Emory University

MBA Program
Trip to Sydney, Australia & Auckland, New Zealand
February - March, 2015
Who is ISP?

- International Study Programs is a leading provider of short-term, faculty-led international programs for groups of business school students.
- Our staff of 50+ coming from around the globe ensures our offices in Prague & Hong Kong are high energy and multicultural environments.
- Our teams organize programs in over 60 cities globally.
- We are here to help you learn more, gain experience, explore different countries, backgrounds & cultures and show you the world from a business perspective.
- Innovative. Service-driven. Professional. This is ISP.

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Australia

- Officially the Commonwealth of Australia is one of the oldest countries on the planet, as well as one of the youngest. For at least 40,000 years before the first British settlement in the late 18th century Australia was inhabited by indigenous Australians.
- Today Australia is one of the Asia–Pacific’s richest countries and has enjoyed economic expansion for over two decades, with the world’s 12th largest economy and with a GDP of $970.8 billion.
- Australian economy benefits from sound fundamentals including monetary stability, low public debt, and a vibrant employment market.
- Australia is the 52nd largest country in the world in terms of population (23.6 million) and its capital is Canberra.
Enjoy…
Sydney

- Sydney boasts the famed opera house and harbor, an incredible bridge, great parks, delicious food, lots of free stuff to do, and amazing surfing.
- It is the most populous city in Australia.
- It is the state capital of New South Wales and is situated in Australia's south-east coast along the Tasman Sea and surrounding one of the world's largest natural harbors.
- The city is a home to about 4.76 million people.
- The city has a humid subtropical climate with warm summers, mild winters, and uniform annual rainfall.
What’s on the list?

Examples of possible company visits

• E.g. U.S. Commercial Service - key social, economic and political factors affecting modern Australian business
• E.g. Burson Marsteller - local consumer behavior and its impact on global marketing and branding strategies
• E.g. Intel - innovation & modern technologies as competitive advantages
• E.g. Coca Cola - competitive strategies of global companies - how to deal with local competitors

Cultural Events

• Guided tour of Sydney
• Full day winery tour at Hunter Valley
Sydney Skyline

Learn more
Sydney Opera House

Learn more
Sydney Harbor

Learn more
Sydney Botanical Gardens
Sydney Beach

Learn more
Sydney ROCK Area
Hunter Valley wine trip

Learn more
Hunter Valley vineyards

Learn more
Hunter Valley

Learn more
New Zealand

- New Zealand is a small country with a population of only 4.5 million people but has a modern and competitive economy which benefits from a strong commitment to open-market policies that facilitate engagement in global commerce.
- Its GDP is $132 billion and since 2007 New Zealand has been rated one of the world’s five freest economies.
- Though Māori were the first to arrive in New Zealand about 1,000 years ago, today, the majority of New Zealand's population is of European descent.
- The capital of New Zealand is Wellington.
Auckland

- Auckland is New Zealand's largest and most diverse city and also the main transport hub.
- The Auckland region, which includes the rural areas and towns north and south of the urban area, plus the islands of the Hauraki Gulf, is home to some 1.5 million people, which constitutes more than one third of the country’s population.
- The city has a subtropical climate, with warm, humid summers and mild, damp winters.
What’s on the list?

Examples of possible company visits

- E.g. Sanford - NZ fisheries management - economic, cultural, social and environmental value & significant challenges
- E.g. Nestle - success starts where it ends - with the customer

Cultural Events

- Guided tour of Auckland
- Hobbiton Filmset
- Day trip to Wai o Tapu Thermal Park & Huka Falls River Cruise
- Visit to Hot Water Beach & Cathedral Cave
Auckland Skyline

Learn more
Auckland Harbor
Auckland Sky Tower
Auckland Westhaven Marina
Hobitton

Learn more
Hobitton

Learn more
Wai o Tapu Thermal Park - Champagne Pool
Wai o Tapu Thermal Park - Artist's Palette

Learn more
Huka Falls River Cruise
Hot Water Beach in Coromandel
Hahei Beach

Learn more
Cathedral Cove Beach
It’s all about…

- bonding experience
- fun
- exploring different countries & cultures
- learning differently

... from a business perspective
Looking forward to travelling with you!

Learn more