



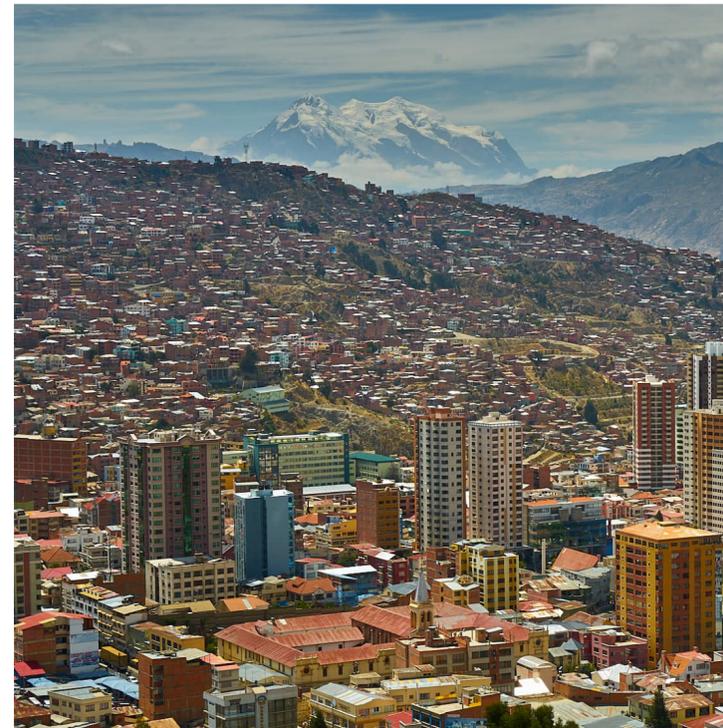
# INTERNATIONAL SHORT PROGRAM:

 **UPB**

Bolivian Arts, Culture  
and Creative Industries  
(BACI)

# 1 Program Overview

- **Title:** Bolivia Arts, Culture and Creative Industries
- **Dates:** April-May 2025 (8 Days)
- **Duration:** 8 days, 7 nights (4 days in Santa Cruz, 3 days in Cochabamba, and return to Santa Cruz)
- **Target Audience:** Students and young professionals interested in Latin American arts, culture and creativity.
- **Location:** Santa Cruz de la Sierra and Cochabamba, Bolivia
- **Max Capacity:** 15-20 participants
- **Language Requirements:** Basic - Intermediate level of Spanish recommended. While courses will be in English, most cultural activities, daily interactions, and local experiences will require a basic understanding of Spanish.



## 2 Program Costs

**Total Cost per Participant: Estimated at \$2,300 USD**

• **Includes:**

- Accommodation (7 nights: 4 nights in Santa Cruz and 3 nights in Cochabamba)
- Three meals per day
- Domestic flights (Santa Cruz - Cochabamba - Santa Cruz)
- Ground transportation for all scheduled activities
- Cultural and business tours
- Classes
- Class materials
- Certificates of completion
- Farewell dinner and certificate ceremony

• **Does not include:**

- International flights to/from Bolivia
- Visa costs
- Personal expenses
- Travel health insurance
- Some dinners

# 3 Proposed Itinerary and Activities

## DAY 1: ARRIVAL IN SANTA CRUZ

### Activities:

- Arrival at Viru Viru International Airport, Santa Cruz
- Transfer to hotel, welcome dinner and introduction to Bolivian culture
- Evening: Orientation session with an overview of the program and safety briefing

## DAY 2: WELCOME TOUR AND CREATIVE INDUSTRIES IN SANTA CRUZ

### Morning:

- Guided city tour in Santa Cruz de la Sierra. Meet the most iconic places in downtown: The cathedral, crafts market, museums and more.

### Afternoon:

- Company visit to CBN (Cervecería Boliviana Nacional)
- Free evening

## DAY 3: CULTURAL IMMERSION IN SANTA CRUZ

### Morning:

- Visit to Casa Melchor Pinto
- Culinary experience: Traditional Bolivian cooking class and lunch

### Afternoon:

- Visit Cotoca, a small town famous for pottery and handicrafts. Workshop with local artisans
- Evening: Dinner with local entrepreneurs in the gastronomy industry

## DAY 4: DEPARTURE TO COCHABAMBA

### Morning:

- Domestic flight from Santa Cruz to Cochabamba
- Arrival and transfer to hotel

### Afternoon:

- Lunch at a famous Local restaurant
- Evening: Visit to Palacio Portales

## DAY 5: LOCAL GROWING INDUSTRIES IN COCHABAMBA

### Morning:

- Visit Jalasoft (a leading software development company) for a presentation on Bolivia's tech and startup ecosystem

### Afternoon:

- Company visit to Grupo Mamut (Cochabamba headquarters) for a tour and discussion on sustainability and innovation in industry
- Evening: Networking dinner with local business leaders

## DAY 6: CULTURAL EXPERIENCE IN COCHABAMBA

### Morning:

- Talk with local filmmaker
- Latin American cinema: Screening of a Bolivian film and discussion

### Afternoon:

- Visit Cristo de la Concordia (the largest statue of Christ in South America) and El Pueblito, a cultural village
- Evening: Optional Jam session or "Parlana" session.

## DAY 7: RETURN TO SANTA CRUZ

### Morning:

- Return flight from Cochabamba to Santa Cruz
- Transfer to hotel

### Afternoon:

- Rinconada Ecopark visit, with nature trails and native plants
- Farewell dinner and certificate ceremony

## DAY 8: DEPARTURE

### Morning:

- Free time for shopping or optional activities (at additional cost: trip to Salar de Uyuni or Samaipata)
- Transfer to the airport for the return flight

# 4 Program Benefits

- **Certificate of Completion:** All participants will receive a certificate endorsed by UPB recognizing their participation in the program.
- **Cultural Experience and sustainable Business Knowledge:** Hands-on exposure to Bolivia's business environment, industries, and cultural heritage.
- **Networking Opportunities:** Engage with entrepreneurs, business leaders, and scholars from Bolivia and other countries.
- **Cultural Immersion:** Experience Bolivia's rich culture, history, and gastronomy firsthand.





## 5 Safety and Travel Information

- **Safety Statement:** The safety of participants is our priority. The program excludes regions with current social unrest. Santa Cruz and Cochabamba are stable and safe cities for international visitors. Participants will receive full safety briefings upon arrival.
- **Weather:** Santa Cruz: Warm and tropical (bring light clothes), Cochabamba: Mild and temperate (bring light jackets).
- **Visa Requirements:** Depending on the nationality, a visa for USA citizens is required. Participants are responsible for obtaining visas prior to the program.
- **Health Insurance:** Participants must provide proof of travel health insurance before arrival. The cost of health insurance is not included in the program fee.

## 6 Optional Add-ons

(with additional cost)

- **Salar de Uyuni Tour:** Full-day or overnight visit to the Uyuni Salt Flats, including transportation, accommodation, and meals. Estimated additional cost: \$500 USD.
- **Samaipata Day Trip:** Visit the pre-Inca ruins in Samaipata and enjoy a tour of the countryside. Estimated additional cost: \$200 USD.