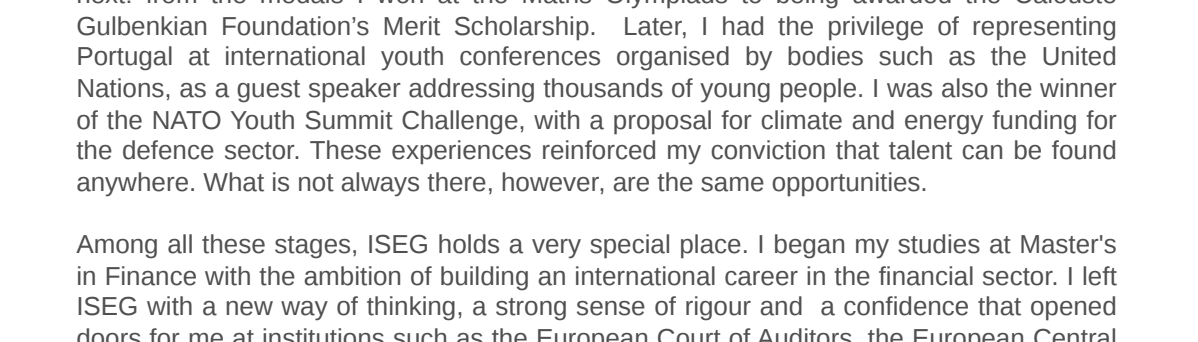




OPINIÃO

In this week's edition of the newsletter, these are the main highlights:

- Editorial | Much more than just a starting point
- **Carla Lima**, a former ISEG student, has been recognised by *Forbes Portugal* on its '30 Under 30' list
- Professor Mário Caldeira elected Dean of ISEG
- Recruitment contest for a Senior Technician
- ISEG hosts the 5th Public Value Fest on AI and society
- ISEG Alumni Económicas opens nominations for the Career & Alumni of the Year 2026 Awards
- ULisboa expands student accommodation with over 1,000 new beds from the 2026/2027 academic year



Carla Lima Master's in Finance student

Much more than just a starting point

"Your starting point doesn't define how far you can go." This is the message I've always wanted to convey to the world.

When I received the news that I'd been named on *Forbes Portugal*'s '30 Under 30' list, in the Finance category, it was as if a dream had come true. Not just because of the recognition itself, but because of what it means to someone with my life story. I am the daughter of immigrants from São Tomé and Príncipe and grew up in a family with very few resources. I lived in social housing estates and grew up being told that my future was already mapped out and that it would hold little promise.

It was precisely this idea that I decided to challenge.

Throughout my journey, I discovered that each achievement enabled me to reach the next: from the medals I won at the Maths Olympiads to being awarded the Calouste Gulbenkian Foundation's Merit Scholarship. Later, I had the privilege of representing Portugal at international youth conferences organised by bodies such as the United Nations, as a guest speaker addressing thousands of young people. I was also the winner of the NATO Youth Summit Challenge, with a proposal for climate and energy funding for the defence sector. These experiences reinforced my conviction that talent can be found anywhere. What is not always there, however, are the same opportunities.

Among all these stages, ISEG holds a very special place. I began my studies at Master's in Finance with the ambition of building an international career in the financial sector. I left ISEG with a new way of thinking, a strong sense of rigour and a confidence that opened doors for me at institutions such as the European Court of Auditors, the European Central Bank and, currently, NATO.

At ISEG, I had the privilege of writing my dissertation under the supervision of Professor Joaquim Miranda Sarmiento, the current Minister of State and Finance. I remember that, even back then, it was inspiring for me to study at a school led by Professor Clara Raposo, a leading figure in the field of economics and finance and current Deputy-Governor of the Bank of Portugal, whose career continues to demonstrate that female leadership can inspire new generations.

Receiving this honour from *Forbes* therefore has a significance that goes far beyond individual recognition. In a sector where women remain under-represented and where pay inequalities and a lack of representation in top positions persist in Portugal, every achievement by a woman helps to pave the way for others.

I believe the answer lies in education and financial literacy, as well as in the presence of role models who inspire more women to believe that they, too, belong in this sector.

If this award from *Forbes Portugal* can encourage a young woman to continue on her path; to tackle a challenge she thought was impossible, or simply to have more confidence in her abilities, then it will have fulfilled a purpose far greater than the award itself.

For me, true success is not just about changing my own story. True success lies in inspiring others to rewrite theirs.

Carla Lima, a former student at ISEG, recognised by Forbes Portugal on the '30 Under 30' list



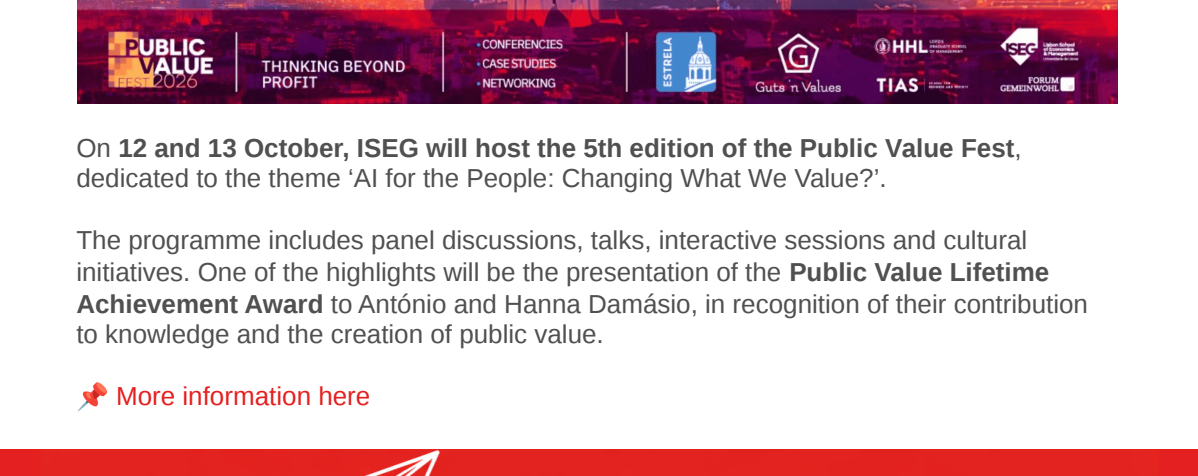
Carla Lima, a former student of the ISEG Finance programme, has been recognised by *Forbes Portugal* on its "30 Under 30" list, in the Finance category.

At the age of 28, Carla Lima currently works as a Budget Officer at NATO, having previously held positions at institutions such as the European Central Bank and the European Court of Auditors. The former student highlighted the importance of her education and ISEG's international recognition in shaping her career path.

🔗 [More information here](#)

What's Up @ ISEG

Professor Mário Caldeira elected Dean of ISEG

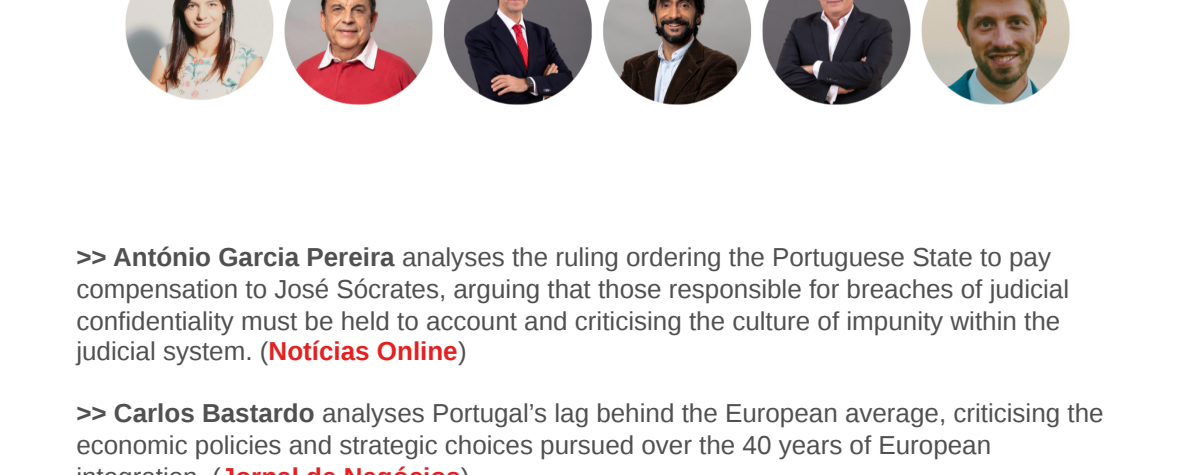


Professor Mário Caldeira has been elected Dean of ISEG by the School Council, taking over the leadership of the School and ushering in a new cycle of governance.

Professor Mário Caldeira, Professor in the Department of Management, will be sworn in today, **17 July, at 3.30 pm**, at a ceremony held at the Universidade de Lisboa Rector's Office. At the same session, the Vice-Deans of ISEG and the Chairs of the Scientific and Pedagogical Boards will also be sworn in.

🔗 [Further information here](#)

Recruitment contest for a Senior Technician

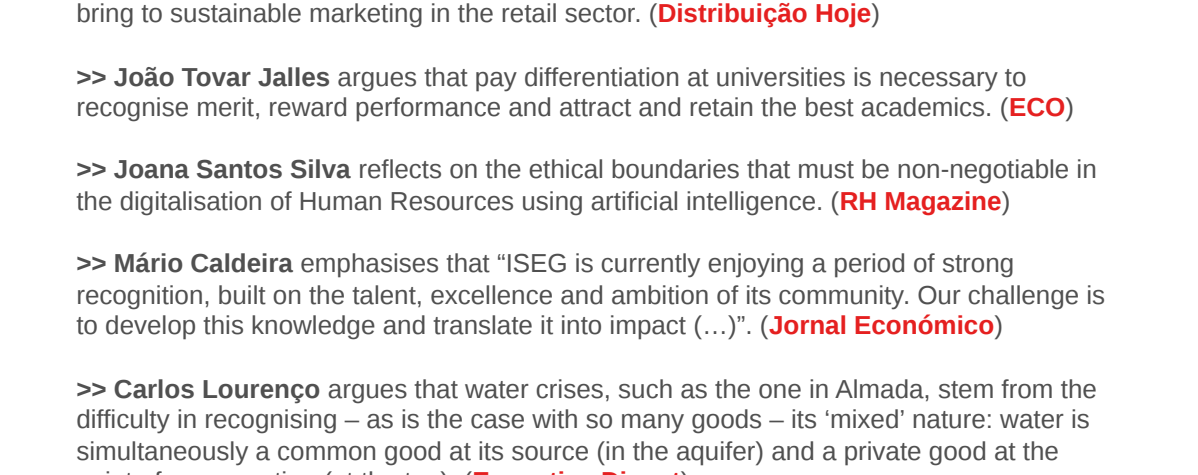


ISEG has launched a competition to recruit a **Senior Technician for the Financial Services** Division.

Applications are open **until 28 July 2026**.

🔗 [More information here](#)

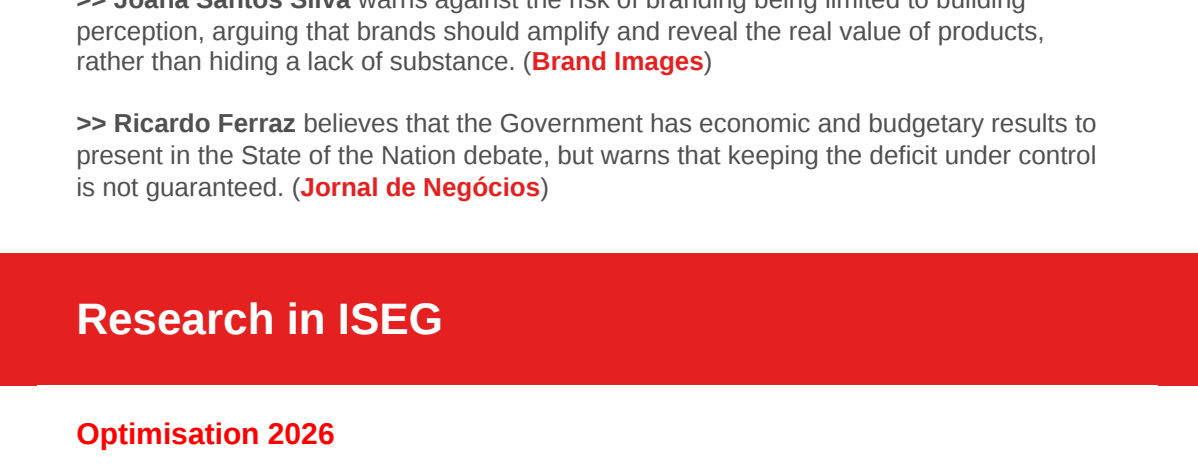
ISEG hosts the 5th Public Value Fest on AI and society



On **12 and 13 October**, ISEG will host the 5th edition of the **Public Value Fest**, dedicated to the theme "AI for the People: Changing What We Value?".

The programme includes panel discussions, talks, interactive sessions and cultural initiatives. One of the highlights will be the presentation of the **Public Value Lifetime Achievement Award** to António and Hanna Damásio, in recognition of their contribution to knowledge and the creation of public value.

🔗 [More information here](#)



ISEG in the Media



>> **António Garcia Pereira** analyses the ruling ordering the Portuguese State to pay compensation to José Sócrates, arguing that those responsible for breaches of judicial confidentiality must be held to account and criticising the culture of impunity within the judicial system. (**Notícias Online**)

>> **Carlos Bastardo** analyses Portugal's lag behind the European average, criticising the economic policies and strategic choices pursued over the 40 years of European integration. (**Jornal de Negócios**)

>> **Bernardo Chagas**, speaking on online gambling, states that "online gambling has existed for ten years, but it has now been legitimised and regulated, with legal advertising and new operators". This regulation, by bringing "greater transparency to the sector", offers greater confidence to those who wish to gamble. (**Expresso**)

>> **Joana Santos** believes that "Portugal does not need Cristiano Ronaldo to prove himself again. It needs him to help this extraordinary generation become all that it can be." (**Jornal Económico**)

>> **Ricardo Ferraz** comments on the State of the Nation debate and the deterioration in public finances. (**RTP**)

>> **Bernardo Chagas** analyses the new prospects that Digital Product Passports may bring to sustainable marketing in the retail sector. (**Distribuição Hoje**)

>> **João Tovar Jalles** argues that pay differentiation at universities is necessary to recognise merit, reward performance and attract and retain the best academics. (**ECO**)

>> **Joana Santos Silva** reflects on the ethical boundaries that must be non-negotiable in the digitalisation of Human Resources using artificial intelligence. (**RH Magazine**)

>> **Mário Caldeira** emphasises that "ISEG is currently enjoying a period of strong recognition, built on the talent, excellence and ambition of its community. Our challenge is to develop this knowledge and translate it into impact (...)". (**Jornal Económico**)

>> **Carlos Lourenço** argues that water crises, such as the one in Almada, stem from the difficulty in recognising – as is the case with so many goods – its 'mixed' nature: water is simultaneously a common good at its source (in the aquifer) and a private good at the point of consumption (at the tap). (**Executive Digest**)

>> **João Duque** warns that the use of out-of-date data can affect essential sectors such as Health, Education and Public Transport, whilst also criticising the way in which the State Budget is drawn up on the basis of the previous year. (**ECO**)

>> **Sandra Miranda de Oliveira** explains why experiences, particularly those enjoyed in the summer, tend to bring more lasting happiness than the purchase of material goods. (**Executive Digest**)

>> **Sofia Santos** argues that valuing female talent and equal opportunities are not only matters of justice, but also drivers of productivity, innovation and economic prosperity. (**VER**)

>> **Helena Laymê** presents ISEG's new campaign, which shows that, in addition to entry grades, factors such as employability, the approachability of lecturers, a spirit of mutual support and the trust of families also count. (**Briefing**)

>> **Joana Santos Silva** warns against the risk of branding being limited to building perception, arguing that brands should amplify and reveal the real value of products, rather than hiding a lack of substance. (**Brand Images**)

>> **Ricardo Ferraz** believes that the Government has economic and budgetary results to present in the State of the Nation debate, but warns that keeping the deficit under control is not guaranteed. (**Jornal de Negócios**)

Research in ISEG

Optimisation 2026



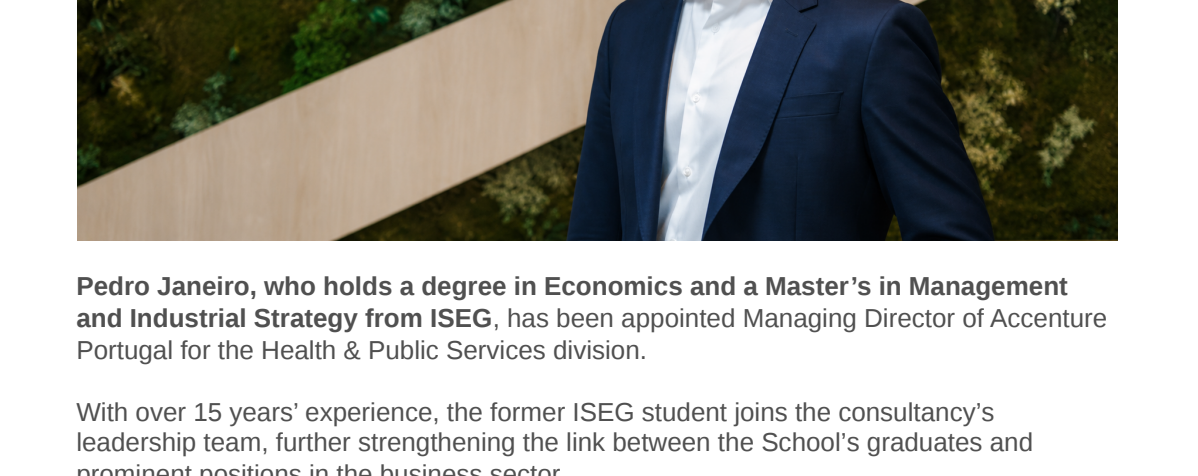
The 11th edition of the international conference 'Optimisation 2026' will take place at ISEG from 20 to 22 July.

Researchers from ISEG Research – **Maria Cândida Mourão, Cristina Requejo, Filipe Rodrigues, João Janela, Leonor Santiago Pinto and Raquel Bernardino** – are members of the organising committee for this event.

📅 **Date:** 20–22 July
📍 **Venue:** ISEG

🔗 [Further information here](#)

82nd Annual Congress of the International Institute of Public Finance



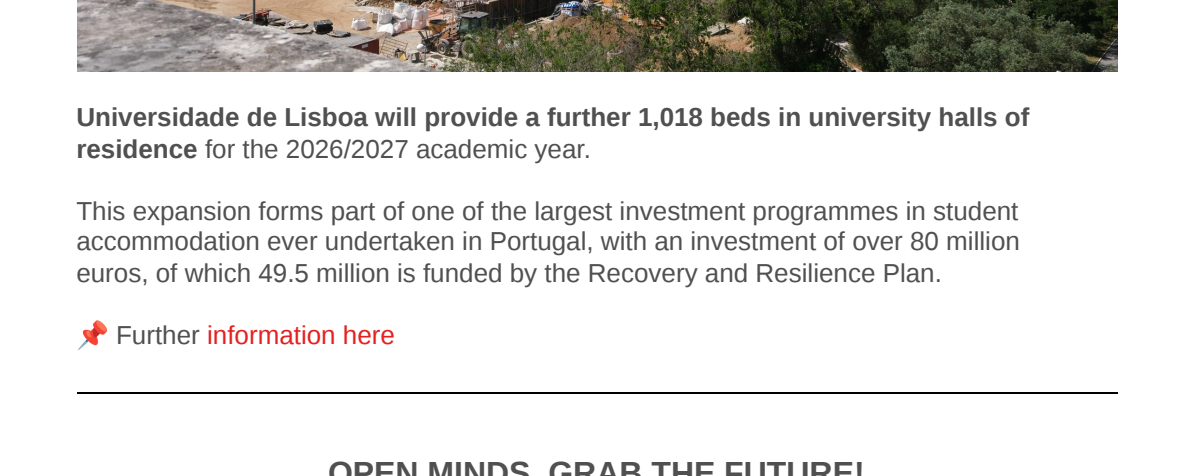
Between **24 and 26 August**, ISEG will host the **82nd Annual Congress of the International Institute of Public Finance**. Under the theme "Public Finances in Turmoil", the event will bring together researchers, academics and policy-makers from various countries.

Over the course of three days, issues such as fiscal sustainability, tax reforms and the role of the state in an unstable economic context will be discussed, contributing to the international debate whilst simultaneously reinforcing Lisbon's position as a centre of excellence in economic and financial research.

📅 **Date:** 24 to 26 August, from 08:00 to 19:00
📍 **Venue:** ISEG

🔗 [Further information here](#)

24th ESPANET Annual Conference



ISEG is hosting the **24th ESPANet Annual Conference** from **26 to 28 August**.

Under the theme "Resize? Restructure? The European Social Model under Pressure", the conference will analyse the pressures facing the European social model, both external and internal, in a context marked by trade tensions, geopolitical risks, climate change and economic transformations linked to technological innovation and artificial intelligence. At the same time, the impact of the rise of populist and far-right forces on the redefinition of the welfare state and its policies will be discussed.

The conference also aims to reflect on how these developments are reshaping political and public policy debates in Europe, particularly with regard to the mission and scope of the welfare state, the criteria for access to social protection, and the most effective models for delivering it.

📅 **Date:** 26–28 August, from 08:00 to 19:00
📍 **Venue:** ISEG

🔗 [Further information here](#)

Alumni in the Spotlight

ISEG Alumni Económicas opens nominations for the Career & Alumni of the Year 2026 Awards

Applications are now open until **31 August** for the **Career and Alumni of the Year Awards 2026**, organised by **ISEG Alumni Económicas**, which recognise alumni with outstanding professional careers and who have made a significant contribution to society, either in Portugal or abroad.

The awards recognise individuals with careers in the fields of **Economics, Politics and Society, Management Careers, Academic Careers and Research**, as well as **Entrepreneur of the Year and Manager of the Year**.

The **official announcement of the winners** and the awards ceremony will take place on **22 October**, at the **Annual Alumni Dinner and Charity Gala**.

🔗 [Further information here](#)

Pedro Leitão appointed to the EY Executive Committee and to lead the Consulting division in Portugal, Angola and Mozambique

Former ISEG student **Pedro Leitão** has been appointed to EY's Executive Committee and will also take charge of the firm's Consulting division in Portugal, Angola and Mozambique.

With over three decades' experience in management and consultancy, Pedro Leitão has built a distinguished career, particularly within the financial sector.

ISEG congratulates Pedro Leitão on this new professional milestone and wishes him every success in this challenge!

🔗 [Further information here](#)

Former ISEG student appointed Managing Director of Accenture Portugal

Pedro Janeiro, who holds a degree in Economics and a Master's in Management and Industrial Strategy from ISEG, has been appointed Managing Director of Accenture Portugal for the Health & Public Services division.

With over 15 years' experience, the former ISEG student joins the consultancy's leadership team, further strengthening the link between the School's graduates and prominent positions in the business sector.

🔗 [Further information here](#)

Universidade de Lisboa

ULisboa is expanding student accommodation with over 1,000 new beds as early as the 2026/2027 academic year

Universidade de Lisboa will provide a further **1,018 beds** in university halls of residence for the **2026/2027** academic year.

This expansion forms part of one of the largest investment programmes in student accommodation ever undertaken in Portugal, with an investment of over 80 million euros, of which 49.5 million is funded by the Recovery and Resilience Plan.

🔗 [Further information here](#)

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