

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