

Sun Yat-sen International MBA Residency Program 6-11 July 2015

Hosted by Grenoble Ecole de Management, France*

Sunday July 05	Monday, July 06	Tuesday, July 07	Wednesday, July 08	Thursday, July 9	Friday, July 10	Saturday, July 11	Sunday July 12
Travel to France	<p style="text-align: center;">PARIS</p> <p style="text-align: center;"><i>Meeting point at hotel reception at 8:15</i></p> <p style="text-align: center;">8:30 – 9:00 Welcome session</p> <p style="text-align: center;">9:00 – 12:00</p> <p style="text-align: center;">Lecture Introduction to Luxury Brand Mgt & Marketing Strategy</p>	<p style="text-align: center;">PARIS</p> <p style="text-align: center;">9:30 – 13:00</p> <p style="text-align: center;">Lecture Luxury Brand Mgt & Marketing Strategy</p> <p style="text-align: center;">Room R200 - Exec</p>	<p style="text-align: center;">PARIS - GRENOBLE</p> <p style="text-align: center;"><i>Hotel check out before 11:00</i></p> <p style="text-align: center;">Luxury Tour in Paris</p>	<p style="text-align: center;">GRENOBLE</p> <p style="text-align: center;">9:00 School Tour</p> <p style="text-align: center;">9:30- 13:00</p> <p style="text-align: center;">Lecture Luxury Brand Mgt & Marketing Strategy</p> <p style="text-align: center;">Room E341</p>	<p style="text-align: center;">GRENOBLE</p> <p style="text-align: center;">8:30 - 10:45</p> <p style="text-align: center;">Lecture Luxury Brand Mgt & Marketing Strategy</p> <p style="text-align: center;">Room E341</p> <p style="text-align: center;">11:00 – 12:45 Grenoble City Tour</p>	<p style="text-align: center;">GRENOBLE</p> <p style="text-align: center;"><i>Hotel check out</i></p> <p style="text-align: center;">Train departure 10:23</p>	<p style="text-align: center;">PARIS</p> <p style="text-align: center;"><i>Hotel check out before 11:00</i></p> <p style="text-align: center;">Free time in Paris</p>
	12:00 – 13:00 Lunch at school – Chinese buffet	13:00 – 14:00 Lunch at school – European buffet	12:30 – 13:30 Lunch at school - European buffet	13:00 – 14:00 Lunch at school - European buffet	13:00 – 14:00 Lunch at school - Chinese buffet	Lunch on train	
Arrival in Paris	<p style="text-align: center;"><i>Transportation to companies</i></p> <p style="text-align: center;">Company visits & testimonials:</p> <p style="text-align: center;">14:00 – 18:00 Suggestions : Frederic Malle - Perfumes InterContinental - Le Grand L'Oreal Luxe</p> <p style="text-align: center;">TBC</p> <p style="text-align: center;">Room R200 – Exec</p> <p style="text-align: center;"><i>Bus departure from hotel at 19:00</i></p>	<p style="text-align: center;">14:00 - 17:30</p> <p style="text-align: center;">Lecture Luxury Brand Mgt & Marketing Strategy</p> <p style="text-align: center;">Room R200 –Exec</p>	<p style="text-align: center;"><i>Bus departure from hotel at 14:00</i></p> <p style="text-align: center;">Train departure at 15:37</p> <p style="text-align: center;">Arrival in Grenoble at 18:40</p> <p style="text-align: center;"><i>Hotel Check in</i></p>	<p style="text-align: center;"><i>Bus departure at 14:00</i></p> <p style="text-align: center;">15:30 - 17:30</p> <p style="text-align: center;">Company visit : Robert Clergerie – shoes</p> <p style="text-align: center;">TBC</p> <p style="text-align: center;">18:00 – 20:30 Wine tasting At Europole Hotel</p>	<p style="text-align: center;">14:00 - 17:15</p> <p style="text-align: center;">Lecture Luxury Brand Mgt & Marketing Strategy</p> <p style="text-align: center;">Room E341</p> <p style="text-align: center;">Free time in Grenoble</p> <p style="text-align: center;"><i>Bus departure from hotel at 19:00</i></p>	<p style="text-align: center;">PARIS</p> <p style="text-align: center;">Arrival in Paris 13:22</p> <p style="text-align: center;"><i>Meet with guide in train station</i></p> <p style="text-align: center;">13:30 Bus city tour of Paris</p> <p style="text-align: center;">15:30 transfer to hotel</p> <p style="text-align: center;"><i>Hotel Check in</i></p> <p style="text-align: center;">Free time in Paris</p>	<p style="text-align: center;">Flight from Paris to China</p>
Free evening	19:00 – 23:00 Welcome Dinner on the Seine river	Free evening	Free evening	Free evening	19:00 – 22:00 Farewell Dinner at “la Commanderie”	Free evening	

*Tentative schedule, company visits and detailed agenda will be specified once the program is confirmed