

# AN EXPEDITION TO THE FUTURE

Porto Business School | 05.06.2019



ACCREDITATION



MEMBERSHIP



PARTNER

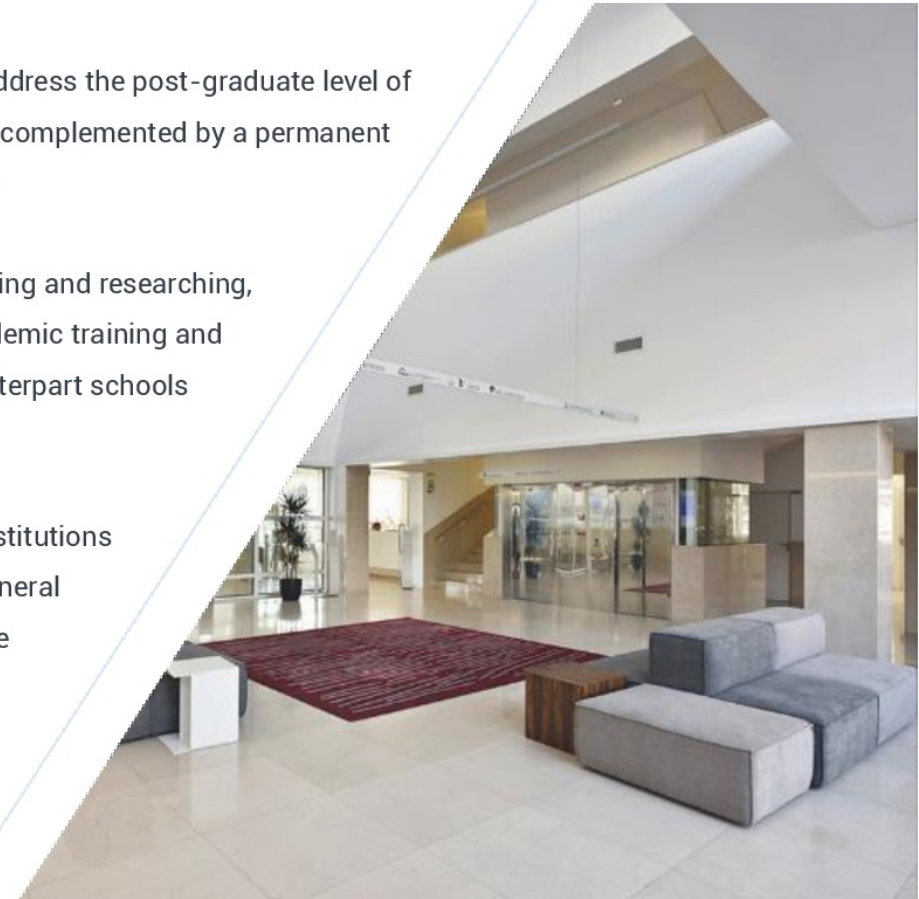


# PORTO BUSINESS SCHOOL

Porto Business School is the Business School of the University of Porto. It has the mission to address the post-graduate level of teaching and the advanced training in management, of an executive nature, activities which are complemented by a permanent intervention within the domains of applied research and the rendering of services to companies

Porto Business School has as a fundamental resource a faculty with a wide experience in teaching and researching, derived from the University of Porto, joined by two other faculty categories: managers with academic training and solid business career and Professors from foreign Universities. This connection to foreign counterpart schools ensures a high level of internationalization for its activities.

Porto Business School also counts on the support of a set of companies and other reference institutions with a decisive participation upon the constitution of the management bodies of the School (General Council and Executive Board) and which also ensure an effective connection of the School to the Portuguese business universe. The participation of the companies in the governance model of Porto Business School has a much superior expression to that observed on any other Portuguese Business School.





AN EXPEDITION TO THE FUTURE  
Learning Solution

# AN EXPEDITION TO THE FUTURE

## OVERVIEW

The programme "**An Expedition to the future**" is an ultimate learning experience designed exclusively for Moscow International Higher Business School MIRBIS's students.

During the week, students will have a wide range of experiences, such as company visits from different industries, inspiring sessions and cultural activities.

This experience will have the perfect scenario for developing and enhancing the competences of the programme because Porto City is considered one of the most emblematic European destinations.



Inspiring sessions



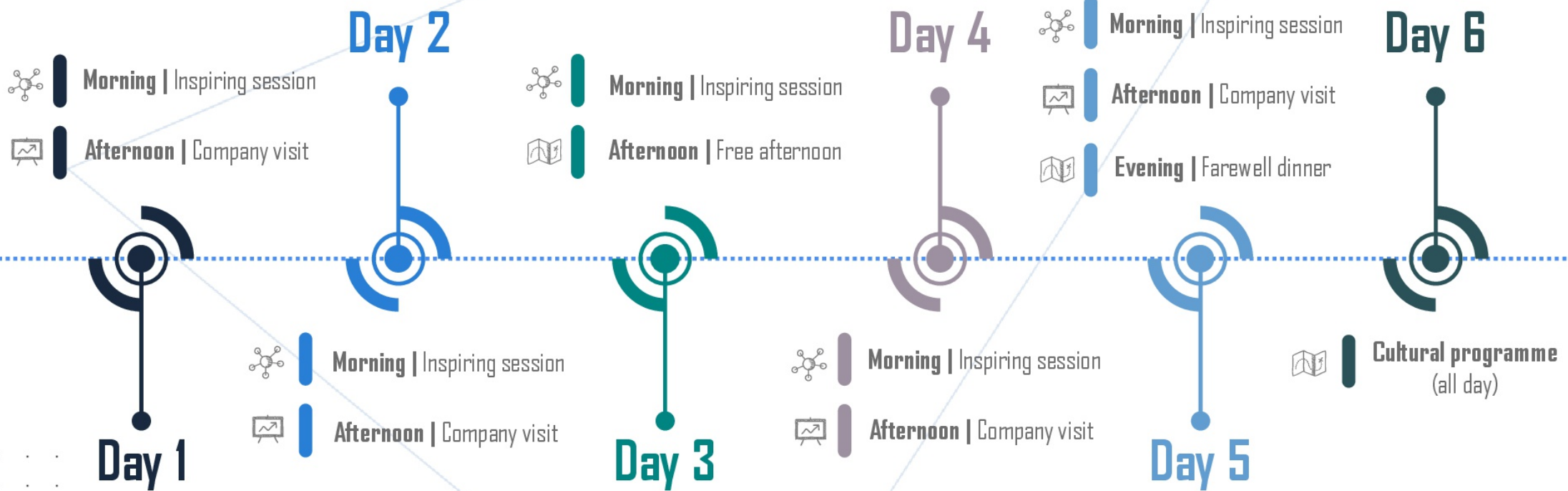
Company visits



Cultural activities

# AN EXPEDITION TO THE FUTURE

## PROGRAMME STRUCTURE



# AN EXPEDITION TO THE FUTURE

INSPIRING SESSION



## STRATEGIC THINKING

The main goals of this session are:

- Identification and selection of changes, disruptions, uncertainties and emerging issues;
- Anticipate to understand;
- Influence of context on strategic policies and decisions;
- Explore opportunities, risks and challenges.

## STEP OUT OF YOUR COMFORT ZONE (AND LEAD OTHERS TO DO THE SAME)

Today's business climate changes at a face pace, and you can't even keep the pace (yet get ahead of it) without continually stepping out of your comfort zone. Let's apply the concepts, insights and habits for you and your Organization to live outside your comfort zones.

## THRIVING THROUGH CHANGE

The dynamics of organizations imply that leaders develop perspectives and strategies of people management in environments of continuous organizational change. Develop practical experiences of change management, through the analysis of successful case studies.

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INSPIRING SESSION



## SOCIAL INTELLIGENCE AND CROSS CULTURAL

### COMPETENCES

Trust is a fundamental value to establish and maintain sustainable relationships in the world of business and it is also decisive to achieve goals. This value takes on critical importance in an international and intercultural environment, where there is a bigger uncertainty and risk, especially caused by the differences of the business culture. The behaviour of people within an international environment, their attitude, their ability to understand other cultures and adjust their style are decisive to build trust within the varied partners with a very different culture and hence ease the lasting relationship which might foster business.

## DIGITAL AND INNOVATION DISRUPTION

What are the global megatrends disrupting your industry in the 21st century? From social media and big data analytics, to mobile and AI technology, we will showcase these driving initiatives, as well as their applications for innovation and growth. We will review start-ups disrupting the competitive landscape and understand how to incorporate the best innovation practices. You will hear from start-up leaders, who will introduce you to new trends and exponential technologies that are already changing your industry.



Note: These are only some examples of Portuguese start-ups that can be part of the program (to be confirmed).

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INSPIRING SESSION



**Mark  
Esposito**

Mark Esposito teaches Business, Government & Society & Economic Strategy and Competitiveness for Harvard University's Division of Continuing Education and serves as Institutes Council Co-Leader, at the Microeconomics of Competitiveness program (MOC) at the Institute of Strategy and Competitiveness, at Harvard Business School. Mark is a tenured Senior Professor of Business & Economics, at Grenoble School of Management in France and a Research Fellow at the Judge Business School as well as a Senior Associate at the University of Cambridge Institute in Sustainability Leadership, UK. Mark is the Founding Director of the Lab-Center for Competitiveness, a think tank affiliated with the MOC network of Professor Michael E. Porter at Harvard Business School. He serves in the Board of Directors of the Academy of Business and holds Fellowships with the Social Progress Imperative and with the Global Federation of Competitiveness Councils in Washington D.C.; as well as with the Center for Disruptive Innovations at Ashridge-Hult in San Francisco.



**Mark Fritz**

Managing Director of Procedor, consulting company specialised in Personal and Leadership Effectiveness. He has an international career in the company Eastman Kodak, working in varied business areas (IT, Customer Services, Distribution and Quality). Author of the books "Time to Get Started" and "The Truth About Getting Things Done". Expert in Leading People at a Distance and visiting professor at IE Business School, Spain.



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INSPIRING SESSION



**Luis  
Monteiro**

Graduated in Human Resources Management - Higher Institute of Labor and Enterprise Sciences (ISCTE) and Master's degree from the School of Economics and Management of the University of Minho. He is currently HR Country Manager in a multinational group based in Portugal. He has performed management consulting functions, in which he has developed human capital management and organizational change projects in several sectors, such as Banking, Construction and Engineering, Distribution, Energy, Industry, Ports and Logistics, Services, ICT, Transportation, Health, Public and Non-Profit. It was honored in 2010 with the "RH Revelation" award by RH Magazine and in 2008 with the "Best Paper University" by the Portuguese Industrial Association (AIP-CE). He has been a speaker and guest lecturer in several Seminars and Masters / Graduate programs in the area of Management, collaborating as author of articles in specialized journals.



**Pedro da  
Fonseca**

Commercial Director with more than 14 years of experience in several companies, having traveled all three continents. He has a deep knowledge in the areas of Marketing, Sales and E-Commerce, having passed through several industries and countries. Bachelor of Arts in Management Studies at York University, Toronto / Canada and Master in Management at Harvard University in Cambridge - United States of America. Junior accountant at FUGFIS - Accounting and Auditing until 2003, Executive Assistant at REMAX Foz until 2004, Executive Vice President at REMAX Crossroads in Toronto, Canada until 2012. CEO of Pedro da Fonseca Consulting at Canada & USA, International Director - New Business Development at Anjubao Digitalo Technology in Guangzhou, China. General Manager at Jiu Tao Tao in Ningbo, China until 2015. He currently assumes the position of Commercial Director at Vicente Faria Vinhos, in Oporto.

# AN EXPEDITION TO THE FUTURE

INSPIRING SESSION



**André Fonseca  
Ferreira**

From insurance to pharmaceutical industry, André developed projects in four main disciplines: strategic foresight planning, strategic innovation, new organizational design and change management initiatives. André also worked as trainer and coach in sales performance and strategic negotiation. André founded Tomorrow Consulting, where they support organizations in transformation projects focusing on engagement in new management models, scenario planning, blue ocean strategy, crowdsourcing and people engagement. In 2012, André joined Deloitte Consulting to work as a consultant at specialty consulting services in innovation and entrepreneurship. Then he worked in Luanda (Angola) helping the main insurance company financial department on skill capacitation. In 2010 he co-founded "Beta-i" - a non-profit association for the promotion of innovation and entrepreneurship where he intends to help in social innovation/entrepreneurship projects, co-working and incubation management, fund raising and lobbying strategies.

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## COMPANY VISITS



### FARFETCH

Second largest luxury retail company known by having successful strategies to attract retain and motivate talent.

<https://www.farfetch.com/pt/shopping/women/items.aspx>



The Bosch Group is a leading global supplier of technology and services with leading talent strategies.

[http://www.bosch.pt/en/pt/startpage\\_10/country-landingpage.php](http://www.bosch.pt/en/pt/startpage_10/country-landingpage.php)



Blip is a software engineering company with differentiating strategies to nurture talent. <https://blip.pt/>



Super Bock Group is the largest Portuguese beverages company, with a multibrand and multimarket strategy, focused on the Beer and Bottled Water businesses.

<http://superbockgroup.com/en/>



CEIIA is a Centre of Engineering and Product Development that designs, implements and operates innovative products and systems alongside our partners in the aeronautic, mobility, naval/offshore and automotive industries.

<https://www.ceiia.com/>



The Symington family, with Scottish, English and Portuguese ancestry has been present in the Douro for five generations – since 1882.

<https://www.symington.com/>



AMORIM

Amorim is a robust corporate group with an international profile, as well as the leader in cork industry, recognized by developing added value, high performance cork products for a wide range of activity sectors. <http://www.amorim.com/en/>

Note: These are only some examples of Portuguese companies that can be part of the program (to be confirmed).

# AN EXPEDITION TO THE FUTURE

## CULTURAL ACTIVITIES



Overlooking the Douro River, Porto is one of the most ancient European cities, stemming from the northern bank of the river during the Middle Ages. One of the most significant aspects of Porto and its historical centre is its surrounding landscape, the steep river banks providing a dramatic setting for old town. Both the streets next to the river and the surrounding countryside have been classified as a World Heritage sites by UNESCO. Discovering Porto is full of surprises: beautifully cobbled streets and typical shops retain the feel of a bygone era whilst contemporary architecture jumps out in surprising places.



**6 Bridges Porto Cruise** - To get to know the Douro is not just to visit the region; it is to go on a journey to discover a unique place, with unique history, culture and people.



**Casa da Música** is Porto's main concert hall. It was designed by the Dutch architect Rem Koolhaas, as part of Porto European Capital of Culture in 2001, although construction was only completed in 2005. It immediately became an iconic landmark in the city. <http://www.casadamusica.com/en/>



The **Port Wine Cellars** are a Portuguese ex-libris and document an unusual history of temperance and courage. Open for visits all year, knowing them is to deepen knowledge about the Port wine, the Douro region and the cities of Oporto and Vila Nova de Gaia.

[http://www.cavesvinhodoporto.com/eng\\_index.html](http://www.cavesvinhodoporto.com/eng_index.html)



**Fundação de Serralves** is a Europe-wide institution, which includes the Casa de Serralves house, the Foundation's headquarters, the Museum of Contemporary Art, the project designed by the architect Álvaro Siza and the Parque de Serralves which covers eighteen hectares of gardens, pastureland and woods. <https://www.serralves.pt/en/>

(\*) These are some suggestions of cultural activities. These activities are not included in our proposal.