

Universidad de Lima  
Australian Business Experience Program

30 July - 11 August 2018

Participants	
University de Lima Contact	Ms Marcie Anderson
Accommodation	
UQ Representative	

<b>Day 1</b> <b>Sunday 29 July</b>	(L,D)
	Arrive in Brisbane
	Meet UQ representative
	City Tour enroute to UQ via coach
	Proceed to accommodation
<b>Overnight: Brisbane</b>	

<b>Day 2</b> <b>Monday 30 July</b>	(B,D)
0900	Welcome and Introduction to the University of Queensland (UQ)
0930	<b>Presentation: The Australian Political, Social And Cultural Environment</b>
1200	Lunch at own cost
1330	<b>Group Photo</b>
1400	<b>Presentation: Development Of Australia's Economy</b> <ul style="list-style-type: none"> <li>• Historical development up to World War II</li> <li>• Post-war development</li> <li>• Engagement with Asia</li> </ul>
1600	Return to accommodation
<b>Overnight: Brisbane</b>	

<b>Day 3</b> <b>Tuesday 31 July</b>	(B,D)
0900	<b>Presentation: Introduction to the Asia-Pacific Region</b> <ul style="list-style-type: none"> <li>• Basic geography of Asia</li> <li>• Continental Asia &amp; maritime Asia</li> <li>• Historical overview</li> <li>• Colonisation</li> <li>• Japanese resistance</li> <li>• Political and economic development in Northeast and Southeast Asia</li> <li>• Post-war Japan, Korea, Southeast Asia</li> <li>• ASEAN</li> </ul>
1200	Lunch at own cost
1300	<b>Presentation: Definitions and Characteristics of Emerging Markets</b>
1500	<b>Welcome by Ms Laura Hassett, Deputy Manager, International Services, Faculty of Business, Economics and Law</b>
1515	<b>Afternoon tea with Universidad de Lima students studying at UQ BEL</b>
	Return to accommodation
<b>Overnight: Brisbane</b>	

Day 4 Wednesday 1 August		(B,D)
0900	<b>Presentation: The Australian Business Environment</b> <ul style="list-style-type: none"><li>• Regulatory structures</li><li>• Main industry sectors</li><li>• Cultural characteristics</li></ul>	
1200	Lunch at own cost	
1300	<b>Presentation: Regional Strategic Political, Security &amp; Economic Alliances</b> <ul style="list-style-type: none"><li>• Historical development</li><li>• APEC, ASEAN and other groupings</li><li>• China</li><li>• Current issues</li></ul>	
1700	<b>Student activity</b> join the Wednesday night dance club	
	Return to accommodation	
<b>Overnight: Brisbane</b>		

Day 5 Thursday 2 August		(B,D)
0900	Presentation: Effects of Global Business And Globalization on Emerging Markets	
1200	Lunch at own cost	
1300	Presentation: Marketing in the Asia Pacific Region <ul style="list-style-type: none"><li>• Cultural approaches</li><li>• Practical approaches</li><li>• Successes and failures</li></ul>	
1500	Return to accommodation	
Overnight: Brisbane		

<b>Day 6</b> <b>Friday 3 August</b>		(B,D)
0900	<b>Presentation: Addressing Multinationals - Challenges of talent management in emerging economies</b>	
1100	<b>Presentation by Peruvian company/Consulate</b>	
1200	Lunch at own cost <ul style="list-style-type: none"><li>• Free afternoon</li></ul>	
<b>Overnight: Brisbane</b>		

Day 7 Saturday 4 August		(B,L,D)
	Optional Tour to Tangalooma – at own cost  <i>Tangalooma Island Resort is a 75-minute catamaran cruise from Brisbane. The resort is a family holiday destination for guests seeking a unique adventure, educational or nature based experience - right on Brisbane's doorstep.</i> <a href="http://www.tangalooma.com/info/home/">http://www.tangalooma.com/info/home/</a>	
Overnight: Brisbane		

Day 8 Sunday 5 August		(B,L,D)
	Free day <i>Optional Activities at own cost include</i> <ul style="list-style-type: none"><li>• <i>Dreamworld tickets</i></li><li>• <i>Lone Pine tickets</i></li><li>• <i>Springbrook Rainforest 1 day tour</i></li><li>• <i>Visit Gallery of Modern Art (Free)</i></li><li>• <i>Trip to Southbank and Riverside Markets (Free)</i></li><li>• <i>Downtown shopping</i></li><li>• <i>City Cat trip</i></li></ul>	
Overnight: Brisbane		

Day 9 Monday 6 August		(B,D)
0900	<b>Presentation: Marketing &amp; Consumer Behaviour</b> <ul style="list-style-type: none"><li>• Onshore marketing</li><li>• Appealing to Australian market</li><li>• Offshore marketing</li><li>• Appealing to the overseas market</li><li>• Tailoring marketing campaigns to different cultures</li><li>• Case study</li></ul>	
1200	Lunch at own cost	
1300	<b>Presentation: Business Opportunities In Asia</b> <ul style="list-style-type: none"><li>• Business environment in Asia</li><li>• Process of doing business</li><li>• Barriers to entry</li><li>• Australia/Asia Trade</li></ul>	
1500	Return to accommodation	
<b>Overnight: Brisbane</b>		

Day 10 Tuesday 7 August		(B,D)
0900	<b>Site Visit - Lone Pine Koala Sanctuary:</b> Please wear enclosed footwear & wear sun protection  <b>Discussion: Tourism &amp; the Asian Market with Communications Coordinator</b> Location: at the Koala Forest (near BBQ area) <ul style="list-style-type: none"><li>• Free time to explore Lone Pine</li><li>• Take photos with Kangaroos and Koalas</li></ul>	
1200	Lunch at own cost	
1300	Coach to site visit	
1400	<b>Site visit: Perfect Potion</b> Perfect Potion offers a gentle and holistic approach to personal wellbeing and revitalises and harmonises body, soul and spirit. A true Australian success story. Quality products & a customer focus has built this empire. <a href="http://www.perfectpotion.com.au/">http://www.perfectpotion.com.au/</a>	
1530	Coach to UQ	
1600	Return to accommodation	
<b>Overnight: Brisbane</b>		

<b>Day 11</b>		(B,D)
<b>Wednesday 8 August</b>		
0900	<b>Workshop on Innovation by UQ Ideas Hub</b> <a href="https://ideahub.uq.edu.au/">https://ideahub.uq.edu.au/</a>	
1100	<b>Presentation: Entrepreneurship</b>	
1230	Lunch at own cost	
1500	<b>Site Visit to a company that does business with Peru</b>	
<b>Overnight: Brisbane</b>		

Day 12 Thursday 9 August		(B,L,D)
0900	<b>Site Visit: Port of Brisbane</b>  <i>The Port of Brisbane is one of Australia's fastest growing container ports, and Queensland's largest general cargo port. The Port of Brisbane is located at the mouth of the Brisbane River, and is managed and developed by the Port of Brisbane Pty Ltd (PBPL), under a 99-year lease from the Queensland Government.</i>  <i>PBPL is owned by the Q Port Holdings (QPH) consortium, comprising four of the world's largest and most experienced infrastructure investors. The members are: Caisse de dépôt et placement du Québec; IFM Investors; QIC Global Infrastructure on behalf of its managed funds; and Tawreed Investments Ltd, a wholly-owned subsidiary of the Abu Dhabi Investment Authority.</i> <a href="http://www.portbris.com.au/">http://www.portbris.com.au/</a>	
1115	Lunch at Port of Brisbane	
1200	Coach to Sirromet	
1300	<b>Site Visit: Sirromet Winery &amp; Discussion with Marketing Manager for Asia</b> <i>An Australian success story, and a family owned winery rated 4.5 stars by James Halliday, Sirromet Wines has collected over 500 prestigious national and international wine awards since opening in 2000 and exports to the Asia pacific region</i> <a href="http://www.sirromet.com">http://www.sirromet.com</a>  *Closed-in flat heeled footwear required for this visit	
1500	Coach to UQ	
1600	Return to Accommodation	
<b>Overnight: Brisbane</b>		

<b>Day 13</b>		(B,L,D)
<b>Friday 10 August</b>		
1000	<b>Student Presentations</b>	
1130	<b>Program Review</b>	
1200	<b>Farewell Lunch and Certificate Ceremony</b>	
	Free afternoon to prepare for departure	
<b>Overnight: Brisbane</b>		

<b>Day 14</b> <b>Saturday 11 August</b>		(B)
	Departures	