

# EU Funds 2024 program

## Registration

### **Session I: The Cohesion Funds Have Arrived. What's Next?**

After more than a year and a half of waiting and lengthy negotiations, €10.5 billion in development aid is set to be released for Hungary. As a result, little has been said about how cohesion policy priorities and procedures for tenders and public procurement have changed. What are the most significant changes? What about additional resources; what direct support has been and is available?

#### **08:25 - 08:30 Welcome and opening**

Speaker:

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

#### **08:30 - 09:00 Opening presentation: The role of EU funds in development policy**

Speaker:

**Dr. Tibor Navracsics**, közigazgatási és területfejlesztési miniszter,  
Magyarország Kormánya

#### **09:00 - 09:20 A changed set of rules, new institutional tasks**

Speaker:

**Ferenc Pál Biró**, President, Integrity Authority

#### **09:20 - 09:40 Presentation**

Speaker:

**Bernadett Petri**, Közigazgatási és Területfejlesztési Minisztérium közvetlen uniós források felhasználásának koordinációjáért felelős miniszteri biztos, ügyvezető igazgató Magyar Fejlesztésösztönző Iroda (MFOI)

#### **09:40 - 10:00 Latest developments in public procurement**

Speaker:

**Dr. László Kovács PhD**, President, Public Procurement Authority

**10:00 - 10:10 Elisa Ferreira, the video message of the European Commissioner responsible for Cohesion Affairs, about Hungarian EU funds**

**10:10 - 10:50 Panel discussion: Direct EU subsidies and their purposes**

**The experiences of previous applications, the situation of newly launching entrepreneurial programs**  
**Why do companies fear direct EU support when it could benefit them more?**  
**How important is innovation for SMEs, and how can it help companies move into the future?**

Moderator: **Dániel Szabó**, EU Affairs Analyst, Portfolio

Conversation participants:

**János Dászkál**, Senior Project Manager, Magyar Fejlesztésösztönző Iroda

**Antal Kuthy**, CEO, E-Group ICT Software Zrt.

**Dr. Gábor Vicze**, Executive Director, Innomine Group

## **Coffee break and Networking**

### **Session II: Vision and Regulation: Challenges for Businesses**

In a changed regulatory environment, businesses are confronted with new challenges to utilise the support as efficiently as possible. What might be the biggest pitfalls? What role do banks play in tenders and developments? What should be anticipated in public procurement?

**11:20 - 11:40 New applications, new rules, new focuses - the goals and pitfalls of EU funding**

Speaker:

**Balázs Greinstetter**, Deputy State Secretary for the implementation of economic development programmes, Ministry of Public Administration and Regional Development

**11:40 - 11:55 The role of financial instruments among EU resources**

Speaker:

**Dr. Levente Sipos-Tompa**, Chairman & Chief Executive Officer, MFB

**11:55 - 12:10 Even more directly about direct EU grants**

Speaker:

**Balázs Kós**, Founder and CEO, Blue Door Consulting

**12:10 - 12:55 Panel discussion: How can economic actors benefit from the various opportunities - financing, support**

Moderator: **Balázs Kós**, Founder and CEO, Blue Door Consulting

Conversation participants:

**Hajnalka Csikós**, Senior tender expert, Directorate for Strategy and Operations Development, E.ON Hungária Zrt.

**Noémi Fassang**, Director, Concorde MB Partners

**István Herbály**, Executive Director, Contrall Industrial Informatics Ltd.

## **Lunch break & Networking**

### **Session III: Is It Not Possible Alone? When and Whom Should Companies Turn to for a Successful Application?**

With the arrival of funds, the rush may also start at consultancy firms and lawyers. Why is it crucial that companies ask for the right help? Whom to approach for comprehensive assistance from grant application submission to reporting? What to consider regarding taxation?

**14:00 - 14:15 Different companies, different opportunities - Where and what should businesses look for?**

Speaker:

**Alex Papadimitropulosz**, Managing Director, Via Credit

**14:15 - 14:30 Competitive challenges facing businesses - How can EU funds help?**

Speaker:

**Dr. András Edelényi**, Member, European Economic and Social Committee

**14:30 - 15:30 Panel discussion: What are EU funds good for, and when should you look elsewhere?**

**Is EU funding really free money?**

**What can companies do if they don't win tenders, where else can they get funding?**

**Is there a scenario where someone could potentially apply for grants but might be better off financing their developments through alternative means?**

Moderator: **Dániel Szabó**, EU Affairs Analyst, Portfolio

Conversation participants:

**Tamás ifj. Büttner**, Managing Director, Büttner Ltd. Nagyatád

**Zsolt Jakab**, CFO, Rotors & Cams Zrt.

**Gergely Lakatos**, Executive Director, Tormaricum Ltd.

**Gabriella Simor**, leading expert, Neumann Nonprofit Közhasznú Kft.

**Ádám Tarcsi**, Data-EDIH Professional manager, ELTE-Soft Nonprofit Ltd.

**Closing coffee break and Networking**