

# Agricultural Conference 2018 program

28th November 2018

**07:50-08:20 Registration**

## **Section I: EU agricultural policy - hundreds of billions at stake**

**08:10 - 08:15 Opening speech**

**Zoltán Bán, CEO, NET Média Zrt. (Portfolio)**

**08:15 - 08:35 Results and prospects in Hungarian agriculture**

Speaker:

**Zsolt Feldman**, State Secretary, Ministry of Agriculture

**08:35 - 08:45 Video message from European Commissioner for Agriculture**

**Phil Hogan to Hungarian farmers**

**08:45 - 09:05 The Common Agricultural Policy after 2020**

Speaker:

**Dusan Chrenek**, Head of Unit/Senior expert, Directorate-General for Agriculture and Rural Development of the European Commission (DG AGRI)

**09:05 - 09:55 Roundtable discussion: Are we winning or losing? - New Common Agricultural Policy from 2020**

Moderator: **László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

Conversation participants:

**Attila Csányi**, CEO, Bonafarm Group

**Zsolt Feldman**, State Secretary, Ministry of Agriculture

**Balázs Györffy**, President, Hungarian Chamber of Agriculture

**István Jakab**, a MAGOSZ elnöke, képviselő és a parlament alelnöke

**Miklós Zsolt Kis**, State Secretary, Ministry of Agriculture

**dr. György Páczay**, Agricultural expert, European Parliament

**09:55 - 10:05 Award ceremony and presentation of the "Agrárszektor 2018 - The 50 most prominent people in Hungarian agriculture" publicaton**

**10:05 - 11:05 Roundtable discussion: Competitiveness is key - International forum on the agriculture of V4 countries**

Moderator: **Tamás Éder**, vállalati kapcsolatok és kommunikációs igazgató, Bonafarm Csoport

Conversation participants:

**Tomáš Doucha**, Professor, Czech Agricultural University, Prague (Czech Republic)

**Marcin Gospodarowicz**, Institute of Agricultural and Food Economics, National Research Institute (Poland)

**Peter Horný**, Head of Agrobiznis Department, UniCredit Bank (Slovakia)

**István Kapronczai**, Agricultural expert, OTP Bank

**11:05 - 11:25 Coffee break**

## **Section II: Do banks like agriculture? - Focusing on financing**

**11:25 - 12:05 Roundtable discussion: Is the direction right? - Bank executives on Hungarian economy**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

Conversation participants:

**Tamás Bernáth**, elnök-vezérigazgató, MFB Zrt.

**Radován Jelascity**, Chairman, Chairman of the Board of Directors, CEO, Hungarian Banking Association, Erste Bank Hungary

**József Vida**, elnök, Opus Global Nyrt.

**12:05 - 12:20 Milestones in the development of agricultural businesses - Strategy, changing dimensions, expanding the product range, raising capital**

Speaker:

**Dávid Hollósi**, Agrár- és Élelmiszeripari Üzletág ügyvezető igazgató, MBH Bank, elnök, Magyar Bankszövetség agrár munkabizottság

## **12:20 - 13:05 Roundtable discussion: Financing as a key issue - What do agriculture businesses need and what are banks asking for?**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

Conversation participants:

**Péter Annus**, Owner, Managing Director, Biosövény Kft.

**Dávid Hollósi**, Agrár- és Élelmiszeripari Üzletág ügyvezető igazgató, MBH Bank, elnök, Magyar Bankszövetség agrár munkabizottság

**Péter Horváth**, Board member, UBM

**Anita Laurinyecz**, igazgató, UniCredit Bank Hungary Zrt., Agrárfinanszírozás, Európai Unió Kompetencia Központ és Közsféra Finanszírozás

**István Molnár**, ügyvezető igazgató, Agrár Béta Kft.

**Mihály Péter**, családi gazdálkodó, zöldségtermesztő

**Róbert Szerdahelyi**, Head of SME Business / SME Directorate, Erste Bank

**Zsolt Takáts**, Igazgató, Kereskedelem és Agrárfinanszírozás, Raiffeisen Bank

## **Section III/A: Fighting for farmers: Competition in the synthetic fertilizer market**

### **14:00 - 14:15 From potassium mines to premium fertilisers - Introducing EuroChem**

Speaker:

**Robert Geist**, Head of Sales Eastern Europe, EuroChem Agro GmbH

### **14:15 - 15:05 Roundtable discussion: More fertiliser, bigger profit? - Prices, trends, new products and technologies**

Moderator: **Tamás Petőházi**, országos osztályelnök, Nemzeti Agrárgazdasági Kamara

Conversation participants:

**Robert Geist**, Head of Sales Eastern Europe, EuroChem Agro GmbH

**Károly Aranyosi**, Director, IKR Agrár Kft.

**Csaba Pesti**, igazgató, Agrárgazdasági Kutató Intézet

**Zoltán Rácz**, Chief Commercial Officer, Nitrogénművek Zrt.

**Péter Suba**, kereskedelmi vezérigazgató, Petrokemija d.d. Kutina (Horvátország)

**Balázs Szabó**, Owner, Dr. Szabó Agrokémia Kft.

### **15:05 - 15:40 Coffee break**

## Section III/B: The future has begun - Precision farming on the rise

### 13:40 - 13:55 Technology or agronomym or the utility of precision farming

Speaker:

**Mihály Lajos**, CEO, Agrofil-SZMI Kft.

### 13:55 - 14:10 GPS or precision farming system?

Speaker:

**György Karpjuk**, CEO, AgroPilot Kft.

### 14:10 - 14:25 Mobile networks and the benefits of digital farming

Speakers:

**Andor Gál**, Business Solutions Manager, Telenor Hungary Zrt.

**István Mehlhoffer**, Managing Director, ITineris

### 14:25 - 15:20 Roundtable discussion: How to decide? - Advantages and potential pitfalls of precision farming

Moderator: **Gábor Kemény**, mb. főigazgató, Research Institute of Agricultural Economics

Conversation participants:

**Mihály Lajos**, CEO, Agrofil-SZMI Kft.

**Barna Lőwi**, Marketing Director, Austro Diesel Gmbh.

**László Lukács**..

**István Mehlhoffer**, Managing Director, ITineris

**Péter Ákos Mesterházi**, csoportvezető, Axiál Kft.

**István Virág**, product manager for precision farming, Agrotec Magyarország Kft.

### 15:20 - 15:40 Coffee break

## Section III/C: Variant experiments: What to plant next year?

### 13:40 - 13:55 Ships in the service of grain shipping

Speaker:

**Tibor Mátyás**, CEO , DDSG Mahart Kft

**13:55 - 14:05 Sustainable agriculture - Produce market sales using the EU's ISCC standard**

Speaker:

**Marianna Nagy**, ügyvezető igazgató, Max Savaria Kft.

**14:05 - 14:15 Results of post-registration variant experiments on wheat and corn in 2018**

Speaker:

**Gábor Polgár**, Executive director, Hungarian Seed Association and Product Council

**14:15 - 15:15 Roundtable discussion: 10 tons of wheat or 30 tons of corn from a single hectare? - The results and lessons of this year's growing trials, produce market outlook, quality assurance**

Moderator: **Gábor Polgár**, Executive director, Hungarian Seed Association and Product Council

Conversation participants:

**Gábor Berkes**, Chairman-CEO, Cargill Magyarország Zrt.

**Tamás Csáti**, Owner, Karád Agrár Kft.

**Zsolt Lengyel**, Sales Director, Pannonia Bio Zrt.

**Gábor Párkányi**, AFL Business Manager, SGS Hungária Kft.

**Géza Takács**, President, Hungarian Seed Association and Product Council

**15:15 - 15:40 Coffee break**

**Section III/D: Scorching drought, exploited farmland - Irrigation development and soil protection**

**14:00 - 14:15 Soil stabilisation and soil protection**

Speaker:

**József Wágner**, mezőgazdasági üzletfejlesztő, Carmeuse Hungária Kft.

**14:15 - 15:05 Roundtable discussion: Who stands to profit from the new irrigation development strategy? - The most pressing tasks in soil protection**

Moderator: **András Molnár**, Deputy Director, Research Institute of Agricultural Economics

Conversation participants:

**Gergő Imreh**, Director, Natur Agro Hungária Kft.

**Ádám Kövesdi**, Öntözési Iroda Vezető, Magtár Kft.

**Gyula Schober**, Head of irrigation business, Agrotec Kft.

**Tibor Zoltán Szólláth**, Hajdú-Bihar county chairman, Hungarian Chamber of Agriculture

**Csilla Tanczné Óvári**, Department head, Agriculture Ministry

**József Wágner**, mezőgazdasági üzletfejlesztő, Carmeuse Hungária Kft.

**15:05 - 15:40 Coffee break**

## **Section III/E: Animal health crisis**

**13:40 - 13:55 How to protect against African swine fever? - Measures by the authorities**

Speaker:

**Lajos Bognár**, helyettes államtitkár, Agrárminisztérium

**13:55 - 14:10 Let the chips fall where they may - The future of animal husbandry under the spectre of epidemics**

Speaker:

**Zoltán Fórián**, leading agricultural expert, Agricultural Competence Centre, Erste Bank Zrt.

**14:10 - 15:05 Roundtable discussion: Swine fever: How to proceed in Hungarian swine sector - Development directions in animal husbandry**

Moderator: **Zoltán Fórián**, leading agricultural expert, Agricultural Competence Centre, Erste Bank Zrt.

Conversation participants:

**Lajos Bognár**, helyettes államtitkár, Agrárminisztérium

**Tibor Mélykúti**, President and CEO, Tej Termék Tanács, Alföldi tej Kft.

**Tibor Nagy**, sertéságazati igazgató, Bonafarm Csoport

**István Szabó**, Executive Director, Gallus Csoport

**Zsombor Wagenhoffer**, osztályelnök, Nemzeti Agrárgazdasági Kamara

**15:05 - 15:40 Coffee break**

## Section III/F: Wine-growing success stories

**13:40 - 13:55 Generational conflicts due to IT**

Speaker:

**Károly Búdi**, Managing Director, Agro-Tár Kft.

**13:55 - 14:10 Change of generations in a family business**

Speaker:

**Zsolt Hegedűs**, Farmer, Hegedűs Farm

**14:10 - 14:30 Change of generations in a big plant - From banking to agriculture**

Speaker:

**Gergő Soltész**, elnök-tulajdonos, Ostorosbor Pincészet Zrt.

**14:30 - 15:15 Roundtable discussion: Is it worth investing in? - This is how top Hungarian winemakers do it**

Moderator: **Dávid Hollósi**, Agrár- és Élelmiszeripari Üzletág ügyvezető igazgató, MBH Bank, elnök, Magyar Bankszövetség agrár munkabizottság

Conversation participants:

**János Frittmann**, oenologist, Owner, Frittmann Winery

**Gábor Göllész**, Sortiment manager, SPAR Magyarország Kereskedelmi Kft.

**Imre Hamarics**, cégvezető, Rekontir TM Kft.

**Ottó Léglí**, oenologist, Chairman, Hegyközségek Nemzeti Tanácsa

**Gergő Soltész**, elnök-tulajdonos, Ostorosbor Pincészet Zrt.

**15:15 - 15:40 Coffee break**

## **Section IV/A: Agricultural integration: New rules to be introduced**

### **15:40 - 15:55 Long-term production management contracts - Integration in the foreground**

Speaker:

**Zoltán Mikó**, Chairman of the arbitration court, honorary associate professor, Hungarian Chamber of Agriculture

### **15:55 - 17:10 Roundtable discussion: How to make new contracts? - The future of agricultural integration in Hungary**

Moderator: **László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

Conversation participants:

**Róbert Bozsér**, Sales Director, KITE Zrt.

**László Lukács**, ügyvezető, MTT Tej Kft.

**Zoltán Mikó**, Chairman of the arbitration court, honorary associate professor, Hungarian Chamber of Agriculture

**Lajos Nagy**, CEO, IKR Agrár Kft.

**Tamás Tarpataki**, agrárpiacért felelős helyettes államtitkár, Agrárminisztérium

## **Section IV/B: The dawn of digital agriculture**

### **15:40 - 15:55 Targeting greater profitability - How to monetize digital information?**

Speaker:

**Miklós Maróti**, Managing Director, AgroVIR Kft.

### **15:55 - 16:10 Trends in sending and receiving data - Cloud-based support for precision farming**

Speaker:

**Kornél Szabó**, Managing Director, JGP® project leader, Dr. Szabó Agrokémiai Kft. - Jó Gazda Program®



**16:10 - 16:25 Hungary's Digital Agricultural Strategy - Let's cash in on it!**

Speaker:

**Péter Varga**, állandó szakértő, Digitális Jólét Program

**16:25 - 17:15 Roundtable discussion: Subsidies and programmes in the Digital Agricultural Strategy - What can farmers expect?**

Moderator: **Veronika Erős**, Cluster Manager, Agrárinformatikai Klaszter

Conversation participants:

**Zsolt Márkus**, General Manager, Garden Invest Zsana Kft.

**Miklós Maróti**, Managing Director, AgroVIR Kft.

**Erika Székely**, Director, Department of Rural Development and Consultancy, Hungarian Chamber of Agriculture

**András Újszászi**, Founder, Owner, Gremon Systems Zrt.

**Péter Varga**, állandó szakértő, Digitális Jólét Program

## **Section IV/C: Masterstrokes in agricultural marketing**

**15:40 - 15:55 Brand building and successful communication in the new digital world**

Speaker:

**Ákos Starcz**, Managing Partner, Dialogue Creatives

**15:55 - 16:15 Persuasion and influencing techniques in agriculture - How to guide the decisions of producers in an ethical manner?**

Speaker:

**Dr. László Újszászi Bogár**, meggyőzés és befolyásolástechnikai szakértő, Corvinus Egyetem

**16:15 - 16:30 How do people get informed in agriculture? - Facts and misconceptions about decision-making**

Speaker:

**Árpád Pólya**, consultant, Agrostratéga

**16:30 - 17:15 Roundtable discussion: The secret of successful marketing -  
How to sell in the 21st century?**

Moderator: **Árpád Pólya**, consultant, Agrostratégia

Conversation participants:

**Igor Gorotyák**, Marketing Director, AgroVIR Kft.

**József Kövesdi**, Managing Director, Okosfarm

**Barna Lówi**, Marketing Director, Austro Diesel Gmbh.

**Barbara Némethné Bujdosó**, marketing és termékmenedzser, EuroChem Agro Hungary Kft.

**Péter Umenhoffer**, marketing bizottság vezető, MEGFOSZ

## **Section IV/D: Protein time bomb: time to become self-sustaining**

**15:40 - 15:55 Increasing demand for protein - Opportunities in the new national protein scheme**

Speaker:

**Csaba Gyuricza**, rektor, Szent István Egyetem

**15:55 - 16:10 Present and future of the soybean in Hungary**

Speaker:

**Zoltán Bene**, Manager, Karintia Kft.

**16:10 - 17:10 Roundtable discussion: How to profit from the national protein scheme? - Fodder receipts and dilemmas**

Moderator: **Tamás Petőházi**, President, Grain Producers' Association of Hungary

Conversation participants:

**Zoltán Bene**, Manager, Karintia Kft.

**László Bustyaházi**, K+F stratégiai igazgató, igazgatósági tag, UBM Csoport

**Csaba Gyuricza**, rektor, Szent István Egyetem

**Zoltán Kulik**, vezérigazgató, Vitafort Zrt.

**Szabolcs Makai**, stratégiai vezérigazgató, Talentis Agro Zrt.

**Gábor Párkányi**, AFL Business Manager, SGS Hungária Kft.

**Zoltán Reng**, CEO, Hungrana

## **Section IV/E: Food industry looking for hundreds of billions**

### **15:40 - 15:55 Food industry investment subsidies and tender results in the Rural Development Scheme**

Speaker:

**Miklós Zsolt Kis**, State Secretary, Ministry of Agriculture

### **15:55 - 16:50 Roundtable discussion: In need of thousands of billions of forints - Food industry development opportunities today and after 2020**

Moderator: **Zoltán Takács**, Deputy-CEO, FHB Bank

Conversation participants:

**Tamás Éder**, President, Federation of Hungarian Food Industries

**Miklós Zsolt Kis**, State Secretary, Ministry of Agriculture

**Zoltán Kovács**, Managing Director, Rekontir BPM

**Miklós Szabó**, Founder-owner, Tranzit Group

**Csaba Zoltán**, CEO, Start Garancia Zrt.

## **Dinner, evening programmes**

### **18:00 - 20:30 Reception dinner in the lobby**

**Event programmes:**

**Palinka-, whisky-, wine-, champagne and gin tasting**

**Bowling**

**Live music will be provided by Gypsy lead violinist József**

**Csonka and his band from 18:00**

**followed by Black Velvet from 20:00**

### **23:00 - 23:30 Nighttime stuffed cabbage**

**29th November 2018**

## 08:15-08:45 Registration

### Section I: Before a landslide?

Lessons and consequences of land lawsuits in the agricultural chamber

#### 08:45 - 09:00 Lessons and consequences of land lawsuits in the agricultural chamber

Speaker:

**dr. András Mikó**, egyéni ügyvéd, Nemzeti Agrárgazdasági Kamara

#### 09:00 - 09:15 Off the beaten path - Land assessment propped up by digital site surveys

Speaker:

**Ákos Sáhó**, CEO, Agrotax Kft.

#### 09:15 - 09:35 Main changes in landholding policy regulations

**Speaker: Representative of Ministry of Agriculture**

Speaker:

**Tamás Andréka**, főosztályvezető, Agrárminisztérium

#### 09:35 - 10:25 Roundtable discussion: Fundamental changes in domestic land regulations - What should owners and users of farmland look out for?

Moderator: **László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

Conversation participants:

**Tamás Andréka**, főosztályvezető, Agrárminisztérium

**Balázs Gyórfy**, President, Hungarian Chamber of Agriculture

**István Jakab**, a MAGOSZ elnöke, képviselő és a parlament alelnöke

**Sándor Orosz**, Councillor, MOSZ

**Ákos Sáhó**, CEO, Agrotax Kft.

### Agrarian Academy - Produce market seminar

The secret of making successful deals on the produce market is for farmers to have access to the required up-to-date information. The produce market seminar

will shed light on how cash crop production can be successful, how produce should be sold, and what price trends are to be expected in the domestic and international markets.

**11:00 - 14:00 Produce market seminar**

Speaker:

**Gábor Bidló**, owner, Budagabona Kft.

## **Section II: 2018 accounts**

An overview of the animal husbandry, farming and gardening situation: what have we achieved in 2018 and what should we expect in 2019?

**10:25 - 10:45 The year in review: After storms and droughts - A difficult year for crop-growers**

Speaker:

**Tamás Petóházi**, President, Grain Producers' Association of Hungary

**10:45 - 11:05 The year in review: Animal husbandry deserves better - Waiting for breakout opportunities**

Speaker:

**Zsombor Wagenhoffer**, Director, Hungarian Animal Breeders Association

**11:05 - 11:25 The year in review: Weather rules supreme - A mixed year in horticulture**

Speaker:

**Ferenc Ledó**, elnök, FruitVeB

**11:25 - 11:45 Coffee break**

## **Section III: Educational: Success stories and strategies in agriculture**

**11:45 - 11:55 The latest results in the hybridisation of arable land crops**

Speaker:

**Zoltán Blum**, Managing Director, Saaten-Union Hungária Kft.

**11:55 - 12:05 How to set up a profitable apple juice venture?**

Speaker:

**dr. Viktor Szabó**, tulajdonos, Bold Agro Kft.

**12:05 - 12:15 Supersweet tomato - in greenhouse**

Speaker:

**Zsolt Márkus**, General Manager, Garden Invest Zsana Kft.

**12:15 - 12:25 Orchid house heated using biogas**

Speaker:

**István Molnár**, ügyvezető igazgató, Agrár Béta Kft.

**12:25 - 12:35 Buffalo farming and the biomarket**

Speaker:

**László Szabó**, Owner, Tarkarét Biofarm

**12:35 - 12:45 Weiging cattle - using mobile phones**

Speaker:

**Gergely Boromisza**, CEO, Agroninja Kft.

## **Section IV: Vital finances: subsidies and taxing in agriculture**

**12:45 - 13:05 This year's agricultural subsidy payments and 2019 plans at the Hungarian State Treasury**

Speaker:

**Anikó Juhász**, Deputy State Secretary, Ministry of Agriculture

**13:05 - 13:25 How to go on, Hungarian agriculture? - Proposals by the chamber to overhaul the tax system and operating structure**

**Speaker: Representative of the Hungarian Chamber of Agriculture**

Speaker:

**dr. István Cseszlai**, ügyvezető, NAK Nonprofit Kft.

**13:25 - 14:15 Roundtable discussion: Will producers have more money left?**

**- A comprehensive reform in agricultural taxation**

Moderator: **Gergely Papp**, Deputy Director General, Hungarian Chamber of Agriculture

Conversation participants:

**Tibor András Cseh**, megbízott főtitkár, MAGOSZ

**dr. István Cseszlai**, ügyvezető, NAK Nonprofit Kft.

**Gábor Farkas**, Director, PwC Magyarország

**Anikó Juhász**, Deputy State Secretary, Ministry of Agriculture

**András Máhr**, Deputy Secretary General, MOSZ

**14:15 - 14:20 Closing remarks**

**14:20 - 15:00 Closing lunch**