concern about the social contextualisation of major individual, business, and political decisions. Since 1911 we have been providing opinion leaders who influence both the country and the whole world. Here we are, again!

NEWSLETTER #66

one provides the answer that really motivates us.

that the question that bothers us is always asked but no The answer is that we are quite capable of and can make everything we want to happen as long as we make an effort and are dedicated. For this is the answer that drives us to aspire to be better tomorrow than we are today, and makes us accept challenging projects and, above all, which makes us wake up with the energy to fail. To fail, because this is the first step towards learning, and because without failing in the present, we will not be absorbing our greatest potential for the future. This is the attitude that I try to transmit to the teams that I coordinate, to the teams that I belong to, and to the teams that I have belonged to ... which has led me to achieve a certain degree of success in

different areas and has enhanced the best version of those who have accompanied me in the process. **Henrique Brites** Student of the Master in Managemet (MiM) & National Champion of Sailing

To those starting their journey at ISEG, you need to know that the path is not easy and that sometimes you will lack the necessary motivation to face studying for "that" subject. However you can be assured that in ISEG you have a university that will support you through the most difficult moments and which will recognise you during your best moments with the demand that is asked of you, at the level of your ambition. Work together and create new and innovative projects that get you out of bed in the morning and give you the necessary motivation to face the world which, as you know, is becoming increasingly competitive. Take risks, accept challenges and above all enjoy the journey, because the arrival at your destination is on track

.... even though the process endures for long!"

Champion. Congratulations to our champion! The future of economics and management is really made up of different talents. Learn more about Henrique here.

In this edition of the Newsletter we highlight student news, with a national sailing champion who is sharing his talent with us. We also focus on the report of the Masters graduation ceremony and we are all ready to welcome the First Year students next week. In addition, from among our Alumni, we give space to Eduardo Catroga and Sandra Leal Vera-Cruz. The following are cited in this number: António Ascensão Costa, Clara Raposo, Francisco

Cabral, Sandra Maximiano, Sofia Santos and Vera Barros.









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OBSERVADOR

Graduated in Finance, 1966 Former Minister of Finance and Director of large companies, such as EDP and Grupo CUF.

On the other hand, all that I lived in my academic life launched my internacional career, where the values of flexibility, diversity and integration are core, and flet on a daily basis at ISEG.

May 2000: Photo of the Graduation Ceremony Next week's events Webinar 'The Competitiveness of the Portuguese Economy' 29th of September | 19.00 | Zoom Don't miss Alumni Económica's first webinar of the new academic year on "The competitiveness of the Portuguese Economy. With the participation of **António** Saraiva, Jorge Magalhães Correia, 29 DE SETEMBRO | 19H - 20H | ZOOM Miguel St. Aubyn, Paulo Moita de COMPETITIVIDADE Macedo, and Luís Nazaré. Check the program here and enrol now!

> 29th September to 1st October 2021

> > European Journal of

Management Studies

see more >

Future U Week 2021: is already next week!

29th of September - 1st of October

employability of our students, ISEG Career Services organizes Future U Week, a 3day event that is entirely dedicated to

As part of the promotion the quality

CIRCULAR CLOSETS

MARKET

30 SET 18h - 21h

CONTAMOS CONTIGO | JOIN US!

O QUÊ? O NOVO POP-UP MARKET DE MODA CIRCULAR MAIS COOL DA

WHAT? THE COOLEST THRIFT & VINTAGE POP-UP MARKET IN TOWN + BAR + GOOD

ONDE|WHERE? AT THE MOST CREATIVE

Marketplace for the sale of new and second-hand clothes.

+ BAR + BOA MÚSICA + ARTE

QUANDO/WHEN? 30 SET 2021

Rua das Janelas verdes 128C

MUSIC + ART

6PM - 9PM

HUB IN TOWN: UNOBVIOUS LAB

,1200-690 Lisbon

September, from 18.00 onwards.

Find out more here.

CIDADE: PEÇAS DE VESTUÁRIO ÚNICAS

chegar os novos alunos!

Welcome Licenciaturas 2021: estão quase a

Catarina Valente and Liliana Rosário, from the Masters in Information Systems Management, have started a sustainable fashion project -- Circular Closets - an online

The unique clothes of Circular Closets can be seen at the POP-UP Market, on the 30th of

• How to use the ISEG IT system: the Fénix platform and Microsoft Teams • "I was you, not very long ago" Get to know the ISEG associations 16.30 - 18.00 - Networking time with Nanarella (ice creams) 18.00 - 19.00 - Quatro e Meia Concert (which can also be watched online, here)

• Can I try an Economics Lab? Are we moving towards a sustainable World? 11.45 - 14.00 – Presentation by Diogo Sousa Coutinho, an ISEG alumnus and the Founder and CEO of Noori Sushi (All students will be offered lunch by ISEG) 14.00 - 15.00 – Meet your Coordinator (In separate lecture rooms, per degree) 15.00 - 16.30 – Try to find our 110 years of history (A Peddy-Paper with current ISEG students, both in and around our campus) 14.80 - 14.30 - Check-in (Pátio das Francesinhas). 14.30 - 15.00 – A talk with Mário Centeno, an ISEG alumnus and Professor and the current Governor of the Bank of Portugal, who is the Undergraduate Programme Mentor (main stage, Pátio das Francesinhas) 15.00 - 16.30 - separate sessions per degree (in lecture rooms)

We

want

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus. MEMBER: PRME Principles for Resp Management Educ

We have a national sailing champion!

Henrique Brites, a 23 years old student of the Master in Management (MiM), is the Operations Manager at Petticrows Lda, and has just become the 2021 Dragon Class National Sailing

>> An article by Ricardo Cabral about the real estate sector in the Chinese economy, in Público. >> An article by Luís Mah, in Público, about "The 100 years of the CCP and Chinese prosperity". >> Paulo Trigo Pereira writes in the Observador on "Taxes, fiscal policy and the bazooka: (almost) anything can happen".

Notícias. >> Francisco Louçã says "It makes no sense to ask a 6-year-old child

The teaching at ISEG is based on tradition and knowledge, which enabled it to have a structured and strong syllabus, yet to also recognise the need for constant evolution in order to remain relevant, introducing new areas of study and specialisation over the years, remaining relevant and providing a teaching of excellence at the international level for 110 years".

<u> 27th - 28th of September</u> Online Registration, via this link. <u>29th of September</u> <u>30th of September</u>

>> In an interview with Diário de Notícias and TSF, Nuno Crato analyses the paradigm of education. >> João Duque writes an article about "The discourse" in Expresso. >> Manuel Ennes Ferreira comments on the costs of terrorism in Africa, in Expresso. Expresso.

>> João Duque comments on the IVAucher programme on SIC

"ISEG has been a part of my life for 60 years: as a student, as an Assistant and Visiting Full Professor in Business Strategy, as the founder and Associate No. 1 of the AAA, and as Chair of Fundação Económicas, which I helped create and was one of the driving forces behind the launch of IDEFE. ISEG is the place where I received my intellectual education through diverse experiences. It is part of the heritage of things that I like, with its history and the way it faces the challenges of the future. I intensely feel and share the

Check out the full programme of this initiative here. Research news Call for Papers: The 2nd Annual Meeting of the European Journal of **Management Studies** The Call for Papers for the second meeting of the European Journal of Management Studies is open up until the 30th of April, 2022. The meeting will be held on the 7th

of July, 2022.

report

Further information available here.

Masters Graduation Ceremony 2019-2021

stratégia Industr

Paula Fernandes, the Managing Director of Accenture, was the most recent guest to participate in the Women in

Tech @ Kaspersky Portugal campaign.

An article on "Private Vices, Public Virtues", by Franquelim Alves, a graduate in Economics and the Managing Director of New Finance Lda, which was

Find out more here.

published in Link to Leaders.

Find out more here.

08.30 - 09.30 - Check-in and Welcome Kit (Pátio das Francesinhas). 08.45 - 11.45 - Opening Session and practical information Meet the Dean, Professor Clara Raposo · Get to know the ISEG Services • The First Step in Your Career "Anything is Possible: Lessons from Olympic Medallist Nuno Delgado" • The World is the Limit

musicians.

RICS Project
Management
Management

>> Sandra Maximiano's article on the impact of the pandemic on education and its implications, in Expresso. >> Sofia Santos comments on the relationship between sustainability and national economic development, in Jornal Económico.

to wear a mask", on SIC Notícias. A School of Firsts: 111 YEARS, 111 ALUMNI Eduardo Catroga | Sandra Vera-Cruz In this edition, we share the testimonial of Sandra Vera-Cruz and Eduardo Catroga: Eduardo Catroga's ISEG, in first-person

work of the new generations of students and faculty in serving the economic and social development of Portugal."

Congratulations to ISEG for its 110 years of continuous evolution, renovation and for giving its students the tools for its future careers!"

professional careers and which is aimed for all Master's and Undergraduate students. During these days, students participate in workshops and talks with excellent guests, among other initiatives. The event will be held online, in English, on the 29th and 30th of September, and on the 1st of October. Note: During these 3 days the ISEG campus is reserved for the new First Year students (with welcome activities on the 29th-30th of September, with lectures starting on the 1st of October) and also the graduation ceremony of the 2020-2021 Graduates.

Access the photo report here. **Open Mind Alumni are in the news**

The results of the higher education admissions will be published this weekend. Welcome to all the new ISEG undergraduate students! Their lectures start on Friday, the 1st of October, but beforehand we have organized a complete onboarding programme! Programme:

On the 10th of September we welcomed the new Masters graduates to finally celebrate the conclusion of this cycle LIVE! The the ceremony was marked by a reunion between classmates and professors and a spectacular performance by the Tuna Económicas musical group. Watch this incredible event here. We also compiled the best moments of the Ceremony in this video:

RANKINGS:

OPEN MINDS. GRAB THE FUTURE!

ACCREDITATIONS AND PARTNERSHIPS:

>> Francisco Louçã's article entitled "The swamp that's here to stay", in >> Clara Raposo comments on the qualifications deficit in Portuguese society. >> The opinion of João Duque, Joaquim Sarmento, and Maria Rosa Borges on the main challenges for public finances in Portugal, in Jornal Económico. >> Comments by Professor António Ascensão Costa on the economic recovery, in Visão magazine. in Executive Digest.

1966: Eduardo Catroga receives the ISCEF prize from Prof. António Maria Godinho, the future Rector of Universidade Técnica de Lisboa Sandra Vera-Cruz's ISEG, in first-person Graduate in Management, 2000 General Manager of Mondelez Portugal "For me, studying at ISEG was the beginning of a journey of development and learning, and also of developing a culture of diversity and adaptation.