

MBA Study Trip Colombia 25 March – 1 April 2023



Colombia is a beautiful country in South America with about 50 million inhabitants. It borders both the Pacific and the Atlantic respectively the Caribbean Sea.

Economically, Colombia has gone through turbulent times. An impressive upswing between 2000 and 2013, during which GDP per capita more than tripled, was followed by a significant decline again in the last almost 10 years. This was not only due to Corona, but also to the political situation and increasing corruption.

Important sectors of the economy are raw materials (coal, oil, and nickel), food (Colombia is, for example, the largest producer and exporter of fair-trade coffee), textile industry, trade, finance, and tourism.

The **study trip** will take us to two of the most innovative cities in South America. We start in Medellín, a city known from Escobar's times that has changed a lot in the last twenty years. Thanks to targeted urban development with gondola lifts and escalators in the poorer districts, crime has fallen massively, and the middle class has increased significantly. We will visit various innovative companies and start-ups and get to know the colleagues from the EAFIT partner university.

Towards the end of the week, we will fly to the capital Bogotá and visit various Swiss companies in addition to the embassy.

Participants	Students from MBA FHNW, SAMBA FHNW and alumni MBA FHNW
Programme	<p>The aim of the study trip is to gain insights into the economy of this important country in South America. The program is still in development and will include (current status):</p> <p>EAFIT University, Medellín Introduction at our partner university about the economic development and the challenges in South America in general and Colombia in particular</p>

Embassy of Switzerland in Bogota

Presentation and discussion about the Swiss representation in Colombia and the economic opportunities and difficulties of Swiss companies in Colombia

Company visits

Visit, presentation, and discussions with the management of Swiss, local, and international companies from various industries (total 5-6 company visits)

Innovation Center

Insights into the dynamic scene of start-ups and spin-offs in Medellin

Social projects/urban development

Introduction to and discussion of impressive projects for the development of poorer neighborhoods in Medellin

Dates	The study trip begins on Saturday, 25 March 2023 at 2 pm in our hotel in Medellin and ends a week later on Saturday evening, 1 April 2023 at 7 pm in Bogota. The flights from Switzerland to Medellin and from Bogota back to Switzerland are to be booked in such a way that you can be present the entire time.
Flights	The participants book the flights themselves (exception: the flight from Medellin to Bogota is booked for everyone).
Hotels	We will book decent hotels in Medellin and Bogota. Single rooms with breakfast are included in the price.
Tourist Programme	The program is designed as a study trip. Selected tourist attractions will round off the trip. If you want to see more or shop extensively, you can arrive earlier or return later.
Lead	Prof. Dr. Rolf Meyer, Programme Manager MBA (Windisch), Professor for Entrepreneurship. rolf.meyer@fhnw.ch , 079 861 25 47. Prof. Dr. Arie Verkuil, Head Institute of Management.
Language	English.
Insurance / Visa	Insurance is the responsibility of the participants. Swiss and EU nationals do not need a visa for Colombia. All other nationals take care of any visa themselves.
Costs	The study trip costs CHF 1790.—. This includes the hotels and transport on site (including flight from Medellin to Bogota), some lunch and dinner, the joint tourist program as well as the organization and management. Not included are the individual flight costs from Switzerland to Colombia and back, as well as most of the lunches and dinners.
Application	Per Email to Daniela Rothe: daniela.rothe@fhnw.ch Deadline is 30 June 2022
