

# Opening event for the project EUYOU - 1st BRUXINFO Day program

## Registration

## Program

### 09:00 - 09:15 Welcome speech

Speaker:

**Gábor Zupkó**, Head of Representation in Budapest, European Commission

### 09:15 - 09:45 Keynote speech

Speaker:

**Gábor Mayer**, State Secretary for Regional Development, Közigazgatási és  
Területfejlesztési Minisztérium

### 09:45 - 10:00 Presentation of the EUYOU project

Speaker:

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

**10:00 - 11:00 High-level panel discussion: Achievements and opportunities in Central and Eastern Europe and the Western Balkans**

**This panel discussion will explore the achievements and future opportunities of the EU's cohesion policy in Central and Eastern Europe, with a particular focus on Hungary. Speakers will highlight the policy's impact on regional development, infrastructure, and economic growth. The conversation will also address the prospects for countries in the Western Balkans aspiring to join the European Union, outlining the challenges and potential benefits of their integration.**

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

Conversation participants:

**Dr. Péter Halmai**, Professor, NKE, BME - Faculty of Economics

**Szabolcs Horváth**, Cabinet member, European Commission

**11:00 - 11:45 Corporates panel discussion: National best practices of beneficiaries**

**Speakers will showcase how companies have successfully utilized EU grants to drive innovation, enhance competitiveness, and fuel growth. The discussion will highlight real-life examples of how these funds have transformed Hungarian businesses and contributed to the broader economic landscape. Key insights into best practices and lessons learned will be shared to inspire future beneficiaries.**

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

Conversation participants:

**Zsuzsa Beke**, Head of Communication and Public Affairs, Richter Gedeon Nyrt.

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

**11:45 - 11:50 Video of the EUYou Project**

**11:50 - 12:30 Expert panel discussion**

**Representatives from winning consortia under Digital Democracy (Horizon Europe) and IMREG 2022 (Information measures for the EU Cohesion policy for 2022) will share their experiences, providing first-hand accounts of their endeavours, successes and lessons learned.**

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

Speaker:

**Gökşen ÇALIŞKAN**, B2B advisor, Euractiv

**Coffee Break & Networking**