PRESS RELEASE /

Maia, 25 June 2015

1 July in the Salão Nobre of the Oporto University Rectory

SONAE ORGANISES CONFERENCE WITH PROFESSOR ANTÓNIO DAMÁSIO

On 1 July, Sonae joined forces with the University of Porto to organise the "New Perspectives on Human Nature from Neurobiology: Feelings, Decisions and Automation" conference, with Professor António Damásio. The event will start at 6pm in the Salão Nobre of the Oporto University Rectory. Paulo Azevedo, Sonae's CEO and Alexandre Castro Caldas, current Director of the Institute of Health Sciences of the Portuguese Catholic University, will be present at the conference.

António Damásio is one of the most well-known Portuguese researchers worldwide and one of the most remarkable neuroscientists in the world. Having lived in the United States since 1975 after completing his PhD in the University of Lisboa, António Damásio has spent his entire scientific career in North American universities. Having specialised in the field of neurobiology, his work gained worldwide public fame after the release, in 1994, of his first book entitled "Descartes' error".

António Damásio's work has been awarded with various prizes, including the Pessoa Award (1992), the Signoret Prize in Cognitive Neuroscience (2003), the Prince of Asturias Award (2004) and the Honda Award (2010).

António Damásio currently holds the title of 'David Dornsife Professor of Neuroscience' of the University of South California, where he leads the USC Brain and Creativity Institute, an investigation centre founded by António and Hanna Damásio focused on the study of human brain function, more specifically about the neurological base for a wide variety of mental functions, from emotions to decision making.

Date and location: 1 July, at 6pm; Oporto University Rectory, Salão Nobre

Challengers: Paulo Azevedo and Professor Alexandre Castro Caldas

Topic: "New Perspectives on Human Nature from Neurobiology: Feelings, Decisions, and Automation"

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt