A SPECIALIST + COFFEE CUPPING	- SOCCER EXPERIENCE *OPTIONAL
AUG 7TH HURSDAY	- FLIGHT TO SALVADOR - HOTEL CHECK-IN	- PELOURINHO NEIGHBORHOOD TOUR	- OLODUM CONCERT *OPTIONAL
AUG 8TH FRIDAY	- VISIT TO BRASKEM (PETROCHEMICAL COMPANY) IN CAMAÇARI	- VISIT AND PRESENTATION OF THE FEDERAL UNIVERSITY OF BAHIA (UFBA)	- NIGHT-OUT AT RIO VERMELHO *OPTIONAL
AUG 9TH ATURDAY	- VISIT TO FIEB – BAHIA’S INDUSTRIAL FEDERATION	- PELOURINHO CITY TOUR	- CORTEJO AFRO CONCERT *OPTIONAL
AUG 10TH SUNDAY	- DAY OFF AT PRAIA DO FORTE	- VISIT TO PROJETO TAMAR (SEA TURTLES PROTECTION)	- SOCIAL ACTIVITY TBD *OPTIONAL
AUG 11ST MONDAY	- FLIGHT TO RIO DE JANEIRO - HOTEL CHECK-IN	- VISIT TO CHRIST THE REDEEMER	- ENJOY PEDRA DO SAL: BIRTHPLACE OF SAMBA *OPTIONAL (but highly recommended)
AUG 12ND TUESDAY	- VISIT TO PETROBRAS (OIL COMPANY)	- FAVELA EXPERIENCE	- CORTEJO AFRO CONCERT *OPTIONAL
AUG 13RD EDNESDAY	- VISIT TO RIO 2016 OLYMPIC COMITEE	- TIME OFF TO ENJOY COPACABANA	- FAREWELL DINNER *COST INCLUDED
AUG 14TH HURSDAY	- HOTEL CHECK-OUT - TRANSFER TO RIO AIRPORT	- FLIGHT HOME - ATE MAIS!	

SUGGESTED VISITS

Each visit has been chosen to complement the purpose of the program – to reveal the catalysts to Brazil's success and their assumption as a global power. Every aspect of the program will provide our participants with an intimate understanding of the successes and setbacks this developing nation has faced over the course of its growth and assumption into the BRIC.



OIL AND ECONOMY



PETROBRAS is the leader in the Brazilian oil industry, and have expanded its operations aiming to be among the top five integrated energy companies in the world by 2020 and already the largest Latin American company in gross revenue.

Participants will be led on a tour by a Petrobras employee, the guide will highlight the company's scope and their position as a global leader.

- **This visit will be a guided tour**



GLOBO is the second-largest commercial TV network in annual revenue worldwide behind the American Broadcasting Company (ABC) located in the U.S. As such it possesses incredible influence on Brazil and the world.

The group will interact with a representative from Globo, the employee will provide information on the company and its central role in the upcoming Olympics and World Cup.

- **This visit will be a guided tour**



BRASKEM is the largest petrochemical company in Latin America and one of the largest in the world. It is also Americas' top thermoplastic resins producer. With 38 industrial plants spread across the world the company also is the world's leading biopolymers producer with its Green PE plant that produces polyethylene from sugarcane-based ethanol.

The group will interact with a representative from Braskem, the employee will provide information on the company including its inception, growth and how it is transforming the international petrochemical industry

- **This visit will be a guided tour**



ESPM is a private school of higher education that focuses on Marketing and Advertising. It is a leader in the education sector in Brazil and Latin America. Today, it is home to an intensive sports marketing graduate program whose students have been working on projects for the World Cup and the Olympics.

The group will interact with students and faculty from ESPM. Brazilian faculty will be present for an engaging dialogue on the upcoming World Cup and Olympics and what these events mean for the country.

- **This visit will have Brazilian faculty in attendance**



2016 OLYMPIC COMMITTEE is the controlling body for the Rio 2016 Olympics. The Committee is responsible for the preparation and management of the games. A tremendous undertaking that involves considerable infrastructure planning and development.

The group will interact with a representative from the 2016 Committee office, the representative will provide information on the nonprofit committee as well as the games.

- Visitors will hear about this undertaking and how the city sees this sporting event sustainably benefiting its residents.

- **This visit will be a guided tour**



CULTURE AND NATURE



TAMAR PROJECT is a nonprofit whose purpose is to protect sea turtles from extinction on the Brazilian coastline. In addition the organization protect all the sea wildlife, as they are part of the environment in which the sea turtles live. All actions by the project intend to preserve wildlife, concern people about environment, and create sustainable places for the procreation of the species

The group will explore the work being done by TAMAR by visiting the beach where the project started. A representative from the organization will provide information on the nonprofit's success and the status of the Brazilian sea turtle population.

- **This visit will be a guided tour**



CHRIST THE REDEEMER is a Brazilian icon, and national symbol. The 30-meter Christ is considered the largest Art Deco statue in the world. Visited by millions of tourists each year, the statue represents not only the country's large Christian population but also the culture of Brazil.

The group will visit and explore this national landmark. Learning about its origin along with its cultural significance.

- **This visit *CAN BE a guided tour**



CANTAGALO is a Brazilian favela (or slum) located in the southern zone of Rio de Janeiro. Unique due to its location and stunning views this community has been perched above its more famous neighbors – Copacabana and Ipanema.

The group will visit and explore this community with a local guide. Learning about the residents, its origin and the problems the community is facing.

- **This visit is a guided tour**



UNESCO is the U.N branch whose purpose is to contribute to peace and security by promoting international collaboration through education, science, and culture in order to further universal respect for justice, human rights and fundamental freedom

The group will visit and interact with a representative from the Brasilia office. The guide will take questions and interact with the visitors giving them a better perspective on Brazil's role in the international community.

- **This visit is a guided tour**