

# Automotive Business in CEE Region Conference 2024 program

## Registration

### Section I.: The automotive industry's situation and prospects in Hungary and the CEE region

The automotive industry is undergoing serious changes, partly due to electrification; in addition, the current macroenvironmental situation poses challenges to industry players in general. The transformation of consumer needs is seriously pushing the limits of the current retail model; different sales models are emerging, and the increasingly dominant vision is the agency model and its different concepts. We must be prepared to move from the infrastructure built 20 years ago – large glass palaces built for each brand in large sites – to strategic real estate, logistics and service centres supporting multi-brand servicing, fleet operations, and omnichannel sales. How are players preparing, and where are they in the adaptation process?

**Moderator: Orsolya Györke**, Marketing Director, AutoWallis

#### **10:00 - 10:20 Keynote speech: The automotive industry's challenges and prospects in Hungary and the CEE region**

Speaker:

**Zsolt Müllner**, Chairman of the Board, AutoWallis

#### **10:20 - 10:40 The AutoWallis story - We are building the leading car and mobility provider in Central and Eastern Europe**

Speaker:

**Gábor Ormosy**, CEO, AutoWallis

#### **10:40 - 11:00 Car trade trends and business models in Central Eastern European region**

Speaker:

**Petr Knap**, Senior Advisor, EY Consulting (CEE Automotive)

## **11:00 - 12:00 Panel discussion: The new hierarchy of car trade - Factory or private importers, dealer networks or agents?**

Moderator: **Petr Knap**, Senior Advisor, EY Consulting (CEE Automotive)

Conversation participants:

**Tibor Együd**, Managing Director, Mazda Motor Hungary

**Richárd László**, Country Director, Toyota Central Europe - Hungary

**Norbert Nagy**, President & CEO, Kia Hungary

**Andrew John Prest**, Vice President, International Business Development, AutoWallis Group

**Tamás Wachtler**, Managing Director, Porsche Hungaria

## **Brunch**

### **Section II.: The client in the focus**

As part of the transformation of the industry, there are more and more sales channels to buy a car. Digitalisation plays a key role, which also affects the automotive industry in many ways. Mobile internet and mobile payments have enabled the rapid spread of car-sharing services, among others. Another obvious impact of digitalisation is the shift of customers' information acquisition and transactions to the digital space from traditional physical stores and retail outlets. Everyone must prepare for this change. In addition, electric cars account for a growing share of the new car market, and BYD is the leading player in this segment, so its share of the domestic market is expected to grow at an increasing pace in the coming years. In terms of design, safety, and technical content, today's Chinese supply is not only catching up, but often even surpassing the traditional supply, giving new space to the global conquest of Chinese car manufacturers. How will Europe cope with the price competition?  
How large is the market for electric cars in Hungary?

**Moderator: Orsolya Györke**, Marketing Director, AutoWallis

## **12:50 - 13:20 Customer focus - digital transformation and data driven marketing is the future? - Transforming Automotive Communication for enhanced CX & Growth**

Speaker:

**Zmak Kreso**, VP Products, Infobip

**13:20 - 14:10 Panel discussion: Retail at home and in the region - Agent model, ESG, electromobility and the challenges of Chinese brands**

Moderator: **Tamás Pletser CFA**, EMEA Oil & Gas Analyst, Erste Investment

Conversation participants:

**Péter Antal**, Retail Business Unit Director, AutoWallis Group

**Zoltán Petrányi**, Owner, Petrányi Autó

**Márk Schiller**, Strategic & Marketing Director, Schiller Autó Család

**Blaž Urbanija**, Managing Director, Wallis Motor Ljubljana d.o.o.

**14:10 - 14:50 Fleet management roundtable - How to apply the increasingly important aspects of sustainability to corporate procurement and fleet management The role of ESG in corporate mobility**

Moderator: **Péter Farkas**, Managing Director, Nelson Flotta

Conversation participants:

**Dániel Antalffy**, Retail Broker Sales, Allianz Hungária

**András István Tóth**, Solution sales director, E.ON Hungária Csoport

**István Zs. Nagy**, Chairman, Hungarian Leasing Association, CRO and Executive Board member, Merkantil Bank

## **Coffee break**

### **Section III.: The future's trend in the automotive market - Mobility and liveable cities**

According to the newest trends, it is not at all sure that it is worth for a city-dweller to maintain a car when most of the time, it is parking on the street, costing money, and occupying parking space. For this reason, more and more people use car sharing services in foreign big cities and in Budapest, bringing about a significant change in urban mobility. As customer demand is changing, there is a growing trend for people to use mobility as a rental or car-sharing service rather than ownership, which can make cities more attractive and liveable as an integral part of community transport. Electro-mobility, charging networks, battery development, energy improvements, technological innovation - what do we need today for well-functioning, sustainable urban transport?

**Moderator: Orsolya Györke**, Marketing Director, AutoWallis

## **15:10 - 15:30 Trends and outlook of the global electric vehicle market**

Speaker:

**Bence Gerlaki**, Deputy State Secretary responsible for Economic Development Strategy and Outward Direct Investment, Ministry of National Economy

## **15:30 - 15:45 Mobility solutions - Trends, european outlook**

Speaker:

**Zoltán Vígh**, Managing Director, Jedlik Ányos Klaszter

## **15:45 - 16:30 Panel discussion: What do we need for sustainable urban transport that works well? The mobility solutions of the future**

Moderator: **Péter Ilyés**, Mobility Services Business Unit Director, AutoWallis Group

Conversation participants:

**Orsolya Hartyányi**, General Manager, Wolt Hungary

**Gergely Kofrán**, Head of Mobility Strategy and Shared Mobility, BKK Centre for Budapest Transport

**Péter Ujváry**, Managing Director, Avis Hungary

## **16:30 - Standing reception**