



**“The Jopen” painting workshop.**

A University which “makes a School” does this by way of free, innovative, and plural thinking regarding Economics through to Management, based on informed debate and a profound and genuine 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!

“The Jopen” painting workshop celebrates its 10th anniversary this year! This is a reason to celebrate and express our gratitude for this shared journey. To all those with whom we have shared these days, months, and years .... I wish you a warm welcome, without exception! I share with you below the words of a traveller who has always accompanied us on this journey,

“Paths  
The “you are”, which are different, become the “we are”. This metamorphosis occurs along the journey chosen by each one of us, when our paths finally cross. We now know the meaning of deconstruction... a road, a sea, the ground ... which had disappeared after they had been trodden on, travelled, navigated. There are no new beginnings, no continuities, but only the place of sharing between the “I” and the “we” ... on paths that are so distinct and unique, yet are already non-existent. During this journey we have learned new paths and discovered the mistake that has always existed ... for it still exists, and yet we took that path. And what about tomorrow? The paths we have taken will not be repeated and tomorrow will bring a new challenge for our “glance”.”  
(Amélia Branco, Professor at ISEG)



Grateful acknowledgement is due to ISEG for the openness shown in its welcome to the arts, ranging from Fine Arts through to Music and Literature, and what this represents in a School of Management and Economics. In the words of the poet:

“Science describes things as they are; art, as they are felt to be. The essential thing in art is to express; what is expressed is unimportant.”  
(Fernando Pessoa, in “Aesthetic Ideas - of Art”)

A space dedicated to the arts is always a space of freedom, and above all a space where freedom of expression is possible. In art everything is in that nothingness” (Tolstoy)

You can currently see the exhibition of the works created in the Jopen (painting workshop (during 2020/2021) and still ... breathe / in ISEG’s Cloisters up until the 10th of December ... come and see!”

## ISEG painting workshop exhibition in the Quelhas Cloisters

The ISEG Painting Workshop Exhibition was inaugurated recently on the 12<sup>th</sup> of November. The exhibition will be on show in the Convento das Inglesinhas Cloisters (Quelhas 6, 3<sup>rd</sup> Floor 3) up until the 10<sup>th</sup> of December, 2021.



Come and see the works of our artists:

- Ro Zezinha
- Antonio Costa
- Leah Saraiva
- Fátima Luís Paixão
- Helena Magalhães
- Chris Brazriel
- Elsa
- Elisa
- Inês Geraldés
- Teresa Oliveira



In this edition of the Newsletter we highlight the inauguration of the ISEG Painting Workshop Exhibition, the ISEG Career Forum, the signing of two more agreements with top international schools, and the “A School of 1s: 111 YEARS: 111 ALUMNI” section, which features the testimonials of Ana Luísa Virgínia and Pedro Borges Marques.

The following are cited in this number: António Ascenção Costa, António Garcia Pereira, Carlos Bastardo, Francisco Louçã, João Duque, João Ferreira do Amaral, Manuel Ennes Ferreira, Patrícia Melo, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano, Sara Falcão Casaca and Vítor Santos.



## Start a career with the right attitude

>> **António Garcia Pereira** stresses that “The crisis is for many, but not for all!” in Notícias Online. [see more >](#)

>> **Vítor Santos** is quoted in Jornal Económico regarding the instability in the natural gas market during the Portugal Smart Cities Summit event. [see more >](#)

>> At the 21st Executive Digest Conference, **João Duque** defended that “The State should be more similar to the reality of companies”. [see more >](#)

>> **Sandra Maximiano** reflected on the topic of savings in Executive Digest. [see more >](#)

>> According to **Francisco Louçã**, “Declaring a state of emergency with no Parliament would be an anti-constitutional coup”. [see more >](#)

>> **Ricardo Cabral** states that “it is very positive that employment, salaries, and productivity are increasing more than in the recent pre-pandemic past”, in Público. [see more >](#)

>> An article by **Paulo Trigo Pereira** on “The Political Swamp II: how to get out of it?” in Observador. [see more >](#)

>> The opinion of **Carlos Bastardo** on the recapitalisation of companies, in Negócios. [see more >](#)

>> An analysis by **Manuel Ennes Ferreira** on the COP26 Climate Summit, in Expresso. [see more >](#)

>> The opinion by **António Ascenção Costa** on the effect of the political crisis on the economy. [see more >](#)

>> **João Ferreira do Amaral** talks on the “Perfect Storm” podcast of Rádio Observador about the minimum wage and the average wage. [see more >](#)

>> **Sara Falcão Casaca** is invited to participate in the Civil Society programme of RTP2 on the topic of “Women in leadership”. [see more >](#)

>> Comments by **Patrícia Melo** on Universidade de Lisboa’s study on the economic and environmental impacts of the expansion of the motorway network in Portugal over the last 50 years. [see more >](#)

>> **Francisco Louçã** considers that the surveillance of the flights carrying the Commandos should be reviewed, on SIC Notícias. [see more >](#)

## The largest employability event is back!



On the 23<sup>rd</sup> of November, more than 50 companies will be present at this, the largest employability event of the year for all ISEG students! The event will be held online to guarantee everyone’s safety.

During the second Career Forum of 2021 you’ll have the opportunity to:

- meet potential employers;
- make initial contact with various company representatives;
- expand your knowledge about specific industries;
- understand the differences between various fields of work;
- gain confidence in your networking skills;
- share your CV and increase your likelihood of being recruited for future job vacancies!

Participate in the event via [this link](#). Don’t let the future pass you by without grabbing it!...

### Companies Present:



## ISEG signs two new agreements with TOP International Faculties!

ISEG signs two bilateral agreements with two world-renowned schools: **Czech University of Economics and Business, Faculty of Business Administration (Czech Republic)** and the **NHH Norwegian School of Economics (Norway)**. Both are CEMS universities and are accredited by AMBA and EQUIS.

This agreement will enable the bilateral mobility of students in the areas of Economics and Management, with exemption from paying tuition fees.



## A School of 1s: 111 YEARS, 111 ALUMNI

Ana Luísa Virgínia | Pedro Borges Marques

In this edition, we share the testimonials of Ana Luísa Virgínia and Pedro Borges Marques.

**Ana Luísa Virgínia**  
Graduated in Management, 1993  
CFO of Grupo Jerónimo Martins



### ANA LUÍSA VIRGÍNIA’S ISEG, in first-person

“For me, ISEG has always been a synonym of an eclectic School, which is inclusive and open to all who wanted to learn, without showing prejudice of any kind.

Although my time at the School dates back to when the campus was witness to the fact that resources are always scarce, with lectures being held in lecture theatres with widely-oscillating temperatures located in the “catacombs” of the austere Ribeiro Santos building or in the decrepit Bueiros Aires building, the School always maintained an air of pride and dignity worthy of a university which warmly welcomed and taught so many, providing them with differing opinions.

For me, it also represented the opportunity to participate in the Erasmus mobility programme, at a time that was taking its first and still uncertain steps in Portugal, albeit it was already enlarging horizons, changing perspectives, and strengthening skills.

I also missed a lot of my peers and professors over the 5 years (or 4+1 of Erasmus), during which I never missed a day of lectures. So much so, that it was a privilege to return to the School 5 years after graduating as an Assistant Professor of Finance.

On this, its 111th year, I hope that ISEG will add 1,000 more in educating generations of students, to whom it will bestow credence in social mobility, equal opportunities, and meritocracy, just as it did for me and for my peers.

Thank you ISEG.”



The role of honour student, Ana Luísa Virgínia, from the ISEG cloisters to the leadership of the company of the musician Jerónimo Martins.

**Pedro Borges Marques**  
Graduated in Management, 2006  
Partner – Audit, EY



### PEDRO BORGES MARQUES’ ISEG, in first-person

“My connection with ISEG started long before I started thinking about what I wanted to do in my professional life... I was just 7 years old and I had already gone to ISEG several times in the company of a cousin of mine, who was studying there for her degree. I would say that this good memory remained so strongly, that when I finished the 12th Grade, the only option I considered was Management, at ISEG (which I ended up writing in my applications forms for access to Higher Education).

This clearly turned out to be a 100% right decision. During my degree, I didn’t even realise the extent to which ISEG was shaping me and was instilling the values that guide me to this day and which have helped me overcome the challenges that have come my way. Looking back, besides providing me with the necessary technical knowledge to carry out my professional duties, it was at ISEG that I learned what it means to be resilient, to work in a team (and for the team) and, above all, to be a person for people.

It is with great joy and pride that I have followed the fantastic evolution that this university continues to experience, its influence on society, and, above all, its ability to provide students with the best tools to be excellent professionals.

Congratulations ISEG!”



Pedro Borges Marques nowadays (photo on the left) and at the Insignia Blessing Ceremony, in 2006.

## What's Up @ ISEG

### Seminar of the “Beyond innovation networks: Portugal” project

A seminar will be held on the 24th of November, where the “Beyond Innovation networks - Portugal” project will be presented – better known by its acronym “InovNet Portugal” (ref# PTDC/EGE- OGE/31336/2017).

This project is funded by the Foundation for Science and Technology (FCT) through national funds, and is hosted at the university level by Advance/CSG, ISEG and Universidade de Lisboa.

The event commences at 21.00, in Lecture Theatre 22 (Fernandinho 1 building).

Free entrance. Further information available [here](#).



### Seminar on “The Social Responsibility of Organisations during and after the Pandemic”

EAEPN Portugal – The European Anti-Poverty Network and the International Labour Organisation – Lisbon, in partnership with SOCIUS, are promoting a seminar on “The Social Responsibility of Organisations during and after the pandemic”.

The event will take place at ISEG, on the 25th of November, from 10:30 to 17:00, in Auditorium 4 (New Quelhas building).

Further information available [here](#).



### Healthcare in Portugal in times of Covid-19

Don’t miss out on the meeting entitled “Healthcare in Portugal in times of Covid-19 – Medical and Social Sciences in debate” which will be hosted at ISEG, on the 26th of November. This initiative counts with the participation of doctors, healthcare professionals, and researchers.

Obligatory registration on [this link](#).



## The Genesis Piano Project wows ISEG



ISEG’s CGD Auditorium had a full house for the ‘Genesis Piano Project’ concert, which was played by the musician Adam Kromelow.

Adam Kromelow is a New Yorker, who graduated from **Manhattan School of Music**, one of the world’s leading conservatories for classical music, jazz, and musical theatre, and is one of the founders of the ‘Genesis Piano Project’. This is a project designed to pay tribute to the progressive rock music of Genesis, which produced songs with complex sound structures, ranging from calm and melancholic melodies through to pure rock.

The concert was organised by ISEG Executive Education, in partnership with McErlege and Tranquilidade.



## OPEN MINDS. GRAB THE FUTURE!

