Paris & Tours, France
March 2022

Doing Business in France
## Itinerary

**East Carolina University, Paris & Tours**  
**March 05 - March 12, 2022**

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
<th>Location</th>
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| Sat, Mar 05, 2022 | **Soyez les bienvenus en France**  
arrive in Paris  
meet ISP representative at the airport  
**day 1**  
**morning**  
transfer to Tours, check-in (duration approx. 3hrs)  
lunch: own arrangements  
**afternoon**  
free to relax & explore the city  
meet in hotel lobby, depart for welcome reception  | own arrangements  
bus transfer  
restaurant  |
| Sun, Mar 06, 2022 | **meet & greet - the French connection**  
breakfast  
meet in hotel lobby, depart for the welcome ceremony  
**day 2**  
**early morning**  
official introductions/ welcome ceremony - ECU own arrangements  
presentation, tour of premises, networking  
**morning**  
visit: business environment in France/ EU - ECU own arrangements  
presentation, discussion, networking, volunteering  
lunch: own arrangements  | hotel  
public transport/walk  
on campus  |

**French culinary journey - welcome reception**  
Discover your favorite French dish and try Soupe à l’oignon (onion soup), coq au vin or ratatouille. Don’t forget to finish on a sweet note with amazing pastry and souffles! Surround yourself with understated elegance in a relaxed, welcoming atmosphere!
### afternoon

**cultural event: the gateway city of the Loire Valley**  
An original and fun way to visit the city: on a gyropod. You will discover the historic districts of Tours and the banks of the Loire through a guided tour of the most beautiful places in the city.  

### rest of the day at leisure

**ISPer's recommendation:** Sightjogging (3.7 miles) through Tours, the capital city of the Loire Valley, with a licensed tour guide. The city called Tours is known to be the most historical and beautiful town in the Loire Valley. It is the cradle of the French Renaissance.

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### Mon, Mar 07, 2022  
**Tours – A tale of two cities**  
*day 3*

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| **morning** | breakfast  
meet in hotel lobby, depart for campus  
meeting with French peer students - ECU own arrangements discussion, tour of premises, networking  
lunch: own arrangements  | hotel  
on campus  |
| **afternoon** | cultural event: Loire Valley Self-Ride E-bike Tour: Amboise & Vouvray vineyards  
Explore the Loire Valley by electric bike on this tour that introduces you to the beauty and elegant architecture of the French countryside. You'll see Chateau du Clos Lucé, where Leonardo da Vinci once lived, and pass by the town of Amboise while learning about the history of the region, which is known for its chateaus and wine. Traveling by e-bike allows you to put in as much or as little effort as you wish for a relaxing experience.  
rest of the day at leisure  | e-bike  |
| **ISPer's recommendation:** | visit of the Musée du Compagnonnage  
Compagnonnage dates back from the end of the Middle Ages. It is made up of societies of young workers aspiring to professional and moral development by means of a journey through France called tour de France. Thanks to their unique mean of passing down knowledge and savoir-faire linked to the trades of stone, wood, metal, copper, leather, textiles, and culinary trades, the museum has been listed as part of the UNESCO intangible cultural heritage. | |

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### Tue, Mar 08, 2022  
**let's meet in the vineyard!**  
*day 4*

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| **morning** | breakfast  
meet in hotel lobby, depart for a company visit  
cultural event: "Gastronomic heart’ of Tours  
This is Tours’ ‘gastronomic heart’. Market stalls – 38 of them – sell everything you could want for a picnic, including fine cheese, wine and prepared dishes.  | hotel  
public transport/walk  |
lunch: own arrangements

visit: from vine to wine - French wine business tour e.g. Loire Wine Tours
During this educational half-day wine tour, you will learn about French 'AOCs' (Appellations of Controlled Origin), about the vine grower’s work in the vines throughout the year. Visit the family-owned winery and the rock-hewn cellar to learn about vinification, aging, and the traditional method - the process used to make our sparkling wines. Santé! management presentation, tour of facilities, networking

cultural event: wine tasting experience - get to know the unknown
Sip some quality French wine, taste some cheese and enjoy the true relaxing time in French style.

rest of the day at leisure

ISPer’s recommendation: Parlons en français! Take a very useful 3 hours lesson during which you’ll increase your level in French very quickly. So, fasten your seatbelts and enjoy your flight!

Wed, Mar 09, 2022
direction: Paris!
day 5

breakfast
hotel

early morning
check out, load luggage and depart for Paris via Villandry (duration approx 6 hrs)
bus full day

mid-week debrief session
Has your experience in the destination met your expectations so far? Or is there anything new, unexpected, or even shocking you have encountered during your stay so far? What else do you need to hear about and find out from local professionals to understand the destination and the whole business ecosystem to fill in the gaps?
on the bus

cultural event: visiting the beautiful chateau and magical gardens of Villandry
The castle at Villandry is one of the most impressive of the castles of the Loire Valley to visit, in part for the castle itself but especially for its very extensive gardens, the highlight of your visit and the main reason that people are attracted here.

restaurant

afternoon
arrival in Paris, check-in

rest of the day at leisure

Thu, Mar 10, 2022
at the forefront of leadership
day 6

breakfast
hotel
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| Early morning| **Briefing Session**: The French Business Etiquette and France's Role as One of the EU Leaders  
*e.g.* Embassy of the United States, U.S. Commercial Service  
France is a great market opportunity for businesses around the world and consistently ranks among the top consumer markets in the world and it can be used as a gateway into Europe. However, French business etiquette is strongly guided by a number of unique customs. Learn to master some of them and get a general understanding of where the country is standing within the EU.  
*Presentation, discussion* |                                |
| Morning      | **Visit**: What Elevated Levels of Political Risk Mean for Business in 2021? *e.g.*, EY  
While 2020 was the year COVID-19 took the world by storm, the pandemic's medium- to long-term effects on the geopolitical environment will begin to crystallize in 2021. Agility in decision-making, operations, and strategy will be crucial for managing the fallout from COVID-19 and associated political risks in the year ahead. Companies need geostrategy — the holistic and cross-functional integration of political risk management into broader risk management, strategy and governance.  
*Management presentation, tour of premises, networking* |                                |
| Lunch        | Own arrangements                                                           |                                |
| Afternoon    | **Visit**: Building the Backbone of Blockchain Technology: Will France Be Leading the Way?  
*e.g.*, Havas Blockchain  
Learn about blockchain technologies and how their operations are making an impact in the financial services sector, about the basic concept of a blockchain, outlining some of the technology's current uses as well as suggesting a number of these potential future applications that could revolutionize the global economy.  
*Management presentation, tour of premises, networking* |                                |
| Rest of Day  | At leisure                                                                 |                                |
| Evening      | **Optional Cultural Event**: Latin Quarter Food Tour  
Experience the Parisians passion and enjoy quality French food and wine, finding out why eating and drinking are not just a pastime but a "way of life" in France; you will be amazed by Latin's Quarter famous and historical landmark "Le Panthéon", stylish students and medieval streets as well as the wonderful Luxembourg Garden. | *Individuals pay* |
| Fri, Mar 11, 2022 | **Day of Leisure in the City of Love** |                                |
| Breakfast    | Final debrief  
How was the journey? What have you learned? What was the most eye-opening moment for you? How will you implement your newfound knowledge into your personal and professional life? Share your own experiences with another in a final debriefing session with your faculty. | Hotel  
*Day 7* |
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<tr>
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<tr>
<td>morning</td>
<td><strong>cultural event: boat cruise on the Seine on the traditional &quot;bateau mouche&quot;</strong>&lt;br&gt;Enjoy the one-hour-long cruise through the heart of historic Paris, commentaries about all monuments around the Seine (the Eiffel Tower, Notre-Dame, Louvre, Orsay).</td>
<td>boat</td>
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<tr>
<td>lunch</td>
<td>own arrangements</td>
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<tr>
<td>free to relax &amp; explore the city</td>
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<tr>
<td>afternoon</td>
<td><strong>optional cultural event: Eiffel Tower ascent</strong>&lt;br&gt;Ascend this world-famous French architectural icon for a spectacular view of the city from the 2nd floor which is also home to shops and dining options.</td>
<td>sts pay individually</td>
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<tr>
<td>afternoon</td>
<td><strong>optional cultural event: guided tour of Stade de France</strong>&lt;br&gt;Visit the &quot;VIP&quot; areas of the national stadium of France, hear exciting stories of the past, and experience the spirit of the Stade de France.</td>
<td>sts pay individually</td>
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<tr>
<td>late afternoon</td>
<td><strong>ISPer's recommendation: admire the great works of art in the Musée d'Orsay</strong>&lt;br&gt;Immerse yourself in a world of incredible art by Van Gogh, Monet, Gauguin, and more, as your guide explains what Impressionism was all about and how it changed the world of art as we know it.</td>
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<tr>
<td>evening</td>
<td><strong>farewell dinner with French etiquette</strong>&lt;br&gt;So, in fact, it is not really a farewell to France but more of a “see you soon” to the place where we spent a beautiful week. Indulge in the French best food and drink with your peers while discovering the secrets of the French dining environment.</td>
<td>restaurant</td>
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**Sat, Mar 12, 2022**

**see you next time, Paris.**

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<tr>
<td>morning</td>
<td>check out, transfer to the airport</td>
<td>bus transfer</td>
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<tr>
<td></td>
<td>depart for USA</td>
<td>own arrangements</td>
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**Pricing**

$3900 ($1000 scholarships available to COB students)

Airfare NOT included
**Accommodation**

- Twin rooms for the students
- Single room for an odd student
- Single room for faculty member/administrator**
- Breakfast each day
- Internet
- City taxes

**Single Room Supplement for this proposal: USD 360 per person per entire stay**

**Upgraded rooms for faculty members/administrators are not guaranteed, are based on availability and may be subject to additional charge.**

**Proposed Hotels:**

*The hotels below are examples only, ISP guarantees the star rating, quality and location for the program.*

**Tours**

Ibis Styles Tours Centre 3* [www.all.accor.com/tours](http://www.all.accor.com/tours)
**Services included**

**Academics**
*Connecting the classroom to reality. Learn different.*

- 3 x company visit
- 1 x briefing session

**Meals**
*You can’t learn on an empty stomach. Eat well.*

- Welcome dinner – 3-course menu, 2 drinks included
- Farewell dinner – 3-course menu, 2 drinks included
- 1 x group lunch – 2-course menu, 2 drinks included

**Cultural events**
*Immersion is essential to understanding the country, its people, and their businesses. Experience more.*

- 1 city tour of Tours, including a guide and gyropod rental
- 1 Loire Valley Self-Ride E-bike Tour: Amboise & Vouvray vineyards
- 1 guided visit of the Halles de Tours and wine tour including wine tasting
- 1 guided visit to Villandry, including entrance fees
- 1 boat cruise on the Seine, including a guide and audioguides

**Program Management and Ground Support**
*Relax and leave the details to your dedicated ISP staff so you can be part of the experience. Worry less.*

- 1 x ISP Tour Coordinator to accompany the group throughout their stay

**Transportation – ground**
*Safe and comfortable. Nap more.*

Transportation as stated on the itinerary
Miscellaneous
Anything and everything else.

Pocket Guide mobile app
Tips for guides and drivers
Hand sanitizers and face masks
Applicable VAT in compliance with relevant legal regulations

Services not included in the quoted price

- Visa
- Travel insurance
- Hotel extras not included in the standard room rate (telephone, laundry, meals, minibar, etc.)
- Meals not included in the itinerary
- Optional activities covered by individuals
- Guaranteed early check-in before 3pm
- International flight tickets to and from your point of departure in your home country
Additional Benefits & Resources Included

Your safety is key

• We are here to help anytime with 24/7 assistance during the entire program
• Proven emergency protocols in place
• Every program is taken care of by an ISP representative who is regularly trained with up to date first-aid and crisis management
• We possess worldwide liability insurance of up to $10 million and can provide individual medical and health insurance coverage when applicable
• All Vendors, including hotels, are strictly vetted for insurance and local regulation compliance

Organization and logistics

Our Travel Zone registration platform is at your disposal for all programs with features including:

• An online shop to purchase additional services
• Submitting special dietary requirements and health conditions
• Roommate selection options
• Automated follow-up emails to students who have not yet provided required information

When you are on-the-ground we will provide:

A comprehensive Pocket Guide App with the following features for ease of your trip.

• A trip itinerary to remain organized
• Emergency contacts for your peace of mind
• Hotel information and details at your disposal
• Speakers’ profiles to keep you in the know
• Meal menus so you can plan in advance with any special requests
• Places to visit/recommendations to make the most of your program
• Post-trip evaluations to let us know how we are doing.