

apdc  
30° DIGITAL  
BUSINESS  
CONGRESS  
LISBON&ONLINE EDITION

WEBSITE

FUTURE

APDC

REINVENTING  
WITH TECHNOLOGY

12-13 maio



# AGENDA



# HOSTS

**Cristina Esteves**

Journalist RTP

**João Adelino Faria**

Journalist RTP

The congress will be hosted by our renowned journalists. They will introduce the sessions, do interviews and moderate panels.





# AGENDA

## 12

## MAIO

### *Post-pandemic and Reinventing with Technology*

-  **PT** • **09:00 OPENING**  
Marcelo Rebelo de Sousa, President of the Republic of Portugal
-  **PT** • **09:15 REINVENTION WITH TECHNOLOGY**  
Rogério Carapuça, APDC President  
Maria Manuel Leitão Marques, Congress President
-  **PT** • **09:40 PORTUGUESE SCIENCE IN THE BATTLE AGAINST COVID-19 AND ITS ROLE IN THE ECONOMIC RECOVERY**  
Manuel Heitor, Minister of Science, Technology and Higher Education
-  **PT** • **10:00 THE MIRACLE OF MULTIPLICATION OF MERIT**  
Pedro Faustino, Managing Director at Axians Portugal
-  **PT** • **10:05 HOW TO GUARANTEE ECONOMIC RECOVERY IN A POST-PANDEMIC EUROPE**  
Mário Centeno, Governor of Bank of Portugal
-  **PT** • **10:25 ECONOMY AND HEALTH - HOW TO RECONCILE PRIORITIES**
  - Henrique Barros, President of the Institute of Public Health, University of Porto and President of the International Epidemiological Association
  - Francisco Veloso, Dean at Imperial College Business School

-  **ENG** • **11:00 THE FUTURE BEYOND CORONA**  
Gerd Leonhard, Futurist & Humanist  
**Comments:**
  - Vanda Jesus, Executive Diretor at Portugal Digital
  - Carmo Palma, Managing Director at Axians
-  **ENG** • **11:45 HOW TO INSPIRE AND LEAD PEOPLE TO CHANGE THE WORLD IN THE MIDDLE OF A PANDEMIC**  
David Simas, CEO of the Obama Foundation  
**Comments:**
  - Aida Chamiça, Executive Coaching
  - Miguel Xavier, Director of the National Mental Health Programme
-  **ENG** • **12:25 INSPIRING YOUTH**
  - Nadeem Nathoo, Co-founder of The Knowledge Society
  - Anupra Chandran, 17-year-old student



# AGENDA

12  
MAIO

## Telecommunications and Media



PT

- **14:00 THE FUTURE OF MEDIA:** tba
- **14:20 INFLUENCERS' DILEMMA**
  - Ricardo Castanheira, Counselor Digital & Telecom Coordinator at REPER - Permanent Representation of Portugal to the European Union
  - Ricardo Rocha, CEO LuizaLabs & Lu de Magalu, Virtual Influencer from Brazil
  - Vanessa Martins, Digital Influencer & Frederica Agency
  - Moderator: Ricardo Tomé, Coordinating Director of Media Capital Digital
- **14:55 THE STATE OF THE NATION OF MEDIA**
  - Bernardo Correia, CEO at Google Portugal
  - Francisco Pedro Balsemão, Executive President at Impresa
  - Luís Manuel da Cunha Velho, Chief Executive Officer of Plural Portugal and Board Member of TVI
  - Nicolau Santos, President at RTP



PT



ENG



PT



ENG



PT



PT

- **15:45 5G-POWERED DIGITAL ECONOMY**
  - Abraham Liu, Chief Representative to the EU Institutions and Vice-President European Region, Huawei
  - Bruno Casadinho, Managing Director & Group Vice President at Capgemini Engineering - Portugal
  - Gabriel Solomon, Head of Government & Industry Relations, Europe & Latin America at Ericsson
  - Sérgio Catalão, Country Senior Officer, Nokia
- **16:35 APDC Best Thesis Awards Ceremony**  
Fernando Rodrigues & Carmo Palma & Pedro Faustino - Managing Directors of Axians
- **16:45 PORTUGAL AND THE FUTURE OF WORK**
  - Richard Samans, Director of Research at ILO - International Labour Organization
  - Debate:
    - Gonçalo Hall, Co-Founder at Remote Portugal - **Madeira Digital Nomad Villages**
    - Manuel Garcia, National Coordinator of the UPskill Program - **UPskill - Digital Skills & Jobs**
    - Manuel Maria Correia, President of APDC '**Portugal Outsourcing**' Working Group
- **17:45 TALKING WITH:** André de Aragão Azevedo, Secretary of State for Digital Transition



# AGENDA

13  
MAIO

## Reinventing Business

-   • **09:00 OPENING**  
Pedro Siza Vieira, Minister of Economy and Digital Transition
-   • **09:20 REINVENTING BUSINESS & LIFE WITH EXPONENTIAL TECHNOLOGIES**  
Matthew Griffin, Fanatical Futurist  
**Comments:**
  - Arlindo Oliveira, President of INESC
  - Pedro Afonso, CEO of VINCI Energies Portugal
-   • **10:00 THE FUTURE OF GOVERNMENT**  
Cheow-Hoe Chan, Government Chief Digital Technology Officer at GovTech Singapore  
**Debate:**
  - Sofia Marta, Vice-President of Accenture Portugal
  - Mário Campolargo, Director General DG Informatics at EU
-   • **10:35 THE FUTURE OF AUTOMOTIVE INDUSTRY**  
Marília Machado dos Santos, Managing Director at Volkswagen Portugal  
**Comments:**
  - Rodrigo Maia, Executive Board Member and T&I Director at Capgemini Engineering
  - tba

-   • **11:10 THE FUTURE OF RETAIL**  
Bernardo Perloiro, Chief Operating Officer at Majid Al Futtaim  
**Comments:**
  - Pedro Campos, Business Consulting Director at Bold by Devoteam
  - tba
-   • **11:45 THE FUTURE OF ENERGY:** Albert Cheung - Head of Global Analysis at BloombergNEF  
• **Comments:** Susana Quintana-Plaza - COO at Galp Energia
-   • **12:20 DIVERSITY AND INCLUSION**  
Rosa Monteiro, Secretary of State of Citizenship and Equality (tbc)
-   • **12:40 DIGITAL WITH PURPOSE**
  - Luís Neves, CEO at GeSI
  - Jeffrey Sachs, University Professor and Director of the Center for Sustainable Development at Columbia University



### Technology



PT

#### • 14:15 MATERIALS SCIENCE & TECHNOLOGY

Talking with Elvira Fortunato, Vice-Rector at NOVA University and Director of the Materials Research Center



ENG

#### • 14:35 THERE IS NO SUCH THING AS ARTIFICIAL INTELLIGENCE

Luc Julia, Human-Machine interaction specialist



ENG

#### • 14:55 5 WAYS HOW VR AND AR ARE ALREADY TRANSFORMING OUR LIVES

Kris Kolo, Global Executive Director VR/AR Association



PT

#### • 15:15 Comments:

- João Graça, Cofounder and CTO of Unbabel
- Isabel Trancoso, President of Scientific Council of INESC ID Lisbon

### The future - Recover & Resilience



ENG

#### • 15:40 HOW TO ALLOW EUROPE TO MAKE THE MOST OF THE DIGITAL TRANSITION

Thierry Breton, European Commissioner of Internal Market



PT

#### • 15:50 PORTUGAL STRATEGY 2030

- António Costa Silva, Author of the “Visão Estratégica para o Plano de Recuperação Económica de Portugal 2020-2030” - **Portugal's Recovery and Resilience Plan**
- Nuno Santos, President of AD&C - Agência para o Desenvolvimento e Coesão - **2021-27 Multiannual Financial Framework**
- Clara Raposo, Dean of ISEG
- Joana Silva, Director of PROSPER CATÓLICA-LISBON



PT

#### • 16:30 THE OPPORTUNITY OF THE RECOVERY AND RESILIENCE PLAN FOR CITIES AND TERRITORIES

Miguel Leocádio, Member of APDC ‘Healthy and Sustainable Cities’ Working Group – **Introduction to Healthy and Sustainable Cities - a framework**  
Debate:

- António M. Cunha, President of Comissão de Coordenação e Desenvolvimento Regional do Norte
- Pedro Dominginhos, President of Coordinating Council of the Higher Polytechnic Institutes
- Moderator: Vladimiro Feliz, President of APDC ‘Healthy and Sustainable Cities’ Working Group

### Telecommunications



PT

#### • 17:10 THE STATE OF NATION OF COMMUNICATIONS

KNS: Hugo Santos Mendes. Deputy Minister for Communications (tbc)

Debate:

- Alexandre Fonseca, CEO at Altice
- Miguel Almeida, CEO at NOS
- Mário Vaz, CEO at Vodafone



PT

#### • 18:30 CLOSING: António Costa, Prime Minister of Portugal





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the future of digital!

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