

Strengthening Community Support - So That Life Does Not Stop
Fidelidade promotes cycle of Conferences on Longevity

The insurance company wants to reflect on the techniques and research associated with life extension, and on the social, economic and individual implications that result from increasing longevity by questioning the limitations of these techniques.

Lisbon, May 28, 2020 – Longevity: Accuracy, Social Implications and Regeneration" are the three sub-themes that Fidelidade, in partnership with Culturgest, will continue to discuss on June 3 and 23 at the last two digital conferences on this very relevant topic.

The conference cycle, which began on May 20, travels through biosciences, bioengineering, demographics and economics to present the latest developments in medicine and trends in longevity research, as well as the social and personal questions and choices that confront us with a longer human life, in scientific partnership with the Higher Technical Institute of the University of Lisbon and the New SBE.

Next Wednesday, June 3, at 2:00 p.m., we will hear the repercussions of greater human longevity, namely on world demography, employability and the sustainability of health and social security systems, from the voices of Ana João Sepúlveda, consultant in the areas of the Economy of Longevity and Sustained Aging and President of the Age Friendly Portugal Association, Maria João Valente Rosa, professor at the Faculty of Social and Human Sciences of the New University of Lisbon and Judite Gonçalves, professor at the Faculty of Economics of the New University of Lisbon in Health Economics and Statistics.

At 4:30 p.m. it is time for Asghar Zaidi, a senior researcher at the Oxford Institute of Population Ageing and professor of Gerontology at Seoul National University (Korea) and the London School of Economics and Political Science, to remember that the country in which we are born, the environment in which we live and the social circumstances we face must be considered, together with our genetic heritage, in determining how we age.

At the heart of these conferences will continue to be the impact of artificial intelligence and genetic knowledge-based technologies on disease management, whether by the individual or by a state, and the assessment of how they can contribute to mortality (a concept that describes the possibility of living longer without aging).

The last conference of the cycle takes place on June 23 and takes stock of regenerative medicine and research on the ageing process, as well as addressing the ways that have been found to slow it down and possible new treatments for chronic diseases. Alexandra P. Marques, researcher at the University of Minho, António Jacinto, researcher at the Centre for the Study of Chronic Diseases of the Faculty of Medical Sciences, NOVA Medical School, Lino Ferreira, coordinating researcher at the Faculty of Medicine of the University of Coimbra and Mário Barbosa, former director of I3S - Institute for Research and Innovation in Health of the University of Porto, are the participants in this session, at 14:00. At 16:30, Joaquim M. S. Cabral, director and founder of the Institute of Bioengineering and Biosciences of the Instituto Superior Técnico, reports on The Role of Regenerative Medicine in Longevity, discussing the function of stem cells and anti-aging genes in the treatment of diseases and the creation of organs for transplantation (through tissue regeneration, bio-artificial organs or the 3D-Bioprinting technique).

The Longevity: Accuracy, Social Implications, Regeneration cycle conferences are held in Portuguese, with simultaneous translation into English, and are broadcast in live streaming on [Facebook](#) and [Youtube](#) and [Fidelidade's Facebook](#), and are the result of a partnership with Culturgest and a scientific partnership with Instituto Superior Técnico of the University of Lisbon and Nova SBE.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, both in life and non-life, currently recording a market share of around 30.7%. The company is present in the various business segments of the insurance activity and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

Fidelidade operates based on a defined and continued "Customer Centric Approach" strategy, where customers effectively come first. The fact that it attaches crucial importance to the quality of the service it provides and the comprehensive and innovative offer it offers makes Fidelidade one of the most awarded insurance companies in Portugal, as well as internationally. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the "sustainable business" category, with its 'WeCare' project, which aims to support the correct reintegration of people who have been victims of serious accidents that have jeopardized their physical, economic and social reintegration.

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