

# Automotive Industry 2018 program

**Registration: 08:00 - 08:35**

## **Section I.: What fundamental changes OEMs and certain players of the supply chain need to be prepared for in the short and medium term?**

Will the Hungarian vehicle industry be able to adjust to the latest trends without major sacrifices? Who could be the greatest winners and losers of the changes?

**08:35 - 08:40 Greeting, opening**

**Zoltán Bán, Chief Executive Officer, NET Media Zrt.  
(portfolio.hu) and Csaba Kilián, Executive Secretary General,  
Association of the Hungarian Automotive Industry (MAGE)**

**08:40 - 09:00 Why do we not invest in a few-month return?**

Speaker:

**Ákos Kalmár**, Chief Officer, Large Enterprises Vertical Solutions Division, T-Systems Hungary

**09:00 - 09:20 Let's develop! But from what resources? Assets and liabilities for the improvement of production efficiency**

Speaker:

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

**09:20 - 09:40 What factors can exert the strongest impact on the competitiveness of the Hungarian operation and further investments in the country in the short and long term?**

Speaker:

**Csilla Ószi**, Vice President, ZF Hungária

## **09:40 - 10:40 Executives' roundtable**

Moderator: **Csaba Kilián**, CEO, Association of the Hungarian Automotive Industry (MAGE)

Conversation participants:

**Anna Dedéné Novotni**, HAJDU Cégcsoport alelnöke, HAJDU Autotechnika Ipari Zrt. vezérigazgatója

**Péter Mándli**, Managing Director, BPW - Hungária Kft.

**Csilla Őszi**, Vice President, ZF Hungária

**Dr. Tibor Péhl**, Plant Manager, Arconic-Köfém GRP-BCI

**Dániel Rábai**, Managing Director of Continental Hungaria Kft., Head of focus country, Continental Hungary

**Dr. István Szászi**, a Budapesti Fejlesztési Központ vezetője, Robert Bosch Kft.

**Charles Wassen**, General Manager, Country Operations Lead, Dana Hungary Kft.

## **10:40 - 11:10 Coffee break**

### **Section II.: Industry 4.0 in practice**

How could digitalisation, robotization and automation impact business models and help improve the competitiveness of Hungary's automotive sector? What does innovation look like in our book? Introduction of three specific innovation in 15-15 minutes.

## **11:10 - 11:25 Is the autonomous driving the only worthwhile innovation in the automobile industry?**

Speaker:

**Viktor Dudás**, Data and AI Solution Expert, Microsoft

## **11:25 - 11:40 Decision-making on facts rather than assumptions based on IoT technology**

Speaker:

**Jenő Beczkay**, Industry Digitalisation Consultant, S&T Consulting Hungary Kft.

## **11:40 - 11:55 Tackling the Test Challenges of Next-Generation ADAS and Sensor Fusion Systems**

Speaker:

**Attila Péter**, Sales Manager, National Instruments Hungary Kft.

**11:55 - 12:50 Panel discussion: Industry 4.0 in practice - How far local automotive industry companies progressed in the Industry 4.0 evolutionary process and what challenges are faced in the development of suppliers?**

Moderator: **Zsolt István**, Head of Department, Department of Logistic Systems, Bay Zoltán Nonprofit Ltd.

Conversation participants:

**István Ács**, a magyarországi Bosch csoport i4.0-ért felelős vezetője, ügyvezető igazgató, Bosch Rexroth Kft.

**Ferenc Bolyki**, ipari mérnökség vezető, AVENTICS Hungary Kft.

**PhDr. Andor Matus**, Procurement Director, Tom-Ferr Zrt.

**István Molnár**, Digital Factory Engineering Leader, Continental Automotive Hungary Kft., Budapest

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

**Dr László István Urbán**, Magyar Gépjárműipari Egyesület (MAGE): a Felügyelő Bizottság elnöke, Magyar Suzuki Zrt. (MS Zrt.): vezérigazgató-helyettes

**12:50 - 13:45 Lunch Break**

**Section III.: What drive and vehicle manufacturing concepts can be expected to be applied in the new electric and autonomous cars in the near future?**

How are e-mobility and the spread of autonomous vehicles affecting the role Central and Eastern European countries play in vehicle manufacturing? What new competences are necessary for these technologies and trends, and what does Hungary need to ensure it is chosen as the location for the development of such technologies?

**13:45 - 14:40 Labour market panel: How do the most important players of the vehicle industry see our labour market? Can the labour shortage stop the growth of the sector?**

Moderator: **Sándor Márk Bodnár**, Director- Permanent Recruitment, Hays Hungary

Conversation participants:

**András Mármárosi**, Senior Manager, PwC Hungary

**Olívia Mesics**, gyárigazgató, Opel Szentgotthárd Kft.

**Mihály Nagy**, Country HR Manager, Dana Hungary Kft.

**Tibor Novák**, Head of HR, BPW - Hungária Kft.

**András Somogyi**, Country HR Director, Bosch Group in Hungary

**Markus Strothjohann**, HR Country Head Hungary, Continental Group Hungary

**14:40 - 15:35 Panel discussion: How is the structure of vehicle manufacturing shifting as a consequence of a wider use of alternative drive solutions, e-cars and autonomous vehicles?**

Moderator: **Dr. István Lakatos**, Head of Department, Department of Automotive and Railway Engineering, Széchenyi István University

Conversation participants:

**Gusztáv Gulyás**, Head of Development Electrical Drives, AUDI HUNGARIA Zrt.

**Dr. Barna Hanula**, docent, dean of the AHJK

**Dr. András Háry**, Managing Director, Autóipari Próbapálya Zala Kft.

**Dr. Péter Kozma**, Research Engineer & Business Development Manager, Almotive

**Balázs Sebestyén**, DCS Cluster Manager – East-Europe, Managing Director, Delphi Connection Systems Hungary Kft. (soon to be renamed Aptiv)

**Dr. István Szászi**, a Budapesti Fejlesztési Központ vezetője, Robert Bosch Kft.

**15:35 - 16:00 Coffee break**

## **Section IV.: Thematic roundtable workshop**

**Afternoon programme includes a thematic networking section in a roundtable fashion.**

Expert moderators will be assisting the practical work at the thematically grouped interactive roundtables, answering questions and urging participants to give answers to the issues raised. Make your pick during your online sign-up of the topic you find the most interesting, and take part in the interactive exchange of views right at the table!

**16:00 - 16:45 Table No. 1: Talent recruitment in the practice with dual training alternatives**

Moderator: **Tibor Novák**, Head of HR, BPW - Hungária Kft.

**16:00 - 16:45 Table No.3: Industry 4.0 - Good practices and development projects**

**How far has digitalisation penetrated companies in Hungary? Where has it appeared in your organisation and what does it mean in practical terms? What development projects are expected to work the best and what are the greatest challenges for their implementation? What role could Hungarian SMEs play in the Industry 4.0 strategy?**

**FULL**

Moderator: **Aladár Virág**, Business Operations Manager, T-Systems Magyarország

**16:00 - 16:45 Table No.4: Suppliers' development**

**How did the structure of supplier chains changed over the last few years and how does this affect the operation of small and medium-sized suppliers in Hungary? What key aspects do supply managers and experts take into consideration when choosing a partner? In which areas do they think local suppliers have the greatest deficiencies? What are the main differences between the criteria for Tier 1 companies and OEMs?**

**FULL**

Moderator: **Attila Szincsök**, ügyvezető igazgató, Denso Gyártó Magyarország Kft.

**16:00 - 16:45 Table No.5: Quality management and quality assurance in the supply chain**

**Product safety requirements in the automotive industry. Relevant requirements of VW Group, roles and duties of a VW Product Safety Officer. Implementation of product safety management system within the organization.**

Moderator: **Szilvia Baginé Kovács**, Mechanical engineer, Regional director, Southeast Europe, QFD Engineering Consulting Office Ltd.

**16:00 - 16:45 Table No.6: Powertrain development and electrification**

**In the evolution of powertrain electrification what technologies will achieve a breakthrough in the next five years and are there major barriers so Battery Electric Vehicles are unlikely to replace ICE powered vehicles even in the 2030's?**

**In Europe is there a connection, or what is the connection of the Diesel market decline and electrification of vehicles?**

**How can local Suppliers prepare for the challenges posed by vehicle electrification and stay competitive, or become competitive?**

Moderator: **Tamás Rózsa**, Managing Partner, Top Tier Consultants

**16:00 - 16:45 Table No.7: Industry 4.0 - Good practices and development projects**

**FULL**

Moderator: **István Rédei**, Plant Manager, Titán '94 Kft.

**16:00 - 16:45 Table No.8: Industry 4.0 - Good practices and development projects**

**FULL**

Moderator: **Péter Szabó**, Managing Director, S&T Consulting Hungary Kft.

**16:00 - 16:45 Table no.9: Labor shortage? Y-generation of benefits in employee retention**

**FULL**

Moderator: **Tamás Szendrő**, Commercial Director, Edenred Kft.

**16:45 - 16:55 Thematic roundtable workshop summary**

**16:55 - 17:00 Closing remarks**