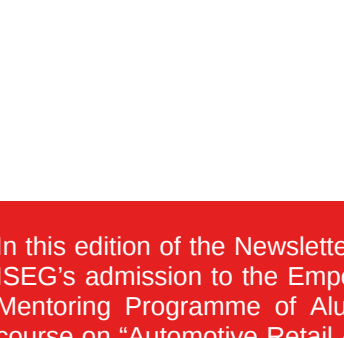


### Long Life to ISEG!

*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!**

Is it possible that an organisation founded in 1911 could reinvent itself in the face of the challenges of the 21st century? ISEG has indeed reinvented itself. The School where I graduated from has undertaken a remarkable journey over the past few years and will certainly be a success case and the healthy envy of the university world. I am proud of this surprise. How many organisations are privileged to have remained active for 110 years? Those who are more sceptical about this fact that ISEG is a public university have to admit that this condition has enabled its longevity, and will continue to do so. Such an active longevity can only be possible in an organisation that possesses the necessary skills to bring about change in its culture and identity. A longevity which has adapted to the market and is oriented to attract good students from both Portugal and increasingly from abroad, and which has an externally-recognised faculty and remodelled degrees and programmes which combine creativity with experience, such as the MBA – which is based on robust partnerships with Portuguese and international organisations. Those on the inside can become exasperated by the slowness of the required change, however those observing from the outside realise that this change is taking place faster than would have been expected. It is a privilege that is worth a high value in the market - to have lived, or to be currently living the experience of studying in a school characterised by lively and permanent debate and divergent thinking, and yet a school of mutual respect and conservative, radical, and moderate phases, which itself is always attentive to economic and social movements and produces agents of change and of thought about our collective life.



Clara Raposo  
Dean of ISEG

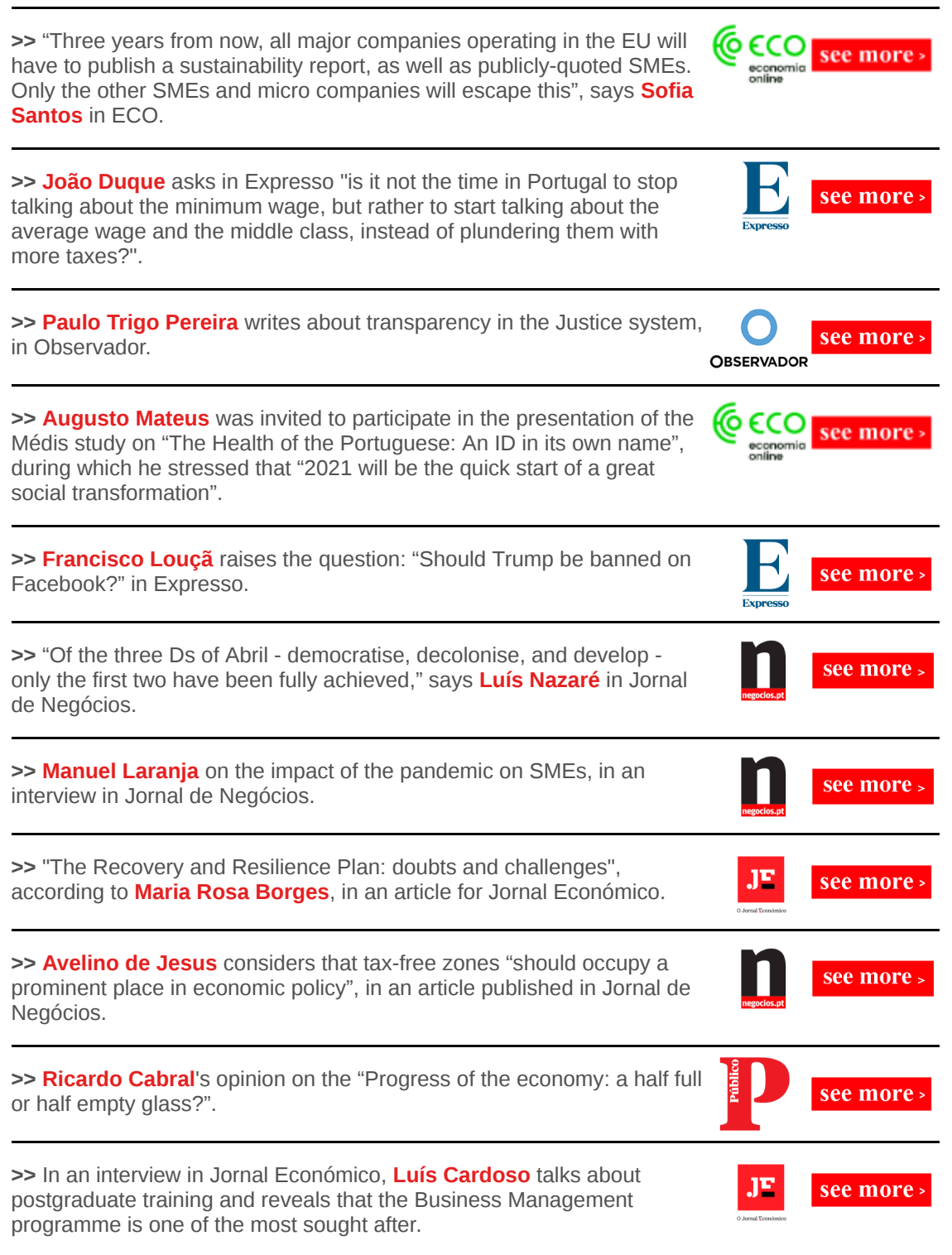


Jorge Marrão  
Chair of the Strategic Board of the ISEG MBA

The past is a guarantee of the repository of knowledge and it also guarantees that the transmission of this knowledge has been carried out successfully, as proved by the quality of the politicians, professionals, and academics that have been educated at ISEG. Furthermore, the energy and creativity of the new generation who have managed the school's future in recent years, can only lead us to conclude that ISEG is prepared and in constant adaptation to face its obligation to society: to educate people with high quality knowledge, while at the same time impart the values of openness and tolerance and, in its role as a State University, encouraging the social mobility of its students. As President of the Strategic Board of the ISEG MBA, I have had the unique opportunity to witness the creation of an innovative programme, which is almost revolutionary in the way it integrates various competences, and in the way that it strives to bring and take the world to its students. Long life to ISEG!

In this edition of the Newsletter we highlight the just-published ISEG Economic Outlook for April, ISEG's admission to the Empower Brands Community, the start of the application period for the Mentoring Programme of Alumni Económicas, and also the new ISEG Executive Education course on "Automotive Retail 4.0". We note the upcoming webinars and research news and also highlight the collaboration of our student Manuel Belard Bessa with the Observador newspaper, as well as the latest news about our alumni.

The following are cited in this number: **António Ascensão Costa**, **António Garcia Pereira**, **Augusto Mateus**, **Avelino de Jesus**, **Clara Raposo**, **Filipa Cristóvão**, **Francisco Louçã**, **João Duque**, **João Ferreira do Amaral**, **Jorge Borges**, **Luís Cardoso**, **Luís Nazaré**, **Manuel Ennes Ferreira**, **Manuel Laranja**, **Maria Rosa Borges**, **Paulo Trigo Pereira**, **Ricardo Cabral** and **Sofia Santos**.



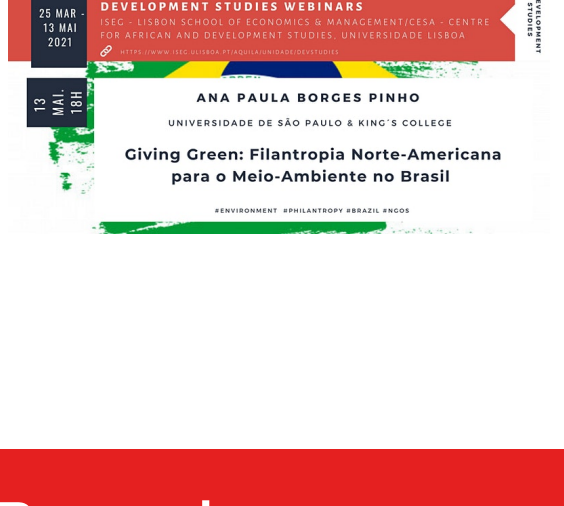
### Revitalising the economy: how?

- >> **António Garcia Pereira** denounces the "countless and serious abuses" to which TAP workers have been subjected, in Notícias Online. [see more >](#)
- >> The weekly chronicle of **Francisco Louçã**, in Expresso: "Who would risk throwing stones at João Cravinho?". [see more >](#)
- >> "Three years from now, all major companies operating in the EU will have to publish a sustainability report, as well as publicly-quoted SMEs. Only the other SMEs and micro companies will escape this", says **Sofia Santos** in ECO. [see more >](#)
- >> **João Duque** asks in Expresso "is it not the time in Portugal to stop talking about the minimum wage, but rather to start talking about the average wage and the middle class, instead of plundering them with more taxes?". [see more >](#)
- >> **Paulo Trigo Pereira** writes about transparency in the Justice system, in Observador. [see more >](#)
- >> **Augusto Mateus** was invited to participate in the presentation of the Médicis study on "The Health of the Portuguese: An ID in its own name", during which he stressed that "2021 will be the quick start of a great social transformation". [see more >](#)
- >> **Francisco Louçã** raises the question: "Should Trump be banned on Facebook?" in Expresso. [see more >](#)
- >> "Of the three Ds of Abril - democratise, decolonise, and develop - only the first two have been fully achieved," says **Luís Nazaré** in Jornal de Negócios. [see more >](#)
- >> **Manuel Laranja** on the impact of the pandemic on SMEs, in an interview in Jornal de Negócios. [see more >](#)
- >> "The Recovery and Resilience Plan: doubts and challenges", according to **Maria Rosa Borges**, in an article for Jornal Económico. [see more >](#)
- >> **Avelino de Jesus** considers that tax-free zones "should occupy a prominent place in economic policy", in an article published in Jornal de Negócios. [see more >](#)
- >> **Ricardo Cabral's** opinion on the "Progress of the economy: a half full or half empty glass?". [see more >](#)
- >> In an interview in Jornal Económico, **Luís Cardoso** talks about postgraduate training and reveals that the Business Management programme is one of the most sought after. [see more >](#)
- >> **Sofia Santos** is invited by Jornal Económico to talk about sustainable finance, with the participation of Pedro Fino, the CFO of Grupo Pestana. [see more >](#)
- >> The opinion of **António Ascensão Costa** on the evolution of GDP during the 1st Quarter. [see more >](#)
- >> **Filipa Cristóvão** writes in Jornal Económico about new forms of teaching. [see more >](#)
- >> **Manuel Ennes Ferreira** says that "The Northwind was gone, as have the storms, but the Good Hope that is South Africa remains" in his recent chronicle for Expresso, entitled "The Good Hope in the said Cape". [see more >](#)
- >> The opinion of **Jorge Borges** on "The importance of the brand and the Challenges of a Rebranding", in Briefing. [see more >](#)
- >> **Clara Raposo** explains how to "Finance Sustainable Business", in Executive Digest. [see more >](#)
- >> **Sofia Santos** participated in the conference on "A Travel Guide to a competitive economy", that was organised by IAPMEI, as part of the Portuguese Presidency of the Council of the European Union, and defended the need to create a "green" fiscal policy, which encourages the "good" behaviour of companies, which is not exclusively penalising. [see more >](#)
- >> Comments by **João Duque** on the regulation of telework on TSF Forum. [see more >](#)
- >> **João Ferreira do Amaral** in the "Perfect Storm" podcast of Rádio Observador, which celebrates its first year of existence. [see more >](#)
- >> **Francisco Louçã's** analysis of the end of the period of the state of emergency, on SIC Notícias. [see more >](#)
- >> Comments by **João Duque** on the public debt record and the Court of Auditors' report on Novo Banco on the "Public Opinion" programme of SIC Notícias. [see more >](#)
- >> **Paulo Trigo Pereira's** opinion regarding the national anti-corruption strategy, on SIC Notícias. [see more >](#)
- >> Speaking on SIC Notícias, **Francisco Louçã** testifies about the "Football Leaks" process and considers Rui Pinto to be a whistleblower. [see more >](#)

We apologise for the error in Newsletter #48, of the 23<sup>rd</sup> of April, when it was referred to that an article written about Judge Ivo Rosa was written by Telmo Vaz Pereira, when in fact it was written by António Garcia Pereira.

### The ISEG Economic Outlook for April is out!

The ISEG Economic Outlook for April has just been published. If you have not yet had the opportunity to read it, click [here](#).



### ISEG is a member of the Empower Brands Community

**ISEG admitted as a member of the Empower Brands Community!**

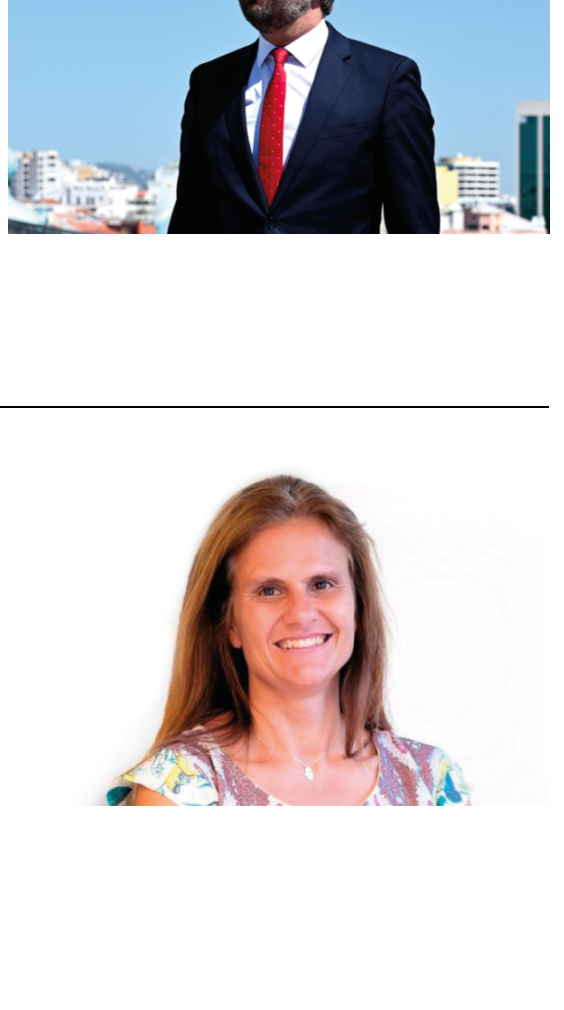
The Empower Brands Community is an initiative for **Imagens de Marca** which aims to promote the sustainable economic development of our country, through "initiatives that promote academic knowledge and best practices, contributing to the empowerment of both companies and those who work with and for brands". This platform generates visibility and facilitates networking among its members. [Find out more.](#)



### Mentoring programme: Alumni are the Mentors!

**Enrolment period open until the 28<sup>th</sup> of May**

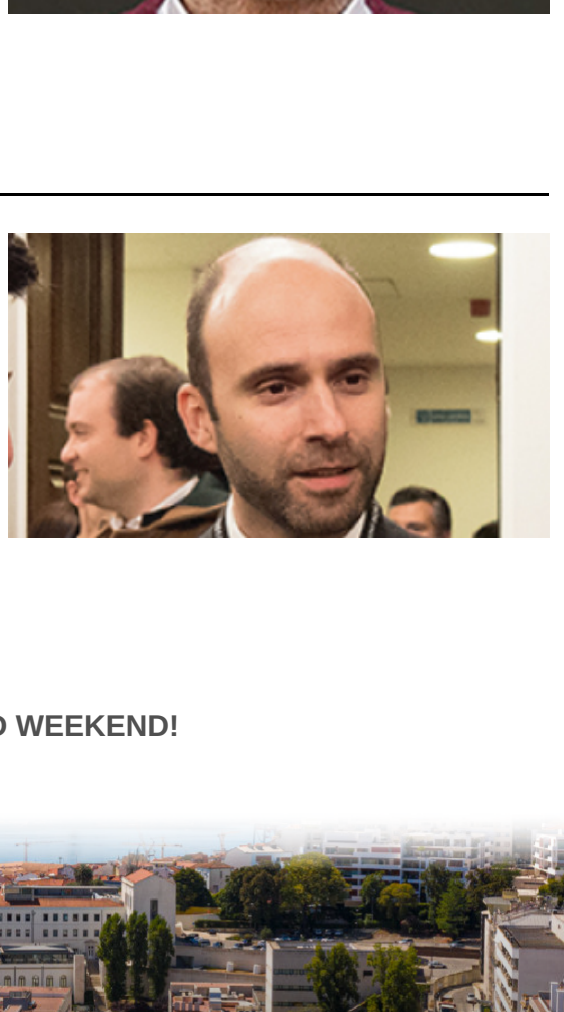
The objective of the Mentoring Programme of **Alumni Económicas** is to provide ISEG graduates with the best possible start in the job market, creating the unique learning and leadership opportunities that are essential for building successful professional careers. This programme will be presented on the **14<sup>th</sup> of May, at 16.00 (for Mentees), and at 18.00 (for Mentors)**. Further information and enrolment [here](#).



### What's Up @ ISEG

**New programme | "Automotive Retail 4.0" executive programme now open for enrolment**

ISEG Executive Education and ACAP - Automobile Association of Portugal have joined together to create an executive training programme that is aimed for professionals in the automotive sector who want to understand future mobility models and respond to the new needs and expectations of consumers. The programme starts in September 2021, in a blended learning format, with 70% of the sessions being taught online. Further information and enrolment [here](#).



**ISEG ULab Webinar - (Re)Conciling the Economy with Ecology**

Join us on the **12<sup>th</sup> of May, at 18.30**, for an open conversation with **Alvaro Fonseca** (a guest and member of the Network for Growth). Free, subject to pre-enrolment [here](#).



**Webinar - Giving Green: North-American Philanthropy for the Environment in Brazil**

Don't miss the webinar on "Giving Green: North-American Philanthropy for the Environment in Brazil" will take place on the **13<sup>th</sup> of May, at 18.00**, with the presence of **Ana Paula Borges Pinho** (Universidade de São Paulo, Brazil and King's College, United Kingdom). This webinar is part of the "Development Studies Seminars 2021" cycle. Free, subject to pre-enrolment on this [link](#).



### Keep up-to-date with Research news

**Portuguese Economic Journal**

A new article has been published in the PEJ which is available online: "Pointwise agglomeration in a continuous racetrack model", by **Kensuke Ohtake & Atsushi Yagi**. Read [it here](#).  
Don't miss the Portuguese Economic Journal's April Newsletter, which is available [here](#).



**CSG Newsletter #185**

CSG is a Research Consortium in the area of Social Sciences and Management, whose news can be followed in its weekly newsletters. See Newsletter #185 [here](#).



### An ISEG student with an Opinion

**Manuel Belard Bessa**, a student of the Masters in International Economics and European Studies, wrote an opinion article for the Observador on the town of Cascais: "Modernization or de-characterisation?". [see more >](#)



### ISEG Alumni in the news

**Pedro Nuno Santos**, a graduate in Economics from ISEG, and the current Minister of Infrastructure and Housing, was interviewed about the Government's commitment to rail transport. When questioned about the comments of experts that the opportunity has been lost to invest in the passenger connection between Lisbon and Madrid, he explained that "all the data and studies at our disposal since the beginning of high speed rail in Portugal over more than 20 years have been telling us that the highest priority route is the Porto-Lisbon link." [see more >](#)



**Anabela Possidónio** is a graduate in Management from ISEG and a director of CUF Academic Center. She is certified in coaching by New Ventures West and has an opinion column in "Link to Leaders". In her most recent article entitled "Isn't science for women also!?", she concludes that "it is the responsibility of us all to motivate young women in these areas (starting in the home) and to ensure that girls understand that engineering and science are not part of the Bolinha club where "girls cannot belong!". [see more >](#)



**Guilherme Costa**, who has a degree in Economics from ISEG and is the current Chair of Phyxius Holding and a non-executive director of Impresa, has just launched a book entitled 'Balada da Media Virtude'. This work, which is co-authored with **Fernando Freire de Sousa** and **Guilherme Costa**, outlines the practices and policies of our country and presents alternative hypotheses for the Portuguese economy. [see more >](#)



**Artur Carvalho**, an alumnus of the ISEG MBA and the Managing Director of the consultancy HMR, recounted his testimonial in Jornal Económico of his experience of studying for our Master of Business Administration, which proved to be a "lever" for his progress in the business world, which enables one "to gain a more theoretical view" and expand one's contact network. [see more >](#)



HAVE A GOOD WEEKEND!



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

