

**CROSS CULTURAL MANAGEMENT PORTUGAL/CHINA CONFERENCE**

**8<sup>th</sup> November 2020**

**NSRFA/ISEG/CSG**

**WELCOME ADRESS**

**GENERAL GARCIA LEANDRO**

**PRESIDENT OF FJA**

**GOOD MORNING EVERYBODY TO THIS IMPORTANT CONFERENCE ORGANIZED BY THE “NEW SILK ROAD FRIENDS ASSOCIATION” AND HOSTED BY THE ISEG.**

**I’D LIKE TO PRESENT MY GREETINGS TO PROFESSOR CLARA RAPOSO, PRESIDENT OF THE ISEG, AND TO PROFESSOR FERNANDA ILHÉU, PRESIDENT OF THE AANRS/” NEW SILK ROAD FRIENDS ASSOCIATION” FOR THIS INIATIVE.**

**AS THE PRESIDENT OF THE FJA, WHICH IS THE SPONSOR OF THIS CONFERENCE, I’D LIKE TO WELLCOME OF ALL YOU OF DIFFERENT PROFESSIONAL ACTIVITIES TO BECOME INVOLVED WITH THIS MEETING AND PURPOSE.**

**IN THE VERY DIFFICULT WORLD PERIOD THAT WE ARE GOING TROUGH SINCE SOME TIME AGO IT IS VERY IMPORTANT TO BUILD BRIDGES AND NETWORKS AMONG DIFFERENT PEOPLE FOR THE SAME GOAL WHICH IS TRYNG TO PUT EVERYBODY IN THE SAME BOAT FOR THE SAKE OF HUMANKIND.**

**KNOWLEDGE, CULTURE, PEOPLE AND TRADE ARE GOOD TOOLS TO BUILD A BETTER AND MORE PEACEFUL WORLD. ALL ALONG THE HISTORY OF THE WORLD PEOPLE OF DIFFERENT ORIGINS HAD ACHIEVED GOOD RESULTS WHEN THEY DECIDED TO WORK TOGETHER. AND FOR THIS GOAL, BEFORE WORKING TOGETHER WE NEED TO MEET TOGETHER TO UNDERSTAND THE OTHERS AND TO FIND SINERGIES WITH ADVANTAGES FOR EVERYBODY.**

**IN THIS CONFERENCE WE HAVE PEOPLE FROM PORTUGAL AND CHINA WITH CAPABILITIES TO JOIN EFFORTS IN DIFFERENT FIELDS ALTOUGH OUR ORIGINES AND BACKGROUND ARE VERY DIFFERENTS.**

**FOR THIS PURPOSE, ARE IMPORTANT THE DIPLOMATS, THE ACADEMICS, THE RESEARCHERS, THE BANKS, THE BUSINESSMEN OF INDUSTRY, AGRICULTURE, TRADE, THE INSURANCE COMPANIES, THE LAWIERS, DIFFERENT ASSOCIATIONS WITHOUT FORGETING GOVERMENTS STAFF MEMBERS.**

**SINCE I WAS GOVERNOR OF MACAU FOR MORE THEN FOUR YEARS DURING A VERY DIFFICULT PERIOD WHEN CHINA WAS VERY POOR AT THE END OF THE CULTURAL**

REVOLUTION AND AT THE BEGUNING OF DENG TSIAO PENG LEADERSHIP AND LATER ON I WORKED FOR SEVERAL YEARS IN NATO AND UNITED NATIONS, I HAVE A VERY CLEAR VISION OF BEHAVIORS AND ACTIVITIES OF SUCCESS; THE MOST SUCCESSFUL ACTIVITIES ARE THOSE WHICH ARE WORLWIDE CONNECTED, SUCH AS SCIENCE, SPORTS, ARTS, FASHION, ARQUITECHTURE, MARKETS, TRADE, MASS MEDIA, INTELLIGENCE, PUBLIC INFORMATION, SECURITY, DIGITAL, ETC.

HAVING SAYING THIS LET ME RECALL THAT WE, PORTUGAL AND CHINA, WE HAVE A VERY LONG RELATIONSHIP (MORE THAN FIVE CENTURIES), ALTOUGH GEOGRAPHIC FARAWAY AND WITH DEEP CULTURAL DIFFERENCES, BUT WE KNOW HOW TO WORK TOGETHER.

ALTOUGH WE HAVE NATIONAL AND INTERANTIONAL DIFFERENT RESPONSABILITIES WHICH SHOULD BE PROTECTED AND DEFENDED, WE, AS THE CIVIL SOCIETY, SHOULD EXPLOIT ALL THE OPORTUNITIES THAT COULD GIVE SPACE FOR OUR INITIATIVES WITH TWO RULES:

-TO RESPECT THE OTHER COUNTRY INTERESTS AND ITS CULTURE;

-TO TAKE PROFIT OF ALL THE OPPORTUNITIES IN THIS GLOBAL SPACE FOR ALL THE ACTIVITIES TO GET A BETTER KNOWLEDEGE OF THE OTHER AND HOW TO WORK TOGETHER.

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THAT IS THE MAIN REASON FOR THE ORGANIZATION OF THIS CONFERENCE.

I WISH YOU A VERY SUCESSFUL DAY OF WORK WITH GOOD RESULTS THAT CAN BE USED IN THE FUTURE.

THANK YOU!

LISBON, NOVEMBER THE SIX 2020

GARCIA LEANDRO  
PRESIDENT OF FJA