



Bellarmino University

Emerging Market MBA

Sunday, March 1 – Sunday, March 8, 2020

Havana, Artemisa, Las Terrazas, Viñales

Day 1 | Sunday, March 1st

Meals Included: Lunch, Dinner

Afternoon Arrive to Jose Marti International Airport. Clear immigration and customs and claim baggage, a process that takes about an hour. You will be greeted by your FAME escort Chris Cloonan, local Cuban guide and driver.

Welcome Lunch (*Pending Flight Times*)

Check-in to our Casas Particulares. Choosing to stay in a Casa Particular is the best way to get to know the Cuban people. They will warmly welcome us into their homes, providing a clean and comfortable homestay while serving us plentiful homecooked meals every morning. Casas are an important and growing part of the Cuban private sector.

Evening Visit to Fabrica de Arte Cubano (FAC) and enjoy dinner at its private paladar Arte Terra. This upscale Cuban restaurant is famous for offering some of the best cuisine in all of Havana. Following dinner, we'll explore what many describe as part night club, part music venue, and part art museum, and the perfect atmosphere for an opportunity to mix with the local crowd.

Day 2 | Monday, March 2nd

Meals Included: Breakfast, Lunch, Dinner

Morning Breakfast and coffee will be served in your Casa Particular by your host.

Depart for our walking tour of UNESCO World Heritage site of Havana Vieja. You'll enjoy the plethora of street performers as you soak in the liveliness of Cuban life. You'll have the opportunity to taste all that Old Havana has to offer, including its many museums, and talented musicians. We'll stroll over its cobblestone streets through the famous 4 squares, from Plaza Vieja and Plaza San Francisco, to the towering Cathedral next to the foundational site of the city, Plaza de Armas.

Afternoon Lunch at Paladar Los Mercaderes. This stunning former home of the restaurant owner Yamil Alvarez offers a charming view of the street-life of Old Havana, while the kitchen serves some of the most authentic upscale Cuban food available in the city.

Lecture with Marta and Irina. Marta Elisa Deus Rodriguez is a young Cuban female entrepreneur, and the co-founder of Deus Expertos Contables alongside her partner, Irina Garcia. After earning her MBA in Spain, she returned to her home country to fill in the need for accounting, tax and financial services in the emerging private sector of her native Havana.

Return to Casas.

Evening Dinner at Paladar Atelier in Vedado. This private restaurant is equally known for its atmosphere and exquisite cuisine. The lighting and textures of the house, coupled with walls adorned in modern art, create a cozy, romantic setting.

Day 3 | Tuesday, March 3rd

Meals Included: Breakfast, Lunch

Morning Breakfast and coffee will be served in your Casa Particular by your host.

Visit with Julio, the owner of Nostalgia Car. Learn how Julio operates a classic car restoration business from sourcing parts to managing employees. Julio is proud to be a part of Cuba's growing private sector.

- Afternoon** Lunch at a local paladar accompanied with a US & Cuba Relations Presentation by former diplomat Camilo Garcia Lopez Trigo. Camilo served representing the Cuba at the United Nations, in Canada, and as well as Washington DC. Camilo is also openly gay and plays an active role in Cuba's Center for Sexual Education. Be on your toes and well prepared for a dialogue with Camilo. He is famous for answering questions like a true diplomat, so we encourage a tough yet always respectful dialogue with him
- Evening** Return to Havana to enjoy the remainder of the evening on your own. Dinner recommendations will be made.

Day 4 | Wednesday, March 4th

Meals Included: Breakfast, Lunch

- Morning** Breakfast and coffee will be served in your Casa Particular by your host.
- Early departure to Viñales. (2.5 – 3 Hour Ride)
- Afternoon** Lunch at Finca Paraíso, a local paladar and farm. Walk the farm and explore everything from tobacco to sugar cane, black beans, lettuce and other organic crops.
- After, we visit a tobacco plantation where you will have the opportunity to explore tobacco production and the processes involved in cultivating this crop. Handmade cigars will be rolled in front of you and will be available for purchase.
- We'll also have the opportunity to visit a local painter named Ramon Vazquez, who is well-known for his stunning takes on the local landscape.
- Evening** Return to Havana to enjoy the remainder of the evening on your own. Dinner recommendations will be made.

Day 5 | Thursday, March 5th

Meals Included: Breakfast, (Boxed) Lunch, Dinner

- Morning** Breakfast and coffee will be served in your Casa Particular by your host.
- This morning, we will explore how food is distributed in Havana. We will journey to a local open-air market to see how the Cuban people get their fruit and vegetables, as well as see what a ration store looks like. We will also compare this to a high-end grocery store in the ritziest part of town.
- Afternoon** We will continue our journey to the Western side of Havana to visit Jose Fuster, a private artist who has reinvigorated his hometown through decorating the entire neighborhood with ceramic art reminiscent of Gaudi
- Lunch at a local Paladar accompanied by a lecture by Jorge Mario Sanchez, a History Professor from University of Havana, who will discuss the current economic situation faced by the Cuban people, and how the government is adapting to meet its modern-day challenges. He will talk about how Cuba's historical political philosophy plays into decisions made by the islands' current administration, and the ever-looming presence of the American embargo.
- Interview with a local Casa Particular owner to discuss the ups and downs of working in the private sector in not only a "Communist" country, but in an age of volatile relations with the US under the embargo.
- Evening** Dinner at a local paladar.
- Enjoy the remainder of the evening on your own.

Day 6 | Friday, March 6th

Meals Included: Breakfast & Lunch

Morning Breakfast and coffee will be served in your Casa Particular by your host.

Depart for La Finca Marta in the Artemisa Province.

We will be greeted by farmer Fernando Funes-Monzote, perhaps the most well-known farmer in all of Cuba. His farm embraces a movement to cultivate “agroecology” in Cuba, a method of sustainable farming. Dr. Funes-Monzote has developed a revolutionary farming method in his own sense and produces anything from honey that he sells to the Cuban government to produce for all of the top paladares in Havana. Funes-Monzote was also rather infamously featured on an episode of CNBC’s The Profit with Marcus Lemonis.

Afternoon Lunch at Finca Marta

After lunch, we depart for the beautiful eco-community of Las Terrazas in Sierra del Rosario. We will be greeted by FAME’s favorite local guide, Oriol Blanco, who will educate us on the significance as well economic landscape of this revolutionary "green" project.

Architect Osmany Cienfuegos led the way to create Las Terrazas beginning in 1968, bringing in hundreds of workers from around the country. The biosphere came under UNESCO protection in 1984 due to the success of the reforestation project. We visit to the ruins of a French Coffee Plantation built in 1801 by the French who escaped Haiti after the 1791 Haitian revolution. We will visit the former slave barracks located at the coffee plantation to help the students understand the impact of the slave trade in the Caribbean.

Visit to Café Maria, one of the best spots in Cuba for authentic local coffee.

We continue to Hotel La Moka, an ecological hotel with trees growing up through the balconies and ceiling. The income generated from tourism has funded the community library, the new Aire Libre café, a museum and the expansion of the Hotel with a second hotel in the pipeline. Cuba’s recent economic reforms haven't yet reached Las Terrazas as private businesses such as Casas and restaurants are prohibited. We will learn about the budding private ownership laws that exist in Havana and the contrast with the laws and policies in Las Terrazas.

Time permitting, we visit Banos del San Juan river for a swim and/or photo opportunity or enjoy an optional Zip Line Canopy tour through the village of Las Terrazas. *Zip line cost approx. 35 CUC.*

Evening Return to Havana.

Enjoy the remainder of the evening on your own. Recommendations will be made for dinner if requested.

Day 7 | Saturday, March 7th

Meals Included: Breakfast, Lunch, Dinner

Morning Breakfast and coffee is served every day by your host family.

Guided tour of Escuela de Taller, a teaching facility dedicated to the restoration of Havana Vieja. This project is preserving the architectural history and cultural heritage of the city by training builders, woodworkers, metal workers the skills needed to restore and preserve the authenticity of important buildings. Our guide and technical specialist, Juan Jesús Gesen Musa, will take us on a tour of the facilities and introduce us to students.

Depart for the Lonja del Comercio building for a special visit to the Associated Press offices. We will be greeted by Senior Producer Chris Gillette, who will discuss how the AP functions as a foreign-media outlet in a country where the media is largely state-run. Chris has spent his career as an international journalist and will share his inside view of Cuba during this historical time.

Afternoon Lecture & Lunch at Nazdarovie – a new Cuban-Soviet inspired restaurant on the Malécon. We will be greeted by Gregory Biniowsky, an attorney from Canada who moved to Cuba over 20 years ago. In 2014 Gregory and his business partners opened Nazdarovie as a personal ‘oeuvre de coeur’ & as a way to pay homage to the Soviet women who settled and established families in Cuba. They have created a space of nostalgia and memories for the thousands of Cubans who spent ‘the best years of their youth’ studying at universities in the USSR – a nostalgia which transcends politics and ideology.

Return to Casas.

Evening Dinner at a local upscale Paladar. You will be joined by author Hal Klepak, a Latin American expert, Professor Emeritus at Royal Military College of Canada, security analyst, author of Raúl Castro and Cuba: A Military History.

Day 8 | Sunday, March 8th

Meals Included: Breakfast

Morning Breakfast and coffee is served every day by your host family.

After breakfast, we will check out of your casa and transfer the group back to Jose Marti International Airport for your departure from Havana.