



PRELIMINARY INFORMATION NOTE

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CONCEPT AND AMBITION

Following the successful model of the EurAfrican Forum and the inaugural edition of the EuroAmericas Forum in 2024, the Portuguese Diaspora Council will once again convene leaders, experts, and pioneers from across Europe and the Americas to strengthen transatlantic ties and co-create new pathways of cooperation.

This second edition, held under the guiding theme "Longevity: Driver of Global Opportunities – A Forum for EuroAmericas", places the concept of longevity at the heart of the discussion. Longevity is not only about extending life expectancy; it is about building resilient health systems, designing durable economic partnerships, developing sustainable cities, and creating political and social institutions capable of adapting across generations. In today's volatile environment, resilience and endurance have become essential assets in a range of areas, including health, trade, democracy, and energy security.

The Forum's objective is to reframe longevity as a multidimensional driver of opportunity and innovation, transforming what is often seen as a challenge into a framework for collective growth. By exploring how societies, economies, and democracies can be designed to last, the Forum aims to generate actionable insights, strengthen Euro-American partnerships, and foster trust, predictability, and cooperation for decades to come – especially in such turbulent times from a geopolitical point of view.

The EuroAmericas Forum 2025 is scheduled to take place on 17 and 18 November at Nova SBE, in Carcavelos – Cascais. The event will bring together heads of state, policymakers, entrepreneurs, academics, and innovators. The second edition of the Forum will build on the success of the first, combining high-level debates, focused thematic sessions and structured networking opportunities. The event's official app will support these elements, promoting meaningful collaboration across the Atlantic.

EUROAMERICAS FORUM 2025

“Longevity: Driver of Global Opportunities – A Forum for EuroAmericas”

Nova SBE, Carcavelos, Portugal

AGENDA EAM

Monday, November 17th, 2025

TIME (Lisbon)	TRACK	SESSION
08:00 – 08:30		Welcome coffee
08:30 – 09:45	Opening Remarks	
09:45 – 10:35	HEALTH	The Science of Longevity: From Neurodegeneration to Healthy Ageing
10:35 – 11:05		Networking break
11:05 – 11:30	TRADE	Designing Trade for Generations: Longevity and Economic Diplomacy
11:30 – 12:15	MERCOSUR-EUROPE	Mercosur - Europe: A Long-Term Pact for Growth
12:15 – 13:00	CANADA-EUROPE	Canada - Europe: A Case Study in Resilient Trade
13:00 – 14:30		Lunch Break
14:30 – 15:30	INNOVATION	Innovation, Industry & Workforce Resilience
15:30 – 15:45	INVESTMENT	Investment in Transatlantic Infrastructure and Longevity
15:45 – 16:30	CONNECTED CITIES	Connected Cities: Trade, Technology & Urban Diplomacy
16:30 – 17:00		Networking Break
17:00 – 18:00	SPORTS	The Legacy of Sport: From World Cups to Everyday Wellbeing
18:00 – 18:30	ENERGY	Powering Longevity: Energy, Sustainability, and Adjustable Societies
18:30 – 18:45		Closing Remarks
18:45 – 19:30		Cocktail

EUROAMERICAS FORUM 2025

“Longevity: Driver of Global Opportunities – A Forum for EuroAmericas”

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AGENDA EAM

Tuesday, November 18th, 2025

TIME (Lisbon)	TRACK	SESSION
08:00 – 08:30		Welcome coffee
08:00 – 09:00	Opening Remarks	
09:00 – 10:15	GEOPOLITICS	The Ageing of Democracies: Security, Geopolitics, and Institutional Resilience
10:15 - 11:00		Networking break
11:00 - 11:45		The State of the World: A Conversation between Ambassadors
11:45 - 11:55		Cultural Moment
11:55 - 12:00		Final Thoughts
12:00		Closing Statement by H.E. the President of the Portuguese Republic

VENUE

NOVA SBE, Carcavelos, Portugal

The Forum is thrilled to be gathering European and American decision-makers for two days of conversation, networking, partnerships, and deals.

On-site panels, engaging with high-level speakers to understand the latest industry knowledge and trends to stay on top of innovations.

Networking breaks, where you will create and develop new and exciting business opportunities.



AUDIENCE CHARACTERIZATION

Entrepreneurs, Business leaders, Social Changemakers, Thought Leaders, NGOs & Activists, Influencers, Investors, Artists and Elected Officials

About the inaugural edition (2024):

- More than 400 participants from 40 countries;
- Attended by His Excellency the President of the Portuguese Republic, the Prime Minister and the Minister of State and Foreign Affairs, among other members of the Portuguese government.
- Participation of ministers, ambassadors, business leaders, academics and multilateral organisations (UN, OECD, GAVI).
- Protocol signed between the Municipality of Cascais and the City Hall of Contagem (Brazil), an example of the Forum's collaborative potential.

AGENDA

MAIN TOPICS

HEALTH

The Science of Longevity: From Neurodegeneration to Healthy Aging

The enhancement of life expectancy represents a significant milestone for humanity, accompanied by substantial challenges. This session will examine the dual reality of ageing populations, considering both the growing prevalence of chronic and neurodegenerative diseases, and the potential for scientific and technological breakthroughs. The discussion will highlight the intersection between neuroscience, cardiovascular health, and the sustainability of healthcare systems, asking how societies can ensure that longer lives translate into healthier, more fulfilling ones.

Beyond medicine, the panel will explore how artificial intelligence and biotechnology are reshaping prevention, diagnosis and treatment, from brain health to personalised medicine. The issue of healthcare equity will also be addressed: how can innovation be made accessible and affordable? By bringing together scientists, policymakers, and innovators, this panel will seek to answer a central question of our time: what does it mean to live longer and better in the 21st century?

TRADE

Designing Trade for Generations: Longevity and Economic Diplomacy

Trade is more than the exchange of goods and services; it is a mechanism through which societies shape their future prosperity and resilience. It is vital that agreements are designed with foresight in order to transcend the turbulence of political cycles, tariff disputes and sudden economic downturns. The true test of economic diplomacy lies in its ability to provide continuity and stability, safeguarding cooperation across decades rather than years.

In order to ensure a sustainable business, it is essential to establish institutional trust, implement predictable frameworks, and maintain an openness to adaptation. The objective is not to be rigid, but to establish agreements that evolve in line with technological advances, demographic shifts and environmental imperatives. When conceived in this way, economic diplomacy becomes a tool for intergenerational equity, ensuring that the benefits of today's commitments can be passed on to future societies.

Mercosur–Europe: A Long-Term Pact for Growth

The Mercosur-EU agreement is a rare attempt to reconcile divergent interests across continents and sectors, creating a common architecture for growth. In a business context, the challenges of agriculture, industry and environmental sustainability are not viewed as separate issues, but rather as integral components of a shared future. The agreement embodies a vision of trade where prosperity and responsibility reinforce one another.

Its significance lies not only in market access or tariff reduction, but also in its ambition to align structural asymmetries into a framework that can endure. By fostering balanced development, Mercosur and Europe position themselves as partners capable of navigating a world where growth cannot be divorced from sustainability. This initiative constitutes an experiment in long-term economic diplomacy, where continuity and inclusiveness represent the ultimate measures of success.

Canada–Europe: A Case Study in Resilient Trade: A Strategic Analysis

CETA demonstrates how two mature economies, with a shared foundation of democratic values and regulatory sophistication, can establish an agreement that is resilient to global uncertainty. By addressing digital trade, services, and sustainable development alongside traditional commerce, it reflects a model of adaptability embedded within stability. This is not a static treaty, but rather a living framework that can adapt to new economic and technological realities.

The agreement underscores the pivotal role of small and medium-sized enterprises, digital innovation, and cross-border collaboration as catalysts for resilience. Its design demonstrates how trade can be shielded from the unpredictability of global politics while still encouraging dynamism and growth. In this sense, CETA offers a model for how transatlantic partners can craft durable agreements, combining flexibility with institutional solidity.

INNOVATION

Innovation, Industry and Workforce Resilience

Industries worldwide are facing converging pressures, including an ageing workforce, rapid technological transformation and increasingly multicultural labour markets. This panel will explore how societies can respond to these challenges not merely with short-term solutions, but with

strategies that promote long-term resilience. The discussion will emphasise the role of intergenerational collaboration, adaptation to digital change, and the redesign of careers for longer working lives.

In addition to policy and business perspectives, the Portuguese Diaspora experience will provide a unique lens, showing how cultural resilience and intergenerational knowledge can be leveraged to strengthen industries globally. By aligning demographic realities with innovation, this panel will present a roadmap for creating human-centred, adaptive systems that sustain economic vitality and social wellbeing over decades.

INVESTMENT

Strategic Investment in Transatlantic Infrastructure and Longevity

As Europe redefines its role in the 21st century, infrastructure has become a cornerstone of its strategic vision - not merely as a driver of economic growth, but as an instrument of resilience, sustainability, and shared prosperity. Long-term investment in energy, digital, and urban systems represents a commitment to intergenerational stability, ensuring that development today strengthens the capacity of societies to adapt and thrive in the future.

Transatlantic cooperation is integral to this agenda. Initiatives such as the Global Gateway demonstrate how partnerships between Europe and the Americas can mobilise capital and innovation for projects that endure: clean energy networks, digital connectivity, resilient transport, and sustainable cities designed to serve future generations. By engaging governments, private investors, and civil society, these efforts transform infrastructure from a technical challenge into a collective enterprise of inclusive growth, environmental stewardship, and social equity.

Ultimately, strategic investment in transatlantic infrastructure reflects a philosophy of longevity — building systems and communities that stand the test of time while reinforcing Europe's role as a reliable and forward-looking partner across the Atlantic.

CONNECTED CITIES

Connected Cities: Trade, Technology & Urban Diplomacy

Transatlantic city-to-city partnerships are becoming increasingly important as a source of innovation and resilience. Sister Cities agreements are no longer symbolic, but practical platforms that foster

local economic growth, trade facilitation and digital governance. This panel will showcase how cities can act as strategic players in global cooperation, leveraging urban diplomacy to deliver measurable benefits for citizens.

The conversation will highlight best practices in areas such as smart mobility, digital service delivery, and inclusive economic planning. Of particular note will be the exploration of how cities can prepare for demographic shifts – including ageing populations – by ensuring that urban environments remain liveable, dynamic, and equitable. In this way, connected cities become instruments of longevity, translating transatlantic cooperation into everyday solutions.

SPORTS

The Legacy of Sport: From World Cups to Everyday Wellbeing

Sport is both a universal language and a foundation for human wellbeing. Global events such as the FIFA World Cup generate legacies that extend far beyond elite competition, having a significant impact on infrastructure, public health and civic identity. When conceived with long-term vision, these moments can act as catalysts for participation, urban renewal, and community pride, thereby bridging the gap between global visibility and local benefit.

The true measure of sport's impact lies in its capacity to embed physical activity and social cohesion into everyday life. Policies that integrate movement into urban design, education, and public health systems ensure that sport endures as more than entertainment; it becomes a framework for longevity and resilience. The careers of athletes also form part of this legacy, with their transition into new roles enabling the transfer of expertise and inspiration to future generations. Sport, at every level, thus emerges as a driver of both health and social capital, shaping societies that are stronger, more inclusive, and built to last.

ENERGY

Powering Longevity: Energy, Sustainability, and Adjustable Societies

Energy is a core component of long-term resilience. This keynote will examine how the transition to clean and sustainable energy is essential for achieving environmental goals, as well as ensuring the longevity of infrastructures, communities and economies. The session will highlight strategic investments in renewables, smart grids, and new technologies that ensure systems remain flexible and efficient for decades.

On a global scale, the energy transition is also reshaping geopolitics. Cooperation between Europe and the Americas in the field of clean energy, decarbonisation, and technological innovation has the potential to enhance security while catalysing sustainable growth. By aligning private sector innovation with public policy, the panel will present energy as a foundation for societies that aspire to prosper across generations.

GEOPOLITICS

The Aging of Democracies: Security, Geopolitics and Institutional Stability

As with individuals, political systems and institutions must face the challenge of longevity. Democracies must navigate challenges such as polarization, geopolitical instability, and declining public trust while upholding their core values and maintaining legitimacy. The endurance of democratic systems depends on the interplay of generational renewal, institutional memory, and the protection of freedoms, ensuring that governance remains adaptive and resilient across decades.

Contemporary pressures, including cybersecurity risks, disinformation, fragile supply chains and ongoing armed conflicts, highlight the vulnerabilities of even long-established institutions. These challenges give rise to fundamental questions regarding the capacity of existing global governance structures to respond effectively and whether new frameworks may be necessary. In this context, the resilience of democracies becomes a multidimensional pursuit: redefining security, legitimacy, and intergenerational accountability to ensure that democratic societies can endure and thrive in an increasingly complex world.

ORGANIZATION

PORTUGUESE DIASPORA COUNCIL (WORLD PORTUGUESE NETWORK)

A non-profit association, founded in 2012, whose main purpose is to enhance Portugal's brand and international reputation involving the Portuguese Diaspora of influence who have distinguished themselves in the field of Culture, Citizenship, Science and Economics. The 'World's Portuguese Network' currently comprises 350 Counsellors, spread over 42 countries and 5 continents.



José Manuel Durão Barroso,
EuroAmericas Forum Chairman and Board
President of the General Assembly of the
Portuguese Diaspora Council, Former 11th
President of the European Commission and
Former Prime-Minister of Portugal, currently is
also the Chairman of GAVI - The Vaccine
Alliance and the Chairman of Goldman Sachs
International.



António Calçada de Sá
Founding Member and current President of the
Board of the Portuguese Diaspora Council, also
Vice-President of the Fundación Repsol.

MUNICIPALITY OF CASCAIS – CO-HOST

Located West of the Tagus estuary, between Sintra and the Atlantic Ocean, the Municipal Council of Cascais is the autonomous organ of this county and its mission is to define and execute policies to defend the interests and satisfy the needs of the local population. In this sense, it's incumbent on it to promote the development of the municipality in all areas of life, such as health, education, social action and housing, environment and basic sanitation, land use and urban planning, transport and communications, public supply, sport and culture, consumer protection and civil protection.

ADDITIONAL INFORMATION

- There will be simultaneous translation between English and Portuguese at your convenience
- Venue: Nova School of Business & Economics, Carcavelos, Cascais, Portugal - [Google Maps](#)
- For further information please contact info@euroamericasforum.org

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