International Residency Proposal

Designed for:

Emory University | MBA Program
Seoul & Taipei, Taiwan
February & March, 2016

Designed by: Rachel Velebny
Date: 7/14/2015
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed, Feb 24</td>
<td><em>welcome to Korea</em>&lt;br&gt;arrive Seoul&lt;br&gt;meet ISP Program Manager at the airport&lt;br&gt;transfer to hotel/check in&lt;br&gt;rest of the day at leisure</td>
<td>own arrangements</td>
</tr>
<tr>
<td>Thu, Feb 25</td>
<td><strong>Korean business environment</strong>&lt;br&gt;breakfast&lt;br&gt;<strong>morning</strong>&lt;br&gt;visit: overview of Korea’s economy and its position in the region e.g. U.S. Commercial Service management presentation, discussion&lt;br&gt;lunch on your own</td>
<td>hotel&lt;br&gt;bus full day</td>
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<tr>
<td></td>
<td><strong>afternoon</strong>&lt;br&gt;visit: advertising strategies &amp; understanding local consumer behavior e.g. Ogilvy &amp; Mather management presentation, case study, discussion</td>
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<td></td>
<td><strong>evening</strong>&lt;br&gt;welcome dinner - Korean royal cuisines&lt;br&gt;return to hotel</td>
<td>bus transfer/restaurant</td>
</tr>
<tr>
<td>Fri, Feb 26</td>
<td><strong>successful local companies</strong>&lt;br&gt;breakfast&lt;br&gt;<strong>morning</strong>&lt;br&gt;visit: current trends in the technological world e.g. Samsung Electronics management presentation, discussion, tour of facilities&lt;br&gt;lunch on your own</td>
<td>hotel&lt;br&gt;bus full day</td>
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<tr>
<td></td>
<td><strong>afternoon</strong>&lt;br&gt;visit: successful local company &amp; expansion strategies e.g. KIA MOTORS Corp. management presentation, discussion, tour of facilities</td>
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<td></td>
<td><strong>evening</strong>&lt;br&gt;free to explore the city&lt;br&gt;OR&lt;br&gt;optional cultural event: Korean night dining tour&lt;br&gt;this tour gets you feeling like a local as you visit famous restaurants that specialize in Korean barbecue, rice beer and many more local specialties. Fun and knowledgeable guides will give you insights into Korean culture and teach you eating and drinking customs. Don’t miss a night of great food, friends, and drinks that you’ll never forget!</td>
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</tbody>
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### Sat, Feb 27, 2016  
**explore Seoul and DMZ**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| **morning** | **cultural event: guided tour of Seoul – Gyeongbok Palace, National Folklore Museum, Blue House**  
visiting Seoul is a great way to experience old and new Asia through its beautiful palaces, great food and vibrant nightlife. This tour will take you to Gyeongbok, the biggest palace in Korea. You will learn about Korean history and way of life in the National Folklore Museum, the executive office and the official residence of their President, also known as the Blue house. |
|         | **bus/walk**                                                                                |
| **afternoon** | **cultural event: half-trip to the DMZ**  
on this trip to the "most protected border in the world" (the Demilitarized Zone), you will literally get a touch of the contemporary as well as historical relationship between the two Koreas. After the Korean War in 1953, the armistice was set up between these states and the Demilitarized Zone was created as a buffering area. During this tour, you will be able to step on the Unification Bridge where lots of messages from South Koreans to their North Korea relatives are displayed, you will go through the low 3rd Infiltration Tunnel North Korean soldiers built to infiltrate South Korea and you will also be able to see the North Korean border area from the Dora Observatory. At the end of the tour, you will visit the Joint Security Area including the Military Armistice Commission Conference Room where you will be able to stand behind the border in North Korea. |
|         | **bus/walk**                                                                                |

### Sun, Feb 28, 2016  
**transfer to Taiwan**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>morning</strong></td>
<td><strong>breakfast</strong></td>
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<tr>
<td></td>
<td><strong>check out/transfer to the airport</strong></td>
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<tr>
<td><strong>late morning</strong></td>
<td><strong>flight to Taipei (duration approx. 2.5 hours)</strong></td>
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<tr>
<td></td>
<td><strong>lunch on board</strong></td>
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<tr>
<td><strong>afternoon</strong></td>
<td><strong>arrive Taipei</strong></td>
</tr>
<tr>
<td></td>
<td><strong>transfer to hotel/check in</strong></td>
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<tr>
<td></td>
<td><strong>rest of the day at leisure</strong></td>
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</tbody>
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**day 4**

**day 5**
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Day</th>
</tr>
</thead>
</table>
| Mon, Feb 29, 2016 | **Taiwan orientation**  
breakfast  
morning  
visit: Taiwan’s advantages and opportunities  
  e.g. American Institute in Taiwan  
  management presentation, discussion  
bus half day  
afternoon  
cultural event: guided tour of Taipei  
  This tour will take you to Presidential Building, Chiang Kai Shek Memorial Hall, Center Martyrs’ Shrine (War Memorial), National Palace Museum and Chinese Temple.  
  lunch on your own  
evening  
free to explore the city  
  OR  
optional cultural event: Taipei by night  
  Taipei comes alive at night...This three hour night tour begins with a visit to the ancient Longshan Temple and Ximending area, Red House, finally watch Taipei sparkle on top of the tallest building in Taiwan, the 101 Building!  
sts pay individually |
| Tue, Mar 01, 2016 | **opportunities & challenges**  
breakfast  
morning  
visit: doing business in Taiwan & managing the joint venture  
  e.g. Ford Lio Ho  
  management presentation, discussion, tour of facilities  
bus full day  
afternoon  
visit: new product and application development into Taiwan market  
  e.g. 3M Taiwan  
  management presentation, discussion, tour of facilities  
evening  
free to explore the city  
  OR  
optional cultural event: Taiwan foodie tour  
  The Foodie is not just a gastronomic tour, but a great way to see parts of the city that the majority of tourists don’t get to see! This tour is fun and a perfect way to discover some of the lesser known dishes that the locals love to eat!  
sts pay individually |
| Wed, Mar 02, 2016 | **day trip to Hsinchu**  
breakfast  
morning  
transfer to Hsinchu (duration approx. 1.5 hours)  
bus full day  
early morning  
visit: overview & introduction of Hsinchu Science Park  
  e.g. Hsinchu Science Park  
  management presentation, discussion, tour of facilities  
group lunch  
restaurant  
afternoon  
visit: Taiwan as the innovation and R&D base  
  e.g. Taiwan Semiconductor Manufacturing Company (TSMC)  
  management presentation, discussion, tour of facilities  
evening  
Networking event: networking event with local entrepreneurs  
  e.g. National Chiao Tung University  
  take this opportunity to get to know and interact with local entrepreneurs; learn about the start-up environment at Taiwan’s Silicon Valley  
return to Taipei (duration approx. 1.5 hours)  
bus transfer/bar  
return to Taipei | day 8 |
<table>
<thead>
<tr>
<th>Thu, Mar 03, 2016</th>
<th>future outlook</th>
<th>day 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>future outlook</td>
<td></td>
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<tr>
<td>breakast</td>
<td>hotel</td>
<td></td>
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<tr>
<td>morning</td>
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<tr>
<td>case study: what’s making Taiwan a good place for business and entrepreneurs</td>
<td>bus half day</td>
<td></td>
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<tr>
<td>e.g. AppWorks</td>
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<tr>
<td>case study, discussion</td>
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<td></td>
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<tr>
<td>lunch on your own</td>
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<tr>
<td>afternoon</td>
<td>free time to explore the city</td>
<td></td>
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<tr>
<td>OR</td>
<td></td>
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<tr>
<td>optional cultural event: half day tour of tea plantations</td>
<td>sts pay individually</td>
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<tr>
<td>Take the glass-bottom gondola up to the Moakong tea plantations and witness some of the best views of Taipei! Enjoy tea farm walks as well as traditional tea tasting; you will be taken to some tea houses... Don’t miss this great opportunity to view the majestic mountains of Taipei!</td>
<td></td>
<td></td>
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<tr>
<td>evening</td>
<td>farewell dinner</td>
<td></td>
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<tr>
<td>return to hotel</td>
<td>bus transfer/restaurant</td>
<td></td>
</tr>
<tr>
<td>Fri, Mar 04, 2016</td>
<td>depart for US</td>
<td>day 10</td>
</tr>
<tr>
<td>breakfast</td>
<td>hotel</td>
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<tr>
<td>check out/transfer to the airport</td>
<td>bus transfer</td>
<td></td>
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<tr>
<td>depart for US</td>
<td>own arrangements</td>
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</tbody>
</table>
Our purpose is to inspire business students to become global leaders, make positive change and maximise the potential of themselves and others.
20 students + 2 faculty members/administrators
The price for this program is **USD 3,545 per student** *
* based on 20 students and 2 faculty members/administrators traveling with the group
Total program price is **USD 70,900**

25 students + 2 faculty members/administrators
The price for this program is **USD 3,235 per student** *
* based on 25 students and 2 faculty members/administrators traveling with the group
Total program price is **USD 80,875**

Note: The prices above are based on the exact number of participants. Should the number of participants change, the price will be subject to change as well.
Services

Academics & Facilities
Connecting the classroom to reality. Learn different.

Your proposed itinerary includes:
- 9 x company visits
- 1 x case study
- 1 x networking event with local entrepreneurs, including refreshments

Accommodation
A good night’s sleep. Sleep well.

Included in the quoted price:
- Twin rooms for the students*
- Single rooms for faculty members/administrators
  
  *Should a single room be required by either an odd number of students, or an odd ratio of male to female students, or should a single room be requested by (an) individual student(s), a Single Room Supplement will be added to the trip cost.
  
  Single Room Supplement for this proposal: USD 890 per person per entire stay

Proposed hotels:
- Seoul – e.g. Grand Ambassador, 4* - [www.accorhotels.com](http://www.accorhotels.com)
- Taipei – e.g. Howard Plaza, 4**+ - [www.howard-hotels.com](http://www.howard-hotels.com)

Meals
You can’t learn on an empty stomach. Eat well.

Included in the quoted price:
- Welcome dinner
- Farewell dinner
- 1 x group lunch

Cultural events
Immersion is essential to understanding the country, its people, and their businesses.
Experience more.

Included in the quoted price:
- City tour of Seoul including a bus and a guide
- City tour of Taipei including a bus and a guide
- 1 x half-day trip to Demilitarized Zone including a bus, a guide and entrance fees
Program Management and Ground Support

*Relax and leave the details to your dedicated ISP staff so you can be part of the experience. Worry less.*

Included in the quoted price:

- 1 x ISP Program Manager to accompany the group throughout their trip
- 1 x ISP Tour Coordinator in each city to accompany the group throughout their stay excluding the transfer between cities

**Transportation – ground**

*Safe and comfortable. Nap more.*

Included in the quoted price:

- 4 x airport transfer – one way to or from the airport
- 2 x half-day bus use – 4 hours max, within city limits
- 4 x full-day bus use – 8 hours max, within city limits
- 3 x evening bus for use to and from evening activities
- Water on the bus

**Miscellaneous**

Included in the quoted price:

- Tips for guides and drivers at **USD 800**
- Studentzone Mobile App
Transportation – between cities

Going the distance with the best solutions. Travel easy.

Included in the quoted price:

One way flight ticket from Seoul to Taipei

priced at USD 338 per ticket including all taxes and airport fees

These prices are based on current airline and airport taxes and fees which are subject to change.
Important notes

Validity of prices
The prices quoted here are based on our best estimates for 2016. The proposals will need to be re-priced during fall months.

Exchange rate fluctuations
ISP can arrange a currency exchange contract to secure your program’s price in USD.

Visas
ISP is happy to assist with any necessary visa arrangements. Please contact us for more information about the visa process and associated fees.

Insurance
ISP holds extensive liability insurance. Should you require copies of our insurance policies please contact us. And should you wish to have additional group insurance for your trip or need special insurance arrangements, please discuss this with your ISP contact.

Emergency Plan
ISP has a comprehensive emergency plan for two unlikely events: an emergency on the ground, and the need to relocate or postpone a trip due to the situation in the particular destination. During the program phase we will go through the Emergency Plan with you.
All ISP employees are fully trained in first aid and emergency situations handling.

Confidentiality
The recipient agrees to retain and protect the confidentiality of this document and its parts herein. This document, its contents and any attachments thereto are intended for use solely by the addressee(s) named herein, and the contents may contain legally privileged and/or confidential information. This document should not be shown to or forwarded to a third party without the explicit prior consent of ISP.

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