

Essential

BUSINESS

01-03-2020

QSP Summit Facing the unknown

The British-Portuguese Chamber of Commerce will be at the QSP Summit at Exponor, Porto on 26 and 27 March 2020.

QSP is one of the largest and most relevant conferences for Marketing and Management in Europe.

The theme of the 14th edition of QSP Summit will be "Facing the Unknown" and will feature the attendance of Malcolm Gladwell, regular columnist for the New York Times and author of five best-selling books including The Tipping Point, What the Dog Saw and David and Goliath. He is considered by TIME magazine as one of the Most Influential People in the World and one of the Top Global Thinkers by Foreign Policy magazine.

Helena Fernandes of the BPCC said the chamber would be involved in promotional activities with members and in workshops.

The first day will also boast the presence of Keith Weed, Independent Director and President of the Advertising Association, recognised as the Most Influential Chief Marketing Office in the World by Forbes in 2017, 2018 and 2019.

