

Newsletter
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23 OCTOBER 2020
FUTURE U WEEK



A University which sets the trend does this by way of free, innovative, and plural thinking, from 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 crafting opinion leaders who influence both the country and the whole world. Here we are, again!

"As well as having a reputation for teaching excellence and a high employability rate, ISEG aims to guarantee that all students get a quality job. Our students must be prepared to make conscious and informed choices based on two vectors: self-knowledge and knowledge of the market. With this objective in mind, ISEG offered all students an epic, innovative, and unique week which was dedicated to careers – 100% online! From the 6th to the 9th October, students had the opportunity to watch and contact a panel of speakers of excellence, both Portuguese and from abroad, who shared their experiences, knowledge, and career paths in an inspiring way. This was a week in which success was measured by the up to **2,000 views a day!**

This event was a merger between technology, knowledge, creativity, and the good disposition and excellence of a team which resulted in a programme which contributed to the students' education. At the same time, it was the stage for unforgettable initiatives, ranging from a magnificent sushi masterclass, promoted by Noori for cosy evenings, through to **Raise the Bar**, where our Dean talked to Paulo Macedo (CEO of CGD), Cátia Martins (CEO of L'Oréal), and Sandra Vera-Cruz (Country Manager for Coca-Cola). The week ended to the beat of a magnificent party, with the Tagus river in the background, which was completely online and interactive.

Congratulations ISEG! "

Clara Raposo
Dean of ISEG



Helena Faria
Head of ISEG's Career Office



Future U Week: with the best professionals, everyone can find their Future U...

Future U Week, which was organised at ISEG for its students, took place from the 6th to the 9th of October with a series of initiatives, in online format, which enabled students to contact a panel of speakers of excellence, both Portuguese and from abroad, who shared their experiences, knowledge, and career paths.

We set up an impressive TV studio at ISEG and hosted special guests for unique moments, such as **TALK SUSHI** and **RAISE THE BAR**. We ended with a very original online **ISEG WELCOME PARTY!** Furthermore, we had, naturally, educational interventions, such as **CV Clinic** and **Get Ready for THE INTERVIEW**.



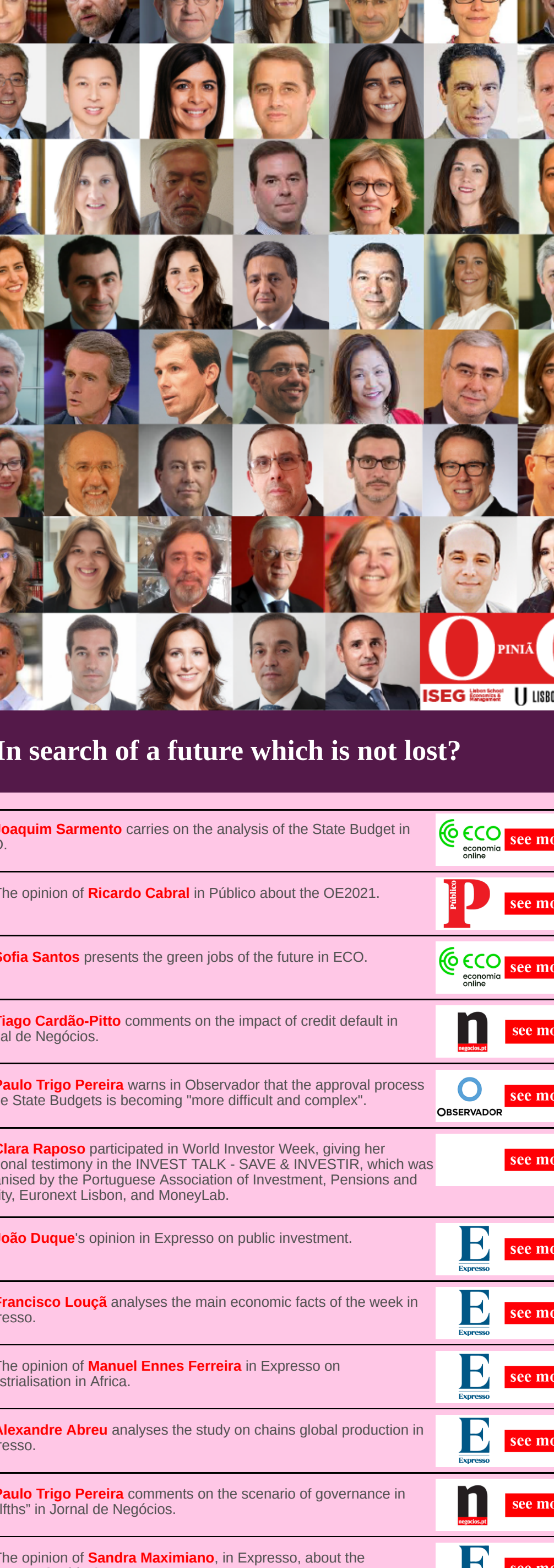
Relevant professionals from very reputable organisations participated in **Careers Sessions** on Finance, Economics, Technology, Marketing & Sales, Management Consulting, Human Resources, and Supply Chain & Logistics. Special thanks are due to **Deloitte, CGD, CMVM, Banco de Portugal, Procter & Gamble, Konica Minolta, SAP, Outsystems, McKinsey, SHL, EDP, Jerónimo Martins and Robert Walters.**

For as being different and creativity are a part of us, we also talked about "different" careers: with **Luís Urbano**, who studied Economics at ISEG and is a film producer who is a member of the Hollywood Academy, and also with **Sofia Pitta**, who shared her career experience which has oscillated between Bloomberg to Farfetch and entrepreneurship, as well as with **Miguel Gonçalves** from Spark Agency.

... and we had special guests, starting with Paulo Macedo

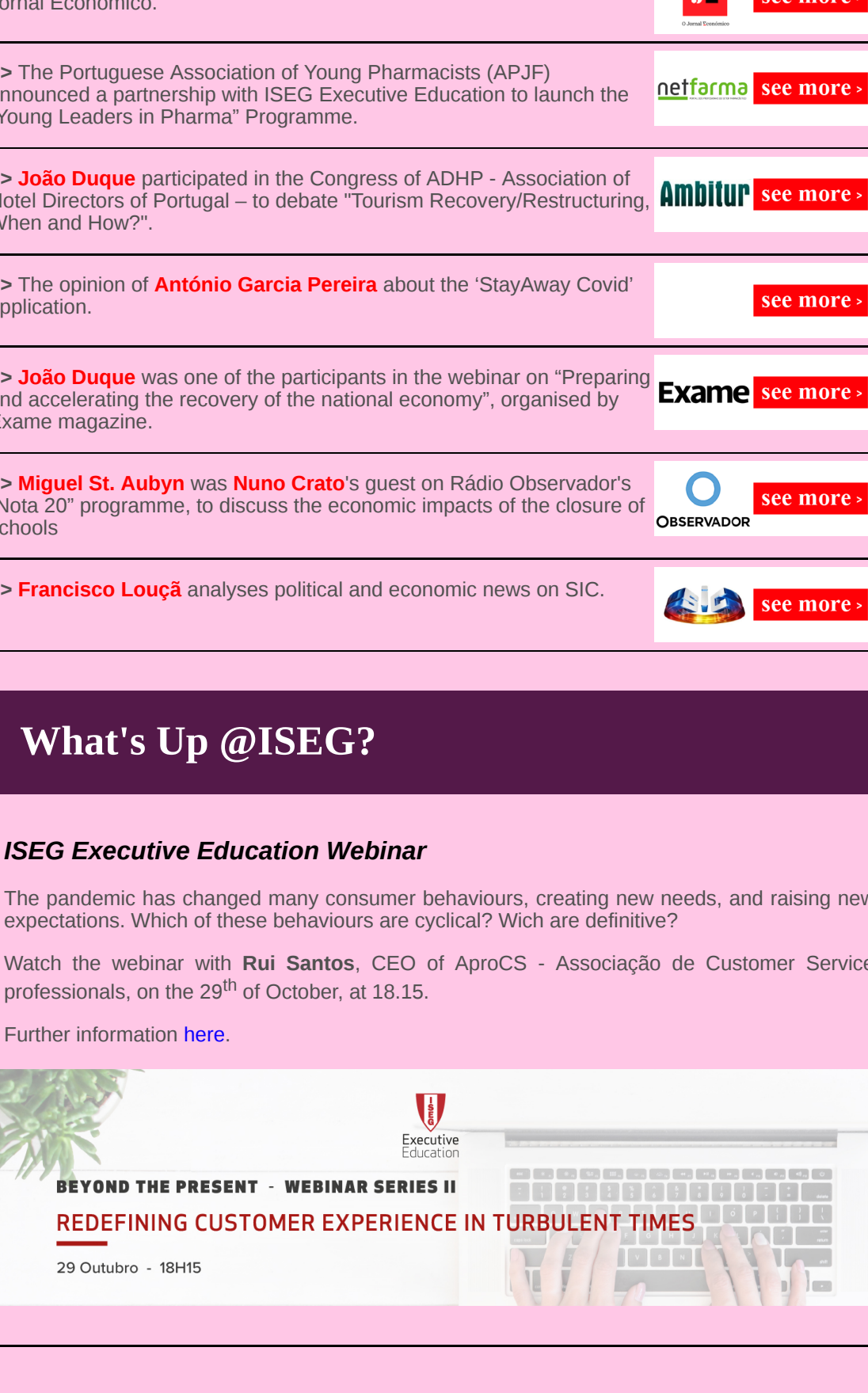
Paulo Macedo, the CEO of Caixa Geral de Depósitos, was the first guest to be interviewed for **RAISE THE BAR**. As a guest of the Dean of ISEG, Clara Raposo, Paulo Macedo came to talk about his experience and the current market conditions and then went on to answer questions from web-viewers – in the company of barman André Neff de Brito, from Barfactory, who at the same time was preparing signature cocktails and mocktails.

Discover almost everything you ever wanted to know about this distinguished Alumnus from ISEG, but could never ask. Watch the video of the interview [here](#).




In this edition we highlight Future U Week, with the presence of Paulo Macedo. We also mention research news, what happens at ISEG, news from our students and alumni and also the culture which is born here – without forgetting our strong presence in the media.

The following are cited in this number: **Alexandre Abreu, António Garcia Pereira, Carlos Fariña Rodrigues, Carolina Afonso, Clara Raposo, Francisco Louça, João Duque, Joaquim Sarmiento, Manuel Ennes Ferreira, Maria João Guedes, Miguel St. Aubyn, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Tiago Cardão-Pitto, Sandra Maximiano and Sofia Santos.**




In search of a future which is not lost?

>> **Joaquim Sarmiento** carries on the analysis of the State Budget in ECO.  [see more >](#)

>> The opinion of **Ricardo Cabral** in Público about the OE2021.  [see more >](#)

>> **Sofia Santos** presents the green jobs of the future in ECO.  [see more >](#)

>> **Tiago Cardão-Pitto** comments on the impact of credit default in Jornal de Negócios.  [see more >](#)


>> **Paulo Trigo Pereira** warns in Observador that the approval process of the State Budgets is becoming "more difficult and complex".  [see more >](#)


>> **Clara Raposo** participated in World Investor Week, giving her personal testimony in the INVEST TALK - SAVE & INVESTIR, which was organised by the Portuguese Association of Investment, Pensions and Equity, Euronext Lisbon, and MoneyLab.  [see more >](#)

>> **João Duque's** opinion in Expresso on public investment.  [see more >](#)


>> **Francisco Louça** analyses the main economic facts of the week in Expresso.  [see more >](#)


>> The opinion of **Manuel Ennes Ferreira** in Expresso on industrialisation in Africa.  [see more >](#)


>> **Alexandre Abreu** analyses the study on chains global production in Expresso.  [see more >](#)

>> **Paulo Trigo Pereira** comments on the scenario of governance in "twelfths" in Jornal de Negócios.  [see more >](#)


>> The opinion of **Sandra Maximiano**, in Expresso, about the 'StayAway Covid-19' app.  [see more >](#)


>> **Carolina Afonso** comments in the Jornal de Negócios on the phenomenon of the "slasher" generation.  [see more >](#)

>> The opinion of **Francisco Louça** in Expresso about the 'StayAway Covid-19' application.  [see more >](#)

>> **João Peixoto** and **Paulo Trigo Pereira** will participate on the 28th of October in an online conference to debate the Social Security model.  [see more >](#)

>> The opinion of **Alexandre Abreu** in Expresso on the recessive episodes of the last decades.  [see more >](#)


>> **Maria Rosa Borges** anticipates a difficult week for the economy in Jornal Económico.  [see more >](#)

>> The Portuguese Association of Young Pharmacists (APJF) announced a partnership with ISEG Executive Education to launch the "Young Leaders in Pharma" Programme.  [see more >](#)

>> **João Duque** participated in the Congress of ADHP - Association of Hotel Directors of Portugal – to debate "Tourism Recovery/Restructuring, When and How?".  [see more >](#)

>> The opinion of **António Garcia Pereira** about the 'StayAway Covid' application.  [see more >](#)

>> **João Duque** was one of the participants in the webinar on "Preparing and accelerating the recovery of the national economy", organised by Exame magazine.  [see more >](#)

>> **Miguel St. Aubyn** was **Nuno Crato's** guest on Rádio Observador's "Nota 20" programme, to discuss the economic impacts of the closure of schools.  [see more >](#)

>> **Francisco Louça** analyses political and economic news on SIC.  [see more >](#)

What's Up @ISEG?

ISEG Executive Education Webinar

The pandemic has changed many consumer behaviours, creating new needs, and raising new expectations. Which of these behaviours are cyclical? Which are definitive?

Watch the webinar with **Rui Santos**, CEO of AproCS - Associação de Customer Service Professionals, on the 29th of October, at 18.15.

Further information [here](#).



Nobel Prize in Economics in debate

On the 19th of October, ISEG promoted, an analysis and debate of the Nobel Prize for Economics, 2020, with Professor **Joana Pais**, a recognized specialist in Auctions, Professor **Rui Santos**, Full Professor of the Department of Economics of ISEG, with the **Secretary of State for Energy**, Dr. **João Galamba**, as a special guest.

Watch the complete recording of the session [here](#).



News from Research at ISEG

The launch of the book "Democracy in Portugal - How to avoid its decline", by **Paulo Trigo Pereira**, a professor at ISEG, is featured in the press.

CSG is an ISEG Research Consortium in the area of Social Sciences and Management, whose newsletter can be followed [here](#).

ISEG MBA student is awarded a tech prize

Carolina Rocha, a student of the current 36th edition of the ISEG MBA, won first place in the "Marketing & Sales Expert" category in Portuguese Women in Tech Awards. She has already received the award (in the photo).

Carolina Rocha is currently responsible for marketing at Doppio Games, an innovative studio in the gaming industry which uses voice as a command on platforms such as Amazon Alexa and Google Assistant.

Read the whole interview [here](#).

Culture @ISEG with Antena2

Antena2 broadcasts another concert which was recorded in the ISEG's CGD auditorium, with the performance of the **Arsis Duo**, two guitarists.

News from ISEG students

Keep up with the news about the **Lisbon Investment Society (LIS)** finance club of ISEG students, which publishes monthly articles related to current affairs.

Read [here](#).

The ISEG Young Economics Society (YES) seeks to communicate news of important current affairs events and shares its vision about them.

Read [here](#) the 6th Edition of **Jornal Económico**, for the month of October.

Try and mix a Paulo Macedo Cocktail@ISEG

And why not try to refine the cocktail from our first RAISE THE BAR? For a touch of added preparation, add our guest's favourite ingredient: juniper tree berries. Or the mocktail suggestion – without alcohol, of course.

Paulo Macedo CEO Caixa Geral de Depósitos

Paulo Macedo COCKTAIL

RECIPE:
1. Gin (Citadelle) - 40 ml
2. Vermouth rosso - 10 ml
3. Orange drops
4. Fever Tree Tonic Water
5. Coffee beans and orange

TECHNIQUE: Build

Jam Jam MOCKTAIL

RECIPE:
1. Jam of the day - 2 Soup spoons
2. Lemon juice - 30 ml
3. Top: Fever Tree Tonic Water

TECHNIQUE: Shaker

HAVE A GOOD WEEKEND!

www.iseg.ulisboa.pt

RANKINGS: FT, AACSB, EQUIS, AMBA, A3ES, RICS, PM, Project Management Institute, CFA Institute, GRII

MEMBER: EFMD, PRME, Associação Portuguesa de Gestão, ISEG

ACCREDITATIONS AND PARTNERSHIPS: AACSB, AMBA, A3ES, RICS, PM, Project Management Institute, CFA Institute, GRII