

INSEAD



The Business School
for the World®

III Edition

INSEAD Iberian Event

Portugal, 24 – 26 May 2019

PLACE Évora, Portugal



Drive from Lisbon: 1:39 min

Drive from Madrid: 4:46 min

Drive from Porto: 3:46 min

ÉVORA UNESCO world heritage

“This museum-city, whose roots go back to Roman times, reached its golden age in the 15th century, when it became the residence of the Portuguese kings. Its unique quality stems from the whitewashed houses decorated with azulejos and wrought-iron balconies dating from the 16th to the 18th century. Its monuments had a profound influence on Portuguese architecture in Brazil.”

<https://whc.unesco.org/en/list/361>



ÉVORA capital of Alentejo wine region

“Rural and rustic yet with style and substance, the Alentejo's warm and generous reds are much like its people (...) The Algarve may be Portugal's top holiday destination, but for wine lovers, the Alentejo is Portugal's go-to southerly region”

<https://www.decanter.com/wine-travel/spain-portugal/decanter-travel-guide-alentejo-portugal-29772/#miyc48F5DpJG6bIV.99>



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EVENT once a year event organized by Portuguese and Spanish NAA

2017 Oporto



2018 Segovia



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PROGRAM

Friday 24th May

20:00 Arrival to Hotel

21:00 Welcome dinner at the Hotel

Saturday 25th May

10:00 Visit to local vineyard (herdade das cortiçadas)

13:00 Lunch: Typical Alentejo feast

18:00 Visit: University of Evora

18:30 Management update

- Theodoros Evgeniou (INSEAD)
- João Pedro Taborda (Embraer – Évora airplane factory)
- Cristobal Alonso (Spain NAA)

20:30 Dinner at a local typical restaurant

Sunday 26th May

10:30 Guided tour - Historic Centre of Évora

12:30 End of Event

HERDADE DAS CORTIÇADAS

<http://herdadedascorticadas.com/pt>

A caminho de São Sebastião da Giesteira, o olhar foge para a imponente adega no topo da colina. A seus pés, o monte tipicamente alentejano e os 240 hectares de vinha e montado. Chegámos!

Aqui, parece que o tempo não passou, no melhor dos sentidos. Os animais, o casario, as flores e árvores de fruto e a simpatia de quem nos recebe emocionam e transportam de volta às raízes.

A Casa da Malta foi revitalizada e continua a albergar os trabalhadores sazonais da herdade e os visitantes. É um espaço acolhedor e intimista, onde apetece ficar... e ficar... e escutar todas as histórias que estas paredes têm para contar.

Mais acima, a adega, a olhar por toda a Herdade. A estrutura de suporte do seu telhado é ainda em madeira, tendo sido conservados também os antigos lagares de vinho e a destilaria.



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UNIVERSITY OF ÉVORA

The University of Évora is a public university in Évora, Portugal. It is the second oldest university in the country, established in 1559 by then cardinal Henry, and receiving University status in April of the same year from Pope Paul IV, as documented in his Cum a nobis papal bull. Running under the aegis of the Society of Jesus (also known as Jesuits) meant that the university was a target of the Marquis of Pombal's Jesuit oppression, being closed down permanently in 1779 and its masters either incarcerated or exiled. It was reopened nearly two hundred years later in 1973 as Instituto Universitário de Évora. Six years later, in 1979, the name was changed to Universidade de Évora.



MANAGEMENT UPDATE

Speaker: Theos Evgeniou

Theos Evgeniou is a Professor of Decision Sciences and Technology Management at INSEAD since 2001. Professor Evgeniou has received four degrees from MIT, Professor Evgeniou has authored more than 40 academic and business articles which have been cited by more than 8000 other publications. At INSEAD, Theos has been focusing on data analytics (and “Big Data”) applied to a range of areas from customer insights and marketing to finance. He has been developing and teaching courses on Data Analytics, Statistics and Decision Making. His recent focus is on statistical arbitrage in finance. He has been involved in developing hedge fund strategies with more than \$100 million invested. He recently developed a novel Data Analytics for Business course for MBA and Executive Education participants, which is based on cloud technologies and state of the art open source analytics tools.



TOPIC: “Perspectives on Technological Waves and Fashions: the path to AI”

The IT and Consulting industries regularly promote certain technologies – which turn into waves that eventually slowly disappear from the news but typically still stay in companies’ systems and budgets. We heard about “Enterprise Resource Planning” in the 90s (together with the thing called the “Internet”), then “Customer Relationship Management” and “Knowledge Management” in the early 2000s, at some point about “Big Data”, and now about “Artificial Intelligence”. Does the sequence make any sense? Why are we talking about AI today? What are some organisational, industry, and potentially societal challenges – and opportunities – we face and how to think about these in a pragmatic, and/or also in a “wishful thinking” way?

MANAGEMENT UPDATE

Speaker: Cristobal Alonso

Cristobal Alonso is an experienced serial Entrepreneur and Global Executive (with focus on telco, media & software Development) and INSEAD MBA.

Defined by colleagues, partners and clients as the ultimate "make it happen" person, always thinking strategically and with the capacity to create and develop highly empowered international teams.

As a serial entrepreneur, Cristobal leads as "el Patron" Startup Wise Guys, the leading B2B accelerator in Europe, with more than 120 investments in early stage SaaS B2B companies and a portfolio value of more than 4x. He tours Central Eastern Europe, CIS and the Nordics every quarter looking for the upcoming promising startups and mentoring aspiring entrepreneurs.

Finally, Cristobal has extensive experience as "the public face" of media outreach campaigns and as a frequent speaker at Startup and Telco conferences and panels



TOPIC: "Life of a flying CEO"

What we need it to share is how to make sure entrepreneurs make planning an essential tool and skillset of their startup life. That's the route to efficiency and self management. For sure that does not make your startup efficient, but it will make you efficient. And when you are running a company under 3 or 4 people, what the ceo does is usually how the culture is developed

MANAGEMENT UPDATE

Speaker: João Pedro Taborda

TOPIC: "Embraer, why Évora to build an airplane factory?"



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