

Budapest Economic Forum 2020 program

Nominate yourself for the CFO of the Year 2020 award and become the financial executive of the year!

We will soon find out who the top corporate financial manager in Hungary will be this year. On 8 October, at our Business and Finance conference which convenes the country's most important financial leaders, we will present the CFO of the Year award by Portfolio and the Credit Management Group. Nominations are open until 30 September. At the event, we will honour the chief financial officer the award committee has found the most capable and successful among those working for Hungarian companies with good financial performance.

Nomination for the CFO of the Year 2020 award is open to the top business and finance managers of all domestic companies (except those active in the finance sector). We are receiving applications at cfooftheyear@portfolio.hu. Upon request, we will send you the application form, which we would kindly ask you to return by 30 September 2020 to the same address. All nominees can attend the event at a 20% discount, while the top eight will receive free admission to the conference on 8 October.

08:00-08:40 Registration

Section I: Opening session - Hungary and the coronavirus

- How long could the effects of the crisis last?
- Will it change the goals of Hungary's economic policy?
- How successful has crisis management been in Hungary?
- Where is Hungary's place in the Europe of the future?

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

08:40 - 08:50 Welcome speech

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Group)

08:50 - 09:20 A new world after the coronavirus?

What is the global and Hungarian economic outlook? What changes in economic policy can the current pandemic bring?

Speaker:

Pernille Henneberg, Analyst, Citibank Global

09:20 - 09:45 Hungarian crisis management and outlook

Speaker:

Mihály Varga, pénzügyminiszter, Magyarország Kormánya

09:45 - 10:15 How does the pandemic affect Hungarian businesses?

What are their experiences and what lessons have they learned? Will local supplier chains become more important?

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

Conversation participants:

Gábor Orbán, CEO, Richter Gedeon

Ottó Sinkó, vezérigazgató, Videoton Holding ZRt.

10:15 - 10:40 What is economic policy doing during the coronavirus crisis?

Speaker:

Márton Nagy, nemzetgazdasági miniszter, Magyarország Kormánya

10:40 - 10:55 Results of the KPMG CEO survey

Speaker:

Rezső Rózsai, vezérigazgató, KPMG

10:55 - 11:25 KPMG CEO Outlook 2020 panel

Moderator: **Rezső Rózsai**, vezérigazgató, KPMG

Conversation participants:

Károly Gerendai,

Zsolt Kelliár, CEO, Co-Founder, Talentuno

Christopher Mattheisen, Country General Manager, Microsoft Hungary

Antónia Mészáros,

Balázs Soóki-Tóth, Head of Sanofi Business Services Budapest Center

11:25 - 11:40 Coffee break

Section II: Life after the coronavirus

Moderator: István Madár, Senior Analyst, Portfolio

11:40 - 12:00 What scenarios does the world face after the pandemic? In what direction could the world move in economic and social terms? What would it take to realise the optimistic scenario?

Speaker:

Alan Iny, Partner and Director, Creativity & Scenarios, Boston Consulting Group

12:00 - 12:20 Analyst roundtable on Hungary's economic outlook

Moderator: **István Madár**, Senior Analyst, Portfolio

Conversation participants:

Dávid Németh, Senior Analyst, K&H Bank

Gergely Suppan, Senior Analyst, Takarékbank

Zoltán Török, vezető elemző, Raiffeisen Bank

12:20 - 12:40 The healing power of innovation

Speaker:

Ákos Dr. Kókai-Nagy, CEO, AIPM

12:40 - 13:00 What will the Europe of the future be like?

The future of the EU: the crisis broke important taboos, so can Europe head towards closer integration as a result?

Speaker:

Zsolt Darvas, Senior Fellow, Bruegel Institute

13:00 - 13:15 Europe today: Challenges and opportunities

Speaker:

Czerwińska Teresa, Vice-President of the EIB

13:15 - 14:00 Lunch break

Section 3.A: Hungarian banks after the crisis

- What trends could the crisis kick off in Hungary's banking sector?
- Will digitalisation and stronger e-banking become inevitable?

- What role can banks play in post-crisis recovery?

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

14:00 - 14:20 Situation report from the euro area - looking back and forward from the European Central Bank

Speaker:

Dr. Ottó Heinz, Head of the Financial Law Division at European Central Bank

14:20 - 15:10 Bank executive panel

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

Conversation participants:

László Bencsik, Deputy-CEO, OTP Bank

Ádám Egerszegi, transzformációért és operációért felelős vezérigazgató-helyettes, MBH Bank

Kornél Kisgergely, főigazgató, MFB

Dr. Pál Simák, Chairman-CEO, CIB Bank

Spanarova Veronika, Managing Director, Citi Country Head for Hungary, Citi

15:10 - 15:35 Coffee break

Section III.B: The coronavirus and challenges in credit management in 2020

Credit management, a traditional topic at our Business and Finance Summit conference, has been moved to this event this year. The section, co-organised with the Hungarian Credit Management Association, will feature representatives from the domestic credit management profession. The coronavirus pandemic reached part of the corporate sector in the form of a liquidity shock, so evaluating the challenges in claims management and credit management is especially timely.

Moderator: Ákos Schmidt, Member of the Board, Hungarian Credit Management Association

14:00 - 14:15 Poland & CEE - fragile and uneven recovery

Speaker:

Dyrcz Robert, Chairman, Polish Institute of Credit Management

14:15 - 14:30 Economic panorama in the storm of the coronavirus. Over the crisis? - More like in it, unfortunately

Speaker:

Dr. Hajnalka Csorbai, Head of Strategy, Opten Kft.

14:30 - 14:45 The key to the successful introduction of digital credit management: Agility

Speaker:

Zoltán Sáska, IT manager, Credit Management Group

14:45 - 15:15 How has COVID-19 affected shared services centres? Solutions that work - Focusing on credit/cash collection

Moderator: **Klára Boór**, Director, Swiss Klass

Conversation participants:

Kaltenborn Danny, President of Swiss Credit Association

Steadman Gary, Head of Business Services Associated British Ports

Péter Kovács, Head of Credit, BP GBS

15:15 - 15:35 Coffee break

Section IV: The present and future of the CFO profession

The other main topic of our cancelled Business and Finance Summit conference this year, the challenges in corporate finance, is also particularly topical in the shadow of the coronavirus. The speakers of the last plenary section will evaluate the effects of expected processes in the second half of 2020, with the participation of chief financial officers from big corporations

Moderator: Krisztina Bogdán, vezérigazgató-helyettes, Commerzbank Zrt.

15:35 - 15:55 The maturity of the finance sector and the CFO of the future

Speaker:

Gábor Balázs, Partner, PwC Hungary

15:55 - 16:10 SME behaviour patterns during the COVID outbreak as seen by banks

Speaker:

Sándor Bertalan, középállalati üzletág ügyvezető igazgató, Magyar Bankholding Zrt.

16:10 - 17:00 CFO panel: corporate finance in the shadow of the coronavirus

Conversation participants:

Péter Dienes, CFO, Danubius Hotels

Balázs Prohászka, CFO, Kométa '99 Zrt.

András Sebők, Chief Supply Chain Officer, Wizz Air

Péter Tordai, Head of Solar Business, E2 Hungary

István Tóth, CFO, Tungstram

CFO of the Year 2020 award ceremony