

**FEUC** Faculdade  
de Economia  
Universidade  
de Coimbra

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# CHINA AND THE PORTUGUESE -SPEAKING COUNTRIES IN WORLD TRADE

COMMERCE, TOURISM,  
COOPERATION AND  
DEVELOPMENT



# MODULES



- ▶ Political Systems of China, the Community of Portuguese-speaking Countries and the EU
  - ▶ China-Lusophone Commercial Relations, Investment and Tourism
    - ▶ Emerging Economies and South-South Cooperation
      - ▶ Cross-Cultural Business Management in China and the Lusophone Countries
        - ▶ Portuguese for Business (*for Chinese students*)
          - ▶ Chinese for Business (*for all other students*)

*Students are encouraged to complete an internship. FEUC has established arrangements with various institutions in Portugal which have branches, or partner institutions, in the Portuguese-speaking Countries and China.*

# COURSE PURPOSE AND GOALS

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In recent years, the People's Republic of China has dramatically increased its presence and influence in Portuguese-speaking countries such as Brazil, Angola, Mozambique, Cape Verde, Guinea-Bissau, São Tomé and Príncipe, East-Timor and Portugal. In response, this new course aims to cover how the different political and juridical systems of these two worlds function and how their business cultures are inter-related. With these objectives fulfilled, students will be furnished with the skills and knowledge required for future success in the area. The themes addressed in the course include Intercultural Management, Commercial Relations, Investment and Tourism, with particular reference to the Chinese initiative "One Belt One Road". The various parts of the course are taught in modules by the very best national and international specialists in the field, which guarantees a range of varied approaches and teaching techniques.

Coimbra offers a unique environment in which to study this course, as its university currently brings together students of the Lusophone world with Chinese students who come to learn Portuguese in order to become diplomats, translators or businessmen. Furthermore, the course actually marks the renewal of a relationship that existed centuries ago. In the middle of the 16th century, the University of Coimbra played a very important role in East-West relations by establishing a link between Europe and China, and for a long time Coimbra was home to the only university in the Lusophone world. Portugal has a history of intensive collaboration and exchange of knowledge with China, which has helped strengthen Sino-Lusophone relations over the years.

# TARGET GROUP

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By participating in this course, students will gain a greater understanding of the institutional structures and the highly complex and changing trade and business environments in both China and the Portuguese-speaking countries. This knowledge is essential to both current and future diplomats, governors, journalists, lawyers and lawmakers, managers, entrepreneurs and investors, or intermediaries who work in the area of China's relationships with Lusophone and European countries. Businesspeople from Portuguese-speaking countries that compete or collaborate with Chinese companies on a global scale will feel better prepared to understand the political, economic and cultural forces that shape modern-day China. Chinese businesspeople working in Portugal will also be able to better understand the new trends that exist in both the Lusophone and European worlds.

The Course is also open to any students who wish to deepen their understanding of the subject and may be especially attractive to those already enrolled on courses at the University of Coimbra.

# 世界经济背景下的中国与葡语国家

## 商业, 旅游, 合作与发展

### 课程的目的与热点

近年来, 中华人民共和国不断加强着与葡语国家(安哥拉, 巴西, 佛得角, 几内亚比绍, 莫桑比克, 葡萄牙, 圣多美和普林西比, 东帝汶)之间的关系。主要的教学目的是帮助学生理解中国和葡语国家的政治运作, 法律机制和企业文化, 为学生今后的事业保驾护航。课程将注重于跨文化管理, 商业关系, 投资和旅游方面的信息, 同时与中国的“一带一路”相衔接。我们邀请了在中国与葡语世界关系研究领域中最优秀的专业人士来讲授该课程。这些专业人士来自不同的国家和地区, 必能够为学生提供多样的观点和信息。

科英布拉大学有得天独厚的环境, 在中国与葡语世界关系之中有着重要的地位, 大量来自葡语世界的学生和众多来自中国的学生在这里一同学习和交流。相信在这样独特的校园背景下, 有志在葡语国家开展外交、翻译或企业家事业的中国学生能够充分利用这里的资源优势, 为将来的事业成功添砖加瓦。中葡之间已经有着好几个世纪的往来, 本次课程也期望开启中葡关系崭新的一页。科英布拉大学在东西方交流史上起到过至关重要的作用, 自十六世纪中叶以来, 就已是欧洲和中国之间的桥梁。科英布拉大学在很长的时期内是葡语世界唯一的大学, 汇集了来自所有葡语国家。

## 适宜对象

本课程将使学学生能够更好地理解中国和葡语国家的机构设置, 更好地把握这些国家和地区高度复杂和不确定的商贸环境。不管是目前还是将来在职, 在本项课程中学到的知识能够很好的帮助到这些职业人群: 外交官, 政府工作者, 记者, 律师和法律工作者, 管理人员, 实业家, 投资人士, 为中国和葡语国家及欧洲国家交流而服务的中介人士。来自葡语国家的、在全球背景下与中国企业合作或竞争的企业家, 可以加深对中国政治、经济和文化机制的理解。而在葡萄牙工作的中国企业家也能更好地理解葡语世界和欧洲的新动态。

我们欢迎所有对本门课程感兴趣的学生, 尤其是正在科英布拉大学攻读其他课程的学生参加。

# A CHINA E OS PAÍSES DE LÍNGUA PORTUGUESA NA ECONOMIA MUNDIAL

COMÉRCIO, TURISMO,  
COOPERAÇÃO  
E DESENVOLVIMENTO

## OBJETIVOS DO CURSO

Nos últimos anos, a República Popular da China tem consolidado a sua presença nos Países de Língua Portuguesa: Brasil, Angola, Moçambique, Cabo Verde, Guiné-Bissau, São Tomé e Príncipe, Timor-Leste e Portugal. O objetivo deste Curso é explicar o funcionamento dos sistemas políticos e jurídicos e a cultura empresarial destes dois mundos e a forma como eles se relacionam, oferecendo as ferramentas necessárias para singrar neste contexto. As temáticas abordadas incluem a gestão intercultural, as relações comerciais, o investimento e o turismo, com particular referência à iniciativa chinesa da “Nova Rota da Seda”. Os seminários estão organizados por módulos lecionados pelos melhores especialistas nacionais e internacionais da área, garantindo uma diversidade de perspetivas na transmissão do conhecimento.

Coimbra, local de encontro de estudantes lusófonos com futuros diplomatas, tradutores e empresários chineses que aqui aprendem português, oferece um ambiente único para a frequência deste Curso. Projeta-se no futuro um passado de intensa colaboração e contributos para o conhecimento mútuo e reforço dos laços de amizade sino-lusófonos. A Universidade de Coimbra desempenhou um papel importantíssimo na história do relacionamento Ocidente-Oriente, estabelecendo a ponte entre a Europa e a China a partir de meados do século XVI e foi, durante muito tempo, a única universidade do mundo de língua portuguesa.

## PÚBLICO-ALVO

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A participação neste Curso oferece um melhor entendimento da estrutura institucional e do ambiente comercial e de negócios, altamente complexo e incerto, da China e dos Países de Língua Portuguesa. Assim, os conhecimentos adquiridos revelar-se-ão de grande utilidade para atuais e futuros diplomatas, governantes, jornalistas, advogados e juristas, gestores, empreendedores e investidores, ou intermediários, que trabalhem sobre as relações da China com os países lusófonos e europeus. Empresários dos Países de Língua Portuguesa que competem ou colaboram com empresas chinesas no plano global, sentir-se-ão mais preparados para entender as forças políticas, económicas e culturais da China contemporânea; empresários chineses que trabalham em Portugal compreenderão melhor as novas tendências do mundo lusófono e europeu.

O Curso também está aberto a estudantes universitários que desejem aprofundar os seus conhecimentos sobre a temática, nomeadamente estudantes inscritos noutros cursos da Universidade de Coimbra.





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Sérgio Azenha

Artwork inspiration:

### Chinoiserie



Chinese motifs are apparent in the decorative painting of the organ in the Chapel of S. Miguel at Coimbra University. The bookcases in the Baroque Library are also meticulously decorated with Chinese motifs, marking the impact of Chinese culture on Portugal at the time.

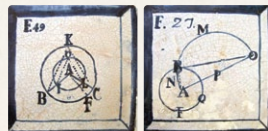
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### The Jesuit Cartography



Jesuit cartographers traveled throughout the Chinese Empire in the early 18th century and conducted astronomical observations to determine the latitude and longitude of various locations in relation to Beijing. These observations are reflected in this work, which includes general and partial maps of China, Chinese Tartary and Tibet (1734). © UC • Photo: BGUCL

### Fragments of Tiles



The Jesuit College of Coimbra was one of the main institutions that taught missionaries before they traveled to China. In the 17th and 18th centuries, the Jesuits ordered tiles to assist their students in learning Mathematics, Physics and Astronomy. Their knowledge proved to be very useful to the missionaries who were seeking acceptance by the Chinese emperor.



United Nations  
Educational,  
Scientific and  
Cultural Organization



**University of Coimbra**  
**Alta and Sofia**  
inscribed on the World Heritage  
List in 2013

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