

# **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](mailto: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 Csoport)

**08:40 - 08:50 Welcome speech**

Speaker:

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

**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 Csoport)

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

**Dr 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 Csoport)

**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 Csoport)

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**