

# XI CONGRESSO DE ENGENHARIA DE SERVIÇOS E GESTÃO

FUTURE SHAPING SERVICES

## INFORMATION

CESG already has 11 editions and this year the focus is on the future of services. This theme was triggered by the continuous growth of the services market and by the constant need of professionals adaptation of this sector. This will happen in a single event at the **Faculty of Engineering of the University of Porto on April 17th**. Go to our Facebook page and sign up now.

We hope to see you there!

## PROGRAM

9:30	<b>Reception of the participants</b>
10:00 - 10:30	<b>Congress Opening</b> Lia Patrício, Director of MESG
10:30 - 11:00	<b>Big Data: New Currency for Competitive Intelligence</b> Mariana Ramos, Information Security Specialist na Euronext
11:00 - 11:30	<b>Coffee Break</b>
11:30 - 12:00	<b>How does Cloud impact different industries?</b> Gonçalo Costa Andrade, Director of IBM Cloud Unit

12:00 - 13:00

### **Fintech and Blockchain: Full Potential**

Jorge Ferreira of HUUB, Mário Lopes of FEUP  
Fred Antunes of APBC  
João Machado Mota of AFIP

13:00 - 14:30

### **Lunch**

14:30 - 15:00

### **AI applied to business and services**

Miguel Araújo, Machine Learning and Data Science in Feedzai

15:00 - 15:30

### **AR applied to business and services**

Lino Silva, Senior Software Engineer in Farfetch

15:30 - 16:00

### **Coffee Break**

16:00 - 16:30

### **Emerging Jobs**

Nuno Gama, Head of Innovation and Future Tech of Sonae

16:30 - 17:00

### **Congress Closing**

Augusto de Sousa, Vice-President of Pedagogical Affairs of FEUP

17:00 - 19:00

### **Porto d'Honra**