

Questions concerning your Nova SBE speaking engagement and FT reporting on Harvard Business School



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Muito alta

Dear Mr Jack,

I am the director of PÁGINA UM, a Portuguese newspaper, and I am preparing an article concerning your Financial Times report of 27 August 2026 on Harvard Business School’s exploration of options to teach MBA students outside the United States.

For ease of reference, the two relevant articles are:

Financial Times – “Harvard Business School explored European outpost after Trump visa threats”
<https://www.ft.com/content/4fbeeabda-e40d-423a-8564-e410fbfb6e9f>

The FT article names Nova SBE, London Business School, IMD and the University of Toronto as potential partners, attributing the identification of those institutions to “people familiar with the discussions”. Harvard’s on-the-record statement confirms that overseas options were explored, but does not specifically identify Nova SBE.

On 12 August, fifteen days before your article was published, Pedro Oliveira publicly listed you as a confirmed speaker at the Estoril Conferences, due to take place at Nova SBE on 29 and 30 October.

Jornal de Negócios – “A Europa que ainda falta construir”, by Nova SBE dean Pedro Oliveira
<https://www.jornaldenegocios.pt/opiniao/deans-corner/pedro-oliveira/detalhe/a-europa-que-ainda-falta-construir>

The FT Editorial Code requires journalists to avoid both conflicts of interest and their appearance, and requires editorial staff making conference appearances – including unpaid appearances at universities – to complete an editorial speaker approval process:

https://ip-about-us.cdn.prismic.io/ip-about-us/aYHTfd0YXLCxVTJ_e_FTEDITORIALCODEOFPRACTICE-26-2-3-.pdf

No conclusion is being drawn from the chronology alone. I would, however, be grateful for clarification of the following points:

1. On what date were you invited to speak at the Estoril Conferences, who approached you and on what date did you accept the invitation?
2. Will you receive a fee or honorarium for your participation? If so, what is the amount and which entity will pay it, directly or indirectly?
3. Will Nova SBE, the conference organisers, a sponsor or another third party pay for or reimburse your travel, accommodation, meals, local transport or other hospitality?
4. Did you submit this engagement through the FT editorial speaker approval process, and on what dates was it submitted and approved?
5. Before the Harvard article was commissioned or published, were the editors responsible for the story informed of your accepted engagement and of any financial or hospitality arrangements attached to it?
6. Before publication, did you communicate with Pedro Oliveira, other Nova SBE representatives, the Estoril Conferences organisers or a public-relations adviser acting for them? If so, when and about what subjects?
7. Did Nova SBE, the conference organisers or anyone representing them suggest the story, provide background information or documents, or facilitate access to any source used in the article?
8. Without identifying confidential sources, how many independent sources supported the specific claim that Harvard held discussions with Nova SBE, and was any of them affiliated with Nova SBE, the Estoril Conferences or their advisers?
9. Did Harvard Business School specifically confirm to you that Nova SBE had been approached? What evidence established whether the contact was informal, exploratory, part of a shortlist or a substantive negotiation?
10. Given that your participation at an event held at Nova SBE had already been accepted and publicly announced, do you consider that this relationship should have been disclosed to readers? Would you support the addition of an explanatory disclosure to the article?

I would appreciate a point-by-point response until next Monday. Where a matter is more appropriately answered by an FT editor or by the conference organisers, please indicate the appropriate person or entity. Your responses may be quoted in full or in part in our reporting.

Yours sincerely,

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