

<b>INTERNATIONAL BUSINESS WEEK - University of Minho</b>							
<b>April 4-8, 2006</b>							
<b>Programme</b>							
				<b>Organising Committee:</b>			
				Carlos Páscoa Machado - IB Programme Director			
				Estela Vieira			
All events will take place in auditorium 1.01 of the School of Economics and Management at the Gualtar campus of University of Minho unless stated otherwise							
April 4th	Tuesday	April 5th	Wednesday	April 6th	Thursday	April 7th	Friday
8:30	Breakfast at Building CP II room 2.19						
	Sala dos Professores	8:30	Manuel Cabral - University of Minho		Visit to the Douro River and to Oporto		<b>IB Teaching and Learning</b>
9:00	<b>Welcoming Session</b>		<i>The Evolution of Portuguese Exporting Clusters</i>		Eventual cruise up/down the Douro River	8:30	Varela de Freitas - University of Minho
9:15	Carlos Páscoa Machado - University of Minho						<i>The Bologna Process at UM</i>
	<i>The Portuguese Economy and Society</i>	9:00	Ana Maria Soares - University of Minho				
			<i>Culture &amp; Doing Business in Portugal</i>			9:00	Manuela Bosch - Universität de VIC
9:45	Christine Nielsen - Baltimore University						<i>IB Teaching &amp; Learning in Spain/Europe</i>
	<i>The Business Case Method:</i>	9:30	Helena Guimarães - University of Minho				
	<i>Delving into Decision Making</i>		<i>Remaining intra EU Trade Barriers</i>			9:30	Christine Nielsen - University of Baltimore
							<i>IB Teaching &amp; Learning at UB and the USA</i>
10:30	Rainer Lenz - Bielefeld University			10:00	Visit to IVP - Port Wine Institute		
	<i>Virtual Teams - Educational Design for the Future.</i>	10:00	Coffee Break		Ana Cristina Melo - Head of the Statistics Office	10:00	Carlos Páscoa Machado - University of Minho
			Chance to visit the AG Video Conference Room at Building CP II room 4.02 (Sala de Actos)		<i>The Douro and Port Wine Markets:</i>		<i>IB Teaching &amp; Learning at UM</i>
11:15	Coffee Break	10:30	Portuguese and German Firms' Foreign Businessess		Their behaviour and evolution in recent years	11:00	Coffee Break
			Jorge Almeida - Continental Mabor			11:30	Costa Lima
					The Douro and Port Wines' Marketing Strategy(ies)		Chief Executive Officer - API - Portuguese Investment Agency - <i>Investment Opportunities in Portugal</i>
			Vigilio Oliveira - Zollern & Comandita				
			<i>Zollern in Portugal: Past, Present &amp; Future</i>				
			António Pinheiro - Sunviauto	12:00	Visit to <i>Quinta da Pacheca</i>	12:30	<b>Closing Session/Remarks</b>
			<i>Sunviauto: Business strategies &amp; the International Organisation</i>		Lunch	13:00	Lunch and Afternoon free
			Rui Soares - Infineon	17:30	Visit to <i>Lello</i> Bookshop		
			<i>"A Challenge in Portugal"</i>				
11:30	Estela Vieira - University of Minho	13:00	Lunch	18:30	Visit to <i>Palácio da Bolsa</i>		
	<i>The IBWeek</i>						
11:45	Visit to the Gualtar Campus	14:30	Visit to Gianto	19:00	Visit to Taylor's Cellars		
12:30	Lunch						
		15:30	Guimarães: Sightseeing				
14:30	Braga: Sightseeing						
20:00	<i>Casa das Artes</i>	20:00	<i>Pousada de Santa Marinha</i>	20:00	Ana Paula Faria - University of Minho		
	Douglas Thompson - SPI		Carolina Machado - University of Minho		<i>Technology transfer and innovation by Portuguese Firms</i>		
	Portuguese Society of Innovation		<i>Human Resources Management by Portuguese Firms</i>		Taylor's		
	<i>Being an Entrepreneur in Portugal &amp; the US: How difficult? How different?</i>		Dinner		<i>Café Majestic</i>		
	Dinner						