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2022

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CHARITY

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LUXURY CAR RENTAL

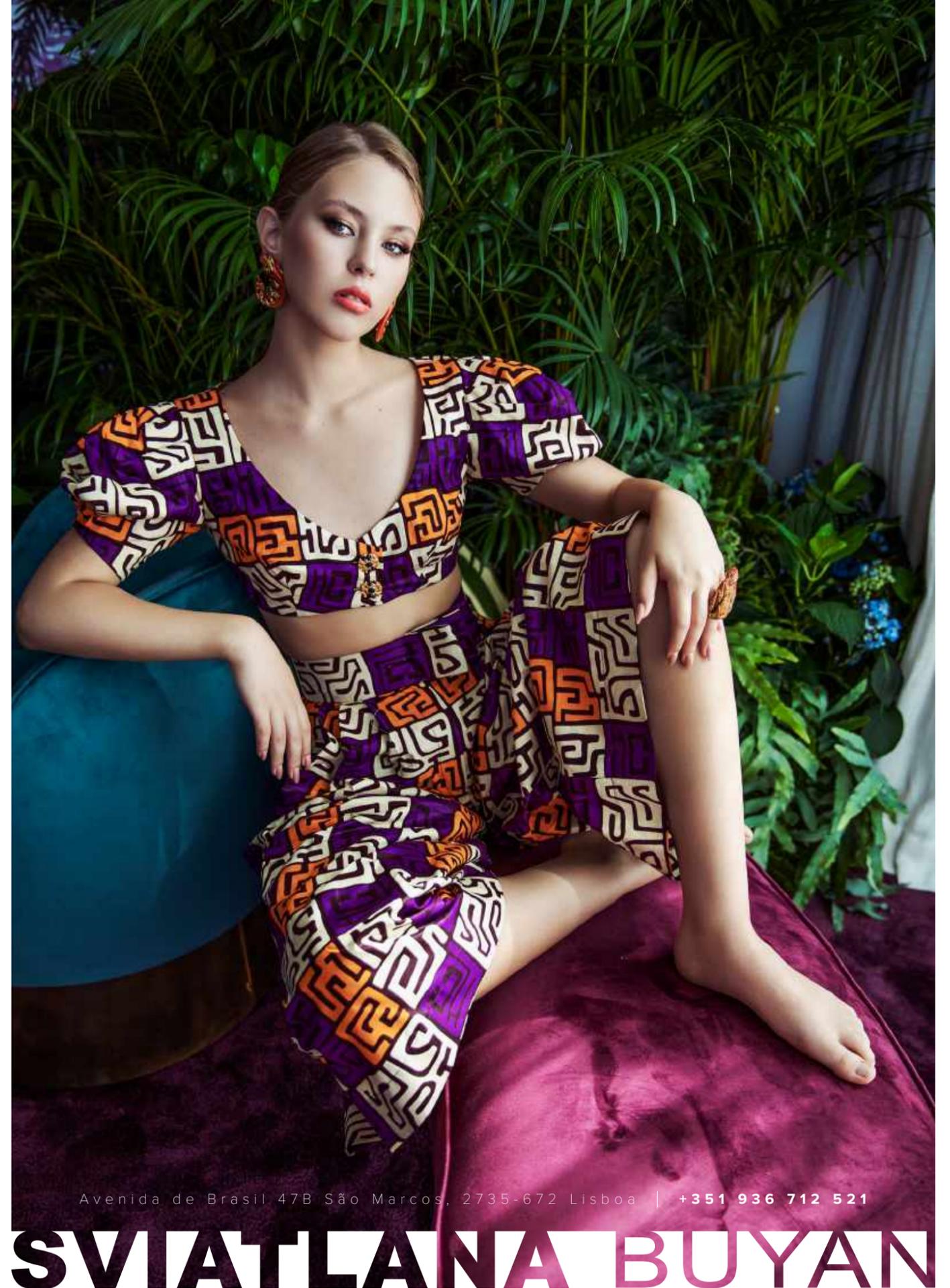
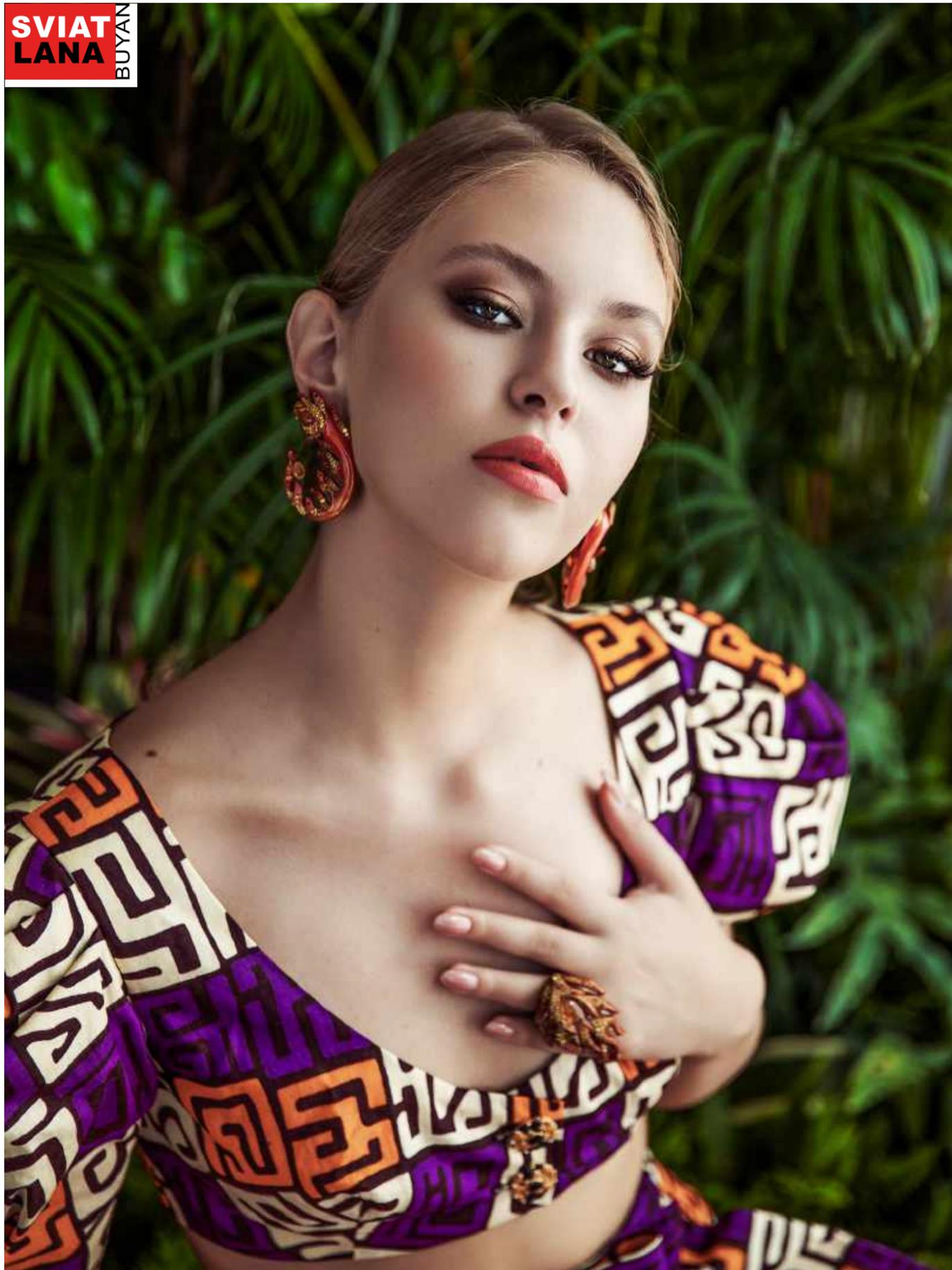


MariGe



📍 ОДЕССА, Канатная 73
☎ +38 (063)5564737

**SVIAT
LANA** BUYAN



Avenida de Brasil 47B São Marcos, 2735-672 Lisboa | +351 936 712 521

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BUUNT

LUXURY IS A GIFT

April 2022



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DEAR READERS,

You are holding a new magazine – Business ML Portugal, which we planned to present at the event, which would bring together a large number of rated guests, including successful businessmen and famous artists. It was supposed to be a big event, and I had to write this Editorial in Portuguese.

I have been living in Portugal for more than 3 years. I love this country very much. It is my home. But my first home, where I was born, is Ukraine.

Today there is the war in Ukraine, so now, presenting the magazine in Portugal, in such difficult times for my country, we have made this evening charitable.

I hope that this terrible dream, this war, will end soon. I will open my eyes and everything will be the same. The sun will shine and I will rejoice in everything around me. But for now I can't.

With love, ELVIRA GAVRILOVA

ДОРОГІ ЧИТАЧІ,

Ви тримаєте в руках новий журнал – Business ML Portugal, який ми планували презентувати на заході, де б зібралася велика кількість рейтингових гостей, серед яких були б успішні бізнесмени та відомі артисти. Це повинна була бути гучна подія, і це слово редактора я мала писати португальською мовою.

Я живу в Португалії більше 3 років. Я дуже люблю цю країну. Вона є моїм домом. Але мій перший дім, в якому я народилася, – це Україна. Сьогодні в Україні війна, тому зараз ми, презентуючи журнал у Португалії, у такі важкі часи для моєї країни, зробили цей вечір благодійним.

Я сподіваюся, що цей страшний сон, ця війна, скоро закінчиться. Я відкрию очі, і все буде як раніше. Буде світити сонце, і я буду радіти всьому, що мене оточує. Але наразі я не можу.

З любов'ю, ЕЛЬВІРА ГАВРИЛОВА



WALL STREET
★★★★ HOTEL ★★★★★

**UKRAINIAN
BAND KAZKA
RELEASED A NEW SONG**

“I AM NOT OK”

**CREATED IN THE FIRST DAYS
OF RUSSIAN INVASION
OF UKRAINE**

A banda ucraniana KAZKA lançou uma nova canção 'I AM NOT OK', criada nos primeiros dias da invasão russa na Ucrânia



A nova canção 'I AM NOT OK', da banda KAZKA, foi criada nos primeiros dias da invasão russa 'em grande escala' na Ucrânia. A canção é a reação da banda à guerra e mostra como os ucranianos se sentem neste momento.

The new song «I AM NOT OK» by the band KAZKA was created in the first days of the full-scale Russian invasion of Ukraine. The song is the band's reaction to the war and it shows how Ukrainians feel right now.

A

canção 'I AM NOT OK' é o reflexo dos sentimentos de todos os ucranianos que desde o início da guerra correm perigo, todos os dias, lutando pela liberdade, independência e um céu

pacífico sobre a Ucrânia. A música sempre fez parte do código nacional ucraniano, e agora transformou-se na sua defesa e arma.

Os membros da banda que trabalharam na canção, encontraram muito rapidamente a força e inspiração para expressar todo o choque por causa dos acontecimentos da guerra, com a ajuda da música. Logo no início da sua criação, a canção 'I AM NOT OK' reuniu pessoas que se encontravam em diferentes cidades e mesmo em diferentes países.

Sergiy Ranov (RUNSTAR), conhecido pelas canções 'Plakala' ('Cry') e 'Svyata' ('Saint'), trabalhou na música e nos arranjos para a nova canção. Sergiy Lokshin e Volodymyr Mazhora trabalharam na letra da música, sendo o último o responsável pela parte inglesa da canção - o refrão.

Enquanto a canção estava a ser criada, a vocalista da banda KAZKA Oleksandra Zaritska - mais conhecida como Sasha - estava constantemente na estrada: quando a guerra começou, Sasha deixou Kyiv - mudou-se para o Oeste da Ucrânia, onde trabalhou como voluntária e ajudou diferentes iniciativas. Após algum tempo em Kyiv, Sasha mudou-se para Cracóvia (Polónia) onde gravou a canção, e depois seguiu para Praga onde foi realizado o vídeo musical. De Praga, Sasha voou para os Estados Unidos. O destino escolhido não foi por acaso, antes da guerra na Ucrânia, a banda planeava uma digressão nos Estados Unidos que infelizmente não pôde começar a tempo. Pela primeira vez na história da banda, Sasha (a vocalista) irá representar o seu grupo KAZKA e a Ucrânia, sozinha.

A canção 'I AM NOT OK' foi gravada no Sound Mind Studio em Cracóvia, como referido. Sendo que a gravação da pista foi feita remotamente, metade da equipa trabalhava a partir de Kyiv controlando o processo através do Face Time. Já o vídeo musical, foi filmado em Praga, um dia antes do voo de Sasha para os EUA. Neste último, trabalharam o realizador Serhiy Tkachenko e o cineasta Filip Knoll.

'I am not OK' tornar-se-á um símbolo da dor e do medo que todos os ucranianos têm experimentado desde o início da invasão. No entanto, será também o símbolo da fé na nossa liberdade e vitória, que estão por vir.

Em março, estava planeada a digressão de KAZKA #IAMUKRAINE nos Estados Unidos, mas a guerra arruinou todos os planos. De qualquer forma, a vocalista da banda, Oleksandra Zaritska, decidiu ir sozinha para os EUA. Como parte da sua estadia nos EUA, Oleksandra usa a sua voz para partilhar os eventos da Ucrânia nos meios de comunicação social mundiais e participa em eventos de caráter social: Sasha representou a Ucrânia no festival SXSW, cantou o hino nacional da Ucrânia durante o hastear da bandeira ucraniana no centro de Nova Iorque e participou no evento de gala solidário "We Stand With Ukraine" - todas as receitas da venda de bilhetes serão doadas a Organizações de Caridade: Razom for Ukraine, UNWLA e Florida for Ukraine. Já estão planeados outros concertos do mesmo cariz no mês de abril.

The song 'I AM NOT OK' is the reflection of the feelings of every Ukrainian who has been in danger every day since the beginning of the Russian invasion and who continues to fight for freedom, independence, and a peaceful sky over Ukraine. Music has always been a part of the Ukrainian national code, and now it has become our defense and weapon.

The members of the band, who worked on the song, found very quickly strength and inspiration to express all the shock because of the war events with the help of music. At the very beginning of its creation, the song 'I AM NOT OK' brought together people who were in different cities and even different countries.

Sergiy Ranov (RUNSTAR), known for the songs 'Plakala' ('Cry') and 'Svyata' ('Saint'), worked on the lyrics and arrangements for the new song. Sergiy Lokshin and Volodymyr Mazhora also worked on the lyrics. Volodymyr Mazhora was responsible for the English part of the song — the chorus.

While the song was created, the vocalist of the band KAZKA Oleksandra Zaritska - better known as Sasha - was constantly on the road: when the war started, Sasha left Kyiv - she moved to the West of Ukraine where she worked as a volunteer and helped with different initiatives. Then Sasha moved to Krakow where she recorded the song, and then to Prague for music video shooting. From Prague, Sasha flew to the United States. Long before the full-scale war in Ukraine the band was planning a tour in the United States which unfortunately could not start on time. For the first time in the band's history, Sasha is presenting KAZKA and Ukraine all by herself.

The song 'I AM NOT OK' was recorded at the Sound Mind Studio in Krakow. The recording of the track was done remotely, half of the team worked from Kyiv controlling the process via Face Time. The music video was shot in Prague the day before Sasha's flight to the US. Director Serhiy Tkachenko and cinematographer Filip Knoll worked on the video.

'I AM NOT OK' will now become a symbol of pain and fear that every Ukrainian has experienced since the beginning of the invasion. But it will also be the symbol of faith in our liberty and victory, which are yet to come.

KAZKA's tour #IAMUKRAINE should have started in the United States in March, however, the war ruined all the plans. Nevertheless, the vocalist of the band, Oleksandra Zaritska, decided to go to the US by herself.

As part of her stay there, Oleksandra uses her voice to cover the events in Ukraine for the world media telling truth about the brutal war Russia is waging against Ukraine, its independence, its freedom, and its sovereignty. Also, she takes part in charity events to collect money for the Ukrainian Army and volunteers. Thus, Zaritska represented Ukraine in the SXSW festival, sang the national anthem of Ukraine during the raising of the Ukrainian flag in downtown New York and she will participate in Charity Gala Event "We Stand With Ukraine" in New York — all proceeds from the tickets sales will be donated to Charity Organizations: Razom for Ukraine, UNWLA and Florida for Ukraine.

More charity concerts are coming in April.

Written by **OLEKSII PRYKHODKO**

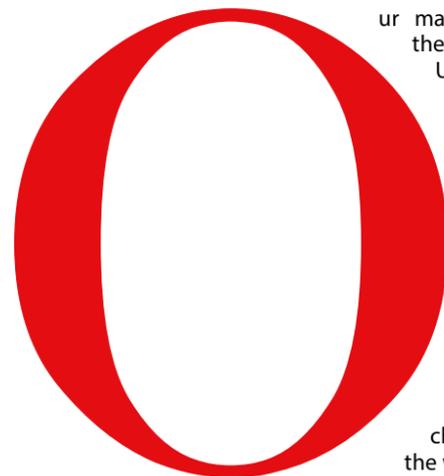
TATSIANA ZARETSKAYA: I LOVE BRINGING NEW TECHNOLOGIES TO THIS WORLD

Tatiana Zaretskaya

Eu adoro trazer novas tecnologias para este mundo

Os editores da nossa revista decidiram dedicar a primeira parte da Business ML Portugal à Ucrânia. Já se passou mais de um mês desde que a Rússia lançou um ataque em grande escala no território da Ucrânia. Milhões de ucranianos foram forçados a deixar a sua terra natal e as suas casas. Assim, todos aqueles que amam e defendem a liberdade devem apoiar e ajudar a Ucrânia e aos Ucrânios.

A heroína da nossa edição, a fundadora da empresa agrícola Laava Tech, Tatiana Zaretskaya, não conseguiu ficar de fora ao observar o terror pelo qual os ucranianos estão a passar. Por isso, decidiu ajudar os mais vulneráveis - crianças e adolescentes que sofreram com a guerra na Ucrânia. Conversamos com Tatiana sobre negócios, o papel da caridade em sua vida e equilíbrio entre vida profissional e pessoal.



ur magazine's editors decided to dedicate the first issue of Business ML Portugal to Ukraine. It has been more than a month since Russia launched a full-scale attack on the territory of Ukraine.

Millions of Ukrainians were forced to leave their homeland and their homes. The duty of all freedom-loving people now is to help Ukraine and support its inhabitants.

The heroine of our issue, the founder of the agtech company Laava Tech Tatiana Zaretskaya, seeing what the Ukrainians have to go through, could not stay away. She helps children and teenagers who suffered from the war in Ukraine.

We talked with Tatsiana about business, the role of charity in her life, and work-life balance.



Tatsiana in her office



We have very strong support from various partners, from the Ministry of the Environment of the Republic of Estonia to the European Commission, which means a lot to our customers as well.



Temos um apoio muito forte de vários parceiros, do Ministério do Meio Ambiente da República da Estônia à comissão da UE, o que também significa muito para os nossos clientes.



Tatiana, tu fundas-te uma das startups mais promissoras da Europa. Conta-nos sobre a sua unicidade e como surgiu a ideia da sua criação.

Tenho formação em direito. Mudei-me para a Estónia há cerca de 8 anos para fazer a minha licenciatura em direito. Nunca pensei que estaria a atuar na indústria de startups ou me tornaria fundadora de startups. Sobretudo, não podia imaginar que mudaria de área de atuação porque fui e ainda sou muito apaixonada pelo direito. Mas quando eu estava no último ano de obtenção do meu mestrado, a universidade onde estudei, a Tallinn University of Technology, estava a realizar um programa que se chamava “STARTERtech” onde qualquer pessoa podia participar e lançar a sua ideia ou juntar-se a qualquer equipa. Não quero parecer muito arrogante, mas quando fui lá, não me apaixonei por nenhuma ideia, porque a maioria era sobre jogos e seguros. Não parecia algo que pudesse “chamar” o meu coração. Eu decidi assim lançar a minha própria ideia, a inspiração para a qual teve origem na minha infância. Nasci em Minsk, mas toda a minha vida morei com os meus avós e pais em um apartamento muito pequeno, e minha avó cultivava tomates profissionalmente. Todas as primaveras ela plantava os tomates

Tatsiana, you have founded one of the most promising startups in Europe. Tell us about its uniqueness and how the idea of its creation came about.

I am a lawyer by background. I moved to Estonia around 8 years ago to pursue my law degree. I never thought that I would be acting in the startup industry or become a startup founder. Especially, I could not imagine that I would change the field of my expertise because I was and still am very passionate about law.

But when I was in the last year of obtaining my Master's degree, the university where I studied, Tallinn University of Technology, was holding a program which was called STARTERtech where anyone can take part and pitch their idea or join any team.

I don't want to sound too arrogant but I went there and I wasn't inspired by any of the ideas. They were all about gaming and insurance. It didn't seem like something that would resonate with me.

I decided to actually pitch my own idea, which came from my childhood background. I was born in Minsk but all my life I was living with my grandparents and parents in a very

e colocava em copinhos de plástico espalhados pelo apartamento antes de levá-los para a estufa. Os tomates estavam no nosso apartamento por uns dois ou três meses. Havia literalmente centenas deles (se não milhares), e eles tinham um cheiro muito forte, e todos nós sabemos que os tomates têm um cheiro muito específico quando começam a crescer. Uma vez que eles eram transportados para as estufas, eu estava encarregue de cuidá-los duas vezes por semana. Eu não gostava disso porque dava mesmo muito trabalho. Eu não como tomates até hoje (sorrisos).

Quando eu entrei nessa competição de startups, a minha ideia era desenvolver alguma tecnologia que ajudasse a cultivar e ajudar crescer os tomates de forma mais eficiente. Nunca pensei que isso pudesse ser algo sério, mas quando a minha equipa e eu começamos a trabalhar no assunto, ficou muito interessante. E então ganhamos a competição. O prémio era uma viagem ao Silicon Valley e a outros lugares interessantes. Foi assim que comecei a aumentar minha rede de networking no setor de startups e percebi que não quero parar.

small apartment, my grandma and I used to grow tomatoes professionally. So every spring she was planting tomatoes and putting them in those small plastic cups all around the apartment before moving them to the greenhouse.

They stayed in our apartment for around two or three months. There were literally hundreds of them (if not thousands), and they smelled strongly. We all know that tomatoes have this very specific smell when they start to grow. Once they have been moved to the greenhouses then I was supposed to go there to take care of them at least twice a week. I hated that because there is really a lot of work. I have not eaten tomatoes up until this day (Smiles).

When I joined the startup competition, my idea was to develop some technology that would help to grow tomatoes more efficiently. I have never thought this could be something serious but once my team and I started working on it, it became very interesting.

We won the competition. The prize was a trip to Silicon Valley and to some other exciting places. That's how I started to grow my network in the startup industry and realized that I do want to pursue this path.



Polar Bear Pitching is the most extreme form of startup pitch competitions. Participants withstand snow, ice, and sub-zero temperatures for an opportunity to win €10,000, among other prizes. There is no time limit, but there is one catch: Entrepreneurs must stand in waist-deep water in the frozen Baltic Sea for the duration of their pitches.

The winner of Polar Bear Pitching 2018 was Tatsiana Zaretskaya, co-founder and CEO of Laava Tech.

Você também é conhecida como a rapariga que fez pitching no buraco de gelo. Como surgiu a ideia para participar no Polar Bear Pitching Competition?

Logo após a “STARTERtech”, que terminou em meados de dezembro, houve outra competição que se chama Polar Bear Pitching Competition. A ideia é que uma pessoa tem que fazer pitching enquanto está de pé dentro de um buraco de gelo esculpido no congelado Mar Báltico! Assim, o júri verifica o quanto é que a pessoa deseja tornar essa ideia real, quão bem vai conseguir apresentá-la, o quanto é apaixonado por ela, e obviamente, eles avaliam a própria ideia e a força de vontade da pessoa que está a apresentar. Eu ainda estava a trabalhar como advogada a tempo integral. Eu disse ao meu colega que gostaria de fazê-lo, de participar na competição, mas ele respondeu que eu sou louca. No entanto, a minha convicção de participar era muito forte. Eu realmente queria estar no TOP-10. Então eu comprei um fato de banho e voei para Oulo, onde eu faria o pitching. Primeiro, participei nas semifinais e consegui passei para a final. E ...Ganhei! Foi muito difícil, eu estava a fazer pitching por quase 4 minutos. Pensei que estava a falar muito rápido, a água estava em torno dos 0°C. Mas, na realidade, eu estava a falar muito devagar. O júri gostou muito da tecnologia que estávamos a construir. Foi nesse momento que percebi que não quero fazer mais nada. Eu percebi que quero me concentrar na minha empresa muito mais do que ser uma advogada.

You are also known to the public as the girl who pitched in the hole in the ice. How did the idea of taking part in the Polar Bear Pitching Competition come to your mind?

Right after STARTERtech, which finished in mid-December, there was another competition called the Polar Bear Pitching Competition.

The idea is that you are supposed to pitch while standing in an ice hole carved in the frozen Baltic Sea in February! That’s how the jury sees how badly you want to realize your idea and how well you can present it, how passionate you are about it, but obviously, they evaluate your idea and your traction.

I still was working as a lawyer full time. I told my colleagues that I would like to participate. They answered that I am insane. But I really wanted to participate and to be in the TOP-10. First I went from the semi-finals to the final. And I won!

It was very hard, I was pitching for almost 4 minutes. I thought I was speaking very fast, the water was around 0°C. But in reality, I was talking very slowly. The jury really liked the technology that we were building. That was the moment when I realized that I don’t want to do anything else; I just wanted to concentrate on my company much more than be a lawyer.

Como conseguiu os seus primeiros clientes? A sua estratégia de aquisição de clientes mudou desde então?

Os primeiros clientes vieram do lançamento piloto. Nós perguntávamos a empresas se elas queriam experimentar a nossa tecnologia e nos dar um feedback. Analisávamos os nossos contatos e, obviamente, víamos quem tinha estufas ou quintas fechadas por perto.

Nossa estratégia de aquisição mudou muito desde então. Agora não somos uma equipa pequena. Possuímos um departamento de marketing e vendas muito direcionado. Temos muitas pessoas que pensam nos processos, que criam canais de comunicação, que abordam os clientes. Temos uma estratégia muito específica em como testar a tecnologia, quais etapas precisamos de seguir e assim a própria tecnologia melhorou bastante. Agora, não precisamos de convencer os clientes de que eles precisam da nossa tecnologia, eles apenas a veem, experimentam e realmente a desejam. Então é muito diferente agora, e já não somos mais uma startup, mas sim uma empresa composta. O facto de termos

How did you get your first clients? Has your customer acquisition strategy changed since then?

The first clients came from piloting. We were asking random companies if they wanted to try our technology and give us feedback. We were going through our contacts and then obviously seeing who had greenhouses or indoor farms close by. Our acquisition strategy has changed a lot since then. Now it's not only several people in the team. We have a very specific marketing and sales department. We have a lot of people who think the processes through, who create pipelines, and who approach the customers. We have a very specific strategy in how we like to give a trial of the technology, which steps we need to follow and the technology itself has improved quite a lot.

Now we don't have to convince customers that they need our technology, they just see it, get to experience it, and really want it. So it's very different now, it is not a startup anymore, it's an actual business.

It also helps a lot that we have a very good reputation. We have very strong

uma reputação muito boa, ajuda bastante. Temos um apoio muito forte de vários parceiros, do Ministério do Meio Ambiente da República da Estónia à comissão da UE, o que também significa muito para os nossos clientes.

Como se sabe, as suas atividades não se limitam ao trabalho na Laava Tech. Pode partilhar os detalhes de outros projetos que esteja a implementar atualmente?

A Laava Tech foi nossa primeira empresa. Lançamos recentemente outra empresa, que se chama «Meliora». Em latim significa "melhorar", porque ao longo desses anos apaixonei-me muito por sustentabilidade e tecnologia limpa.

Acredito que ainda temos uma chance de salvar o nosso planeta e melhorar a qualidade de vida. A maior contribuição virá de empresas de deeptech que desenvolvem tecnologias que podem mudar este mundo e melhorá-lo.

A Laava Tech trabalha principalmente com agricultura indoor, com estufas. Não só encontramos uma maneira de reduzir o consumo de energia em 80% para qualquer instalação de cultivo

support from various partners, from the Ministry of the Environment of the Republic of Estonia to the European Commission, which means a lot to our customers as well.

As you know, your activities are not limited to working at Laava Tech. Can you share the details of your other projects that you are already implementing today?

Laava Tech was my first company. I have recently launched another company, which is called «Meliora». That is a carbon offset trading platform, which provides carbon offsets produced by deep tech companies. In Latin «Meliora» means improving for better because throughout these years I became really passionate about sustainability and cleantech.

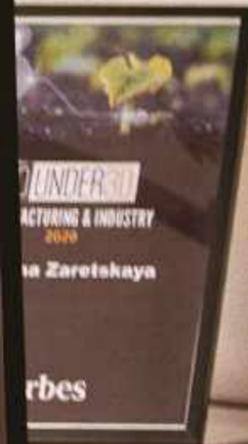
I believe that we still have a chance to save our planet and improve the quality of life on our planet. Most of it will come from deeptech companies which develop technologies that can change this world and improve it for the better.

Like Laava Tech, where we not

I believe that we still have a chance to save our planet and improve the quality of life on our planet. Most of it will come from deeptech companies which develop technologies that can change this world and improve it for the better.



Acredito que ainda temos uma chance de salvar o nosso planeta e melhorar a qualidade de vida. A maior contribuição virá de empresas de deeptech que desenvolvem tecnologias que podem mudar este mundo e melhorá-lo.



indoor, mas também melhoramos a quantidade e a qualidade do rendimento.

Implementamos várias técnicas desde machine learning até visão computacional para poder ter a melhor tecnologia disponível. Ao construir isso, percebi que como uma empresa que traz o bem para este planeta e trabalha com processos fotossintéticos e diminuição do consumo de energia, também somos capazes de produzir compensação de carbono, que é um assunto muito importante no momento. Isto é praticamente a única coisa que pode nos ajudar a chegar a zero líquido. Não importa o quanto você reduza ou modernize novas tecnologias ou processos na sua empresa, você não pode chegar a zero líquido somente com isso. Sempre haverá uma pequena quantidade que você terá que cobrir com compensações de carbono. E a qualidade das compensações de carbono agora é incrivelmente baixa em todo o mundo porque elas vêm de recursos naturais. Tive a ideia de criar uma plataforma que ajudaria a trazer ao mercado compensações de carbono de alta qualidade que podem ser rastreadas 24 horas por dia, 7 dias por semana com tecnologia, isto "mudaria o jogo". Nós já estamos ativos e estou muito empolgada com a rapidez com qual estamos a crescer nos últimos meses. Todos os projetos com os quais tenho trabalhado são no setor de sustentabilidade e ligados à natureza e à tecnologia de uma forma ou de outra.

only found a way to reduce energy consumption by 80% for any indoor farming facility. We improved the quantity and quality of the yield.

We implemented various techniques from machine learning to computer vision to be able to have the best technology out there. By building that, I realized that as a company, which brings good to this planet and works with photosynthetic processes, and decreasing energy consumption, we are also able to produce carbon offset, which is a really huge topic right now. As this is pretty much the only thing that can help us to reach net zero. It doesn't matter how much you reduce or innovate new technology or processes within your company, you cannot reach net zero just by that. There will always be a small amount you have to cover with carbon offsets. And the quality of carbon offsets right now is worldwide incredibly low because they are coming from natural resources.

I thought of creating a platform that would help bring to the market high-quality carbon offsets that can be tracked 24/7 with technology; that would be a game-changer. We are already active, and I'm really excited about how fast we have been growing over the last several months.

Qual a importância de um bom marketing para startups? Investe em publicidade?

Marketing e vendas são muito importantes. Mas quando se tem uma reputação muito boa e uma marca forte, um bom marketing não é realmente necessário. Não investimos em publicidade. Minha equipa e eu estamos a ser convidados para todas as entrevistas e eventos. Mas, novamente, isto é construído sobre os anos de reputação. É muito importante construir uma marca forte. Eu realmente acredito que uma marca confiável é algo que pode te levar muito longe.

A parte significativa da sua vida é a filantropia. Sabemos que durante muitos anos ajudou a plataforma de caridade "Imena" até ao seu encerramento, e depois transferiu dinheiro diretamente para fundações e orfanatos. Diga-me, como é que decidiu entrar na caridade?

A caridade tem sido sempre uma grande parte da minha vida. Recebi uma grande ajuda das pessoas quando comecei o meu caminho. Por isso, tenho a certeza de que precisamos de retribuir à comunidade. Há pessoas que não têm ninguém que os possa ajudar. Temos de prestar especial atenção às crianças e aos animais que dependem totalmente de nós. Cabe aos adultos criar uma boa vida para eles. Quando

How important is good marketing for startups? Do you invest in advertising?

Marketing and sales are very important. But when you have a very good reputation and a strong brand, then marketing is not really needed. Especially when your primary target customers are corporations. Or when you work in an «old-fashioned» industry like agriculture.

Therefore, it is very important to build a strong brand image. I genuinely believe that a reliable brand is something that can get you very far.

A significant part of your life is philanthropy. We know that for many years you helped the charity platform «Imena» until it was closed, and then transferred money directly to foundations and orphanages. Tell me, how did you get the idea to do charity work?

Charity has always been a big part of my life. I got a lot of help from people when I started my path. So I'm sure that we need to give back to the community.

There are people who don't have anyone who can help them. We must pay special attention to kids and animals who fully depend on us. It is up to adults to create a good life for them.

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Tatsiana is giving an interview



eu era mais nova, eu própria ia para orfanatos trazer prendas ou entreter as crianças. Mas quando dei à luz a minha filha, apercebi-me que já não o posso fazer. É muito difícil emocionalmente. Parte-me o coração. Eu apoio financeiramente muitas organizações de caridade que ajudam crianças com problemas graves, doenças e abrigos de animais.

A senhora é um grande exemplo de alguém que consegue manter a vida profissional em equilíbrio. Como conseguiu tal harmonia? Como é que lida com esgotamento emocional?

Talvez pareça assim, mas na verdade não tenho tal harmonia. Estou apaixonado pelo meu trabalho, por isso passo 99% do tempo a trabalhar. Adoro trazer novas tecnologias para este mundo. No caso de ter um esgotamento emocional, um bom descanso e um sono adequado ajuda. Quando isso me acontece, trabalho mais, leio, e faço exercício. Para mim, ler é uma boa fuga. Quando não é suficiente, um apoio profissional psicológico ajuda e não há razão para ter vergonha disso. É importante lembrar que há muitas coisas que não se pode controlar. Por exemplo, a guerra na Ucrânia. Os últimos 2 meses são extremamente difíceis para mim. Organizamos evacuação para os membros da equipa que concordaram em fugir da Ucrânia. Mas alguns deles decidiram ficar para lutar pelo seu país. Como empregador, respeito esta decisão e irei apoiá-los. Também tenho amigos na Ucrânia com os quais tento

You are a great example of someone who manages to maintain a work-life balance. How did you achieve such harmony? How do you deal with emotional burnout?

Maybe it seems like that but I actually don't have such harmony. I am in love with my work, so I spend 99% of my time working. I love bringing new technologies to this world.

In the case you have emotional burnout, a good rest and proper sleep will help. When it happens to me, I work more, read, and exercise. For me, reading is a nice escape. Also there is no reason to be ashamed of getting psychological help if needed. It's important to remember that there are a lot of things that you can't control. For example, war in Ukraine. The last 2 months have been extremely hard for me. We organized the evacuation of team members who agreed to flee Ukraine. But some of them decided to stay and fight for their country. As an employer, I respect this decision and will fully support them. I also have friends in Ukraine who I try to communicate with every day.

It's hard to read the stories of people who got injured or lost everything. But we should be aware of what is happening so we can prevent it in the future.

comunicar todos os dias. É difícil ler as histórias de pessoas que ficaram feridas ou perderam tudo. Mas nós devemos de estar cientes do que está a acontecer para que possamos evitá-lo no futuro.

Tatiana, numa das suas últimas entrevistas, disse que iria lançar um projeto que ajudaria as mulheres e os adolescentes a adaptarem-se a um novo país. Por favor, conte-nos mais.

Nas últimas semanas, tenho estado a ajudar orfanatos na Ucrânia. Eu estive empenhada na deslocalização de crianças para países mais seguros ou na recolha de ajuda humanitária. Fizemos um grande donativo da Laava Tech. Também fiz um donativo em meu nome. 4 milhões de pessoas foram deslocalizadas, e 90% delas são mulheres e crianças. Estas pessoas perderam tudo. Não sabem línguas estrangeiras e precisam da nossa ajuda para adaptar-se a um novo país. Para que possam viver, e não apenas sobreviver. O nosso objetivo é organizar um projeto online para mulheres e raparigas adolescentes. Para que elas sejam capazes de se organizar e obter uma nova profissão. E, é claro que iremos fornecer-lhes ajuda psicológica. Depois de todos os horrores, é quase impossível lidar com estes assuntos por nossa própria conta. Devemos fazer tudo o que estiver ao nosso alcance para os ajudar a adaptar às novas condições.

Tatsiana, in one of your last interviews you said that you were going to launch a project that would help women and teenagers adapt to a new country. Please tell us more about this.

For the last several weeks, I have been helping orphanages in Ukraine. I was engaged in relocating children to safer countries or gathering humanitarian aid. We made a big donation from Laava Tech. I gave a donation on my personal behalf.

4 million people have been relocated, and 90% of them are women and kids. These people lost everything. They don't know foreign languages and need our help to adapt in a new country. So they can live, not just survive.

Our goal is to organize an online project for women and teenage girls. So they will be able to retrain, and get a new profession. And, of course, we will provide them with psychological help. After all the horrors it is almost impossible to deal with them on your own.

We should do everything we can to help them to adapt to new conditions.



I had an honor to be a speaker at Ritossa Family Office Summit in Monaco. I had a pleasure to be part of the most extraordinary panel I've ever been to - to discuss what wealth really means and what can be done to make it meaningful. I've been talking from the perspective of sustainability and climate.

Together with me on a panel were:

- Francesco Lombardo, Founder, Veritage Family Office, Canada
- H.R.H. Prince Michel de Yougoslavie, Grandson of King Umberto of Italy and Prince Paul of Yugoslavia, Monaco
- H.R.H. Prince Juan Jorge de Bagration-Mukhrani of Georgia, Georgia
- H.S.H Prince Carl Eduard von Bismarck, former member of the German Parliament, Great Grandson of German unifier Otto von Bismarck, Germany
- Markus Lehner, Principal, Markus Lehner Family Office, Monaco
- H.R.H. Queen Diambi Kabatusuila Tshiyoyo Muata, Queen of the Order of the Leopard of the Bakwa Luntu People of Kasai DRC, The Elikia Hope Foundation, Republic of Congo

This conference opened for me a completely different world and I couldn't be happier to see that so many intelligent, wealthy, extraordinary people care about our planet and are creating a whole infrastructure to make it better and safer for the humanity.

Interviewed by **ELVIRA GAVRILOVA**

ALEXANDER ZANZER

ECONOMICS OF WAR

— ” —

Instability is the biggest enemy of the **economy** and fear makes financial markets work irrationally.

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ar economy refers in general to an economy of a country at war. But in the current globalized economy, trade and financial interdependence, nobody can hide from the repercussions. The basic principles remain the same, but expanded to almost every country in the world.

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In these uncertain times, making predictions is not a sinecure. Economists believe that a new world order will emerge with rival power blocs.



A war economy prioritizes the production of goods and services for the defense industry, while seeking to strengthen the economy as a whole. The unprecedented economic sanctions on the Russian Federation have distorted global trade and made apparent its weaknesses. Self-reliance and energy independence are the two sides of the same coin. Any military conflict brings two uncertainties into equation: the uncertain timing of the end of the conflict and the result itself as well as the fear for both of them.

Instability is the biggest enemy of the economy and fear makes financial markets work irrationally.

Physical barriers during a conflict make supply lines unreliable and fear contributes to hoarding. The direct result of this is inflation. A war following a pandemic has not been seen since WWI when the Spanish flu entangled with war. Government spending in every country increased already significantly to combat the economic effects of covid-19. Now, all the governments will spend even more to increase defense spending and take care of millions of refugees.

In these uncertain times, making predictions is not a sinecure. Economists believe that a new world order will emerge with rival power blocs.

It is interesting that major emerging countries such as China and India abstained from a vote

in the UN Security Council to condemn Russia. This points to the risk of an increasingly fragmented world market for goods. It is not difficult to imagine a world with a bloc around China and one around the U.S. and Europe, a development that fits in with the deglobalization that seems to be underway. But you cannot apply blindly economic theory in an unseen situation. Nothing is black and white. Economics is a human science.

Theory dictates that deglobalization leads to less growth. The raw material shock makes energy and all sorts of metals indeed considerably more expensive. But if deglobalization leads to smart investments in high-tech manufacturing industry and in infrastructure, the impact on growth should not be negative. What still can make theory a reality, is the combination of higher inflation, more investments and more demand for money, and at the same time less savings will result in higher interest rates. Keeping interest rates low as they were to stimulate the economy, is no longer an option. Central bankers will have later on more room to lower the rates if another recession emerges.

Because the war is physically in Europe, the risk for recession situates for the most also here. The European economy will start to decline from the second quarter already as result of the higher energy prices. But this should not last for the entire year.

First, the war in Ukraine could be over till the summer. Secondly, European household saved a lot during the pandemic and can use it to stimulate the economy.

The U.S. economy is on the other hand clearly more overheated than that of Europe, with the labor market experiencing a historically large gap between the number of jobs and vacancies and the number of people available. U.S. wage growth of 5 to 6 percent is not sustainable in view of the inflation target of 2 percent. Therefore, interest rate hikes should help cool the demand.

We have to admit that the shadow of stagflation is descending rapidly to dominate predictions. We already have high inflation and we expect a slowdown in growth that could lead to a recession. That is the strict definition of stagflation, but it is possible that high unemployment is added to the definition, even if Europe today has its lowest unemployment rate ever. Governmental fiscal stimuli can soften the shock. European governments try to compensate high energy prices through lower VAT and other social measures.

A crisis brings people and governments closer together. Europe finally decided to issue European debt which makes the European project more realistically on the long term.

Concerning China, the growth could be reduced to 4.5 to 5%. China imports energy which

makes inflation in China more pronounced and reduces its competitiveness. The real estate market which contributed a lot (1.5%) to the growth in China has signs of a bubble and the government will intervene. The zero-covid policy in China makes trade also extremely difficult.

So with all this uncertainty and even negativity, bonds are not really recommended and investments in raw materials and mining could be more profitable. Even tourism and entertainment have better prospects due to a will to revive past feelings after two years of travel bans due to the pandemic. Real estate also sees no decline because building materials increase in price and there is also scarcity of materials and labor on the market.

Higher interest rates play a negative factor, but when the demand is higher than the offer, prices still go up.

It is interesting to note that President Zelensky found time to sign a tax reform bill and reduced corporate taxation to an incredibly low 2%. Yes, after destruction, rebuilding is the main priority. Attracting investments into a former war zone will not be easy. The countries in the region will also suffer from military and economic instability and will have to follow somehow by lowering taxation. Some of them are in the European Union and will try to attract investment even more aggressively than they did till now.

PERSONAL BRAND

is a **MUST-HAVE** of the 21st century

A personal brand is an information field on the Internet, formed around a specific person. In other words, everything that tells Google about this person.

Bogdan Terzi

*Marketer, business expert,
founder of the international
advertising company
«Amillidius»*

«If your business is not on the Internet, you are not in business.»

Bill Gates wrote in his book at the end of the 20th century. Today, this statement is true not only for companies, but it is true for people as well. If you are not online, only a narrow circle of friends, acquaintances, colleagues, and partners knows you. If you take care to fill the Internet with positive information about yourself, anyone from anywhere in the world can find out about you. And the main plus is that it is in our power to influence what information people will find about us and what impression this information will make on them.

A personal brand is a huge competitive advantage. It makes it possible to stand out from the crowd, attract attention and inspire confidence, and ultimately increase the income. The personal brand basis is PR articles on various news and profile resources; it is what a user will see on Google for a search query containing a first and last name.

These articles form the person's image, a reputation in the eyes of people. Their main goal is to present a person in the most favorable light.

Key to business and career success

A strong personal brand is an effective tool for self-realization. Everyone needs it: a top manager and a business coach, a doctor and a lawyer, a journalist and a stylist. The image of a professional and a high reputation created on the Web make it possible to sell your services at a much higher price. A strong personal brand will help a specialist in any field to build a successful career, opening the doors of the most prestigious corporations for them. After all, an HR manager will certainly collect information about applicants on the Internet before the interview. And that specialist will have an advantage, whose merits and expertise will be painted in bright colors by Google.

For a businessman, a personal brand today is becoming an ideal

tool in achieving the main goal of a business — increasing profits. Today, people want to buy from people — when choosing between a faceless company and a company with a personality behind it, the consumer will prefer the latter. The promoted business owner's image strengthens the company's brand — when a businessman is known and trusted, then the company is also trusted. By creating a positive information field about themselves on the Internet, an entrepreneur greatly increases the chances of reaching a leadership position in their industry. Attracting the best specialists in the market to the company, finding investors and partners faster are just some of the benefits that a strong personal brand gives a businessman.

For a politician, a personal brand is the foundation of a successful political career. Publications about



More and more people in the world are aware of the need to build a personal brand on the Internet. Given that this is not an easy task that requires special knowledge, financial investments, and time, it is necessary to entrust it to professionals.

them in the top Google solve the main tasks — they bring recognition and help win the voters' trust. Having developed a personal brand, it is much easier to convey your programs and goals to the widest possible audience, and, ultimately, to receive the support of the majority. A strong personal brand is also protected from attacks by opponents: it becomes difficult for negative articles about politics to break into the top search engine results.

KATERYNA LAZOR: PEACE IS PARAMOUNT

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Today we live in a certain online media mode that forms our agenda every hour.

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e present to you an interview with Kateryna Lazor, an investor, businesswoman, Ph.D., Associate Professor of the Department of Psychology, laureate of the all-Ukrainian rating of successful women «TOP-100. Women 2021».

We talk about the psychological influence, the impact of tension in the country on a human's state, how expertise in socio-psychological issues affects personal life, and we also discuss the need for comprehensive development of a person.

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A person is manifested not by words, but by deeds. And our nation has shown itself to be maximally united, maximally collected. Charitable assistance is being provided, humanitarian aid is being collected. Now everyone is for each other and this shows us as people of great service. And everyone understands: Peace is paramount!

Kateryna, you are faced with social and psychological problems by the nature of your work. Tell me, what topics do people most care about right now?

Today we live in a certain online media mode that forms our agenda every hour. And, let's just say, at the moment it is the most stressful. Every piece of news on TV, telegram channel or on the Internet carries anxiety and nervousness, which affects the psychological and mental state of the Ukrainian community. In such an atmosphere, it is extremely difficult not to panic and remain a critical-thinking person.

Then tell me, what should a person subjected to psychological influence do?

I know from my own experience that stopping watching the news is an unrealistic task. It is important to understand where your control zone ends: what you can influence and what you cannot. Thus, the issue of endless viewing of the news feed will disappear by itself. The next step is to try to abstract. There are many effective tools for this: breathing practices, prayer, meditation. In addition, a little tincture of valerian will certainly delicately relax your nerves. I will also say that having a personal «Plan B» is another source of your mental and psychological peace.

What consequences of such pressure on the psychological level do you see?

When there are emotional and psychological pressure and threat

to life, a person will not feel safe anymore, which is one of the basic needs and therefore it affects other areas of their life. The level of anxiety tends to the maximum, the questions of priorities are shifting, where the issue of saving life comes to the fore.

Do you think there should be some psychological support from outside?

I believe that such support is necessary as well as first aid. I'm not the only one who thinks so, given that psychological support can be obtained not only in the Ukrainian Red Cross Society but also at the Ambulance Service, as well as at the State Emergency Service. By the way, in the US, health insurance partially covers the cost of psychological services. I consider such a policy justified and quite logical because after going through a crisis, a person or even a whole society can then cope with the psychological consequences of the crisis experienced for years.

Despite the growing psychological stress in our country, life does not stand still and Ukraine also continues to take part in the Paralympic Games, the future Eurovision Song Contest. Is it correct?

We are now witnessing the Paralympic Games, where Ukraine took a worthy second place after the host country. Ukraine also participated in the World Exhibition of World Achievements — Expo Dubai — a symbol of industrialization and movement into the future. I considered it my duty to attend such an event, and to be honest, Ukraine was represented at a

very decent level.

In our pavilion, IT innovations, investment projects, space developments and many other impressive projects with real possibilities for further application were presented. Such ideas impress and inspire a grandiose future which certainly awaits us. We must remain an active participant in international processes in order to be a worthy partner of the leading countries.

Do you think it's right that a country, inside and around which there is such tension, is exhibiting on such an international platform?

I think this is a logical and correct decision since our actions shape the face of the whole country. And our position in the international arena depends on whether we panic or solve problems clearly and deliberately as they come.

What did you like most about the Expo?

First of all, I liked innovation. I can say that this is «psychology in the picture», everything is so clearly thought out. Everything that you see around is amazing and makes it speak for itself. Such events set the pace for the development of the world community, and one cannot but like this.

Do you think it is possible to continue to develop comprehensively and think about creative, innovative aspects within the framework of psychological and emotional pressure?

I think it needs to be done. A person cannot stand still: they either develop or degrade. And when a person finds themselves in a difficult, crisis situation, the best way to survive is to keep moving, to develop themselves and their capabilities. After all, all the trials that we go through are sent to us not as punishment, but as edification. Having found the right way out of a situation that we do not like, we will gradually evolve and discover new potential in ourselves. By the way, in psychology, there is such a motivational formula: «not because of, but despite». When we move beyond limitations, we become stronger.

In conclusion, what can you say about people who found themselves in the most difficult life situation? How did people show themselves, how did they help others?

A person is manifested not by words, but by deeds. And our nation has shown itself to be maximally united, maximally collected. Charitable assistance is being provided, humanitarian aid is being collected. Now everyone is for each other and this shows us as people of great service. And everyone understands: Peace is paramount!

Interviewed by **ELVIRA GAVRILOVA**

MARGARIDA CARVALHO:

ON THE PORTUGUESE BEAU MONDE, YUPI YUPI CHIC CHANNEL AND LUXURY LIFESTYLE

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Yupi means joy and party,
Chic, elegance and glamour

I was born in Monte Estoril in 1972.

I have two children, a 19-year-old girl, and a 16-year-old boy; they are really my source of inspiration.

My professional career started when I was 20 when I went to work for one of the most luxurious clothing stores. In this store, I managed to reach the top, and after a short time, I was promoted to manager. There I was able to develop my taste for helping clients change their style and help take care of their image.

I helped numerous important people in the television industry to wear the most appropriate clothes for certain occasions that came to them. I even had customers from the United States who only attended to me. Image care has always been present in my life.

I was the person on the store team who most invested in my image, with the best looks.

I define myself as a very entrepreneurial person and in 2007, in parallel to working at the luxury store,

I managed to create a brand of organic sweets and snacks under the name of Golden Queen. It was a very interesting project, and I was even invited to a television program to talk about it.

In 2015, I met my current partner and companion, and we industrialized my pies in an industrial kitchen, but I didn't find any that kept the quality of the like I wanted.

In 2018, I decided to change direction and area. I created a YouTube channel with digital content about chic and glamorous party environments. It is a three-year-old project that was going very well until COVID-19 appeared in Portugal. Anyway, I have been investing in this Project, in defining new content strategies and improving as a professional. I look forward to next year with optimism.

“

I had the pleasure of interviewing all the main nominated actors, such as Albano Jerónimo, Inês Castelo-Branco, Sérgio Praia, Sandra Faleiro, and I also interviewed the Portuguese filmmaker Ana Rocha who won four awards at the famous Venice Film Festival for the «Listen» movie.

Margarida, tell us about your success story. How did you come up with the Yupi Yupi Chic name? What does it mean?

The Yupi Yupi Chic project was born out of the passion of two people for events in refined and glamorous environments. One day in a casual conversation, António Maximino and I had the idea to start filming the party environments we were used to attending. Our digital content includes a report with interviews with guests and event organizers. We have our own style, and we want to leave our mark on the Portuguese market.

Yupi means joy and party, Chic, elegance and glamour.

Recently, your channel has turned three years. How and where did you celebrate its birthday? Who of the celebs attended the gala evening?

Our channel celebrated three years on the 9th of September.

We decided to celebrate exactly in the same place where we did our first job, it was at the Rooftop – Hotel Mundial, in the historic center. It has a fabulous view of the hills of Lisbon, we see the castle of São Jorge and the Tejo River. This place is very popular with tourists, has a great atmosphere. You can have a drink in the late afternoon and listen to good music. If you prefer, you can choose to have lunch or dinner in the Varanda de Lisboa restaurant.

The celebrities who were present at our birthday party were, Lili Caneças, an unavoidable figure of Portuguese social also known in the Spanish royalty friendship circle, José Moutinho who participated in several reality shows, Joana Martins, ex miss

Turismo and Miss Galaxy Portugal director, Duarte Miguel Freitas, CEO of Anturio Group, Jenny Mcloughlin, Miss Galaxy Portugal director, Nuno Valente, former soccer player and winner of the European Champions League, Helena Ribeiro, Dior in Portugal, Jorge Rio Cardoso, teacher and writer, Lidia Praça, Jurist and former IPDJ president, Teresa Paula Marques, psychologist, television commentator and known for being the Portuguese version of SuperNanny in entertainment, we had an excellent artist with international projection known by the Lord of the Voices, Fernando Pereira, is unmatched.

You are the entree into the homes of Portugal's most influential people. They must often be sharing some secrets with you as a well-known presenter. Would you share some fascinating stories with us? Names can be omitted.

Regarding the secrets of the celebrities, they will remain in the secret of the gods; and my professional ethics obliges me to keep secrecy.

How did you work during the total quarantine in Portugal? Did you change your program's format during the COVID-19 pandemic?

During the quarantine, I took the opportunity to study and improve my professional performance. We invested in new technological equipment, and we also defined strategies in new formats for digital content, which will obviously be put into practice after this pandemic situation is controlled.

How are things going with social events in Portugal now?

The events in Portugal are very restricted and under great DGS protocol measures. Even so, we recently had several events, for example, the launch of the «No Logo Polo» polo brand founded by two foreign friends residing in Portugal. They decided to invest in our country; one of the fundamental reasons was the excellent quality of Portuguese cotton.

Do you know any of the Ukrainian show business stars?

The Ukrainian star I know and admire is the actress Mila Jovovich, who has participated in several highly successful films such as the «5th Element».

Tell us about the most outstanding interview you have ever taken or the most interesting project that you are proud of.

Sophia Awards, it was one of the works that I really enjoyed doing. It is an awarding event that distinguishes the best actors and films in Portuguese cinema. It was extraordinary! I had the pleasure of interviewing all the main nominated actors, such as Albano Jerónimo, Inês Castelo-Branco, Sérgio Praia, Sandra Faleiro, and I also interviewed the Portuguese filmmaker Ana Rocha who won four awards at the famous Venice Film Festival for the «Listen» movie.

What places in Portugal would you recommend to foreigners who want to get to know the Portuguese beau-monde better?

I recommend visiting museums, the National Museum of Ancient Art, Mosteiro

dos Jerónimos and near we have the secular pastry «Pasteis de Belém» a typical Portuguese sweet and known all over the world. If you want to dine in a refined atmosphere, I recommend the «SEEN» restaurant, which is located on Avenida da Liberdade where the best brands and stores such as Cartier, Louis Vuitton, Elisabetta Franchi among others are located. In Cascais by the sea, we can find the best seafood restaurants; in Algarve, in addition to enjoying the best beaches and having the best parties in the summer, you can visit the Vilamoura Marina, where it is a popular tourist spot for eating and socializing. This area of Algarve is also known for having the best golf courses.

You are a public person, which means you spend a lot of time away from home: shooting, events, rehearsals. How do you manage to combine family and work?

I manage to reconcile my family and professional life with the help of my mother. Being forced to organize my schedule very well, so nothing fails. Usually, events occur late in the afternoon, which allows for better time management.

What do you like most about your job, and what would you like to change?

What challenges me the most in my work, is the variety of terms that I approach. I end up doing a lot of research, and I'm constantly learning with content very different from each other. I can interview a politician as an artist, writer, model, actor, among others. I'd like to grow more, to cover more important events, and for my digital content to be part of the television grid of a television channel.

Interviewed by **MARINA CHARIKOVA**

ANNA PETROVA:

I BOW DOWN TO EVERYONE
WHO TAKES PART IN HELPING
OUR
UKRAINE

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**My family is from Zhytomyr,
but a huge part of it lives in Kyiv.**

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he first issue of Business ML Portugal is dedicated to Ukraine, and today we talked to Anna Petrova, who owns the Amor Perfeito salon in Lisbon. She takes an active part in supporting Ukrainians in this difficult time: the girl opened a humanitarian aid center on the territory of her salon. Anna shares with us how the war in Ukraine affected her work.

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The war had an impact on everything that surrounds us, including the activities of our studio! Almost all of our employees are from Ukraine. The war united us very much, we all started treating each other more careful and reverant.



Anna, hi!

Hi! Before starting, I would like to express words of support to the entire Ukrainian people, who are experiencing all the horrors of the war.

I would also like to express my admiration for our fighters, who have been opposing the second army of the world for the second month now. Thanks to their courage, Ukraine remains a free country.

Not only fighters deserve admiration. Admiration is worthy of the entire Ukrainian people, who are now more united than ever and determined to win, despite all the grief that they have to endure.

Tell us how long you have been living in Portugal.

We all feel the invisible threads that connect us with our homeland, no matter how far from it and how long we would not be away. In my case it is 20 years.

In the early 2000s, my parents immigrated to Portugal, and, of course, I, then a 12-year-old girl, came with my mother to this distant and wonderful country.

How old is your salon? Are you clients usually representatives of the Ukrainian diaspora or Portugueses?

Our beauty studio will be 5 years old in October.

In the beginning, most of the clients were «ours» — people from Ukraine, Moldova and other countries of the former Soviet Union. But over time, Portuguese customers also learned about the quality of our service. Now we have about 25 different nationalities in our client base.

We are loved by clients from Portugal, Angola, Italy, Poland, Holland, France, Spain and many more. Of course, our beloved Ukrainian women, who have trusted us with their beauty from the very beginning, have also been with us all these years.

As we know, you are originally from Ukraine. How are you experiencing this terrible moment for your homeland? Are all your loved ones safe now?

My family is from Zhytomyr, but a huge part of it lives in Kyiv. There are also relatives in other cities of Ukraine.

Of course, on the first day, we were all shocked and horrified by what was happening. At the beginning there was a complete misunderstanding and rejection of the situation, but it was necessary to act urgently, since my grandfather and grandmother on my father's side are deaf and dumb people with disabilities, they could not even hear the alarm sirens and hide in time. With great difficulty, we brought my grandparents and their neighbour, a deaf-mute elderly woman (who has no one), to us here, to Portugal. Our ranks of grandparents have grown.

My maternal grandfather stayed in Zhytomyr. He did not want to leave his home and his sons, who remained to defend Ukraine. No matter how we begged him, he remains «on his land», despite all the danger, but without losing optimism. He fully believes, like all of us, in our victory.

With regards to other members of our family, someone else is in Kyiv, someone

is already in Europe, someone is in Western Ukraine.

We have a common chat with my sisters, and every day we do a «roll call» to know that they are safe.

Of course, we will not be calm until all our cities are liberated, and we cannot hug everyone.

What impact did the war in Ukraine have on the activities of your salon? Have there been any changes?

The war had an impact on everything that surrounds us, including the activities of our studio!

Almost all of our employees are from Ukraine. The war united us very much, we all started treating each other more careful and reverant. Girls empathize and provide all possible assistance to both their colleagues and clients who come to us. After all, we are not only about beauty, but also about the state of mind and support — there is no way without it.

We also accepted new workers — refugees from Ukraine — into our team, and we do everything in our power to make them feel comfortable.

Now on the territory of your salon there is a center for collecting humanitarian aid for Ukraine. Please tell us more about it.

Indeed, next to our studio, we organized a center for collecting humanitarian aid for Ukraine.

On the first day of the war, it was very difficult for us morally. In psychology, this is called the survivor syndrome: when you feel guilt and shame for being safe, while your family is in danger. I think that many Ukrainian immigrants around the world felt this, but we had to get together and decide how we can help our homeland. Then the decision to open a center for collecting humanitarian aid was born. All our employees

and clients have been very supportive.

At the same time, we managed to negotiate for the next room, which was empty, so that for the time being it would serve as a warehouse for us, primarily for medicines. We agreed on transport to send them to Ukraine, and contacted Ukrainian volunteers to clarify their priority needs. During the first week of the camp, more than a thousand boxes of food, clothing and first aid items were collected.

Many Europeans want to help Ukrainians at this difficult moment for their country. Tell me, what help is needed now in the first place?

From the first day our aid collection center opened, we were pleasantly surprised by such a huge number of Portuguese people who wanted to help us. But not only the Portuguese expressed their support to us. As mentioned above, visitors to our studio hailing from various European and South American countries continuously came to us with a huge amount of help. Starting from 5-year-old children, ending with 80-year-old old people, people brought everything they could to help all day long. It was very touching from the first second. I can't help but mention the Portuguese, who offer housing, contract work, and do their best to create comfortable conditions for the elderly, women with children. Doctors provide free consultations, teachers give Portuguese lessons for Ukrainians, lawyers and psychologists offer their help.

I bow down to everyone who takes part in helping our Ukraine.

Interviewed by VERONIKA EVDOKIMENKO

JULIA KOROTICH: INVESTING

in high-tech pharmaceutical equipment
as a guarantee of the quality and safety
of medicines



Many countries protect their market and
require local production to sell medicines.

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ulia works as a consultant for a multinational pharmaceutical equipment company. She is professionally engaged in the selection of equipment and after-sales support. Also, the scope of her tasks includes the organization of reference visits to pharmaceutical plants outside of Ukraine.

A few years ago, no one could have imagined that medicine and pharmaceuticals would become one of the main areas of investment. But new global challenges forced everyone to pay attention to these industries, if everything is clear in Ukrainian medicine and people talk about it every day, then we decided to ask specialist Julia Korotich (Sorokina) how the pharmaceutical sector is developing in this market.



Julia, tell us, what is the most interesting aspect of your work?

The most important aspect of the work is, of course, people in the pharmaceutical industry, and also modern technologies for the production of medicines! When you learn about new medicines every day, about new technologies for their production, it is not only interesting but often even delightful. Well, and a huge plus of my profession — there is something new every day.

In recent years, the pharmaceutical industry has been in the group of clear leaders in terms of the dynamics of capital investment in the Ukrainian industry. And how do you assess the level of pharmacy development in Ukraine today?

I think that now we are at a very good level. But I want you to understand that in other countries the state helps the development of the industry by investing a lot of money in it, in our country, unfortunately, pharmaceutical factories are developing without proper assistance from the state. At the same time, I am very pleased that they are trying to keep the course with the rest of the world.

And here I can only admire these efforts. Believe me, this is worth a lot of respect. And if despite all the difficulties that exist in our market, pharmaceutical manufacturers manage to convince foreign partners that Ukrainian pharmaceuticals are the direction in which it is worth investing, while winning in the tough competitive environment typical for the foreign pharmaceutical market, then it seems to me that we are also obliged to support our people and, when choosing medicines, give preference to Ukrainian manufacturers. I say this not as an employee of the industry, but as a simple buyer who has information about how things are in the production of medicines in Ukraine. And we, as a local consumer, should take this into account and also try to invest in our development, in high-tech equipment that meets international standards. This guarantees the release of high-quality medicines! It costs a huge investment, but without the faith and support of the local consumer, this will not be possible.

And the fact that foreign companies are investing and buying pharmaceutical plants from us means that there is a prospect for this, believe me, otherwise they would not have invested in this market.

Often even doctors do not trust local manufacturers, giving preference to imported ones, what do you think is the reason for this?

For me, the opinion that foreign medicines are better than ours is irrelevant today. Since I have been working in this field for many years, I can say with confidence that our pharmaceutical manufacturers make every day great efforts to make medicines even better and at the same time meet international standards by introducing the requirements of the good manufacturing practice.

GMP inspectors from Ukraine and abroad often check the medicine manufacturing process. And, of course, the presence of high-quality equipment at the plant is an important aspect for inspectors.

There is a question: «Why do people buy foreign medicines?», and the answer to it is very simple: people buy them because they are not informed.

Information policy in this regard is also important. Well, it is very important today that factories increasingly use new high-tech equipment, because it is precisely this that helps to get rid of counterfeit goods on the market. With the help of such equipment, it is possible to

use different types of tamper-evident packaging, and then the buyer can be sure that they have bought the original medicine. On each package, for example, there is a 2Dcode and the patient can check: «Where?» and «When?» this product has been produced. This guarantees safety.

The only thing left is for the state to introduce these technologies, which have long been known to everyone, into the quality system. And I am glad that this topic is already being discussed in the Ministry of Health.

Do you think that Ukraine can compete on the international market with well-known manufacturers of medicines?

Yes, of course, and we do it very worthy! Today, Ukraine presents itself in other markets, there is an export of our medicines abroad. But we must understand an important thing — Western companies protect their market very strongly, so this is not the easiest and fastest process.

How to increase the export of medicines from Ukraine?

There are several important aspects — first of all, these are high-quality raw materials, high-tech equipment with high productivity, as this will reduce the price of the medicine and

greatly help to be competitive in the international market.

Plus, marketing departments have to work on the type and form of packaging. Even medicine should look attractive.

Many countries protect their market and require local production to sell medicines. And again, exporting requires a lot of capital investment. Unfortunately, not all factories in Ukraine can afford it. But I am glad that there are entrepreneurs who are optimistic and see an opportunity to make money in this area.

In your opinion, what medicines can be found in Ukraine that would be of interest to the whole world?

I'm working on it. Some medicines are now very relevant due to COVID-19. These are viral medicines that can be taken as prophylaxis and medicines that help treat Covid-19.

I can't tell you more now because that's exactly what I'm doing now. But believe me, the whole world needs these medicines, and they are available in Ukraine.

You work with more than one pharmaceutical plant, what do you think the Ukrainian pharmaceutical industry lacks to adequately be represented on the international market?

I repeat that the main thing is the lack of state support. Therefore, they have to enter the world market themselves.

There are no financial lines of credit to borrow at a low-interest rate, to be able to invest in the construction of new modern factories and the development of new medicines.

Factories themselves participate in world exhibitions. They invest independently to the best of their ability. While large international companies invest billions of dollars in the development of new medicines. There are scientists in Ukraine, it's just a matter of funding.

I can't help but ask about the current topic of COVID-19 today, did Ukraine have a chance, and most importantly, production capabilities, to produce a vaccine?

Some pharmaceutical companies have been qualified by WHO for medicines that are included in the COVID-19 treatment protocol and have made it possible to offer our and other countries to use these medicines.

But building a vaccine manufacturing plant, unfortunately, is extremely difficult for our reality today. Since the production of vaccines is a complex biotechnological and time-consuming process, it requires specialized equipment, in which not all pharmaceutical manufacturers are willing to invest.

At the moment, only one plant plans to organize its production in cooperation with a foreign partner, and soon it should appear on the market.

In Ukraine, people very often self-medicate and ask pharmacists for advice more often than doctors, many medicines can be bought without prescriptions, do you think this helps the industry develop or not?

Ukrainian medicine is now at the stage of its development, I would even say at the stage of formation.

Medical reform came during the pandemic. Therefore, we are only at the beginning of the path to preventive medicine, which successfully exists throughout the world. This is me just to the fact that self-treatment is our reality, but it needs to be abandoned. To date, public procurement has a limited list of medicines that needs to be increased so that patients do not

self-medicate. This will be the first step towards the health of the nation. But it certainly won't be a quick process.

Do you think we are moving in the right direction now? What are our prospects?

After the trials that Ukraine is now experiencing, unfortunately, inflation is inevitable. But in the end, we are waiting for a fairly large amount of investment in the development of the pharmaceutical industry.

Following the example of Yugoslavia: after 1999 new factories appeared there, and many enterprises invested in the reconstruction and expansion of their capacities. The entire economy will be directed to the use of its own resources (own production). And our state will count on local medicine manufacturers.

The only problem that awaits us is that qualified personnel left the country, but after a while they will definitely return when they see that the country is prospering.

Interviewed by ANNA PAVLENKO

LUIS HENRIQUE PEREZ

SOBRE A VIDA

EMPRESARIAL

SOCIAL E PRIVADA

Luis Henrique Perez

about business, social and private life

Luís Enrique Pérez nasceu no dia 14 de fevereiro de 1988 em Badajoz. Desde criança foi-lhe inculcido o gosto pelos negócios e pelo desporto de cavalos.

Participou em muitas corridas nacionais e internacionais, tendo ganho prémios importantes em muitas delas. Na Taça Ibérica Equestre, torneio em que participam Espanha e Portugal, sagrou-se vice-campeão. Foi também campeão na Extremadura durante três anos consecutivos.

Luis Henrique Perez was born in Badajoz, on February 14 in 1988. Since childhood, he has always loved business and sports as well as horses and equestrian sports.

He was a sub champion of the Iberica cup, both in Spain and Portugal, as well as a sub champion in Extremadura for three years. Luis has also competed in national and international horse races. He is the winner of national and international equestrian competitions.



Luís Enrique passa o seu tempo livre com pessoas influentes tais como: aristocratas, atores, atrizes, cantores, homens de negócios, etc. Luís é uma pessoa de coração muito aberto, e os media portugueses adoram-no.





I go from Spain to Portugal to work many times in the same day. I love social life, and I really believe that people must work to live and not live to work.



Eu viajo de Espanha para Portugal, em trabalho, algumas vezes no mesmo dia. Adoro a vida social e acredito realmente que as pessoas devem trabalhar para viver, e não viver para trabalhar.

Aos dezoito anos, mudou-se para Madrid para estudar direito na universidade e licenciou-se com distinção. Paralelamente, Luís interessou-se pela política. Assim, tornou-se delegado da juventude do partido popular espanhol, participando em importantes encontros com políticos espanhóis de renome. Para além disso, tirou um mestrado em cortesia verbal, negociação e protocolo.

Mais tarde, Luís começou a trabalhar no escritório de advocacia de Zurbano, Caracas. Posteriormente, continuou a sua carreira no registo comercial do Ministério da Justiça espanhol, onde pôde aplicar todos os seus conhecimentos jurídicos.

Mais à frente, abriu um negócio de lavagem de automóveis em Portugal, e que foi um verdadeiro sucesso. Nessa altura, já se tinha tornado parte da elite portuguesa.

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Luís, olhando para si, poder-se-ia pensar que é um duque espanhol - tão imponente e elegante. Tem raízes nobres? Fale-nos da sua família, de onde vem o seu amor por fatos caros e luxo?

Posso conseguir tudo o que quero porque sacrifico o sono para estar com a minha família, que para mim é o tesouro mais importante. Eu não tenho raízes nobres, mas tais pessoas rodeiam-me. Este é um estilo de vida que eu amo e quero seguir na minha vida.

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A sua gama de interesses e emprego é tão diversa: advocacia, uma rede de lavagens de automóveis, vida social! Como é que consegue combinar tipos de actividades tão diferentes?

Gosto de estar com as pessoas e de construir boas relações com elas. Acredito que todas as pessoas ao partilharem os seus conhecimentos humanos enriquecem-nos.

De entre as anteriores, de qual delas gosta mais e porquê?

Eu gosto de todas as minhas atividades. Sim, elas levam muito do meu tempo. Portanto, a única solução é dormir menos.

When he was eighteen, he moved to Madrid to study law at the university, getting excellent scores. At the same time, he gets interested in politics as well. Thereby, he became a delegate of the youth of the Spanish popular party, participating in important meetings with well-known Spanish politicians. Besides, he studied a master's degree in verbal courtesy, negotiation, and protocol.

Later, he started to work in the law office of Zurbano, Caracas. Then, he decided to go to another job in the commercial registry, which is part of the Spanish Ministry of Justice. There, he was able to make use of all his knowledge in law.

Later, he opened a carwash business in Portugal, which was a real success. By that time, he was part of the Portuguese jet set.

Luis Henrique shares his free time with influential people like nobles, actors, actresses, singers, people of business, etc. Luis is a very open-hearted person, and the Portuguese media just love him. That's why, being a socialite, he often appears on the covers of newspapers and magazines, is invited to TV programs and other important meetings in the country.

Luis, looking at you, one might think that you are a Spanish duke – so stately and stylish. Do you have noble roots? Tell us about your family, where does your love for expensive suits and luxury come from?

I can get everything I want because I refuse to sleep to be with my family, who are the most important treasure for me. I don't have noble roots, but such people surround me. That is the lifestyle I love and want to adhere to.

I go from Spain to Portugal to work many times in the same day. I love social life, and I really believe that people must work to live and not live to work.

Your range of interests and employment is so diverse: advocacy, a network of car washes, social life! How do you manage to combine such different types of activities?

I love being with people and making good relationships with them. I believe that all people may share and enrich us with their human knowledge.

Which of the above do you like more and why?

I like all my activities. Yes, they do take much of my time. So there's the only way out –to sleep less.

Sabemos que faz negócios em dois países. A Espanha é o seu país natal. Porque escolheu Portugal?

Decidi trabalhar em Portugal porque está muito perto de Espanha, por causa do belo tempo e porque os portugueses são muito amáveis e educados. Como já disse, viajo muitas vezes entre os dois países no mesmo dia. Assim, não teria essa liberdade com a Grécia, por exemplo.

Está a planear expandir as suas atividades para outros países europeus?

Penso que não é a altura certa, pois estou a ir bastante bem agora. Considerei em abrir uma lavagem de carros na Madeira, mas acho que o momento ainda não chegou. Felizmente, as coisas estão a correr bastante bem neste momento, especialmente num contexto de impeachments, mudanças de governo, e da destruição e criação de novos negócios.

A pandemia atingiu todas as áreas de actividade às escondidas. Ninguém esperava uma crise tão prolongada e em tão grande escala. Como é que a pandemia da COVID-19 afectou o seu negócio?

Sim, foi um período difícil para a maioria das empresas em Portugal. O negócio da lavagem não deixou de funcionar porque as pessoas querem sempre que os seus carros brilhem. Mas o que realmente perdi durante a quarentena foi a vida social. Todos os restaurantes e cafés preferidos estavam fechados. Todos os meus amigos aderiram a uma quarentena rigorosa e ficaram em casa. Tentei sair o menos possível, mas o negócio exigia algumas viagens.

Deve ter viajado por toda a Europa. Qual o seu destino favorito? Onde costuma passar as suas férias? Que país sonha em visitar?

Tenho a sorte de ter viajado por quase toda a Europa. Adoro o luxo de Paris, dar um passeio pelas ruas venezianas ou jantar no bar do Harry, ouvir o piano; ou ter um campari na praça do Paolo. Estes são os lugares de que mais gosto. Também gosto de apreciar a ópera em Viena, ir ao Carnaval em Veneza ou nadar na Islândia. A vida na Europa é a melhor e maravilhosa.

Quero realmente visitar a Ucrânia porque é um país onde nunca estive. Tenho muitos amigos ucranianos, que são boas pessoas e têm um coração grande e aberto.

We know that you are doing business in the two countries. Spain is your native country. Why did you choose Portugal?

I chose to work in Portugal because it is very close to Spain, because of its lovely weather, and because Portuguese people are very kind and polite. As I've already said, I travel between these two countries there and back many times during one day. So I wouldn't be able to do it with Greece, for example.

Are you planning to expand your activities to other European countries?

I think it's not the right time, as I'm doing pretty well now. I wanted, but I wouldn't like to open a car wash in the Madeira islands at the moment. Fortunately, I am very well with my job now against the background of the impeachments, changes of forces, and the destruction and creation of new businesses.

The pandemic has hit all areas of activity on the sly. Nobody expected such a protracted and such a large-scale crisis. How has the COVID-19 pandemic affected your business?

Yes, it was a hard time for most businesses in Portugal. My car washes worked as people always want their cars to shine. But what I really missed in quarantine was a social life. All the restaurants and favorite cafés were closed. All my friends adhered to strict quarantine and stayed home. I tried to get outside as little as possible, but the business demanded some trips.

You've probably traveled all over Europe. Where and why do you like it the most? Where do you usually spend your vacation? Which country do you dream to visit?

I am lucky to have traveled almost through the whole of Europe. I love the luxury in Paris, to have a stroll along Venetian streets or to have dinner in Harry's bar, listening to the piano; or to have a Campari at Paolo's square. These are the places I love the most. Besides, I adore going to the opera in Vienna or visiting the carnival in Venice or having a bath in Iceland. That's the top and wonderful life in Europe.

I would really like to visit Ukraine because it is a country that I've never been to. I have many Ukrainian friends who are just good people and all have big and open hearts.

Interviewed by **KAROLINA VARNENKO**



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PEDRO MARTINS: NOTHING IS **IMPOSSIBLE** TO ACHIEVE



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edro Martins is the Chairman of the Board of Directors of PSG Segurança Privada, one of the most recognized players in the private security sector in Portugal.



How does the security industry in Europe generally feel today?

I believe that the security sector is increasing its importance throughout Europe, especially for maintaining public order in many countries. At the moment, private security is already performing functions that were performed by military or militarized forces, such as guarding prisons or many public ministries. Current times have made it evident that the use of private security is escalating.

As we know, you have a private security company – PSG. Could you specify what kind of services and work in the field of security your company provides?

PSG is currently one of the biggest players in Portugal, with a strong presence in the national territory. We put ourselves in the field of human surveillance (security of

people and goods, sports venues or shows, nightlife spaces or other small, medium and large-scale events) and increasingly in the area of technology/electronics (video surveillance, detection of intrusion, remote video concierges, among other solutions). We are prepared with a well-trained team and the most advanced electronic solutions.

How do you attract such a huge number of customers? What is your competitive advantage?

In my opinion, our growth is due to the fact that our quality of work is associated with a great investment in human resources. We always want the best professionals in the sector working with us at PSG Segurança

Privada. This level of excellence attracts good results and, therefore, we have satisfied customers and great prospects in the market. Our competitive ability is an obvious result of our investment in a multifaceted, professional and focused team.

PSG pays a lot of attention to the training of personnel. Tell us more about it.

Since the first day, PSG has invested to a great extent in continuous training, where we even have a specific formation and training company in the group. Any company that doesn't invest in continuous training can't not achieve great success, I believe.

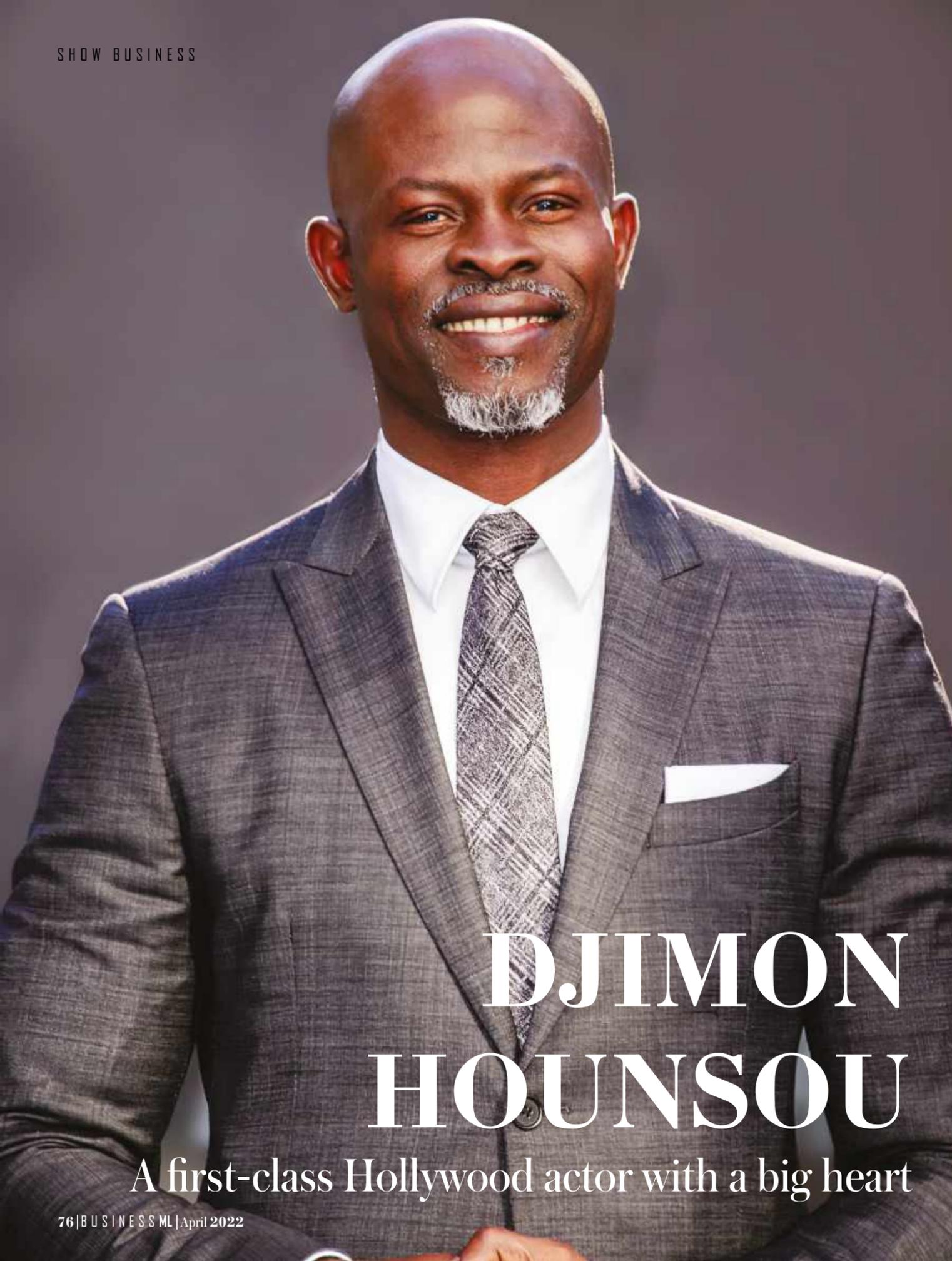
What is your company truly proud of and what are your development plans for the future?

What I'm most proud of at PSG Segurança Privada is the fact that we have been in the market since 2007 and at the moment we can say that we are a reference in private security in Portugal. For the future, I predict that it will continue to be bright because with the team we have, nothing is impossible to achieve.

Has the war in Ukraine affected your business?

Interestingly, the war in Ukraine, in terms of business, did not affect us – on the contrary. Due to the influx of refugees who came to our country, we were contracted to various shelter centers. However, I want to say that I would prefer not to be... I consider this war unacceptable in the 21st century!

Interviewed by **VERONIKA EVDOKIMENKO**



DJIMON HOUNSOU

A first-class Hollywood actor with a big heart

Djimon, this interview concerns both your film career as your social engagement. Before we start with the glamour of Hollywood, tell us about your social engagement.

It's important to stay connect with your fanbase and the public. Even more so now. My personal social engagement—now more than ever—becomes more relevant due to the social disparity caused by the pandemic. I am actively utilizing my philanthropic endeavors as it ties into the political climates of the world.

How important the image and influence projected in movies is? What with portraying minorities? Is the movie industry just entertainment, or must it have also a social purpose?

The images and influence(s) projected in movies is very important. Especially when portraying minorities. It's very important that movies accurately depict and represent minorities

and their respective cultures. While movies provide great entertainment, I do believe the movie industry to also be very transcendent. Movies can be quite inspirational and impactful; oftentimes, those stories leave with you long after the movie is over.

Films definitely play a large role in society. For me, it's imperative, I portray characters that have a great amount of integrity because we are so poorly narrated around the world.

Djimon, your acting is impressive. You make the viewer believe you from the first line, from the first frame. Tell me, have you studied acting for a long time? Who was your mentor at the very beginning of your acting career?

I began studying acting in 1989, when I first arrived in California.

My greatest inspiration came from meeting Harry Mastro George, who was one of my acting teachers.

Why did you decide to attempt your career in the cinema? If not acting, what profession would you prefer? Or this is what you are and your love for moviemaking?

Early on as a child, it was the first thing that attracted me as a career choice. It allowed me to escape my own self, and I saw an opportunity to be many things without being limited.

It is the vocation that came to me. My love for storytelling and attempting to rewrite the wrongs is something that I've never second-guessed. This is who I am and what I love doing.

Your filmography is very extensive. Your track record includes both major and minor roles. And there are more than 30 of them! Tell us how you prepare for filming, get used to the role?

One of the most important elements of learning a new role is to stray away from being too over-analytical about the story and the role. I think the danger of over-analyzing the story and the character could lend you to be overly judgmental and, it can't be judgmental about a role. If you're too judgmental towards yourself by default, you become too concerned with perception.

Tabloids write that you woke up famous after «Amistad», where you starred side by side with Morgan Freeman and Anthony Hopkins. And it was directed by Steven Spielberg himself! How was it to work with the master and the legends?

It was priceless, and up to this day I pinch myself and think, «wow, will I again be amongst such iconic cinematic figures?»

It is one of those rare and priceless moments in one's career to find yourself telling a profound historical story with such an iconic director and legendary actors.

In the thriller «Blood Diamond», your partner on the set was Leonardo DiCaprio. They say it's easy to work with him, is it? Does partnership in work stay as friendship?

It is very easy to work with Leonardo, and fun. Not always, but in the instance, we remain friends.

Of course, one of the most famous movies with your participation is «Gladiator». Tell us, could you have assumed initially that this film is bound to have tremendous success? And why isn't there «Gladiator 2»: the homecoming of your character.

Absolutely not! And none of us could have guessed that this would become such an iconic film leading a genre. (laughs) All you, «Gladiator» fans, send a petition to the studio to do a sequel – it is way overdue!



Early on as a child, it was the first thing that attracted me as a career choice. It allowed me to escape my own self, and I saw an opportunity to be many things without being limited.

It is the vocation that came to me. My love for storytelling and attempting to rewrite the wrongs is something that I've never second-guessed. This is who I am and what I love doing.

Of course, for each actor, in addition to widespread recognition and fees, getting the «Oscar» is the number first aim. Tell us about your nominations for «In America» and the «Blood Diamond». How does the actor who is nominated for the world's most prestigious film award feel?

It was a very amazing and thrilling moment in my career to be nominated for these two films, and of course, when you get nominated it is overwhelming, and soon enough, you find yourself being pulled left and right to campaign the film. When you finally get to the «Oscar's», you already have this feeling of winning because you have put so much work into campaigning.

In 2020, the COVID-19 pandemic negated millions of projects and plans. Many industries, including cinema, have felt the full impact of its consequences. Tell us how the pandemic affected your activities? How did you survive the lockdown and quarantine?

We are still surviving this lockdown and quarantine. As you mentioned, the cinema industry like many others, took a hit due to the pandemic. This pandemic has placed a lengthy pause on cinematic projects, including my own films, but regardless we are progressing as we are all waiting for the «new normal.»

Is the situation getting better now? What projects are you working on at the moment?

From an industry standpoint, the situation is progressively getting better, slowly but surely. Currently, I am dedicating the majority of my time to my newly launched charity, the «Djimon Hounsou Foundation». I do, however, have a few films awaiting to be released, «The King's Man» and «A Quiet Place II».

We heard about your project with Alexander Zanger known to our financial magazine. Is international activity and fame important, or is Hollywood all that matters?

International activity and fame are very important. Without that, Hollywood wouldn't matter.

Many actors, when asked about the best role, say that the best is ahead. But we will still ask this question. Well, Djimon, what role do you consider your best? Which roles do you prefer?

I consider my work in «Amistad» and «Blood Diamond» to be my best roles. I prefer to portray characters that have a social impact.

Do you, as an actor, have a dream to play a certain character, if imagine that this very movie is just going to be filmed, and the cast is being recruited?

I dream to play a character that is a staple of African culture.

Many famous actors, after many years of practice, decide to move away from filming in favor of directing, producing, scriptwriting. Are you planning to do any of the above in the future?

Through my production company, Fanaticus Entertainment, I've already directed and produced a documentary titled, «In Search of Voodoo: Roots to Heaven» (2018). Directing and producing is something that I will continue to pursue on top of my acting. I am presently negotiating a documentary about the African diaspora.

How do you see cinema in 5-10 years? What's trending now, and what do you think will be relevant in the next decade?

God knows... That will be dictated by the outcome of this pandemic and how we overcame COVID-19. That will be the next trend.

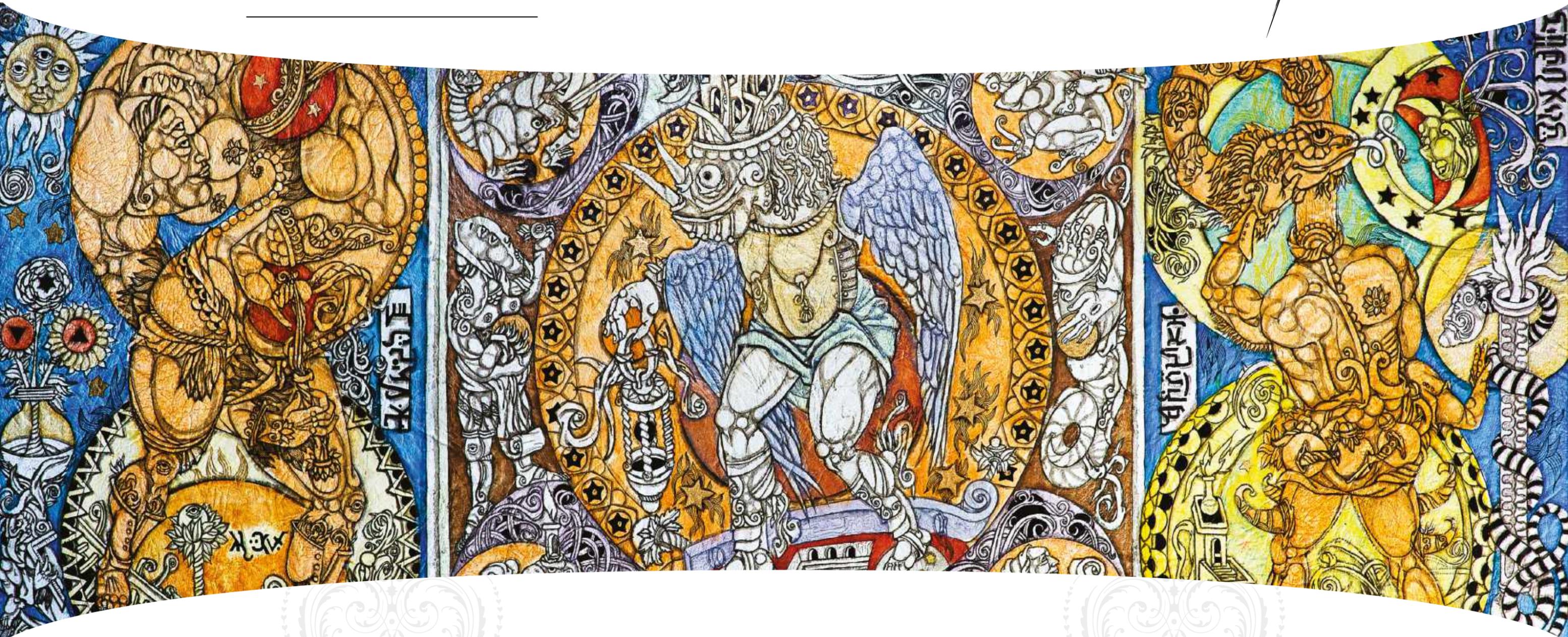
Imagine that you have the opportunity to go back in time and meet yourself 25-30 years ago. What advice would you give yourself as an aspiring actor?

I would encourage my younger self to not second guess and to blissfully and blindly pursue the dream.

Interviewed by VLADIMIR KRAVCHENKO

«Search for the truth»

Konstantin



Rhinoceros - an allegory of Wisdom - carries the light of secret knowledge, symbolizes the central point of union of material and spiritual values, higher and lower archetypes. In both the left and right parts of the composition there are two categories necessary for the Rhinoceros to manifest the sacred light of true knowledge: the wisdom of the serpent and possession of the mystery of the five primary elements.

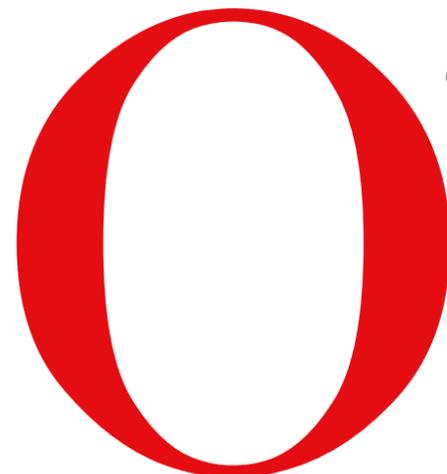
Meditative contemplation of the picture day by day will help to develop the rhino's confidence in the search for true light, overcome ignorance, and spiritual laziness.

+38 (067) 654 06 18



CRISTIANO FERREIRA VIEIRA:

WE WILL ALWAYS SUPPORT THE UKRAINIANS AS MUCH AS WE CAN



On February 24, Russia launched a full-scale war with Ukraine. Tanks crossed the Ukrainian border, planes entered our airspace, and missile launchers surrounded our cities. Until recently, it was difficult to believe what was happening, because Ukraine has always been a peaceful country.

The war ruins the lives of millions. All the world is helping Ukrainians as best it can. We talked to Cristiano Ferreira Vieira, a director of FMB, who has been working for 7 years in Benfica, about the war in Ukraine.



Christiano, there is the war in Ukraine, and we are aware that the fate of the Ukrainians are not indifferent to you.

Yes. That's why firstly, I would like to express my sympathy to all

Ukrainians. I condemn the military attack on Ukraine.

The task of all people now is to support Ukraine in this difficult time. I live in Portugal, so I can say with confidence that our people are trying to help both refugees and those Ukrainians who have decided not to leave their country.

As far as we know, you have been helping to collect humanitarian aid to Ukraine. Tell us more about it.

Through our efforts, thousands of boxes of food, clothing and first aid items have been sent to Ukraine.

We are doing whatever we can because this is an unspeakable tragedy that is happening in our home, in Europe. Through our efforts, thousands of boxes of food, clothing and first aid items have been sent to Ukraine. And we're not going to stop. We will collect aid as long as the Ukrainians need it.

We heard that Benfica accepts little Ukrainian athletes in Portugal. Is it true?

Yes, that is true. There are several football schools from Benfica in Ukraine. Because of the war, we helped to evacuate athletes to Portugal. They are provided with free education and training here at the stadium of Benfica. We consider it our duty to help the boys who, due to the war, lost their home and the peaceful sky above their heads. We will always support the Ukrainians as much as we can.

Interviewed by VLADISLAV SMIRNOV

VLAD SYTNIK IS A UKRAINIAN SINGER AND GOLDEN VOICE OF UKRAINE.

*He is an artist who entered the
TOP-30 best voices in the world.*

Vlad is also an ambassador of the Ukrainian Association of Football.

Each song, that I performed at one time or another in my life, was special for me and resonated in my heart. But there are songs that played an important role in a certain period of my life.

This is exactly what the song "Sokolyata" (Falcons) by the outstanding Ukrainian author Vyacheslav Khursenko became for me. At first it brought me victory. Then it began to sound special when I lost the dearest person in

the world, my father.

Now when there is a war in our country, the song has taken on a new meaning.

Millions of people listen to it, pray and believe that their sons will return home alive and everything will change for the better. I have always believed that music is medicine for the soul, it inspires and gives strength, smile and faith. Now we all want to believe that very soon only music, not the sounds of sirens and explosions, will sound on the streets of our native country.



Vlad Sytnik

Written by **ELINA KRUPCHENKO**



Fall 2022 *Ready-to-Wear*

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photo: vogue.com

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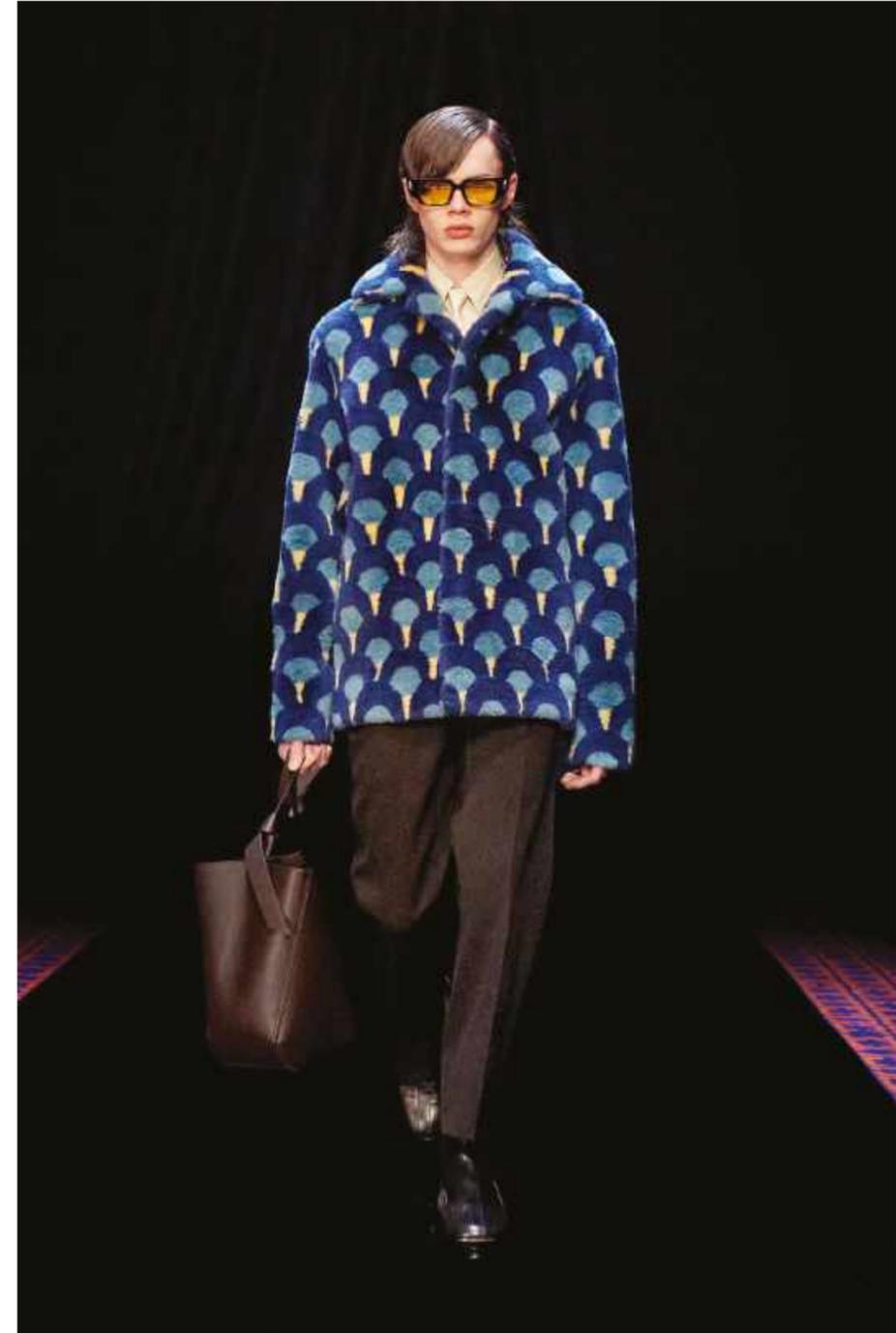


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Konstantin Skoptsov:

*one is born to be
an artist*

«Man is not man not by virtue of the elementary particles that attach to his earthly and material form, but by virtue of being endowed with a capacity to understand what is true and will what is good. Man, by virtue of the facilities of willing and understanding, is called an internal and spiritual man.»

Emanuel Swedenborg

You work in the genre of semantic realism. Tell us why you chose this style for yourself?

From my point of view, semantic realism is the most important function in which an artist can manifest themselves. Semantic realism,

as I understand it, is the style that allows the artist to manifest certain symbols that connect a person with divinity. This can only be manifested through symbols, through isoteric images, allegories, and parables. So the artist can teach some lessons, and thus bring light.



Konstantin Skoptsov is an artist, a full member of the Academy «Ferroni», a recipient of Ordre souverain militaire hospitalier de Saint-Jean, de Jérusalem, de Rhodes et de Malte award for Achievements in Art, and

a representative of the Paris Art Association «Fenix».

He works in the genre of semantic realism and manifests the style of the «Paris School of Ukrainian Painting».



«Tsade –sacred hunting»



«Mystery of Two and Four»

You need to have some special esoteric knowledge in order to work in this style, right?

Of course. Knowledge is a tool. Without knowledge

of symbolism, parables, or allegories, it is impossible to visualize your ideas. My task is to present a certain concept. To do this, I must have an understanding of symbolic images.

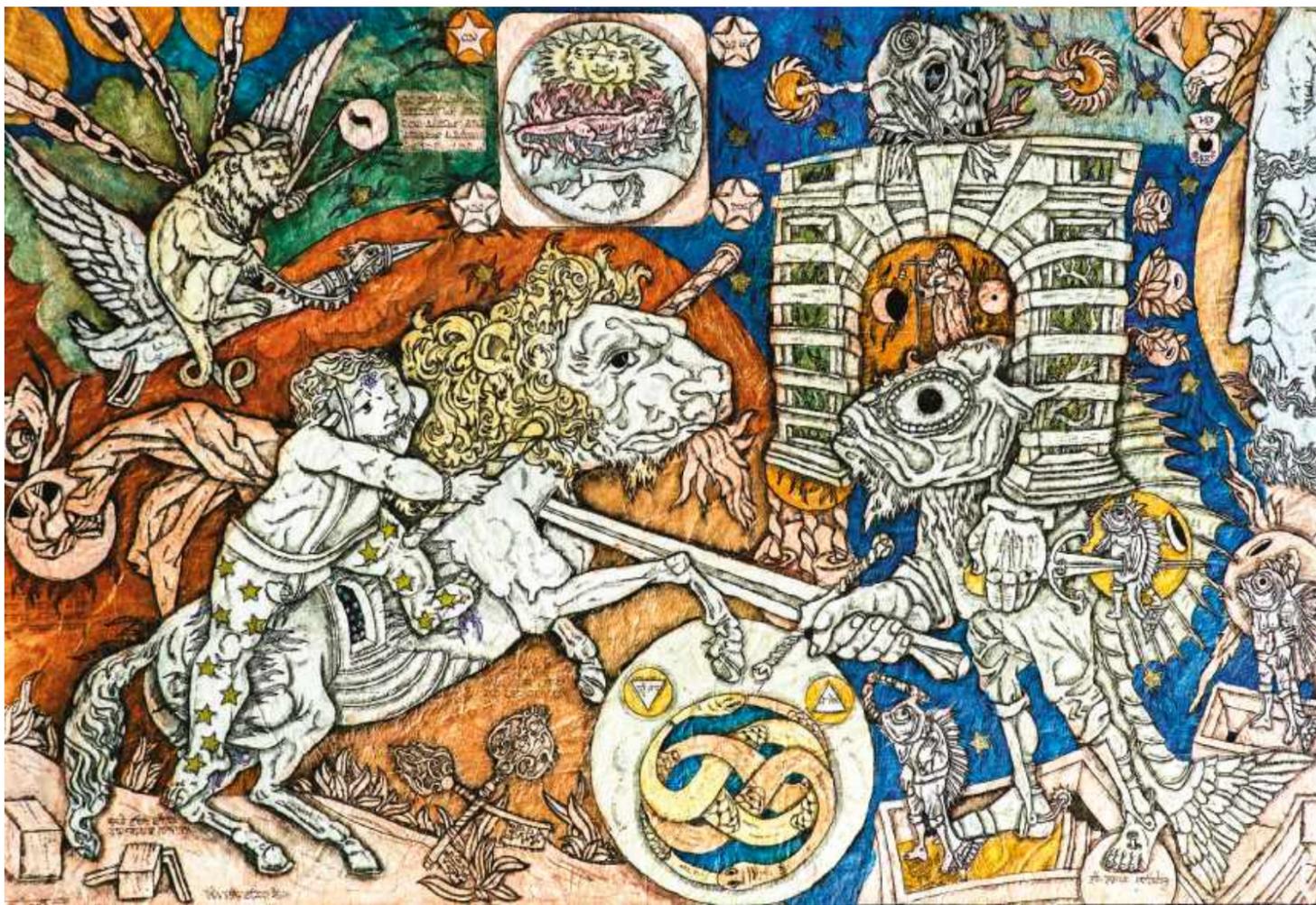
«Brother Sun and Sister Moon»



You manifest the style of the «Paris School of Ukrainian Painting». Tell us more about this school and the style itself.

The style of the «Paris School of Ukrainian Painting» was

founded by Themistocles Wirsta, a man with a capital letter and a great artist, winner of the gold medal of France for painting. A master who worked with Picasso in the same workshop.



«Fight of Lion and Fish»



«Sub Rosa»



All your creativity is covered with secrets, riddles, and symbols. How do you choose the artwork for which you end up illustrating?

It is important for me not to stop on the Path. The Path is

present in any philosophy: Taoist, Sufi, Christian. Man overcomes the Path. The Path is always capitalized. It is important for me whether the work corresponds to my spiritual growth and whether it gives me something.

How long does the work take from the moment of choosing the work? What happens next? Is the visualization happening in your head?

Yes, first a philosophical concept is formed, and then

it is technically visualized. I have to fit the newly acquired knowledge into my world. When it all comes together in a mosaic, then visualization begins. Visualization is impossible without knowledge of symbolism.

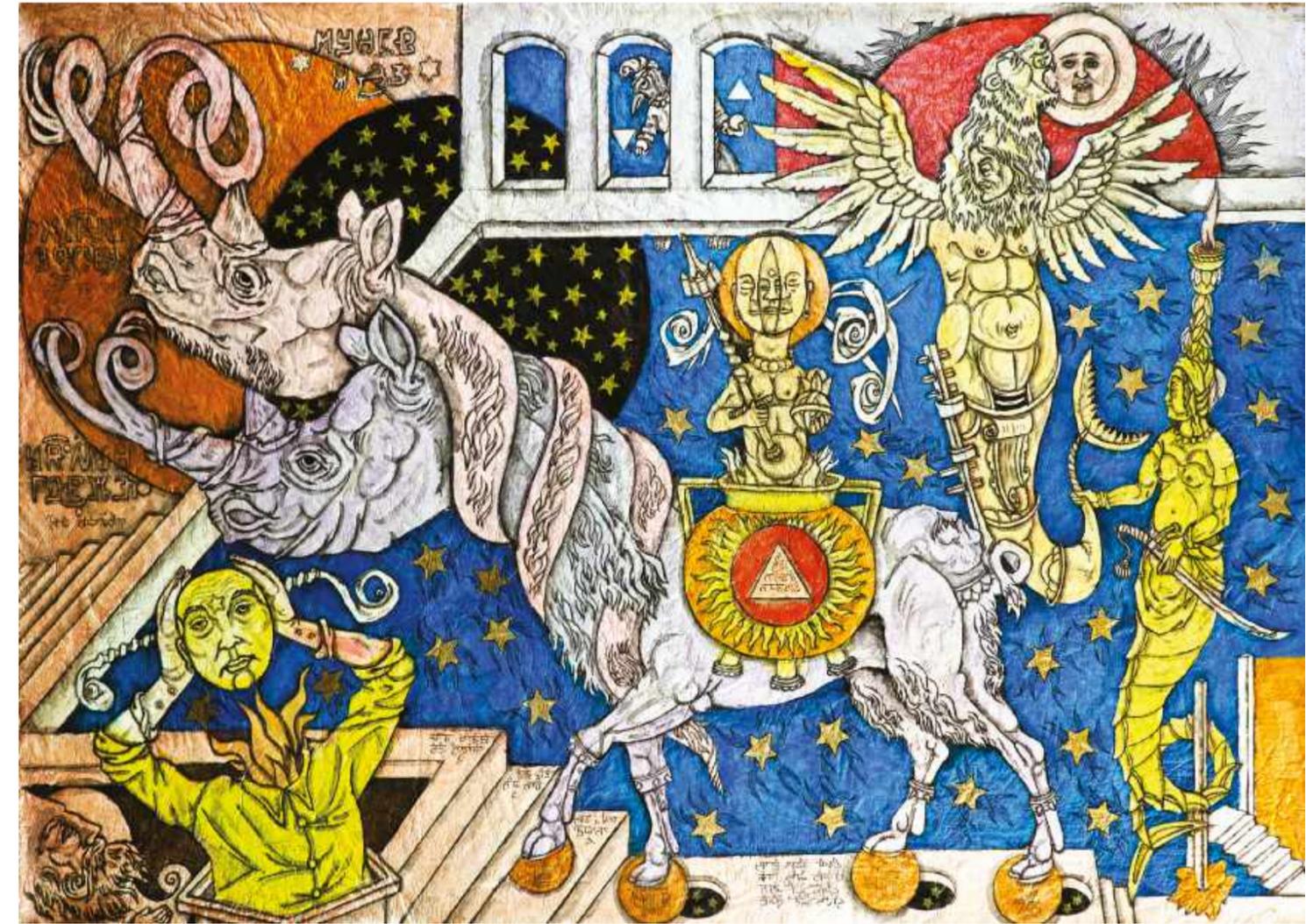
Is the study of these symbols going on specifically for work? Or do you already have this knowledge in your head? And you take a brush and start creating...

It is a very accurate comparison. Knowledge of symbols is like knowledge of letters. After all, you first need to know the alphabet, and then the letters begin to form into words.

As my martial arts patriarch Fam Zui Zui taught, every martial art move, every technique is a letter. Therefore, the one who folds these letters correctly wins the battle and becomes a Master. Someone organizes them into a slander or a denunciation of a neighbor, and someone becomes Flaubert, Balzac or Swift.



«Lord of Time»



«Mystery of the Double Unicorn»

And where did you get this knowledge in terms of symbols, was there a teacher or a school?

Knowledge of symbols can also be obtained from popular literature, but the scheme of their application is only from oral transmission. Here, whoever is lucky... I was lucky.

Do you think that philosophy and semantics are mandatory attributes for every artist?

These are mandatory attributes for a person who considers himself an artist.

Interviewed by **MARINA CHARIKOVA**

Warm atmosphere of two loving hearts

A wedding is one of the most significant and joyful events in every person's life.

On March 26, 2022, a famous Portuguese-Spanish couple — businesswoman Mariana Baptista de Freitas and businessman, sportsman and socialite Luis Henrique Perez — decided to create a family.

The celebration took place in a magical place — Palácio Estoril.

The Palácio Estoril has been the scene of large aristocratic wedding receptions such as those of Princess Maria Pia of Savoy in 1955 and the Infanta Pilar of Spain, in 1967.

The couple share many interests: they both work in the field of law. Mariana and Luis met at the International Law Congress at the University of Lisbon Law School, where they were speakers. The couple believes it was love at first sight, and looking at them together, we can't doubt it.

With its ambience of classical splendour, the Hotel is the last word in elegance and comfort, and is noted for its famous service and hospitality. Its public rooms, beautiful gardens, pool and terraces make the perfect setting for the wedding reception.

Luis sincerely believes that Mariana is the best woman he has ever met. Apart from being his right-hand woman in the business, legal, and tax world, she is also a perfect life partner for him.

The wedding was attended by many famous guests, among them Elvira Gavrilova, an owner of the international marketing company «Amillidius», Lili Caneças, a Portuguese socialite, Gio Rodrigues, a fashion designer, and Joana Martins, a Portuguese presenter and director of Miss Portugal Galaxy.

Mariana and Luis are a great example of a happy couple who love, respect, and support each other.

Written by **VERONIKA EVDOKIMENKO**

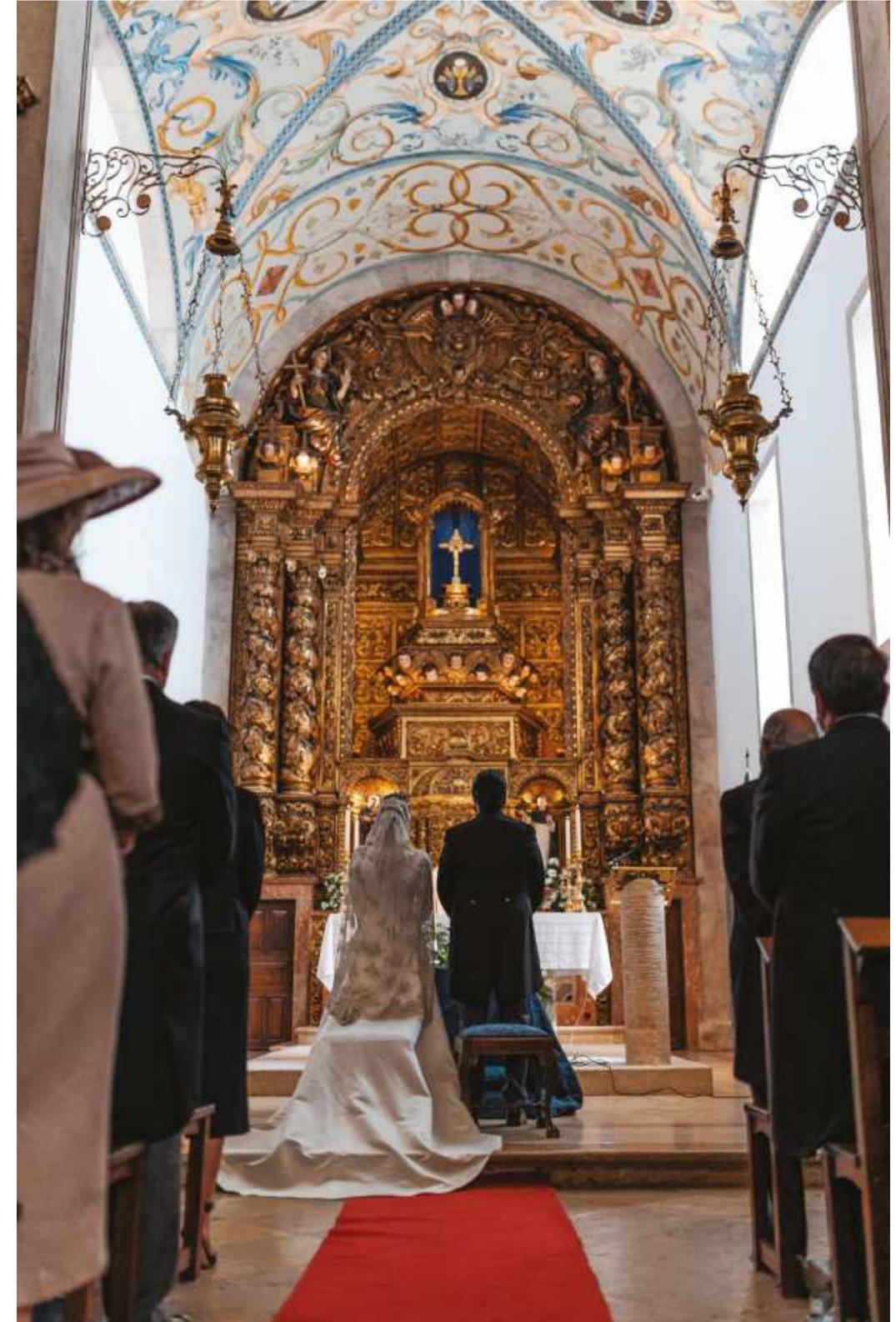
Photo by
Andrii Robitnytskyi

Palácio Estoril
26.03.22

MARIANA and
LUIS' wedding



Palacio Estoril
26.03.2022



Palacio Estoril
26.03.2022



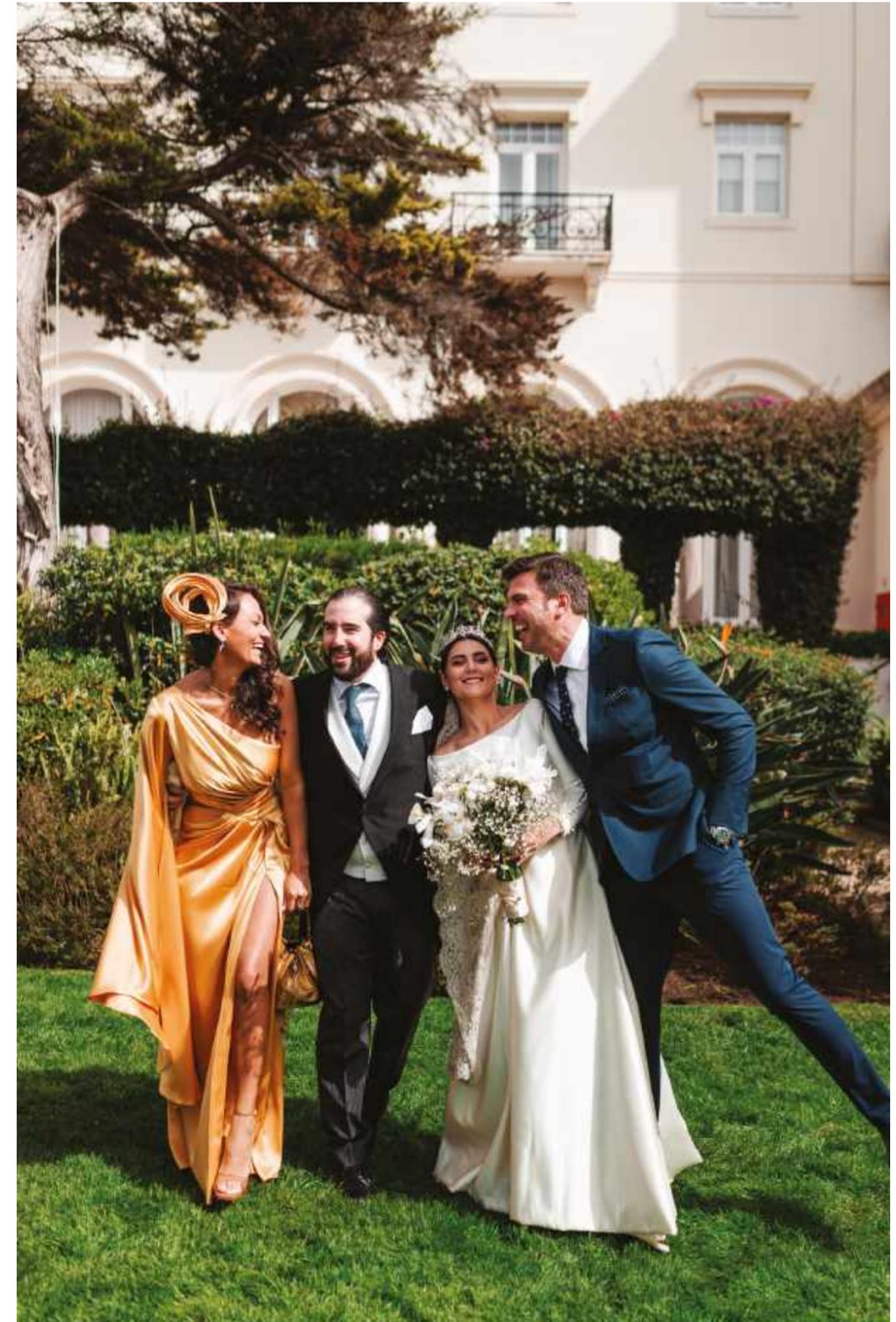
Palacio Estoril
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Palacio Estoril
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Palacio Estoril
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Palacio Estoril
26.03.2022



ML Business Club *soon*

International community for businessmen and business ladies

Community's mission:

Support and mentoring, opportunity to build professional connections and broaden horizons.
The community is building an international business culture.


ELVIRA GAVRILOVA
Founder