




# WELCOME PACK

**A guide for our assistants**



## **Contact Information**

-  [Access to the SBRM WhatsApp Community](#)
-  [SBRM Email](#)
-  Punta del Este, Uruguay

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**Note:** Sections addressing matters with associated and estimated costs will include the notation below, with all references consolidated in the Estimated Costs & Recommendations section:



The matters addressed in this section may involve associated costs. **Please refer to the Estimated Costs & Recommendations section (page 10) for indicative expenses.**

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# The Event

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**The Student Branch Regional Meeting (SBRM) 2025 will take place from October 5 to 7, 2025, at the Hotel Enjoy in Punta del Este, Uruguay.** This seaside city is internationally recognized for its beaches, cultural attractions, and vibrant atmosphere.

The meeting will bring together IEEE student branches from across the region to participate in conferences, workshops, networking sessions, and social activities, including the Student Branch Fair, fostering collaboration, knowledge exchange, and professional growth within the IEEE community.

## Punta del Este

Punta del Este is one of the most renowned seaside resorts in South America, located on the southeastern coast of Uruguay. Famous for its stunning beaches, vibrant nightlife, and cultural attractions, the city combines natural landscapes with modern infrastructure. Visitors can experience Playa Brava, home to the iconic “La Mano” sculpture, and Playa Mansa, known for its calm waters and breathtaking sunsets.

**The city is located approximately 130 km east of Montevideo, Uruguay’s capital,** and can be reached in about two hours by car along the scenic coastal highway.



## Hotel Enjoy

The Hotel Enjoy Punta del Este is **one of the city’s most iconic venues**, offering modern facilities, conference halls, and meeting rooms fully equipped for large-scale events. Its prime coastal location provides participants with a professional and pleasant environment.

## Useful Links



[Hotel Enjoy Location](#)  
on Google Maps



[SBRM 2025 Website](#)

# Program

The program of SBRM 2025 features conferences, technical workshops, the Student Branch Fair, networking opportunities, and social events. The complete agenda with **times and event details are available both online and offline in this booklet** for easy reference.

## Key Program Highlights

- **Registration and check-in:** October 5, morning at Hotel Enjoy.
- **Official Opening & Keynote:** October 5, afternoon.
- **Workshops and technical talks:** October 5–7, various sessions.
- **Student Branch Fair and Poster Presentations:** October 5, evening.
- **Gala Dinner:** October 6, evening.
- **Nation Fair & Gift Exchange:** October 7, evening.
- **Closing and check-out:** October 8, morning.

Access the updated agenda

 **SBRM.site**

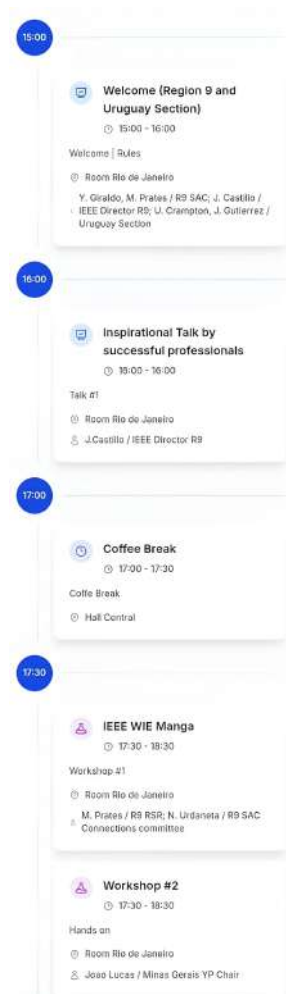


## SBRM Site

“Your personal guide to SBRM 2025, anytime, anywhere”

For quick and easy access to the full agenda, participants can use **SBRM.site**, a mobile-friendly platform. There you will find the updated schedule, announcements, participant information, and your event ticket

**All in one place!**



# Program

October 5th, 2025		October 6th, 2025		October 7th, 2025		October 8th, 2025				
6h - 15h	<div>👤 Setup</div>	6h - 6h30	<div>🍳 Breakfast</div>	6h - 8h	<div>🍳 Breakfast</div>	6h - 8h	<div>🍳 Breakfast</div>			
		6h30 - 8h		8h - 8h30		8h - 10h				
		8h - 9h	Talk #2 - IEEE Student Activities Opportunities	<div>ETHICS Competition</div>	<div>SPARK + COUNSELORS TRAINING</div>	8h - 8h30	<div>Workshop #3 Hands-On</div>	<div>Workshop #5 IEEE Entrepreneurship "How to make a Pitch" + Pitch Competition</div>	<div>SPARK + COUNSELORS TRAINING</div>	
		9h - 10h	Workshop #2 IEEE Puzzlers			8h30 - 9h30				Industry Engagement Activity
		10h - 10h30	Talk #3 - IEEE ComSoc			9h30 - 11h30				Women in Engineering
		10h30 - 11h	IEEE Entrepreneurship							
		11h - 11h30	IEEE Young Professionals Opportunities							
		11h30 - 12h	PRIZE SB Fair and Poster Competition							
		12h - 14h	<div>🍽️ Lunch</div>	12h - 14h	<div>🍽️ Lunch</div>	11h30 - 12h	Oracle University			
		14h - 15h30		IEEE Photonics		14h - 15h	SPONSORS FORUM			
15h - 16h	Official Start	15h30 - 17h15	IEEE EPS	IEEE IAS	IEEE ComSoc	15h - 16h	Young Professionals (YP) Moment			
16h - 17h	Talk #1 - Keynote Speaker	17h15 - 17h30	<div>☕ Coffee Break</div>		16h - 16h30	☕ Coffee Break				
17h30 - 18h30	Workshop #1 IEEE WIE Manga	17h30 - 18h15	IEEE OES	IEEE IMS	IEEE VTS	16h30 - 18h	SPONSORS FAIR			
18h30 - 19h	IEEE Day photo	18h15 - 19h	<div>📷 Preparations for the Gala Dinner</div>		18h - 19h	📷 Preparations for the Nation Fair				
19h - 20h	<div>📦 SB Fair Preparation</div>	19h - 19h30	<div>OFFICIAL PHOTO</div>		19h - 22h30	Nations Fair + Gift Exchange				
20h - 23h30	Student Branches Fair and Posters Presentations	19h30 - 23h30	Gala Dinner				22h30 - 23h30	KARAOKE TIME		



# Before the Trip

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## Documentation

To enter Uruguay, participants from Mercosur countries must present a valid identity card, while participants from other countries must present a valid passport. Please ensure that the document is not close to its expiration date. It is also required to bring the SBRM registration confirmation and proof of payment.

## Weather and Clothing

In October, Punta del Este has mild daytime temperatures (15–20 °C) and cooler nights (around 10 °C). For conferences and events, the recommended dress code is business casual. For the gala dinner, formal attire is required. A light jacket and comfortable clothing for transfers and outdoor activities are also recommended.

## Electricity

Uruguay operates on a 220 V / 50 Hz electrical system. Power outlets can be of types C, F, I, and L, with the most common being the two- or three-round-pin plugs (C/F). It is recommended to bring a universal adapter, and, if desired, a portable charger (power bank).

## Money and Payment Methods

The local currency is the Uruguayan peso (UYU). In the majority of shops, hotels, and restaurants, international cards (Visa, Mastercard, American Express, etc.) are accepted. US dollars are also accepted in larger supermarkets, hotels, and some restaurants. When paying with a foreign card, a partial VAT (Value Added Tax) refund is usually applied at the point of sale. It is advisable to carry some cash for taxis, buses, kiosks, and small purchases, as not all places accept cards. ATMs from the RedBROU and Banred networks allow withdrawals in Uruguayan pesos with international cards, though fees vary depending on the issuing bank.

## Connectivity

Uruguay has three main mobile operators: Antel, Movistar, and Claro, offering prepaid SIM cards available at airports, the Tres Cruces bus terminal, shopping centers, and city stores. Credit can be added at kiosks and supermarkets. Many public spaces (bus terminals, squares, some buses) provide free Antel Wi-Fi, though quality may vary. Hotels and the event venue will provide stable Wi-Fi. If your phone supports dual SIM, it is advisable to use a local SIM card for data while keeping your own for calls or WhatsApp. International roaming also works, depending on your mobile plan, but in some cases it can be more expensive.

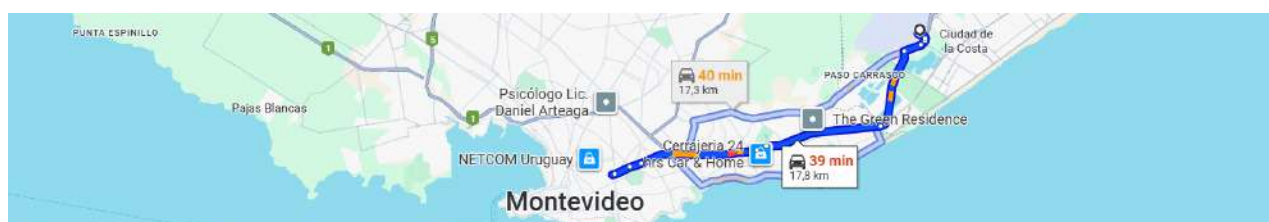


The matters addressed in this section may involve associated costs. **Please refer to the Estimated Costs & Recommendations section (page 10) for indicative expenses.**

# Arrival in Uruguay

## Entry Points

The main entry point to Uruguay is **Carrasco International Airport (MVD)** in Montevideo, located about **130 km** from Punta del Este. **Direct buses connect the airport to Punta del Este and are the most convenient option.** Some participants may also arrive through the ferry port in Montevideo or decide to stay in the city before continuing to Punta del Este. In these cases, private transport (minivans, vans, taxis) and ride-hailing apps such as **Uber** or **Cabify** can be used either for transfers within the city or to reach Tres Cruces Bus Terminal for the corresponding bus connection.



## Public Transport in Montevideo

Within Montevideo, most people use public buses. The most common ticket is the “boleto común”, which costs about **60 Uruguayan pesos (USD ≈ 1.5) for short trips** (see: [CUTCSA](#)). Other ticket types exist, and locals often use a rechargeable bus card that offers discounts.

## Getting to Punta del Este

The trip from Montevideo to Punta del Este takes about **1 hour and 40 minutes** by bus or car along the scenic coastal highway (2 hours when departing from the Bus Terminal).



In either case, bus companies such as **COT** and **COPSA Línea Este** operate frequent services to Punta del Este. Tickets can be purchased online in advance, or directly in **the terminal, which also features a shopping mall and food court.**



Links:

[COT](#)

[Línea Este COPSA](#)

[Turismar](#)

[Uber](#)

[Cabify](#)



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# Arrival in Uruguay

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## Arrival in Punta del Este

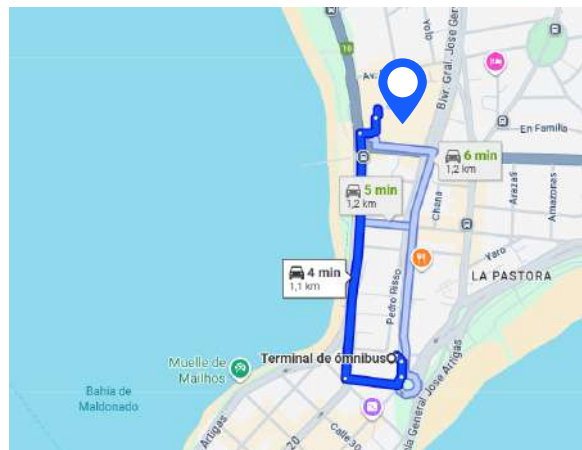
Buses arrive at the **Punta del Este (PDE) Bus Terminal located about 1.2 km from Hotel Enjoy** (around 4–6 minutes by taxi or car).


## Useful Links

[Google Maps - Airport to Bus terminal \(PDE\)](#)

[Google Maps - Bus terminal \(MDEO\) to \(PDE\)](#)

[Google Maps - Bus Terminal \(PDE\) to Hotel](#)



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# General information

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## Language

The official language of Uruguay is Spanish, but in Punta del Este many people in tourist areas also speak English and Portuguese.

## Time Zone

Uruguay follows Uruguay Standard Time (**UTC -3**). For example, when it is 12:00 (UTC), it is 09:00 in Uruguay.

## Emergency Numbers

**911:** Police, fire and general emergencies

**105:** Medical emergencies

Assistance is generally available in Spanish; in tourist areas, some operators may also speak English.

## Tipping Customs

Tipping is not mandatory, but it is customary to leave **around 10%** in restaurants if the service was good. Rounding up taxi fares or leaving small tips for hotel staff is also appreciated but not required.



## Explore Uruguay

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# Things to do during your stay

From beaches and sunsets to culture and gastronomy, there is plenty to enjoy!

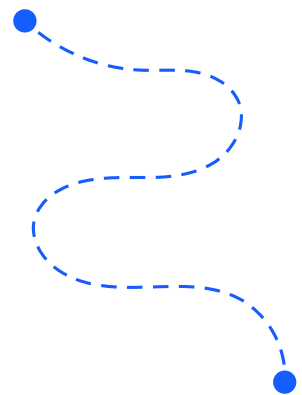
During your stay in Uruguay, you will not only take part in the SBRM 2025 program, but also have **the opportunity to explore** the country.

For those arriving earlier (Friday, October 3, or Saturday, October 4), it is **a chance to enjoy Montevideo or settle in Punta del Este before the event begins.**

For those staying after Wednesday, October 8, **the following days are perfect to discover nearby attractions or plan a short trip** before returning home.

### Within Punta del Este

- Playa Brava & “La Mano” sculpture – the city’s most iconic landmark.
- Playa Mansa – calm waters and beautiful sunsets.
- Punta del Este Port – enjoy fresh seafood, see sea lions near the docks.
- Avenida Gorlero – the main street for shops, cafés, and souvenirs.
- Lighthouse (Faro de Punta del Este) – a historic spot with panoramic views.



### Nearby Excursions

- Casapueblo (Punta Ballena) – an iconic museum-hotel by artist Carlos Páez Vilaró, especially famous for its sunsets (≈20 min from Punta).
- La Barra – known for its wavy bridge and lively atmosphere.

Other options such as José Ignacio, Isla de Lobos, or wine tours may also be available depending on weather and time. For more details, check the visitor guide below:

[Maldonado Tourism – Visitor Information](#)

# Explore Uruguay

## Discover Montevideo

The Uruguayan capital combines history, culture, and the contrast of a vibrant city with a coastal lifestyle. Highlights include the **Ciudad Vieja** with its colonial charm and the famous **Mercado del Puerto**, the scenic **Rambla** along the Río de la Plata, and **Parque Rodó** with its green spaces and museums. The city has much more to offer, **with plenty of places to discover.**

For more ideas and updated recommendations, you can also check the official tourist guide:

[Montevideo Official Tourist Guide](#)



# Local Gastronomy

A must-try for visitors!

One of Uruguay's **most iconic dishes** is the **chivito**, a hearty steak-based meal considered the national dish of Uruguay. It is most commonly served as **a sandwich with beef steak, ham, cheese, lettuce, tomato and mayonnaise, usually accompanied by fries.** However, it can also be served “**al plato**” (on a plate), without bread, where the ingredients are arranged alongside fries, salad, and other garnishes.



## “Chivito”

[Places to try chivitos in Punta del Este](#)



The matters addressed in this section may involve associated costs. **Please refer to the Estimated Costs & Recommendations section (page 10) for indicative expenses.**

# Explore Uruguay

## Asado, UY Barbecue

More than a dish, the asado is **a social tradition**. Beef cuts, sausages, and sometimes lamb are grilled slowly over wood fire, delivering the authentic flavor of Uruguayan cuisine.

## Dulce de Leche

This caramel-like spread **is a national favorite**. It can be enjoyed in countless ways: flan topped with dulce de leche, churros and pancakes filled with it, traditional cakes (tortas), alfajores, ice cream, and many other creations.

## Empanadas Criollas


Savory pastries baked or fried, with fillings such as beef, chicken, ham and cheese, or vegetables. **They are a quick and popular** snack available in bakeries and cafés across the country.

## Mate & Tortas Fritas

Mate is **a traditional herbal infusion** and an essential part of daily life in Uruguay. People drink it everywhere. It is often accompanied by tortas fritas, simple **fried pastries**, especially enjoyed on rainy days.



Beyond these highlights, Uruguay also stands out for its strong Italian culinary influence. **We especially recommend trying stuffed pastas such as ravioli and sorrentinos**, which are highly popular. You will also find options combined with seafood, adding a coastal touch to the experience.

 The matters addressed in this section may involve associated costs. **Please refer to the Estimated Costs & Recommendations section (page 10) for indicative expenses.**

## Estimated Costs & Recommendations

### Mobile Connectivity (SIM Cards & Data Plans)

SIM cards can be obtained at Carrasco International Airport or at Tres Cruces bus terminal, both operated by local providers such as Antel. The Antel **prepaid plan** is particularly convenient for short stays, as the **SIM card may be physical or eSIM** and activation only requires a minimum recharge.

#### Estimated Costs - SIM Card

SIM or eSIM card (Antel)	UYU 65, approx. USD 1.7
Minimum charge (Antel)	UYU 200, approx. USD 5



## Estimated Costs & Recommendations

Physical SIM availability depends on the opening hours of Antel stores. As most of them operate Monday to Friday, Sunday arrivals may face limited access. **Our recommendation is to use an eSIM if the device supports it.** Otherwise, SIM cards may be found at kiosks or convenience stores, and if not, they can also be purchased from Monday onwards in Punta del Este near the venue. **For more information on the prepaid plan, please refer to Antel's online store.**

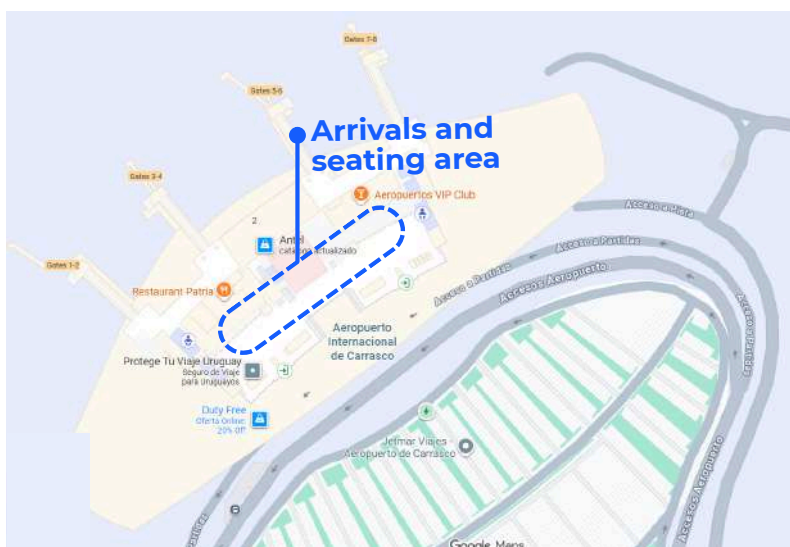
**For participants arriving at Carrasco International Airport, the airport information desk operates 24/7 and provides free Antel SIM cards upon request.** Details on other services of interest can be found on the airport's services page, or through its chatbot, where you can receive assistance.

[Antel Prepaid Plan](#)

[Carrasco Airport Services](#)

[Airport ChatBot](#)

## Airport Arrival Area and Essentials



Free Wi-Fi is available for all passengers throughout the terminal.



Buses to Punta del Este depart from the curb outside the arrivals hall, to the right. A seating area is available at the stop.

**The airport information desk is located in the arrivals hall.**

[Airport Virtual Tour](#)

## Bus Services from Airport to Punta del Este

Several alternatives are available to travel from Carrasco International Airport to Punta del Este bus terminal. **Most companies offer similar fares;** the choice depends mainly on convenient departure times and whether the service is direct. Routes with intermediate stops may take around 20 minutes longer.

### Estimated Costs – Bus Services on Sunday

**COPSA** (every 60 minutes, duration approx. 1h45 - 2h)

USD 11.5, approx. UYU 450-460

**COT** (every 60 minutes, duration approx. 1h45 - 2h)

USD 11.5, approx. UYU 450-460

**Turismar** (every 4h 30 minutes, duration approx. 1h30 - 2h)

USD 11, approx. UYU 440-450

# Estimated Costs & Recommendations

## Private Transport Options

Private transport is available both for **long-distance trips, such as from the airport to Tres Cruces Bus Terminal**, and for shorter transfers within the city. While **generally more expensive than bus services**, larger vehicles such as vans or minivans are practical for participants traveling with substantial luggage, while standard taxis and ride-hailing apps provide simpler alternatives. The following tables present estimated costs according to the type and size of vehicle.

### Estimated Costs – Trip from Airport to Tres Cruces Bus Terminal (approx. 18 km)

Ride-hailing – Standard (4-seater)	USD 20, approx. UYU 800
Ride-hailing – Comfort (4-seater)	USD 28, approx. UYU 1100
<u>Minivan (6-seater).</u>	USD 65, approx. UYU 2600
<u>Minibus (10-seater).</u>	USD 70, approx. UYU 2800
<u>Economy car (5-seater).</u>	USD 74, approx. UYU 3000
<u>Minivan (5-seater).</u>	USD 80, approx. UYU 3200
<u>Minibus (8-seater).</u>	USD 109, approx. UYU 4350
<u>Minibus (10-seater).</u>	USD 113, approx. UYU 4500

**Price variations may depend on luggage allowance, even within the same vehicle category:** higher-cost options usually include one large suitcase and one carry-on per passenger, while lower-cost options may allow only one medium suitcase. Ride-hailing services are generally cheaper but may involve a considerable waiting time for pick-up. **Please check the details on the corresponding providers' websites.**

[Learn more about Private Transport Options](#)

A table with estimated ride-hailing costs for short city trips is provided below, **to help participants plan visits or outings.**

### Estimated Costs – Short City Trips (1 to 10 km)

Ride-hailing 1.5 km – Standard (4-seater)	USD 6, approx. UYU 230
Ride-hailing 1.5 km – Comfort (4-seater)	USD 7-8, approx. UYU 300-350
Ride-hailing 3 km – Standard (4-seater)	USD 6.7, approx. UYU 265
Ride-hailing 3 km – Comfort (4-seater)	USD 9, approx. UYU 360
Ride-hailing 7 km – Standard (4-seater)	USD 12, approx. UYU 470
Ride-hailing 7 km – Comfort (4-seater)	USD 16, approx. UYU 640
Ride-hailing 10 km – Standard (4-seater)	USD 16, approx. UYU 640
Ride-hailing 10 km – Comfort (4-seater)	USD 21.5, approx. UYU 860



# Estimated Costs & Recommendations

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## Food References

Food prices in Uruguay can vary significantly depending on the location and type of establishment. Local spots and casual eateries, such as 'tenedor libre' (all-you-can-eat), tend to be more economical, while restaurants in coastal areas or near the beach are usually more expensive. **The following table provides estimated references for both ranges, offering participants a general idea of typical costs.**

### Estimated Costs – Food References

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Torta frita, churros	USD 1–1.5, approx. UYU 30–50
Empanada	USD 1.5–2.5, approx. UYU 60–100
Chivito	USD 10–20, approx. UYU 400–800
Pasta dish	USD 7.5–15, approx. UYU 300–600
Asado (per portion)	USD 15–30, approx. UYU 600–1,200
Fish/seafood dishes	USD 19–38, approx. UYU 750–1,500
Desserts (flan, portions with dulce de leche, etc.)	USD 6.5–9, approx. UYU 250–360

**Punta Shopping**, located about 5 minutes by car from the event hotel (less than 2 km), is not only the **main shopping center** of the city but also hosts several restaurants, cafés, and fast-food outlets (**Visit website**). In its surrounding area, participants will also find additional dining options ranging from local eateries to international franchises, making it a convenient spot for both shopping and enjoying a meal.

From there, the activity extends along Avenida Roosevelt, stretching towards **Atlántico Shopping**, where different alternatives are available. Venues, such as Parrilla con Historia can be found, which offers an **all-you-can-eat ticket (USD 30, UYU 1180)**, including unlimited grill, salad bar, a 0.5 L drink per person, and one dessert. Nearby, small stalls such as churro stands and other quick snacks are also present.

## FAQs

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### Need Assistance?

Although the organizing team has tried to cover the most important information in this booklet, we understand that a trip like this may bring up additional questions. **We invite you to share your doubts in the WhatsApp FAQs group**, where you can receive direct assistance and also see answers to questions that other participants have already asked.

**We're here to make your experience seamless.**



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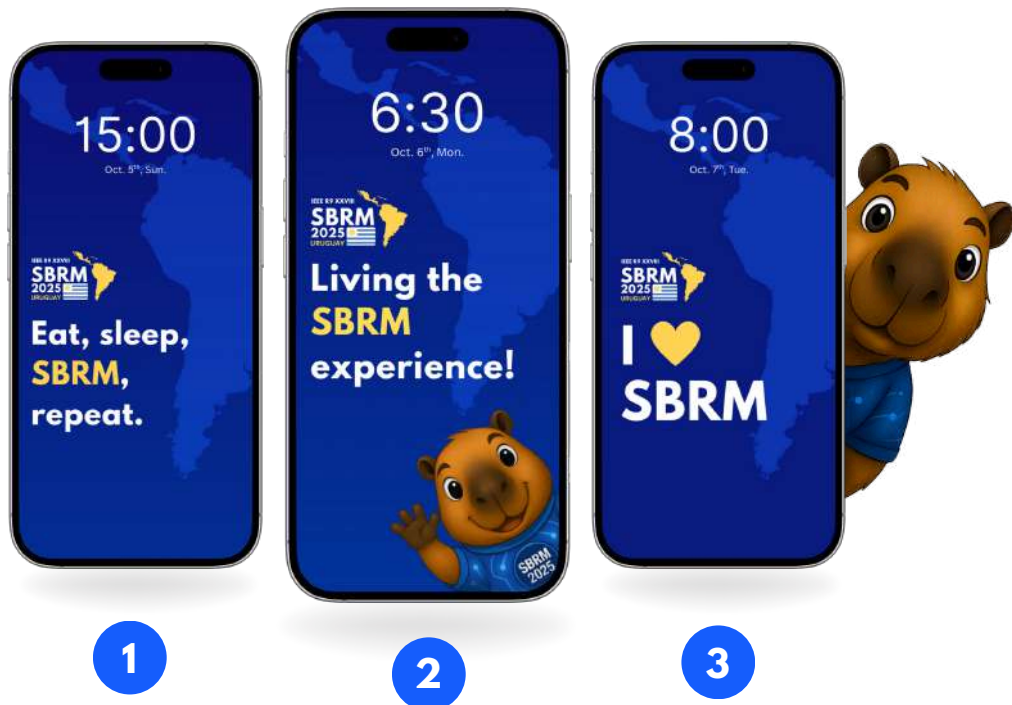
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