

EVENT IN PORTUGUESE

## CATÓLICA-LISBON Founders Forum

Tradition in Motion: Challenges of Succession  
and Responsible Leadership in Family Businesses

### PROGRAMME

**9:00 – 9:30**

| Registration & Welcome Coffee

**9:30 – 9:45**

| Opening remarks with Filipe Santos

**9:45– 10:30**

| Responsible ownership in a changing world with Nuno Moreira da Cruz  
and Liliana Dinis

**10:30 – 11:00**

| Balancing profit with purpose with Cristina Amaro

**11:00 – 11:30**

| Coffee-break

**11:30 – 12:00**

| From One Generation to the Next: Key Insights on Succession with João Pena

**12:00 – 12:45**

| Governance best practices with Daniela Simões and Miguel Athayde Marques

**12:45 – 13:00**

| Closing remarks with Rita Coelho do Vale