



TECH & ECONOMICS

THE WAY
FORWARD

11 >> 12 Maio





11 e 12 de maio 2022
Presencial & Online

Presidente
Paulo Portas
Jurista, jornalista
e político





Cristina Esteves e João Adelino Faria, ambos jornalistas da RTP, serão novamente os hosts deste Congresso. A RTP renova a sua colaboração através da produção e captação de imagem do Congresso.



opdc
31º DIGITAL
BUSINESS
CONGRESS



Congresso Presencial

Auditório da Faculdade de Medicina Dentária – Lisboa



Imagens ilustrativas e exemplificativas do Espaço já decorado



11 maio

Digital Augmentation,
AI and Human Life

Exponential Technologies
New Tech (5G, Metaverse, Cyber)

12 maio

Post-Covid Economy
Recovery, Investment, Talent

State of the Nation
Tech, Media, Communications

- 09:00 **OPENING CEREMONY**
Marcelo Rebelo de Sousa – President of the Republic of Portugal
- 09:10 **ROLE OF SCIENCE, TECHNOLOGY & INNOVATION**
KNS: Carlos Moedas – Mayor of Lisbon
- 09:30 **TECH AND ECONOMICS – THE WAY FORWARD**
 - Paulo Portas – Congress President
 - Rogério Carapuça – APDC President
- 10:00 **GET FUTURE READY: INNOVATION TRENDS FOR YOUR RADAR**
KNS: Shivvy Jervis – Tech Futurist
DISCUSSION PANEL:
 - Bruno Casadinho – Managing Director, Capgemini Engineering
 - Inês Lynce – Co-Director of the CMU Portugal Program
- 10:40 Networking Moment

- 11:10 **DEMOCRACY IN THE DIGITAL ERA**
KNS: Daniel Innerarity – Professor of Political and Social Philosophy
DISCUSSION PANEL:
 - Miguel Poiares Maduro – University Professor and Politician
 - Graça Fonseca – Sociologist and Politician
- 12h00 **CYBERSECURITY AND DIGITAL SOVEREIGNTY**
KNS: Sir Alex Younger – Former Chief of MI6
DISCUSSION PANEL: TBA
- 12:45 **PORTUGAL AS A DIGITAL NATION – THE WAY FORWARD**
KNS: Vanda Jesus – Executive Director at Portugal Digital
- 13:00 Networking Moment – LUNCH BREAK

14h00 **METaverse: THE BUSINESS EXPERIENCE REVOLUTION**
KNS: Pedro Pombo – Managing Director, Accenture Interactive

14:15 **METaverse & IMMERSIVE TECHNOLOGIES**
KNS: Charlie Fink – XR's explainer-in-chief, Forbes columnist, and the author of the AR-enabled ebooks
DISCUSSION PANEL:

- Luís Bravo Martins – President of the APDC Section of Augmented and Virtual Reality
- Maria Margarida Azevedo – Responsible for EDP University at EDP People & Organizational Development Global Unit

14:55 TBA 15'

15:10 **DIGITAL TRANSFORMATION**
KNS: Michael Wade – Professor of Innovation and Strategy and Directs IMD's Global Center for Digital Business Transformation
DISCUSSION PANEL:

- Philippe Bournhonesque – CTO at Devoteam Group
- Paulo Cardoso do Amaral – Assistant Professor at CATÓLICA-LISBON

15h50 **5G – THE NEXT GENERATION**
KNS: Matthew Griffin – Fanatical Futurist

16:15 [Networking Moment](#)

16:30 **ENABLERS THAT ARE TURNING 5G INTO REALITY**

- Sérgio Catalão – Country Manager, Nokia
- Sofia Vaz Pires – CEO, Ericsson Portugal
- Huawei – *Speaker tbc*

17:00 **TELECOM INFRASTRUCTURES – COVERAGE SOLUTIONS**

- Nuno Carvalhosa – CEO, Cellnex Portugal
- Paolo Favaro – Managing Director, Vantage Towers Portugal

17:30 **5G GREAT TELCO CTO DEBATE**

- João Teixeira – Chief Technology Officer at Altice
- Jorge Graça – Executive Board Member at NOS
- Paulino Corrêa – Chief Network Officer at Vodafone Portugal

18:10 **1st DAY CLOSING SESSION**
Mário Campolargo – Secretary of State for Digitisation and Administrative Modernisation

18:25 **AWARDS FOR THE CITIES AND TERRITORIES OF THE FUTURE – Award Ceremony**

Programa > 12 Maio



- 09:00 **2nd DAY WELCOME**
António Costa Silva – Minister of Economy
- 09:20 **POST-COVID (&WAR) ECONOMY**
KNS: Sérgio Rebelo – Economist
DISCUSSION PANEL:
• Patrícia Teixeira Lopes – Associate Dean at Porto Business School
• Filipe Santos – Dean at CATÓLICA-LISBON
- 10:00 **RECOVERY AND RESILIENCE PLAN – DIGITAL IS 'THE WAY FORWARD' TOWARD NATION'S PROGRESS AND PROSPERITY**
KNS: TBA, President of the National Commission for the Monitoring of the Recovery and Resilience Plan of Portugal
DISCUSSION PANEL:
• António Saraiva – President of CIP
• TBA
- 10:40 **THE FUTURE OF CAPITALISM**
KNS: Paul Collier – Professor of Economics and Public Policy · Blavatnik School of Government, University of Oxford
DISCUSSION PANEL:
• Paul Collier
• Paulo Portas – Congress President
• Pedro Faustino – Managing Director of Axians
- 11:20 Networking Moment
- 11:50 TBA 25'
- 12:15 **TALENT MANAGEMENT IN THE DIGITAL AGE: COUPLING EDUCATION, TRAINING AND FOREIGN LABOUR**
• Manuel Garcia – National Coordinator of the UPskill – Digital Skills & Jobs
• Hugo Bernardes – Managing Partner at The Key Talent
• Pedro Marcelino – Co-Founder and Chief Executive Officer at TreeTree2
• Francisco Cabral Matos, Partner of the Tax practice at VdA
- 13:00 Networking Moment – LUNCH BREAK

- 14:00 **DIGITAL TECHNOLOGIES CRITICAL IN FACING COVID-19 PANDEMIC**
TBA
- 14:30 **BEST THESIS AWARD CEREMONY**
Fernando Rodrigues & Carmo Palma & Pedro Faustino – Managing Directors of Axians & 3 Master's student winners
- 14:45 **NEW HONORARY MEMBERS SESSION**
Maria Manuel Leitão Marques, Luís Marques Mendes, António Vitorino** – previous Presidents of the APDC Congress
- 15:00 **JOURNALISM IN THE DIGITAL AGE**
DISCUSSION PANEL:
- Bernardo Correia – CEO of Google Portugal
 - António Costa – Publisher do ECO, jornalista e 'web addicted'
 - Rita Figueiras – Professora Associada Universidade Católica Portuguesa
- 15:40 **THE STATE OF NATION OF MEDIA**
- Nicolau Santos – Presidente da RTP
 - Francisco Pedro Balsemão – CEO Impresa
 - CEO Media Capital – *to be appointed*

- 16:30 **Networking Moment**
- 17:00 **KNS: Pedro Nuno Santos – Minister for Infrastructure and Housing****
- 17:15 **THE STATE OF NATION OF COMMUNICATIONS**
- Ana Figueiredo – Altice Portugal CEO
 - Miguel Almeida – NOS SGPS CEO
 - Mário Vaz – Vodafone Portugal CEO
- 18:30 **CONGRESS WRAP-UP**
Rogério Carapuça – APDC President
- 18:45 **CLOSING SESSION**
António Costa – Prime Minister of Portugal**

** to be confirmed



Keynote Speakers



DANIEL INNERARITY DEMOCRACY IN THE DIGITAL ERA

Professor of political and social philosophy, "Ikerbasque" researcher at the University of the Basque Country and part time professor at the European University Institute (School of Transnational Governance), where he holds the Chair "Artificial Intelligence & Democracy". Former fellow of the Alexander von Humboldt Foundation at the University of Munich, visiting professor at the University of Paris 1-Sorbonne, visiting fellow in the London School of Economics, Directeur d'Études Associé of the Maison des Sciences de l'Homme (Paris) and visiting professor at Georgetown University in Washington.



Michael Wade DIGITAL TRANSFORMATION

Professor of Innovation and Strategy at IMD, he holds the Cisco Chair in Digital Business Transformation. He is the Director of the Global Center for Digital Business Transformation. Michael is a Writer, Thinker, Teacher on all things digital, Co-Author of Hacking Digital: Best Practices to Implement and Accelerate Your Business Transformation





Keynote Speakers



SHIVVY JERVIS

GET FUTURE READY: INNOVATION TRENDS FOR YOUR RADAR

Named one of Britain's leading 'Women of the Year' for 2021, Futurist Shivvy Jervis advocates for human-led innovation and focuses on the critical intersection of three vital areas – digital advances, scientific developments and psychology or our brain chemistry. She is described by the World Economic Forum as "having the unique ability to address complex topics in such a human-centred manner". As Europe's most recognised female and BAME (Asian) 'tech-for-good' expert, Shivvy's insights and forecasting lab 'FutureScape 248' have been chosen by the Mayor of London's office (London & Partners) to envision the future city of 2040 via a series of informed predictions.



CHARLIE FINK

METaverse & IMMERSIVE TECHNOLOGIES

Writes about XR on Forbes. Variety calls him "XR's explainer-in-chief." He is the author of the new book "Remote Collaboration, Virtual Conferences and the Future of Work" (2020), and the critically acclaimed AR-enabled books "Charlie Fink's Metaverse" (2017), and "Convergence, How The World Will Be Painted With Data" (2019). As a 28-year-old junior executive at Disney, Fink famously came up with the idea for "The Lion King." Fink is a consultant to some of the leading companies in the XR (AR/VR) world and teaches XR at Chapman University Film School in Orange, California.





Keynote Speakers



MATTHEW GRIFFIN

5G – THE NEXT GENERATION

Award Winning Futurist and International Keynote Speaker, also known as the "Fanatical Futurist" Matthew Griffin, described as "The Adviser behind the Advisers" and a "Young Kurzweil," is the founder and CEO of the World Futures Forum and the 311 Institute, a global Futures and Deep Futures consultancy working between the dates of 2020 to 2070, and is an award-winning futurist, and author of "Codex of the Future" series.



SÉRGIO REBELO

POST-COVID (&WAR) ECONOMY

He is the MUFG Bank Distinguished Professor of International Finance at the Kellogg School of Management, where he has served as Chair of the Finance Department. He does research on macroeconomics and international finance. Sérgio Rebelo has studied the causes of business cycles, the impact of economic policy on economic growth, and the sources of exchange rate fluctuations. His research has been funded by the National Science Foundation, the World Bank, the Sloan Foundation, and the Olin Foundation.



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Obrigado