

# Portfolio AgroFood 2024 program

## Small producers and young farmers, ATTENTION!

Are you a smallholder? Or have you started farming recently? Now you can participate in the outstanding spring agricultural event, the **AgroFood 2024** Conference in Kecskemét, on 22 May with a **50% discount**.

Please, fill out the **following form**, and Portfolio's professional team will assess your claim so that you can redeem your discounted ticket.

If you have filled out the form, save it and send it to

**kistermeloikedvezmeny@portfolio.hu.**

The subject of the letter: **Portfolio AgroFood 2024 - smallholder application**

You can access the form by clicking **here**.

## Registration

### I. section: Food industry subsidies: Exceptional opportunities

Food industry enterprises are in the spotlight in the current EU budget cycle, as they have access to significantly larger rural development funds compared to previous cycles, totalling several hundred billion forints, to invest in enhancing their competitiveness. The session will present the main development directions for the industry and, depending on the size of the company, the areas of investment perspective. Experts will review what rural development grants have been or will be opened up for players in the industry, who and for what purposes are most likely to win grants, how to submit successful applications, and what could be the main evaluation and assessment criteria.

Which might be the main development areas for the domestic food industry?

Which food industries are most worth investing in?

What rural development tenders are available for food businesses?

Which market players should apply for which development objectives?

How to submit successful applications  
What are the main evaluation and assessment criteria?  
What other support can food businesses expect?

**08:30 - 08:35 Opening**

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Group)

**08:35 - 08:50 The strategic role of the Hungarian food industry - Subsidies and development directions for the sector**

Speaker:

**Márton Nobilis**, State Secretary, Agricultural Ministry

**08:50 - 09:05 A brief history of the Hungarian food economy and a modern model that can be built on it**

Speaker:

**Dávid Hollósi**, President , Board Member, Magyar Bankszövetség agrár munkabizottság

**09:05 - 09:20 The significance of food sovereignty in crises - Development perspectives and painful experiences**

Speaker:

**Csaba Gyuricza**, Director, Nemzeti Agrárkutatási és Innovációs Központ

**09:20 - 09:30 The birth of HonestFood: Let's make the world a better place together with goodness and decency**

Speaker:

**Giacomo Pedranzini**, Executive Director, Kometa 99

**09:30 - 10:20 Roundtable discussion: Highlighted rural development subsidies for food industry enterprises - Main directions of industry development, funding opportunities, evaluation criteria**

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

Conversation participants:

**Dávid Hollósi**, President , Board Member, Magyar Bankszövetség agrár munkabizottság

**Balázs Huber**, Head Of Department, Hungarian State Treasury

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

**Márton Nobilis**, State Secretary, Agricultural Ministry

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

## **Coffee break**

### **II. section: Food market and bank financing: What will the future bring?**

There has been a substantial drop in demand in the domestic food market recently, significantly reducing the sales opportunities for businesses in the industry. The experts in this session will analyse what demand trends are expected to prevail in the food market this year and in the longer term and the main factors that could influence food consumption. In addition, there will be a discussion on how consumer expectations regarding food are changing, what characterises food industry and food retail supplier relationships, as well as the requirements retailers impose on food industry enterprises and what practices they employ during the sale of food products. The other main topic of the session revolves around the short- and long-term financing opportunities that food industry enterprises can expect in the upcoming period. The roundtable will discuss how the improving macroeconomic environment affects the financing opportunities for food businesses, the industry's resource needs, and the specific aspects of the banking sector that determine the lending to companies. Additionally, the session presents how credit conditions may change in the near future, what new credit products banks are introducing to the market for the food industry, and what discounted financing options industry enterprises can avail themselves of.

How is demand for food on the domestic market likely to develop in the coming period?

How are consumer expectations of food changing, and how can producers meet them?

What are the characteristics of food industry/food retail supplier relationships, and how can they be improved?

What requirements do retail chains impose on food suppliers?

What commercial practices characterise the domestic food market when selling products?

How can financing opportunities for food businesses be increased in the coming period?

How do banks assess the industry's situation, and what specific aspects do they take into account when providing financing?

How might credit conditions for food businesses change in an improving macroeconomic environment?

What are the primary banking requirements for lending to the food industry?

What new food credit products are banks entering the market with?

Can food businesses count on soft loans?

### **10:40 - 10:55 Market challenges, risks, and opportunities for food producers**

Speaker:

**Attila Vörös**, Managing Director, Felelős Élelmiszergyártók Szövetsége

### **10:55 - 11:40 Roundtable discussion: After a severe downturn, what can be expected in the domestic food industry market? - Demand trends, consumer expectations, trade requirements and practices**

Moderator: **Attila Vörös**, Managing Director, Felelős Élelmiszergyártók Szövetsége

Conversation participants:

**Ildikó Balázs**, Director of Corporate Relations, Auchan Hungary

**Beáta Felkai**, Deputy State Secretary, Agricultural Ministry

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**János Ruck**, CEO, Gallicoop

### **11:40 - 11:50 Bank financing and the EU Common Agricultural Policy**

Speaker:

**Csaba Zsarnóci**, Head of Department, OTP Bank

**11:50 - 12:35 Roundtable discussion: Key financing issues in the food industry - Access to credit opportunities, financing costs, new banking products and structures**

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

Conversation participants:

**Zoltán Demeter**, Head of Agribusiness Development Department, K&H

**Gusztáv Láving**, SME Investment Director, Focus Ventures

**Tamás Leskó**, Deputy Chief Executive Officer, Agrár-Vállalkozási Hitelgarancia Alapítvány

**Péter Szilágyi**, Head of Risk Underwriting, Coface

**Csaba Zsarnóci**, Head of Department, OTP Bank

## **Lunch break**

### **III. section: Employment challenges in the food industry: What is the solution?**

Food companies have (also) faced significant employment problems recently, and finding the right - skilled - workforce will remain a challenge for most businesses. The session will examine how the labour market situation could evolve in the near future and whether employment opportunities in the industry could improve. The experts will also analyse how labour costs in the food industry may change and what role foreign labour may play in industry employment. There will be focus on the biggest opportunities for progress in vocational training, additional public instruments to reduce employment difficulties, and practical solutions for businesses in the industry to tackle their labour problems.

What are domestic labour market trends, and what changes can be expected in the coming period?

How can employment opportunities in the food industry change in the labour market?

What plans and programmes are in place to increase the supply of skilled food industry workers?

What role can foreign labour play in the domestic food industry?

What other public instruments can be considered to alleviate employment problems?

What are the most effective practical solutions to reduce labour shortages at a

company level?

How can labour costs in the food industry be changed and optimised?

**Moderator: József Nógrádi**, Sales & Marketing Director, Trenkwalder Hungary

**13:35 - 13:50 Labour market developments and prospects - Government measures and plans**

Speaker:

**Sándor Czomba**, State Secretary, Ministry of National Economy

**13:50 - 14:40 Roundtable discussion: Filipinos in the Hungarian food industry? - Employment challenges in the sector, labour market overview, potential solutions and employment facilitation**

Conversation participants:

**Sándor Czomba**, State Secretary, Ministry of National Economy

**István Galicz**, Member, Élelmiszeripar Készségtanács

**Csaba Gyuricza**, Director, Nemzeti Agrárkutató és Innovációs Központ

**Gyöngyi Kántor**, HR Director, Master Good

**Melinda Nyikosné Kovács**, Head of Temporary Employment Business, Pannon-Work

## Coffee break

### IV. section: New burdens and trends in food packaging

Food businesses are facing significant challenges due to regulatory changes recently entering into force in product packaging. The introduction of Extended Producer Responsibility (EPR) and the Deposit Return Scheme (DRS) have brought extensive changes to industry operation and put companies in a new position. The main themes of the session will be how the food industry can meet the new requirements, what further regulatory steps are expected for packaging, and how to optimise and reduce additional burdens in the new legislative environment. The experts also provide an overview of the main trends shaping product packaging and the expected evolution of packaging raw material supply and prices.

How to optimise the additional burden of Extended Producer Responsibility in food business management

How will the Deposit Return Scheme change the way the industry works?

What other legislative changes or amendments to product packaging are expected?

How can packaging prices develop in the domestic market?

What are the most crucial trends in product packaging in the food market?

**Moderator: Attila Kiss**, tudományos főmunkatárs, Debreceni Egyetem MÉK

### **15:00 - 15:15 How to reduce EPR charges in transport packaging?**

Speaker:

**Gábor Arató**, Executive Director, Manupackaging Hungary

### **15:15 - 16:00 Roundtable discussion: Focus on packaging: The impact of extended producer responsibility and the mandatory deposit return system on the food industry - Price trends, new products and technologies in the packaging material market**

Conversation participants:

**Gábor Arató**, Executive Director, Manupackaging Hungary

**Zoltán Balog**, Executive Director, Márka Üdítőgyártó

**Miklós Nagy**, General Secretary, Hungarian Packaging Association

**Tivadar Runtág**, COO, MOHU MOL

**Szilvia Szőke**, Sales Director, LC Packaging

## **V. section: Success in foreign markets, effective agricultural marketing**

This session will focus on the export development opportunities of domestic food businesses, highlighting which relationships offer the greatest market access and breakthrough opportunities for the domestic sector. The experts will also analyse the most effective tools for increasing export performance, the role of community agricultural marketing, and other effective marketing strategies that can contribute to successful (external) market presence.

Which relations offer the greatest opportunities for domestic food companies to expand abroad?

Will the European dominant role in Hungarian agricultural exports be maintained, or will the strategy of "opening towards the East and the South" provide expansion opportunities?

What are the most effective tools for food export development and financing?  
What role can community agricultural marketing play in improving foreign market positions?  
What other marketing strategies can contribute to food producers' successful market presence?

**Moderator: Tamás Szécsényi**, Director, National Chamber of Agriculture

**16:00 - 16:15 The export development tools of the Agricultural Marketing Centre - Achievements and plans for this year**

Speaker:

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**16:15 - 17:00 Roundtable discussion: The prospects of the domestic food industry for international market breakthroughs - The possibilities of efficient export development and successful community agricultural marketing**

Conversation participants:

**László Csík**, Executive Director, CED Közép-európai Gazdaságfejlesztési Hálózat Nonprofit Kft.

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**Tibor Hollósy**, Deputy Chief Procurement Officer, Kometa 99

**Judit László**, International Business Developer, exportfejlesztés.hu

**Viktor Losó**, Director, Mirelite Mirsa

## **Networking & Champagne toast**

Be our guest for a glass of champagne after the technical programme, and don't miss the networking opportunity with conference participants and speakers!



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