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"ISEG Career Services and ISEG Junior Talent Recruitment are going to hold the first edition of Start(U)p, the first job fair exclusively dedicated to StartUps.

educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 111 years of a School of Firsts.

ISEG has been

This event, which is the first of its kind to be held at ISEG, presents an interactive and dynamic model that is uniquely focussed on promoting the values of entrepreneurship and innovation, by way of direct contact with Startups.

Our objective is to bring our students closer to StartUps and make them a regular presence on our campus. We will be counting with more than 50 start-ups, both Portuguese and international, including 3 Unicorns – Feedzai, Outsystems and Mollie.

We believe that working in a StartUp is as prestigious, or even more prestigious than working in a big corporate company. We also believe that we don't all have to work for someone else. Why don't we not create our own opportunities? Why not ncourage the entrepreneurial spirit of our Students?



We have always seen ourselves as being a plural School, and believe that plurality manifests itself in many different ways. This event is just one more way, and that fills us with pride.

The time has come for us to get together again after the pandemic and countless lockdowns, after having learned how to make bread and having drunk several glasses of wine during Bruno Nogueira's countless Zoom and live calls, after we all reinvented ourselves, adopted new remote work practices and bypassed "normal" procedures. We can't think of a better way!

We want to be daring. We want to do more and better every day. It is this desire that led us to organise this event and associate it with StartUps – the ultimate exponent of innovation and disruption. We invite everyone to come and attend this event, either by visiting the stands, or by attending the talks, or even by participating in our networking moment at the end of the day.

Further information about the event can be found here. Innovation and Entrepreneurship are more alive than ever!

Welcome to Start(U)p!"



On the **11th of May**, ISEG Career Services and ISEG Junior Talent Recruitment are going to organise the first edition of Start(U)p, **the first job fair exclusively dedicated to StartUps to be held at ISEG. Right there on the Pátio das Francesinhas.** Talks have been scheduled for the day of the event where the participants can discuss, debate, and clarify some of the issues that these start-ups face.

To conclude, a musical and a networking moment has been organised where you can enjoy a beautiful Sunset!

The list of StartUps that are going to participate can be found HERE and the detailed programme with the schedule can be seen HERE. To participate in the talks, one has to enrol using **this** form.

In this edition of the Newsletter we highlight the Start(U)p job fair for our young entrepreneurs, the "90 Seconds of Science" with Professor Manuel Laranja, the interview with the winning team of the Portuguese Final of the CFA Society Portugal Research Challenge, and the testimonials of Lídia Tarré and Eliano Marques. The following are cited in this number: António Ascensão da Costa, Carlos Farinha Rodrigues, Carolina Afonso, Francisco Louçã, João Duque, João Ferreira do Amaral, Luís Cardoso, Manuel Ennes Ferreira, Paulo Trigo Pereira, Ricardo Cabral, Rita Alemão, Sofia Santos and Vera Gouveia Barros.



>> An opinion article by <b>Ricardo Cabral</b> – "The Russian mechanism for payment of natural gas imports".	see more >
>> Manuel Ennes Ferreira comments on the refining situation in Nigeria – "Surprising, scandalous or outrageous are some of the improperisms".	See more >
>> "The trivialisation of autocratic contamination" an article by <b>Francisco</b> <b>Louçã</b> , in Expresso.	See more >
>> "The small houses of the "Monopoly" – an article by <b>João</b> <b>Duque</b> about Local Accomodation, in Expresso.	see more >
>> Francisco Louçã talks about the press freedom day in the article on "The mystery of the newspapers that don't exist".	See more >
>> Carlos Farinha Rodrigues stresses that poverty goes hand in hand with inequalities – "They are two sides of the same coin".	JN see more >
>> <b>João Duque</b> highlights the "imported inflation" that is harming the purchasing power of the Portuguese.	Diário de Nolícias See more >
>> Paulo Trigo Pereira refers to "botched decentralisation" in an article co-written with Ageas Group CEO Steven Braekeveldt.	OBSERVADOR
>> <b>Sofia Santos</b> points out that "companies exist to serve the societies in which they operate".	Observador
>> João Duque warns that the Supreme Court ruling may drive investors away from the Local Accommodation market.	dinheiro see more >
>> António Ascensão da Costa comments on INE's estimate for GDP during the first quarter of the year.	negocios.pt
>> Luís Cardoso praised the importance of executive training in a "logic of lifelong learning".	negocios.pt
>> João Duque was one of those who replied to the XXIII Executive Digest Barometer.	Executive see more >
>> "eCommerce Mobile: think native" – an article by <b>Carolina Afonso</b> , in Imagens de Marca.	imagens de marca see more >
>> Rita Alemão writes about Emotional Agility – "It is necessary to change the way employees (and leaders) think and act".	Human Resources See more >
>> A new episode of the "Perfect Storm" podcast to discuss Social Security, with Vera Gouveia Barros and João Ferreira do Amaral.	Observador
>> Francisco Louçã analyses the effects of the war on the economy – "The European Commission is to announce a phased end to imports of Russian oil, with gas to follow".	SIC See more

Fuel: time to establish fixed margins?

90 Seconds of Science, with Professor Manuel Laranja

This is the programme that gives voice to Portuguese researchers and their work. In 90 seconds, twice a day: before 11.00, and before 19.00, on Antena 1, from Monday to Friday. On the 2nd of May, the guest was Professor Manuel Laranja, who took the opportunity to talk about StartHealth@ULisboa, an accelerator programme for ideas and businesses which is sponsored by redeSaúde, one of the interdisciplinary thematic networks of ULisboa. Listen to it HERE.





# **CFA Society Portugal highlights ISEG!**

ISEG's victory in February in the Portuguese Final of the Research Challenge was highlighted in the **CFA Society Portugal newsletter** for the 1st Quarter of 2022. Watch the interview with the winning team composed of **Alexandre Silva, Rita Amorim, Beatriz Correia, João Motrena** and **Rita Correia Panóias**, who had the mentoring of **Prof. Victor** 



# A School of 1s: 111 YEARS, 111 ALUMNI Lídia Tarré | Eliano Marques

In this edition, we share the testimonials of Lídia Tarré and Eliano Marques.

## Lídia Tarré

Barros.

Bachelors in Management, 2002 Member of the Board, Gelpeixe, S.A.



#### Lídia Tarré's ISEG

"«Education is the most powerful weapon that you can use to change the world.» - Nelson Mandela

Education is the most powerful weapon that you can use to change the world - Nelson Mandela. If one day I thought that the education phase of my life was over, I soon realised that during my journey, which is just made by treading the path, regularly going back "to school" is a key step towards creating the time and space that provides us with so much awareness of a better vision of the future of our lives. Knowledge gives us maturity and gives us awareness, youth, the updating of knowledge and perspectives, and humility, whilst recognising that there is always something more!

Whenever I look back on the educational courses I have participated in throughout my life, I am aware of the changes that they have brought about at all levels: the knowledge that I have acquired, the people that I have met, the experiences which I have had, and the possibilities that have opened up...

I always remember with great affection and joy my time at ISEG (1998-2002), where I studied for my degree in Management half a lifetime ago (I will be 42 this year and I finished my degree when I was still 21). It represented the bridge between two worlds and brought me the wealth of having lived some of the best years of my life there.

The journey is made by treading the path and education enables us to get there more quickly! I believe that education changes each one of us and that each one of us changes the world!"





Left, nowadays. Right, in 2002 as a graduate of Management at ISEG.

## Eliano Marques

Masters in Applied Econometrics and Forecasting, 2015 Bachelors in Economics, 2009 Chief Data & AI Officer, Protegrity



## Eliano Marques's ISEG

"From Econometrics to Artificial Intelligence, from friends from the Continent to friends for life, from Professors and academic references to colleagues and friends. All this during a very particular and personal experience in one of my schools of life – ISEG. Born on the dear island of

Madeira, when it came to decide where to continue my studies in higher education, I wanted a reference academic institution in Economics, especially in Mathematics. I believed that my high school grades would enable me to enter any school that year, however the combination of CEMAPRE and the quality of the other faculty made me choose ISEG.

While still a student of Economics, I was part of CEMAPRE as a researcher and this enabled me to gain even more passion for the areas of data and mathematical and statistical models and to appreciate that the key to the future was to study for a Masters of Econometrics and all the subsequent education in the areas of Artificial Intelligence. The Masters was carried out in parallel with my professional activity at Deloitte (Portugal and the UK) and at EDP, and thus it was completed with a lot of effort and dedication. Even before the pandemic I had online lectures, which was much more difficult than the current scenario. This is proof that those who run for pleasure never tire!

My entire professional career, almost all of it which has been international, was 100% dedicated to the areas of Data, Analytics, and Artificial Intelligence. I can definitely say that ISEG played a key role in it. I recently returned to ISEG to co-coordinate and teach the Postgraduation programme in Applied Artificial Intelligence, an invitation that made me very happy to return to the country and to the School where I took my first steps.

Finally, a word of affection to all my classmates, professors, and assistants who make ISEG what it still is today, a School of international reference. Some of these relationships will stay with me for life, which is another beautiful example of what we live day-by-day at ISEG."



Left, nowadays. Right, in his student days with three other colleagues from ISEG.

## **Research news**

## Oficina Global | CEsA

On the 23rd April, the Global Workshop published a study ("Development Perspectives of Young People Living in the Parish of Santa Clara in Lisbon, post-Covid-19 pandemic") on the perspectives regarding the impact of the pandemic of young people aged 15 to 24 who live in the Parish of Santa Clara, Lisbon. The result showed a young generation full of dreams and plans for the future who are aware of the existing barriers and challenges and still experience very little assistance from local associations and governments.

Read the full study HERE.

#### Summer School 2022

The 2022Summer School of the Portuguese Political Economics Association is calling for papers up until the 13th of May. Abstracts should be submitted by using this form.

The event will take place in **Avis, from the 3rd to the 7th July 2022,** and is supported by CEsA/CSG at ISEG. Further information HERE.

#### II Meeting of Young Researchers from the CPLP on Africa

The II EJICPLP has just published the programme for the event and enrolment is now open. The list of papers selected by the Scientific Board for presentation at the event will be published on the 9th May. Further information HERE.

## REM – April Newsletter

Newsletter #32 of the Research in Economics and Mathematics (REM) consortium is now available for consultation. Read it HERE.











April newsletter:

• A new issue is now available at https://mailchi.mp/1fc23777f659/pej-new-issue-of-pej-6010796?e=a81dee1a83

New posts are on the blog of the Portuguese Economy Research Report, the PEJ blog dedicated to disseminating research on the Portuguese economy.

- Wages and firm-level unexpected goodtimes
- Education and avoidable costs in the stock market

## **Student News**

#### ISEG Young Economics Society | "A dose of Economics" - ECO Podcast

This is a new podcast where ISEG students debate current issues related to finance and economics in partnership with the newspaper **ECO**. The first episode was about the war in

Europe and the generalised increase in prices. Hear it HERE.



Do you have lots of electronic waste at home and don't know what to do with it? If so, your student union has the ideal solution.

Recycle with Trash4Goods e-waste collection up until the 20th May

You can drop off your e-waste at the Copy Centre - bring light bulbs, small appliances, mobile phones, and other tech gadgets that you no longer use and in return collect points which will win you prizes!

## ISEG JBC | Dictionary

There is a new edition of the **'JBC Dictionary',** where ISEG Junior Business



YESII GECO



Consulting explains the concept of the **STP Model: Segmentation, Targeting, and Positioning.** Find out more HERE!

# ISEG YES - "YES around the World" series

We present **Austria** to you in the third episode of the new season of the "YES around the World" series!

Get to know a little more about the land and the culture of this country, its economy and foreign trade, with the help of Pedro Palazzo, a member of the Public Policy and Tax Department of ISEG YES! Watch the video HERE.

#### ISEG Business Club | Quelhas Readings

Maria São Marcos, a member of the ISEG JBC Projects Department and a 3rd Year Management degree student, addresses the topic of Corporate Social Responsibility.

"Nowadays, most companies are not only concerned with creating profit, but also take into account the impact this all has on their customers, employees, shareholders, local communities, the environment, and society as a whole." The full article can be read HERE.

# What's Up @ ISEG

**'ULisboa in the Tropics' Webinar** The next edition of 'ULisboa in the Tropics' will be on the topic of **Macau: tourism, heritage, and gastronomy in the UNESCO Creative City**, which will take place on the 10th May, at 10.30 and will feature **Marisa Gaspar**, from Lisbon school of Economics and Management (ISEG).

Further info: HERE

#### "Topics in Development Studies" Seminar

Topic: "Decline processes in technological innovation systems: lessons from energy technologies" When: 9thMay Time: 18:00 to 20:00 Place: In-person, in Lecture Room 1.1 (IGOT, Lisboa), with live streaming via Zoom (Password: 561505) Speaker: Nuno Bento (IP Viseu/ISCTE-IUL) (IGOT)

#### MAEG Spring Seminars When: 12thMay

Time: 14:30 to 16:30

The MAEG Seminars have been held every semester since 2006, with the objective of enriching the curriculum of our students.

Participate in the seminar in person, in Auditorium 5 (New Quelhas), or online via MS Teams (on this link). See the full programme HERE.

#### Concert | Mozart and Dvorak Repertoire

On the **10th May**, the young musicians **Francisco Barbosa** (flute), **André Gaio Pereira** (violin), **Francisco Lourenço** (viola), and **Gonçalo Lélis** (cello) invite you to embark on a challenging journey through the repertoire of Mozart and Dvorak.

The concert will take **place at 19.00 in the CGD Auditorium** (Quelhas, 2nd Floor).

The programme can be consulted HERE.

# Alumni in the News

#### FELIPE VIEIRA, CO-FOUNDER OF NETWORKME, WANTS TO HELP YOUNG PEOPLE FIND THEIR PROFESSIONAL PURPOSE

Alumnus Felipe Vieira, a graduate in Management from ISEG, tells in an interview that it was when he was a student that he decided to create the Networkme startup, a platform that aims to bridge the gap between students, companies and universities.

#### LOURENÇO ORTIGÃO SAYS THAT HE DOESN'T CARE ABOUT BEING LABELLED. "I HAVE ALREADY GIVEN PROOF OF MY WORK".

Aged 32, the ISEG alumnus and now one of the best-known actors on Portuguese television, has been acting for over a decade. In a recent interview, he confesses to being humble, but not afraid to dream ahead and have ambitions beyond his frontiers, which in this case is Spain, the Netflix "capital" in Europe, which could be the next step. Lourenço Ortigão never fails to mention ISEG!

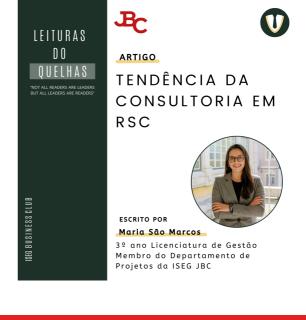




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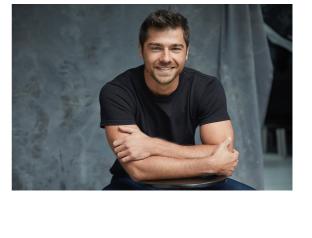












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