PHILOSOPHY OF STUDY & TRAVEL ABROAD

International travel and study are integral parts of the Stern undergraduate experience. As business students of the 21st century, you will be called upon to work in a world where time and geography are no longer boundaries. Rather, your boundaries will be defined by your ability to navigate cultures and languages different from your own. To compete in such a world, you need to be culturally sensitive and literate. You need to be flexible, observant, tolerant and adaptable.

The International Study Project is designed to:

- Enhance your undergraduate experience with educational international study and travel.
- Expose you to the global dimensions of business.
- Develop your appreciation for other cultures and different business practices abroad.

Stern is a community, and you have a special role in this community. When you travel abroad to study, you are a Stern ambassador and a representative of New York University and the United States. Please keep this in mind and act accordingly. What the world perceives of Stern is based upon what you project while abroad.

TRAVEL CODE OF CONDUCT

All students who travel with the Undergraduate College of the Stern School of Business are expected to maintain the highest standards of professional conduct and integrity. In addition to complying with all College and University policies and procedures governing student conduct, a student’s travel responsibilities include the following:

1. A duty to respect the privacy rights of members of the community by avoiding all forms of intimidation, including sexual and physical harassment.
2. A duty to refrain from causing physical injury to others.
3. A duty to refrain from causing damage to real or personal property of others.
4. A duty to preserve the quality of facilities that you may visit or reside at during their travels.
5. A duty to respect cultural differences, including observing the proper etiquette in business/social settings.
6. A duty to report to representatives of the School any person known by the student to have violated the Travel Code of Conduct.
7. A duty to abide by the Travel Code of Conduct and the NYU Code of Conduct (published in the NYU Student Guide).

Failure to abide by the Travel Code of Conduct will result in disciplinary action.

TABLE OF CONTENTS

General Information
Student Responsibilities While Abroad.................page 2
Health, Safety, and Emergencies.........................page 3

Monterrey
Brief History, General Information & Fast Facts........page 4
Money Matters, Getting Around & Hospitals ..........page 5
Itinerary, Addresses, Telephones & Chaperones ......page 6
Dining...............................................................pages 7–8
Sites to See.............................................................page 9
GOODWILL AMBASSADORS FOR STERN AND NYU
You are expected to be goodwill ambassadors for Stern, NYU, and the ISP program. You are required to follow the Travel Code of Conduct and the NYU Code of Conduct. It is something you need to take seriously.

ATTIRE FOR BUSINESS SYMPOSIUMS AND CORPORATE VISITS
Business attire is required for business symposiums and corporate visits. Plan to bring at least one business outfit. Dress conservatively and in a professional manner. Men may feel free to combine dress slacks, shirt, tie, jacket and shoes. Women may wear a suit (pants or skirt) or dress, with a conservative blouse and perhaps a blazer. NO sneakers, sandals, jeans, T-shirts with slogans or ripped/torn clothing.

HOTEL ETIQUETTE
You are personally responsible for the condition and charges to your hotel room. For example, if your best friend from two doors away comes in and calls his friend in Alaska on your phone, you will get the bill! We cannot leave until all hotel accounts are settled. You will be billed for any charges related to your room. Your personal liability to the hotel includes:

1. Damage to hotel property: This includes, but is not limited to "taking souvenirs" (i.e. towels, ashtrays, etc.), damaging furniture, and so forth. You should leave the hotel room in the same condition in which you found it. This also applies to public areas of the hotel.
2. Personal Phone Calls: Hotel phone rates are outrageously high. Hotel phone charges are made according to the room, not the person. The registered occupants of the room will equally share the cost of unclaimed calls made from their room.
3. Cost of in–room services: You are personally responsible for all in–room hotel services such as mini–bar, room service, laundry services, and pay–per–view movies. These items can add up.
4. Quiet Time: Have consideration for your fellow students as well as for the other hotel guests. Infractions in this area may jeopardize our status as hotel guests.

DAILY CHECK–IN
• Students are required to check in daily. You will receive a day–by–day itinerary indicating check in times. Carry this itinerary with you at all times.

PUNCTUALITY
• You must be on time to all scheduled events, including daily check–ins on free day(s).
• Lateness will result in a lower grade in your class.
• If you are late to the corporate visits you will be left behind and it will adversely impact your grade.

TRAVEL TO AND FROM SITE
• All students are required to travel on the group flights purchased by Stern both to and from your assigned city.
• Trip flight deviations are not allowed.
• Students who deviate from the group flight (i.e. arrive or leave the site on their own versus taking the Stern group flight) will be responsible for reimbursing Stern for the cost of the flight and will be placed on probation.

OTHER TRIP DON’TS
• No operation of motorized vehicles.
• No risky athletic/recreational activities (i.e. scuba, parachuting, parasailing, etc.).
• No travel (buses, trains, planes) outside of the city where the group is visiting unless organized by Stern.
• No violation of laws whether they result in arrest or not (see also Police and the Law section on page 3).

VIOLATIONS TO THE ABOVE WILL RESULT IN DISCIPLINARY ACTION.
HEALTH

When you are away from home, health matters can become major issues if you are not prepared. Here are some preparations you should make prior to departure:

1. Eyeglasses/contact lenses/hearing aids: bring a spare set. Prescriptions are filled differently outside of the U.S., and you could find it difficult to replace your glasses.

2. Medications you use: If you currently take any medication, you should:
   A. Inform your chaperones that you are on medication.
   B. Have a back-up supply for your trip.
   C. Have a doctor’s note in both English and the native language specifying your need for this medication.

4. Medical Conditions: Let your chaperones know if you have any medical condition (i.e. diabetes, asthma etc.). If others know about it, they can facilitate treatment if you cannot communicate with health care providers. You should also carry information about your condition in both English and the native language.

5. Basic Over-the-Counter Remedies: It is a good idea to bring some of the standard over-the-counter remedies for occasional common ailments you may experience while traveling. Some of these include: Pepto-Bismol, antacids, aspirin, Tylenol, and Imodium A-D.

SAFETY

Safety is largely a matter of common sense. Think of how you might tell an out-of-towner how to act in New York. Here is a short list you can use as a guide to help keep things safe:

1. Travel in groups. There is safety in numbers.
2. Do not count your money on public transit, or outside of the bank/exchange bureau.
3. Do not go into isolated areas alone at night.
4. Be wary of strangers who offer to take you to new club. These can either be places that will charge outrageous prices, or may be engaged in illegal activities.
5. Keep your airline ticket number in a safe place, separate from the ticket.
6. Keep a list of your traveler’s check numbers separate from your checks.
7. Know where you are staying. Keep the hotel’s address card in your wallet or backpack. It is easy to lose your bearings in a new city.
8. Carry your passport or a copy of it with you.
9. Do not go home with a stranger.
10. Always tell others where you are going and contact them if you are running late.

EMERGENCIES

1. Before you leave: If a last minute emergency (i.e. documented medical illness of you or a family member) arises causing you to be unable to make the trip, you should contact Diann Witt or Carolyn Magnani at the Office of Academic Affairs (Tisch, Suite 800) at 212-998-4020.
2. While abroad: If you become ill, injured, or are having some problem, immediately speak with your chaperones. To find out the names of the chaperones on your trip, see page 6.

POLICE AND THE LAW

When you travel, you are subject to the laws of the country you are visiting. Your citizenship cannot “get you out of a jam.” The legal rights you have under the laws in the U.S. are not necessarily the same as those abroad. If you are approached by the police, be courteous and cooperative. Bear in mind that if you are arrested, the U.S. embassy can only assure that you are not being mistreated. The embassy staff has no authority to get you out of jail. Engaging in conduct such as turnstile jumping, shoplifting, and property defacement are violations of the law – so do not do it!
BRIEF HISTORY

The city was officially founded in 1596 when Don Diego de Montemayor arrived with twelve families and settled in the valley. Construction on the Catedral Metropolitana de Nuestra Señora de Monterrey was begun in 1770 but was not completed until 1833.

Some years earlier, in 1824, the Free and Sovereign State of Nueva León was established as part of the Mexican Republic. Bernardo Reyes was named provisional governor in 1885, transforming the region and laying the foundations for industrialisation and economic development. During this period, the Palacio de Gobierno was built, banking institutions were founded, and the Gran Plaza or Macroplaza and the pavilion at the Plaza Zaragoza were erected.

Industry and commerce are inseparable players in the history of the modern city and state. So it is that two of the oldest factories, the brewery, Cervecería Cuauhtémoc and the Compañía Fundidora de Fierro y Acero de Monterrey, a foundry for steel and iron, were established at the end of the 18th century.

The concern for education has been a constant and in 1870 the first Escuela Normal (primary school) was established. It was not until 1933, however that the Universidad de Nueva León was founded and soon after, in 1943, the prestigious Instituto Tecnológico de Estudios Superiores de Monterrey. Both the Universidad Regiomontana and the Universidad de Monterrey followed later in 1969.

GENERAL INFORMATION

The city of Monterrey is in northeastern Mexico and is capital of the Nuevo León State. It is the second largest industrial center in Mexico with more than 25,000 businesses in a variety of industries. The metropolitan area is composed of six municipalities that include: Monterrey, Garza García, Santa Catarina, San Nicolás, Guadalupe, and Escobedo.

As Mexico's third largest city, Monterrey is critical to Mexico's economic development. Its proximity to the border at Laredo, Texas offers an easy way for exports to the U.S. Monterrey's financial community and contribution drive the local manufacture of products and impact Mexico's overall economy significantly.

To revitalize the downtown area, a forty-acre site was cleared, and the "Macro Plaza" was built. Modern buildings surround the square that is filled with fountains, statues, resting grounds and other accoutrements. The Technological Institute of Superior Studies, commonly known as "El Tec", is Mexico's elite academic institution.

Monterrey is a powerhouse of Mexican industry, and anyone conducting business in Mexico will likely find himself or herself there at some point in time.

Monterrey is one of Mexico's most modern cities. The Gran Plaza of Monterrey is the center for the state government of Nuevo León. The Plaza's modern buildings, gardens, and monuments are a reflection of the city that has fully embraced the spirit of modern industrialism.

Monterrey is surrounded by the Sierra Madre Mountains at an elevation of 1,800 feet above sea level. The mountainous landscape is spectacular. Despite being nestled in such a rugged environment, there are many routes in and out of Monterrey, including excellent highways, railroads, and Monterrey's international airport.

FAST FACTS

Population: 1,100,000
Currency: Peso
Electricity: 110 Volt; 60 Hz
Weather (March): high 81°F and low 58°F.
Time Zone: Local time is GMT–6 (U.S. Central Time)
MONEY MATTERS

CURRENCY

- Local currency is the Peso. On February 18, 2003, $1 = 10.79 pesos.
- Peso bills come in denominations of 10, 20, 50, 100, 200 and 500. Coins come in denominations of five, 10, 20 and 50 centavos (cents) and one, two, five, 10 and 20 pesos.

CHANGING MONEY

- The best place to change money is at a casa de cambio (currency exchange) or your hotel.
- Most banks have ATMs, the most popular being Cirrus and Plus. Use ATMs for a good exchange rate.
- Banking hours generally run from 9:00am to 5:00pm, Monday through Friday.

TIPPING

- Tip 5% – 10% in restaurants.
- Taxi drivers only expect a tip when they have provided an extra service.

TAXES

- There is a 15% value-added tax (called "IVA" in Spanish) at the retail level for all consumers, although some items (medicines, for example) are exempt and a few luxury goods carry a higher tax. Shops and suppliers of services are required to include the tax in the sales price, which means that restaurant and hotel bills with have a 15% tax included. It is not always itemized separately on your bill.

GETTING AROUND

BUS

Buses (US $1.50) go frequently to most everywhere in Monterrey, but often by circuitous routes. Asking the front desk of your hotel for advice before going out is a good idea.

METRO

Opened in 1991, Monterrey's Metro runs east to west in the north of the city, primarily going to outlying residential areas. Fares are about US $.50. A second line opened about three years later that runs from near Cuauhtémoc brewery, past the bus station, and down to Zona Rosa and the Metro Plaza. The two lines cross at the intersection of Colón and Cuauhtémoc, where the giant overhead Cuauhtémoc metro station is located.

TAXI

Taxis are one of the safest ways to get around. It is important to mention that, while taxis are safe, women should avoid riding alone at night. The following taxis are considered to be better than others:
- Eco Taxis: (81) 8359 9559
- Taxis Beduinos: (81) 8345 1257
- Taxi Centro: (81) 8343 6213

HOSPITALS & HEALTH

The American British Cowdray Hospital, or the ABC, tel. 272-8500, emergencies 230-8162, is affiliated with Baylor University Medical Center in Dallas, Texas, and a member of the American Hospital Association.

Hospital Angeles del Pedregal, 652-2011

Hospital San José de Monterrey Health Complex
Av. Ignacio Morones Prieto 3000 Pte.
Monterrey, N.L. 64710, México
Tel: (8) 333-3600 and 347-1010
Fax: (8) 348-0450 and 348-0628
ITALIAN STUDY PROJECT 2003
MONTRELLY, MEXICO

ITINERARY & AGENDA

Monday, March 17
Depart from JFK

Tuesday, March 18
MACRO Presentation at ITSEM: An Overview on Labor, Business, & Politics

Wednesday, March 19
MACRO Part II Presentation at hotel

Thursday, March 20
Corporate Visits – ALFA, CEMEX, Grupo Vitro or Grupo IMSA

Friday, March 21
Free day

Saturday, March 22
Return to JFK

ADDRESSES

Hotel Accommodations
Fiesta Inn Monterrey Centro
Avenida Pino Suarez 1001
Monterrey NU 6400
MEXICO
Tel: 011 52 8181 50 2200
Fax: 011 52 8181 50 2222
www.fiestainn.com

Tourist Office – Infotur Office
Elizondo Paéz Building 3rd. Floor
5 de mayo, between Escobedo and Zaragoza
Monterrey, Mexico
Tel: (81) 8340–1080 and (81) 8344–4343
Fax: (81) 8344–1169
E-mail: info@monterrey-mexico.com

On the corner of Dr Cross and Padre Mier, to the southeast of Macro Plaza. Open daily except Monday from 10:00am until 5:00pm.

U.S. Consulate in Monterrey
Ave. Constitución 411 Pte.
Monterrey, Nuevo León. México 64000
Tel: (01 81) 8345–2120

TELEPHONES

Public phones throughout the city operate with phone cards. The 20-, 30-, 50- and 100-peso cards can be purchased at newsstands, convenience stores, or any establishment displaying a sign that reads "LADATEL de venta aqui" (LADATEL sold here). Public phones offer long–distance service, and those run by the national telephone company, Telmex, offer the best rates. Telmex phones are usually marked "LADA."

International long distance (090) has English–speaking operators. It is considerably less expensive to make international calls collect as there is an additional 39% tax, plus another 15% value added tax (IVA), figured into your bill in Mexico, neither of which is added if you reverse the charges.

From your hotel room, consider using the special international long–distance services that major U.S. telephone companies, such as AT&T, MCI and Sprint, offer cardholders. Special direct–dial toll–free numbers connect customers with a stateside English–speaking operator. Non–card holders can use these services for collect calls only.

To dial an 800 number in the U.S., dial 001+880 then the number.

CHAPERONES

Faculty Coordinators:
Professors Venkataramani Srivatsan & Sunder Narayanan

Administrative Coordinators:
Jonathon White & Tiffany Boselli, Academic Advisers

Teaching Assistants:
Guillermo Ortiz Ayala, Jaime Andres Robles Flores, Axel Alfonso Padilla, and Francisco Javier Rodriguez
Dining

El Regio Restaurant
Corner of Gonzalitos & Isurgentes Streets, Col. Vista Hermosa.
Regional cuisine, has mariachis at night.

Grill Plaza
Escobedo Sur 462 (between 5 de Mayo and 15 de Mayo Streets).

Ianilli
Dr. Coss 1221 (just behind Marco Museum).
Italian restaurant

Luisiana Restaurant
Excellent international cuisine.
At Plaza Hidalgo by Hidalgo Street just one block from Zaragoza St.

El Tio
Hidalgo #1746 Poniente
Tel: 346-0291
A Monterrey tradition for over sixty years serving excellent steaks, and cabrito amid bullfighting memorabilia.

La Fe Palenque
Morones Prieto #2525 Poniente
Tel: 345-1347
Foods of Mexico served in a festive setting with live music and other entertainment.

Las Pampas
Avenida Garza Sada #2401
Tel: 358-2127
Argentine steakhouse serving great steaks with chimichurri and other specialties. Close to the Tec.

Barandales
Radisson Gran Ancira, downtown
T: (52 8) 345-7575
The Ancira's elegant turn-of-the-century restaurant, located in the majestic lobby, features exquisite buffets, and brunch on Sunday. Live music.

Carlos n' Charlie's
Plaza San Agustin shopping center, in Garza Garcia
T: (52 8) 363-2848
Here you'll find the lively, casual atmosphere and tasty food that characterize Anderson restaurants. At night, it's a popular gathering spot for young people.
D I N I N G

(continued)

El Granero Grill
alz. del Valle 333 Ote., in Garza Garcia
T: (52 8) 378–4408
OPEN: 12:30 p.m. to 12:30 a.m.; to 5 p.m. Sunday.
One of the city’s leading restaurants, well liked for its expertly prepared meat dishes. A wide-ranging menu, from Mexican specialties to sushi, served in an attractive mountain lodge–style setting.

El Rey del Cabrito
Dr. Coss and Constitucion, downtown, and two other locations
T: (52 8) 345–3232
These massive restaurants, with their mustard yellow facades with red neon trim, and kitschy hunting lodge interior decor, are very eye catching, but have lost their former reputation for serving premium cabrito.

Hawaii 5–0
Roble 501, at Gomez Morin, in Garza Garcia
T: (52 8) 378–6405
OPEN: 12:30 p.m. to 12:30 a.m.
Built to resemble a palm–thatched hut on a tropical isle, this restaurant features Chinese and Polynesian
dishes. Creative decor and fun atmosphere.

Il Capriccio
Enrique C. Livas 315, Colonia Vista Hermosa
T: (52 8) 348–4374
Authentic Italian fare served in a cozy setting. Menu features homemade pastas and brick–oven pizzas.

Il Giardino
Gomez Morin 265 Sur, in Garza Garcia.
T: (52 8) 335–0497
OPEN: 1 p.m. to midnight.
An attractive trattoria featuring specialties from the south of Italy.

La Parola
La Strada
Paseo de los Leones 2043, Colonia Cumbres
T: (52 8) 311–0912
OPEN: 1 p.m. to midnight; to 6 p.m. Sunday
CLOSED: Monday
A celebration of Italian cooking in a very Old World setting.

Las Pampas
Near TEC de Monterrey
Garza Sada 2401
T: (52 8) 358–2127
OPEN: Noon to midnight.
This restaurant specializes in Argentinian–style meats and empanadas (turnovers).
SITES TO SEE

Chipinque Pine
Forest setting ideal for picnics. Great views of Monterrey and its valley suburbs.

Grutas de Garcia
An extensive chain of caverns, which can only be reached by cable car.

Museo de Arte Contemporaneo
Gran Plaza – Zuazua and Ocampo. Opened in 1991 and set around a central courtyard in a building designed by world–famous architect, Ricardo Legorreta, this museum houses permanent and temporary collections of paintings and sculptures of Mexican and Latin American artists.

Museum of Mexican History
Dr. Coss Sur # 445. Museum opened in 1994 to display the various periods of Mexican history – from pre–Columbian times to modern era, some in an interactive format. Permanent and temporary collections. Replicas of ruins at Palenque, Teotihuacan, Monte Alban and Chichen–Itza among others.

Sesame Street Park
Plaza Sesamo Agricola 3700–1 Oriente. Family oriented theme park with very familiar characters!

Cerveceria Cuauhtemoc
Principal brewery in Monterrey. Manufactures Bohemia, Tecate and other world–known brands.

Cola de Caballo, Horsetail Falls
An impressive waterfall about 25 miles on road to Ciudad Victoria.