

| Tuesday, May 18 Arrival in Santiago City Tour | Wednesday, May 19 Maipo Valley Vineyard Visits | Thursday, May 20 Colchagua Valley Vineyard Visits | Friday, May 21 Santiago National Holiday | Saturday, May 22 Casablanca Valley Vineyard Visits | Sunday, May 23 Andes Mountains Outdoor Activities | Monday, May 24 Santiago Meetings | Tuesday, May 25 Santiago Meetings/Vineyard |
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| <p>Pickup at Santiago Arturo Benitez Airport and transport to the hotel Torremayor:</p> <p>http://www.hoteltorremayor.cl/</p> <p>Orientation and welcome packs distributed</p> <ul style="list-style-type: none"> ○ Orientation ○ Itinerary ○ Safety ○ Questions | <p>Breakfast at the hotel</p> <p>US Commercial Service ~ General overview of Chile's economic and political climate, and the USA-Chile Free Trade Agreement. How has the FTA affected the wine industry?</p> <p>Viñas de Chile ~Q&A discussion with a Director of this association that represents 90 Chilean wineries on its strategy for positioning Chilean wine around the world</p> | <p>Breakfast at the hotel</p> <p>Viña Emiliana Orgánica Los Robles ~Private tour and presentation at Chile's first organic vineyard. Talk on the importance of the wine tourism industry to this vineyard's growth and brand recognition</p> <p>Wine tasting at vineyard</p> | <p>Breakfast at the hotel</p> <p>Free Morning for exploring Santiago on your own</p> <ul style="list-style-type: none"> • Central Market • Bellas Artes museum • Pre-Colombian museum • Pablo Neruda's house (former Nobel prize winning poet and Chilean politician) | <p>Breakfast at the hotel</p> <p>Tour of Valparaiso ~ Chile's principal shipping port and declared a UNESCO World Heritage Site in 2003</p> | <p>Breakfast at the hotel</p> <p>Lodge Andino el Ingenio in the lovely foothills of the Andes Mountains:</p> <ul style="list-style-type: none"> • Mountainside horseback ride • Trekking Excursion • Relaxation at the lodge | <p>Break fast at the hotel</p> <p>SERNATUR (Chilean Ministry of Tourism) ~ Discussion on the challenges of sustainable growth and innovation in the wine tourism industry in Chile. How does Chile differentiate its product in comparison to other leading wine tourism countries such as Argentina, South Africa, France, New Zealand etc.</p> | <p>Breakfast at the hotel</p> <p>CENCOSUD ~Q&A discussion with Chile's largest supermarket chain's chief wine purchaser. Talk on negotiation strategy and logistics management in this sector</p> |
| Lunch on your own | Lunch on your own | Lunch on your own | Lunch on your own | Panoramic Lunch at Vineyard Casas del Bosque | Traditional Chilean BBQ | Lunch on your own | Farewell Lunch at Vineyard |
| <p>Santiago Cultural "City Game" ~Students will be divided into small teams and will be presented with certain points in the city that they have to visit and objectives that they have to fulfill. This activity will encourage immersion in the local Chilean culture and team communication.</p> <p>A traditional Chilean prize will be awarded to the winners!</p> | <p>Viña Matetic ~ Roundtable discussion with one of the Directors of Viña Matetic, which was the pioneer in kick starting the high end wine tourism industry in the San Antonio valley. by providing a 5 star boutique hotel, spa, restaurant. Talk on Matetic's marketing strategy</p> <p>Wine tasting at Matetic vineyard and tour of production facilities</p> | <p>Viña Tarapaca ~ Private tour, wine tasting and discussion at the award-winning winery. Talk with the director on Tarapaca's booming hospitality and tourism business, which hosts -2-3 day tourism groups, weddings, work events and exclusive group dinners at this picturesque winery.</p> | <p>Viña Concha y Toro ~ Private tour, wine tasting and discussion at Chile's most famous vineyard.</p> | <p>Viña Catrala ~Private tour and presentation at Viña Catrala on the challenges of growing a boutique winery in Chile.</p> <p>Talk on the vineyard's unique environmental policies and more sustainable production processes and how this has boosted Viña Catrala's success in the wine tourism sector</p> | <p>Return to Santiago in the late afternoon</p> | <p>Vinnova ~R&D organization aimed at enhancing wine quality, productivity, wine differentiation and sustainable production in the Chilean wine industry.</p> | <p>Viña Errazuriz ~Visit to one of Chile's most historic vineyards in the Aconcagua Valley. Talk with the HR manager on the challenges of human resource management in large wineries in Chile, and the implications of employing a seasonal workforce and Chile's new work outsourcing regulations</p> <p>End of Program</p> |
| Dinner on your own | Dinner on your own | Dinner on your own | Dinner on your own | Dinner on your own | Dinner on your own | Dinner on your own | 29.9.09 |