



CROSS CULTURAL MANAGEMENT PORTUGAL – CHINA CONFERENCE

Opening Session – Welcome Remarks

Prof.^a Clara Raposo
President of ISEG

General José Garcia Leandro
President of Jorge Álvares Foundation

Prof.^a Fernanda Ilhéu
President of New Silk Road Friends Association

1ST 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

Cross Cultural Understanding in Portugal-China Scientific Research Cooperation

Prof. Manuel Mira Godinho
Vice President of ISEG

2ND PANEL

The Cultural Distance Challenge in Company's Strategic and Operational Decisions

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

Dr. Qi Xiao
President of Bank of China in Portugal

Eng.^o Alberto Carvalho Neto
CEO of BEWG PT

Prof. Álvaro Rosa
Professor at ISCTE

Dr. Liu Huayin
CIO UNA Seguros

Q&A



ORGANIZATION

New Silk Road Friends Association
ISEG – Lisbon University
CSG – Research in Social Sciences and Management
Support of FCT Foundation
Sponsor | Jorge Álvares Foundation

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6TH NOVEMBER 2020

AT

ISEG – LISBON SCHOOL OF
ECONOMICS & MANAGEMENT
LISBON UNIVERSITY

3RD PANEL

The Cultural Distance Challenge in Company's Clients and Suppliers Network

Chair: Dr. João Tiago Silveira
Partner of Morais Leitão

Eng.^o Bruno Oliveira
Vice President of China Construction Portugal

Dr. Jorge Costa Oliveira
CEO of JCO Consulting

Prof.^a Dora Martins
Export Director of Real Companhia Velha

Dr. Paulo Zhan
Vice CEO of Iberia Universal Group

Q&A

4TH PANEL

Macau and the GBA – Prospects of Cooperation for Cross-Cultural Talents

Dr. Jorge Rangel
President of Macau International Institute

Prof.^a Carmen Mendes
President of Macau Scientific and Cultural Centre

Dra. Un I Wong
Vice President New Silk Road Friends Association

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

