

**"An Invitation to Celebrate 111 Years"**

The longevity of pioneers deserves to be celebrated. These three number 1s that we are marking this year are not a round date or a milestone that is conventionally celebrated. Indeed, celebrating 111 years brings its own stamp of originality. Over the years, this originality has translated into a capacity for reinvention and even irreverence. Nowadays, ISEG is a school that is more up-to-date than ever.

The three number 1s of the 111 have a meaning for us.

They represent the 1 of ISEG being the first university-level school in the areas of Economics and Management, which was founded in Portugal in 1911, without forgetting the solid roots that go back to the Commerce Class (Aula do Comércio) of 1759.

They represent a school of Firsts and Firsts – the unparalleled distinction of our Alumni, who, throughout its history have contributed to the progress of society in the most varied ways.

They represent three number 1s, which despite their shape, are different from each other, reflecting the pluralism and genuine diversity of the profiles that are formed here, unique and unformatted individuals which are accustomed to debate, rigour, and the value of tolerance.



Clara Raposo  
Dean of ISEG

The three number 1s of ISEG's 111 represent the past, present, and future.

A past of pioneering spirit, tradition, and distinction.

A present of determination and being at the frontier of the theoretical and empirical approach to the challenges of business, the economy, and society.

A greater future.

It's an honour for us to be part of this history.

Congratulations to all ISEG Alumni!

### Celebrations of ISEG's 111th anniversary on 23rd May



The programme for the commemorative celebrations of ISEG's 111th anniversary on the 23rd of May is packed with highlights. Scheduled to start at 16.00, they include:

- The launch of **ISEG's 111 Years Anniversary Commemorative Coin**, with the presence of the Governor of the Bank of Portugal, **Mário Centeno**, and the Board of Directors of the National Publishing House and Mint. This is a pioneering initiative designed to pay tribute to ISEG's 111th anniversary and for the decisive role it has played in the country's history. In addition to the usual issues, 111 coins will be minted in 1 kg silver disks. This is the **first time that the National Mint has struck a coin with these characteristics**.

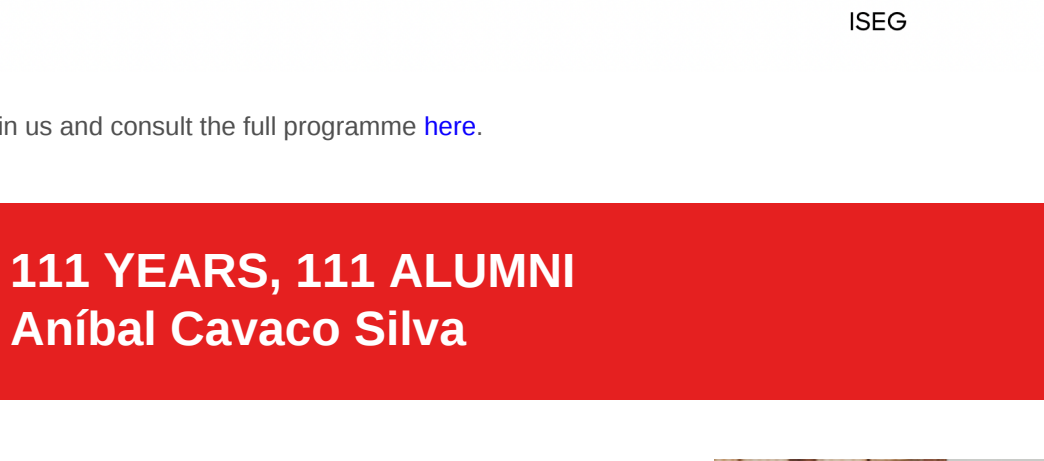


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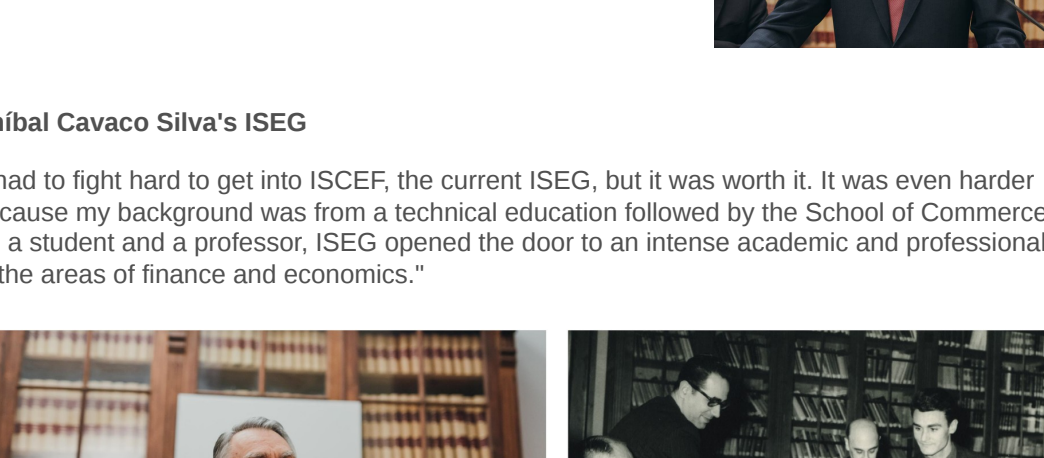
- Inauguration of the **Exhibition of the History of ISEG**, ranging from the early Schools though to the present day, which has been brilliantly coordinated by Professor **Carlos Bastien**.
- The presentation of the commemorative **Book of ISEG's 111 Years Anniversary**, a magnificent work that was coordinated by Professor **Nuno Valério**.
- The launch of **CTT's Commemorative Stamp**, with the presence of the administrator **Guy Pacheco**. Have a look at the prototype here.



- A **Round Table** on the topic of the **"Future Leaders Agenda"**, with the presence of **Pedro Castro Almeida**, the CEO of Santander (ISEG Alumna, 1910), **Madalena Tones**, CEO of SBS (ISEG Alumna, 2007), **Ana Figueiredo**, CEO of Alcoa (ISEG Alumna, 1995), and **Paulo Macedo**, CEO of CGD (ISEG Alumna, 1986), which will be moderated by **Nicolau Santos** (ISEG Alumnus, 1980)



- A **Knowledge Lecture** on "The Central Bank Digital Currency" by **Vitor Constâncio**, and a message from the Minister of Finance, **Fernando Medina**.



In addition to the programme celebrated at the beginning of this newsletter, ISEG's 111th anniversary commemorative celebrations will also include lots of music and entertainment. Starting at 18:00, we will have:

- 18:00-21:00 | An open-air **Arrial ISEG** street party and a concert with **The Lucky Duckies**
- 21:00-22:15 | A concert with **Rui Veloso**
- 22:30-01:00 | "ISEG by Night" After Party



Find out more [here](#).

### 111 YEARS, 111 ALUMNI

**Aníbal Cavaco Silva**

Bachelors in Finance in 1964 from ISCEF (the current ISEG)

Ex-President of the Portuguese Republic

Ex-Prime Minister



Aníbal Cavaco Silva's ISEG

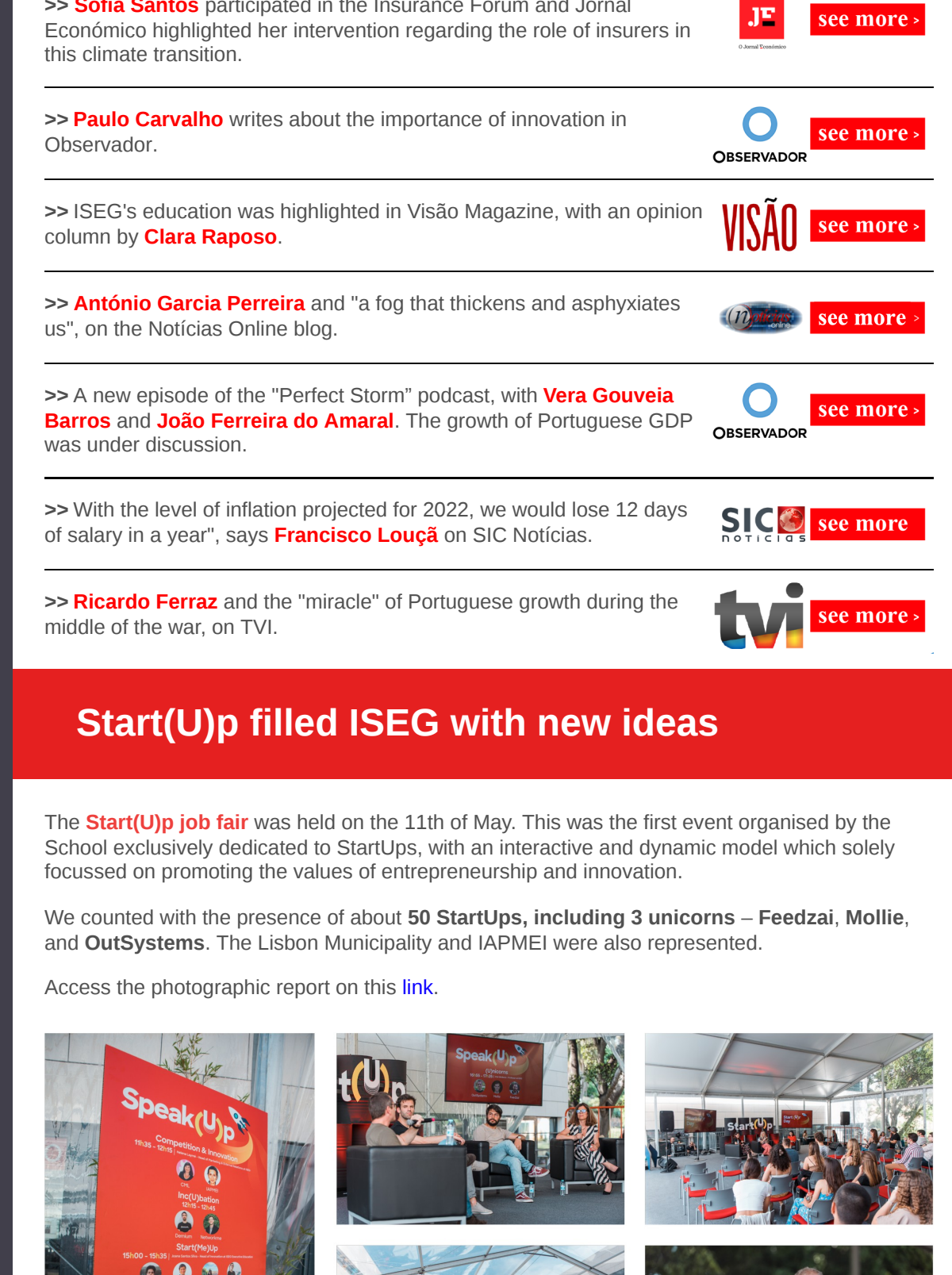
"I had to fight hard to get into ISCEF, the current ISEG, but it was worth it. It was even harder because my background was from a technical education followed by the School of Commerce. As a student and a professor, ISEG opened the door to an intense academic and professional life in the areas of finance and economics."



Left, when he received the **Alumnus of the Year Award** in 2016. Right, receiving the prize for the best student of the degree in Finance at ISCEF, presented by the then Director, **António Gonçalves Pereira**. Below, with the **COUL** athletics team (left) from the right, in the top row.

In this edition of the Newsletter we highlight the **StartUp** event, which ISEG led with new ideas, news, accomplishments and events that are about to take place at the University, as well as news regarding some of our alumni who were in the spotlight last week.

The following are cited in this number: **António Ascensão da Costa**, **António Garcia Pereira**, **António Samagaio**, **Clara Raposo**, **Eunice Castro Seixas**, **Francisco Louçã**, **João Duque**, **João Ferreira do Amaral**, **Luis Cardoso**, **Paulo Cavalho**, **Ricardo Cabral**, **Ricardo Ferraz**, **Sandra Maximiano**, **Sofia Santos**, **Vanda de Sousa** and **Vera Gouveia Barros**.



### OPINIÃO

#### GDP on the rise and ISEG in the media spotlight

>> **Ricardo Cabral** writes about "The biggest speculative bubble in human history" that is at risk, in Público. [see more](#)

>> **Francisco Louçã** asks: "Should we hand the presidency of the Constitutional Court to the extreme right", in Expresso. [see more](#)

>> **João Duque** writes about the problems of the Tax Authorities, in Expresso. [see more](#)

>> CRICity, a project promoted by SOGIUS and led by **Eunice Castro Seixas**, was highlighted in Público. [see more](#)

>> The StartUp job fair, which was organised by ISEG, is highlighted in ECO. [see more](#)

>> **Sandra Maximiano** and how to "combat the magnation of the default option", in Expresso. [see more](#)

>> **António Samagaio** and financial fair-play in football, in a report published on CNN Portugal. [see more](#)

>> ISEG's economic growth forecasts were featured in Jornal Sol. [see more](#)

>> **Vanda de Sousa** and how to change your life with mindfulness in Executiva. [see more](#)

>> **Luis Cardoso** speaks to Jornal de Negócios about ISEG being a "unique School". [see more](#)

>> ISEG's MBA was highlighted in Jornal de Negócios. [see more](#)

>> **António Ascensão da Costa** on temporary inflation, in Jornal de Negócios' "Grande Reportagem". [see more](#)

>> **Sofia Santos** participated in the Insurance Forum and Jornal Económico highlighted her intervention regarding the role of insurers in this climate transition. [see more](#)

>> **Paulo Cavalho** writes about the importance of innovation in Observador. [see more](#)

>> ISEG's education was highlighted in Visão Magazine, with an opinion column by **Clara Raposo**. [see more](#)

>> **António Garcia Pereira** and "in fog that thickens and asphyxiates us", on the Notícias Online blog. [see more](#)

>> A new episode of the "Perfect Storm" podcast, with **Vera Gouveia Barros** and **João Ferreira do Amaral**. The growth of Portuguese GDP was under discussion. [see more](#)

>> With the level of inflation projected for 2022, we would lose 12 days of salary in a year", says **Francisco Louçã** on SIC Notícias. [see more](#)

>> **Ricardo Ferraz** and the "miracle" of Portuguese growth during the middle of the war, on TVI. [see more](#)

### StartUp) filled ISEG with new ideas

The **StartUp job fair** was held on the 11th of May. This was the first event organised by the School exclusively dedicated to StartUps, with an interactive and dynamic model which solely focussed on promoting the values of entrepreneurship and innovation.

We counted with the presence of about 50 StartUps, including 3 unicorns – **Foztall**, **Mollie**, and **OutSystems**. The Lisbon Municipality and IAPMEI were also represented.

Access the photographic report on this link.



### ISEG's pioneering study on retail automotive networks in Portugal

ACAP is going to present the study on "The automotive retail networks in Portugal" - the present and the future of this sector - on the 26th of May, at 14:30, at the Lisbon Congress Centre.

This pioneering study was carried out by ISEG's research team.

Find out more [here](#).



### What's Up @ ISEG

**RTP Palco records programme at ISEG**

The second episode of the "Next Dance" series, entitled "A Quartet for Two Bodies", was recorded at ISEG's CGD Auditorium and counted with the participation of the ISEG Cultural Committee. Watch the programme [here](#).



**Topics in Development Studies Seminar – ISEG, CESA, ISA, ICS e IGOT**

ISEG will host a seminar on the 23rd of May at 18:00 on the topic: "Four Crisis in Global Neoliberalism: Economy, politics, health, environment".

The keynote speaker will be **Ahmed Saad-Filho**. The session will take place in Room 1.1 (IGOT, Lisbon) and will be streamed live via Zoom. The access password is 561505.

### Novidades de Research

**Portuguese Economic Journal**

New post on the Portuguese Economy Research Report blog:

The PEJ blog dedicated to disseminating research on the economy has a new post on the topic of Entrepreneurship and industry clusters. Read it [here](#).



**II Congress of Young CPLP Researchers on Africa**

Last week for enrolment

Participate in the 2nd Edition of the Congress of Young CPLP Researchers on Africa, which will take place both at ISEG (Sala Geral de Depósitos Room) and online, on the 26th, 29th, and 31st of May. Free entrance, subject to enrolment ([here](#)).

Consult the programme [here](#).



### Alumni in the News

**IRYNA SHKIRA HEADS UP MARKETING AT FOREO**

Iryna Shkira is Foreo's new Head of Marketing and Communication in Portugal. The Ukrainian has a Masters in Monetary and Financial Economics from ISEG, specialising on Behavioural Economics, and "started at the beauty-tech company this year with the objective to help promote Foreo's identity through storytelling, creating stories with customers in mind". Read [here](#).



**JOÃO PEDRO VAQUEIRO IS THE NEW MANAGING-DIRECTOR OF HABITA**

With an MBA from ISEG, João Pedro Vaqueiro takes over the general management of Habita, with the aim to strengthen the position of the company as a player that contributes to the professionalisation of the real estate sector, where talent, specialised services, and a primary relationship make the difference. Read [here](#).



**SOFIA MOURA IS THE NEW MANAGING DIRECTOR OF SP ENTERTAINMENT**

With a Masters in Marketing from ISEG, Sofia Moura leaves the Portuguese Football Federation, where she has worked since 2019 as the Sales Director, to embrace the challenge of heading up SP Entertainment. Read [here](#).



### VOTE ISEG – Marketeer Awards

Estão abertas as votações para os **Prémios Marketeer 2022**

**OISEG ESTÁ NOMEADO!** Na categoria **Estabelecimentos de Ensino**

VOTAÇÕES ABERTAS ATÉ **22 de MAIO**

Vota aqui!



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[www.iseg.ulisboa.pt](http://www.iseg.ulisboa.pt)

