

## SPEAKERS' CORNER



**Dr. João Tiago Silveira**

Dr. João Tiago Silveira is a professor at the University of Lisbon School of Law in Public Law and Administrative Law. He is a Vice-President of the Instituto de Ciências Jurídico-Políticas and of the International Association of Legislation. He coordinates the public law, urban planning and environment department at Morais Leitão Law Firm. He has played an active role in public positions, namely as State Secretary of Justice and State Secretary of the Presidency of the Council of Ministers.



**Eng. Bruno Oliveira**

Bruno Oliveira is the Vice President of CSCEC – China Construction Portugal. Currently with 41 years old, he graduated in Civil Engineering, after a pre-biologia degree at the U.S.T. University in 2002 and a master's degree in Management and Real Estate Appraisal, at ISEG in 2004. With 18 years of experience he heads the company's engineering & technology department.



**Dr. Jorge Costa Oliveira**

Dr. Jorge Costa Oliveira is a Public Policy & Government Affairs Expert, Strategic Analyst, Business Model Innovation Specialist and a former member of the Government of Portugal. He worked for the Portuguese Government for 10 years, where he was Vice-Minister for Macaronesian Affairs (Foreign Trade & Investment), Government of Portugal (Dec. 2015-Jul. 2017), Commissioner for Legal Affairs, Macau Gaming Commission, Government of the Macau S.A.R., P. R. China (2002-2010), Director, International Law Office, Government of the Macau S.A.R., P. R. China (2001-2010) and Director, Legislative Affairs Office, Government of Macau (1989-2001).



**Prof. Dora Martins de Matos**

Prof. Dora Martins de Matos is the Export Director of Real Companhia Velha. She has a Wine & Spirits MBA by the Kellogg Business School. She lived in China for five years and has working experience in Chinese market for more than twenty years. She is a guest speaker on conferences on China namely in economic and politic themes.



**Dr. Paulo Zhan**

Mr. Paulo Zhan is the Chief Operating Officer for the media company Iberia Universal, which produces and broadcasts China related content to both Portuguese and Chinese people in Portugal and in Portuguese speaking countries through many forms of media. He graduated in International Relations and post graduated in Communication Sciences. Alongside his professional occupation, Mr. Zhan is also committed to several associative movements, most notably being the Chairman of the Board of Federação Sino-PLPE - Federação de Associações from Chinese, Portuguese and Spanish speaking countries.

## SPEAKERS' CORNER



**Dr. Jorge Rangel**

Jorge Alberto Hagedorn Rangel is the President of the International Institute of Macau since December 1997, after having served the Macau Government as Secretary for Public Administration, Education, Culture and Tourism for 13 years, during which he was Acting Governor on many occasions. He also chaired the Education, Youth and Sports Councils and was an elected member of the Legislative Council of Macau since 2001. He is also a member of the Basic Law Drafting Committee. He had an active participation in several international organizations and associations, namely UNESCO, World Tourism Organization, Pacific Area Travel Association, Association of Portuguese-speaking Universities and Eastern Regional Association for Public Administration. He was the first President of the Macau Foundation and is a trustee or board member of several other foundations and was the President and Chairman of the Portuguese Historical Society, in Lisbon. Besides his academic work, he has done extensive research on contemporary China and speaks regularly in international conferences.



**Prof. Carmen Mendes**

Prof. Carmen Mendes is the President of the Macau Scientific and Cultural Centre. She is Professor of International Relations at the University of Coimbra, where she established the course "China and the Portuguese-speaking Countries in World Trade". She holds a Ph.D. degree from the School of Oriental and African Studies – University of London, a Master degree from the Institute of Higher European Studies – University of Strasbourg, and a Bachelor degree from the Institute of Social and Human Sciences of the University of Lisbon. She has published articles on China and the Macau Negotiations, 1986-1997 and China's New Silk Road: An Emerging World Order.



**Dr. Un I Wong**

Dr. Un I Wong is a lawyer at Morais Leitão Law Firm, where she frequently advises on transnational business, with investments primarily of Chinese and Japanese origin. She is graduated in the Law School of the University of Macau, the University of Coimbra, the University of York, the University of IE Business School (Spain). She is also Vice President of New Silk Road Friends Association, Vice President of General Assembly of Portuguese-China Young Entrepreneurs Association, Honorary President of Luso-Macaense Student's Association and Executive Vice President of Macau Youth Summit.



**Dr. Choi Man Hin**

Mr. Choi Man Hin was born in Macau in 1969 and he came to Portugal in 1984, and has lived in Cascais ever since. He is Director of the Board of Estoril S&P SGP5 and Chairman of Estoril-S&P III Executic Committee. He is very committed to social and associative organizations performing important direction roles in many. Among others he is President of the Associação Comerciantes e Industriais Luso-Chinesa and Chairman of the New Silk Road Friends Association.



**Prof. João Sobrinho Teixeira**

Prof. João Sobrinho Teixeira is Secretary of State for Science, Technology and Higher Education of the XXI Portuguese Government since October 2018. He is graduated in Chemical Engineering by the Engineering School of Porto University (1986), and got in the same School a doctor degree in Fluid Mechanics in 1998. He was the dean of Bragança Polytechnic Institute from 2006 till 2018, from 2011 till 2014, he also integrate the direction of European Network for Universities of Applied Sciences as a member.



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6<sup>TH</sup> NOVEMBER 2020

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9H00

9H30

**Registration of participants****Opening Session – Welcome Remarks**

Prof. Clara Raposo – President of ISEG

General José Garcia Leandro – President of Jorge Álvares Foundation

Prof. Fernanda Ilhéu – President of New Silk Road Friends Association

10H00-10H30

**1<sup>ST</sup> PANEL****The Importance of Cross-Cultural Understanding in Portugal-China Cooperation**

Ambassador Cai Run – Ambassador of People's Republic of China in Portugal

Ambassador José Duarte Jesus – Ex-Ambassador of Portugal in China

10H30-10H45

**Cross Cultural Understanding in Portugal-China Scientific Research Cooperation**

Prof. Manuel Mira Godinho – Vice President of ISEG

10H45-11H00

**Coffee Break**

11H00-12H30

**2<sup>ND</sup> PANEL****The Cultural Distance Challenge in Company's Strategic and Operational Decisions**

Chair: Prof. Fernanda Ilhéu – President of New Silk Road Friends Association

a. Dr. Oi Xiao – President of Bank of China in Portugal

b. Eng. Alberto Carvalho Neto – CEO of BEWG PT

c. Prof. Álvaro Rosa – Professor at ISCTE

d. Dr. Liu Huayin – CIO of UNA Seguros

Q&amp;A

**Lunch**

14H00-15H00

**3<sup>RD</sup> PANEL****The Cultural Distance Challenge in Company's Clients and Suppliers Network**

Chair: Dr. João Tiago Silveira – Partner of Morais Leitão

a. Eng. Bruno Oliveira – Vice President of China Construction Portugal

b. Dr. Jorge Costa Oliveira – CEO of JCO Consulting

c. Prof. Dora Martins de Matos – Export Director of Real Companhia Velha

d. Dr. Paulo Zhan – Vice CEO of Ibernia Universal Group

Q&amp;A

15H00-16H00

**4<sup>TH</sup> PANEL****Macao and the GBA – Prospects of Cooperation for Cross-Cultural Talents**

Dr. Jorge Raposo – President of Macau International Institute

Prof. Carmen Mendes – President of Macau Scientific and Cultural Centre

Dr. Un I Wong – Vice President of New Silk Road Friends Association

16H00

**Closing**

Dr. Choi Man Hin – Chairman of New Silk Road Friends Association and President of Associação Comerciantes e Industriais Luso-Chinesa

Prof. João Sobrinho Teixeira – Secretary of State for Science, Technology

and Higher Education

**Prof. Clara Raposo**

Is the dean of ISEG Lisbon School of Economics and Management, University of Lisbon, where she is also a Full Professor of Finance since 2010. She has been responsible for the scientific area of Finance in the Department of Management, Director of the Master's in Finance, and Coordinator of the Post-Graduation in Financial Analysis. She holds a PhD in Finance from the London Business School, University of London (1991), and an MSc. Economics from the Mary Kingsfield College, University of London (1994). She graduated in Economics from the Nova School of Business and Economics.

**General José Eduardo Garcia Leandro**

General José Eduardo Garcia Leandro is presently the President of Jorge Álvares Foundation. He has been in the military since 1972-1978. He has been responsible for the implementation of a program of modernization and democratization of the territory after the Portuguese April Revolution. During its military career he assume high command position both at national level where he was Deputy Chief of High Army Command as well as international level as Military Advisory of Portuguese Delegation at NATO between 1987 and 1990 and Commander of Military Component at MINURSO/ONIL. He was a Director at the High Military Studies Institute and he has been an invited professor at different university programs at prestigious schools as the ISCSP/Lisbon University and the IEFP/Catholic University.

**Prof. Fernanda Ilhéu**

Prof. Fernanda Ilhéu is a professor at ISEG/ Lisbon University and a researcher at CESA, the ISEG Centre for African, Asian and Latin American Studies. She is graduated in Economics at IECEP (now ISEG), got Master's degree in Strategic Management at ISCTE, and a PhD at the University of Seville. She is presently President of the New Silk Road Friends Association a Portuguese Think Tank on BRI and she is a Board Member of Jorge Álvares Foundation. She lived in Macau/China 19 years exercising roles of great responsibility in the private and public sectors. In addition, she also lectured at Macau University as invited professor.

**Embassador Cai Run**

Ambassador Cai Run, is the Ambassador of China in Portugal since 2015. He has a Master Degree in Law and has a relevant diplomatic career occupying important posts as China's Embassy Counsellor in USA (2005-2008), Deputy Director of the Chinese Consulate in Portugal (2008-2009), Deputy General Director of Political Planning of Chinese Ministry of Foreign Affairs (2008-2009), Deputy General Director of Political Planning Department of Chinese Ministry of Foreign Affairs (2009-2012) and General Director of Political Planning Department of Chinese Ministry of Foreign Affairs of China (2012-2013).

**Embassador José Duarte Jesus**

José Manuel Duarte de Jesus, PhD, Ambassador emeritus, during his career he was accredited in Beijing as Ambassador. He is Senior Research Fellow at the Orient Institute – School of Social and Political Sciences – Lisbon University and at the IPIRI, Portuguese Institute of International Relations, Nova University Lisbon. He published several books and articles about China and Chinese Culture.

**Prof. Manuel Mira Godinho**

Manuel Mira Godinho is Vice Dean of ISEG and Full Professor of Economics at ISEG, the Lisbon Economics and Management School of Lisbon University. In the past he was Dean of ISEG in 2017-2018 and before that he chaired the Scientific Board of ISEG, in 2016-2017. He was awarded a PhD degree in Science and Technology Policy from SPRU, Sussex University, in 1995. His research focuses on the areas of economics of innovation, intellectual property rights and science and technology policy.

**Dr. Oi Xiao**

Dr. Xiao Oi joined the Bank of China in 1994 and he performed important posts in the Bank such as: team Head of Global Export Finance & Project Finance (2001-2007), Executive Vice President, Bank of Brazil, S.A. (2008-2014), and since 2014, he is the President of Bank of China (Luxembourg) S.A., Lisbon Branch.

**Eng. Alberto Carvalho Neto**

Eng. Alberto Carvalho Neto is Director of the International Department of BEWG for Portuguese-Speaking Countries (PSCs), CEO of BEWG PT and BeWater. He has 17 years of professional experience in international business, 16 of which related to China and PSCs. He is highly committed to associations and networks such as the Chinese Chamber of Commerce in Portugal, the Portuguese Chamber of Commerce in China, Vice-President of New Silk Road Friends Association and Vice-President of FEUNE-Young Entrepreneurs Organization of European. He is also an Advisory Board member of the European Chamber of Commerce. In 2017, he co-organized FIN, a networking that connects Portugal, China and the PSCs.

**Prof. Álvaro Rosa**

Álvaro Rosa, Associate Professor with *habilitação* is a faculty member of ISCTE Business School, Lisbon. He teaches and researches in the areas of strategy, quality and cross-cultural management. In addition, he is also committed to studies of Asian cultures of management. Currently, Álvaro Rosa is the Director of Master in International Management (ISCTE Business School), coordinator of Chinese Studies in the Master of International Studies (ISCTE School of Sociology and Public Policy) and Co-Director of Post-graduate program in Telecommunications and Management (ISCTE School of Technology and Architecture).

**Dr. Liu Huayin**

Huayin Liu is the Chief Investment Officer of UNA Seguros, a Portugal based insurance group. Before joining UNA, Huayin is a Portfolio Manager at Reinsurance Group of America (IGA), responsible for managing IGA's assets in the EMEA region across five different currencies: GBP, Euro, USD, SGD and South African Rand. Huayin started his career working in various roles in both ALM and Investment Manager. Research departments at Heidelberg, advising OI, Pension Schemes and Insurance Companies. He is also a qualified actuary and a CFA charterholder.