

# Portfolio-MAGE Automotive Industry 2023 program

## Registration

### Session I: Masterful Crisis Management

2023 will not be an easy year for the automotive industry – the declining demand, the financing that becomes more and more expensive, supply chain problems, the unpredictability of energy prices and energy supply risks bring about new challenges each year. What do key actors of the domestic automotive industry think about the energy crisis, economic trends, crisis management, financing, competitiveness, and development directions? What solutions are appearing for handling the situation strategically at medium and large company levels?

#### 09:15 - 09:25 Welcome, opening

Speakers:

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

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

#### 09:25 - 09:45 Keynote speech: ESG: Energy as a factor of competitiveness - strategic implications

Speaker:

**Dr. Patrick Heinecke**, Member of the Board of Management Finance, IT, Procurement and Compliance, AUDI HUNGARIA Zrt.

#### 09:45 - 10:00 From challenge to opportunity - energy solutions serving sustainability

Speaker:

**András István Tóth**, Solution sales director, E.ON Hungária Csoport

#### 10:00 - 10:15 Connecting the battery industry - focus on R&D

Speaker:

**Balázs Szilágyi**, Senior Public Affairs Manager, Contemporary Amperex Technology Co., Limited

## **10:15 - 11:30 Leaders' roundtable**

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

Conversation participants:

**Zsolt Karikó**, Managing Director, Hanon Systems Hungary Kft.

**Dr. Róbert Keszte**, Head of Country, Continental

**Róbert Krisztián**, operatív igazgató, Magyar Suzuki Zrt.

**Péter Mátrai**, Operations manager, NIO Power Europe Kft.

**Gergely Opra-Szabó**, Regional Finance Director Eastern Europe and Germany, SMR Automotive Mirror Technology Hungary Bt.

**Dr. Ildikó Pata**, Owner, Managing Director, Pata József Gépipari Kft.

## **Coffee break**

### **Session II: Energetics Developments and Cost Reduction - who, what, when and from what?**

Still, huge uncertainty prevails in the EU gas and electricity market; as a result, many Hungarian companies are forced to access energy on radically different price levels and contract terms. The automotive industry is especially exposed in this area - how can decision-makers prepare for these consciously and on time, and what energy efficiency solutions can they implement to reduce their use of gas and electricity and energy costs?

Significant changes are about to take effect in the waste management and collection system as well. How will they influence the automotive industry? How can manufacturers prepare for the consequences of the changes?

## **12:00 - 12:15 Circular economy in Automotive Industry - what regulatory effects should the Automotive manufacturers take into consideration?**

Speaker:

**Dr. Viktória Bodnár**, Managing Partner, IFUA Horváth

**12:15 - 13:05 Panel discussion: cost of energy vs. productivity**

**Competitiveness in the focus - How did industry actors reshape their energy procurement strategies in line with the new challenges and what production efficiency solutions are they considering?**

Moderator: **Zoltán Lambert**, Managing Partner, WTS Klient

Conversation participants:

**Gábor Gadóczy**, Energetiker - Werksanlage, BPW-Hungária Kft.

**Imre Gyóri**, Managing Director, Magyarmet Finomöntöde Kft.

**Balázs Hajós**, Sales Director, Schneider Electric Zrt.

**Pál Hanó**, STA Manager, Jaguar Land Rover

**Szabolcs Soós**, Financial Director, Solar Markt Group

**László Tisza-Kiss**, Plant manager, Dana Hungary Kft.

**13:05 - 13:10 The sun will rise tomorrow. The question is, who does it work for?**

Speaker:

**István Papp**, Business Development Director, Solar Markt Group

**13:10 - 14:00 Production greening roundtable**

**renewable investments, production sustainability and regulation (ESG, EKR) in the focus**

Moderator: **András István Tóth**, Solution sales director, E.ON Hungária Csoport

Conversation participants:

**Dr. Péter Dobos**, Technical Plant Manager, Starters E-Components Generators Automotive Hungary Kft. (S.E.G.A. Hungary Kft.)

**Gábor Nagy**, Production manager, Simon Plastics Ltd.

**Julianna Nagy**, szenior menedzser ESG és fenntarthatósági szolgáltatások, KPMG

**László Sabján**, Managing director, AGC Glass Hungary Ltd

**László Tóth**, Sales Manager, DS Smith Packaging Hungary

**Lunch break 13.50 - 14.00**

**Session III: What is Still Worth Investing in I.: electromobility, circular economy, and production**

## greening

Despite current difficulties, 2023 is expected to be a year of a prudent recovery in the automotive industry – a global production boom is expected and electromobility will be firmly established in the minds of decision-makers for a greener future for transport. Thus, it is worth looking towards the future as well. The importance of HR management is particularly enhanced during a crisis – how can it support an altered corporate operation? There will continue to be a pressing need for a skilled workforce so it is always worth looking ahead in this area.

### **15:00 - 15:10 Boogeyman or opportunity? - Everything you need to know about employing third-country workers**

Speaker:

**Zsuzsanna Reményi**, International Customer Development Director, Prohuman

### **15:10 - 16:00 HR roundtable**

Moderator: **Edina Tóth**, Personnel Manager, Opel Szentgotthárd Ltd., Stellantis Group

Conversation participants:

**Katalin Berdó-Németh**, HR Manager – Hungary, Jaguar Land Rover Hungary

**Dr. Ildikó Fejesné Gyurján**, Executive General Manager Administration Division, Magyar Suzuki Corporation Ltd.

**Viola Kiss**, HR Manager, KIRCHHOFF Automotive Hungary

**Zsuzsanna Reményi**, International Customer Development Director, Prohuman

### **16:00 - 16:10 Green procurement and decarbonization in the auto industry**

Speaker:

**Ambrus Galántai**, Region Lead - Central and Eastern Europe, Strive by STX

### **16:10 - 16:50 Electromobility roundtable - focusing on the challenges of a technology shift**

Moderator: **Zoltán Víg**, Managing Director, Jedlik Ányos Klaszter

Conversation participants:

**Levente Balasa**, Head of Smart Infrastructure, Siemens Zrt., Siemens Zrt.

**Péter Gergen**, Vice President Powertrain Solutions in Hungary at Bosch, Robert Bosch Kft., Engineering Center Budapest

**István Kis**, GM, Vice President Operations Hungary, Harman/Becker Automotive Systems

**16:50 - 16:55 Closing remarks**