

# Portfolio-MAGE Automotive Industry 2024 program

20th March 2024

## Registration

### **Session I: Challenges of the global automotive industry, domestic snapshot, and competitiveness through the eyes of large companies and SME leaders**

The global vehicle industry has undergone significant changes in recent years and much of it may still be ahead of us. What are the biggest challenges impacting the domestic operation fundamentally in the next few years? How do players see the global market situation and its effect on Hungarian production in 2024? What steps do actors take to maintain competitiveness in a difficult environment?

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

Speakers:

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

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

#### **09:25 - 09:45 People make the difference. The secret source of Plant Kecskemét's success.**

Speaker:

**Jens Bühler**, CEO, Mercedes-Benz Manufacturing Hungary Kft.

#### **09:45 - 10:00 More for less - sustainable energy solutions**

Speaker:

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

## **10:00 - 10:40 Executives' roundtable I.**

### **OEM and Key corporate actors of the domestic automotive industry on trends, investments, crisis management, competitiveness and development directions.**

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

Conversation participants:

**Róbert Krisztián**, Deputy CEO, Magyar Suzuki Corp.

**Zoltán Les**, Member of the Board of Management Car Production, Audi Hungaria Zrt.

**Olívia Mesics**, gyárigazgató, ügyvezető igazgató, Opel Szentgotthárd Kft., Stellantis

**Tibor Sőregi**, Plant Manager, NIO

## **10:40 - 11:20 Executives' roundtable II.**

### **Key Supplier and SME actors of the domestic automotive industry on trends, investments, crisis management, competitiveness and development directions**

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

Conversation participants:

**István Ács**, ügyvezető igazgató, Bosch Rexroth Kft.

**Attila Bíró**, Managing Director, Knorr-Bremse Fékrendszerek Kft.

**Anna Dedéné Novotni**, Vice President of the Board, HAJDU Group

**Dr. Róbert Keszte**, a Continental Architecture and Networking üzleti területének globális termelésért felelős vezetője, a Continental cégcsoport magyarországi országigazgatója

## **Coffee break**

### **Session II: Energy vs competitiveness?**

High energy prices cause a significant competitive disadvantage on the cost side in the automotive industry so optimising energy procurement and use and realising a conscious energy management in the daily operations are still a burning issue. But how can it be done the right way? What serves best our expected long-term energy needs? Do we even know everything about our own energy use and its optimisation possibilities?

### **11:50 - 12:05 How do dragon, shark and bear get into industry?**

Speaker:

**Ferenc Nyiró**, Industrial Digitalization Business Unit Manager, Kontron Hungary Kft.

### **12:05 - 12:20 New type of contracts on the energy market, energy efficiency from the industrial market players' point of view**

Speakers:

**Dr. Zoltán Bodák**, Lawyer, Oppenheim Law Firm

**Dr. Dávid Hanis**, Attorney-at-law, Partner, Oppenheim Law Firm

### **12:20 - 13:00 Panel discussion: How do players reshape their energy procurement and use strategies in line with the new challenges?**

Moderator: **Gábor Bali**, ügyvezető, Energiq Kft.

Conversation participants:

**János Bálint**, Managing Director, Bálint Kft.

**Gábor Berényi**, COO, Smart Solar Kft.

**Zsuzsa Nagy**, Managing Director, E.ON Energiamegoldások Kft.

**Ferenc Zoltán Szente**, Managing Director, Rehau- Automotive Kft.

## **Lunch break**

### **Session III/A: Human resources vs technology?**

Super-advanced technologies can only prove to be useful if workers are prepared to use them. But how can we combine the new technologies available with the existing human resources to achieve better business results? The double challenge of 2024: HR management and digitalisation, the practical application of AI in production

### **13:45 - 14:00 Where will we be in the 'robot sandwich'? The possible effects of robotization on employees**

Speaker:

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

**14:00 - 14:45 Panel discussion: How can a company prepare for changing employee needs? Motivation, technological transition, managing new generations, attracting foreign workers**

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

Conversation participants:

**Kata Dienes**, Hungary HR manager, Le Bélier Groupe

**Katalin Fészki-Fehér**, Director of HR, Waberer's Group

**Veronika Stokker**, Senior HR Manager, ZF Hungária Kft.

**Szilvia Varga-Papp**, KECT/L-HR HR Manager, Knorr-Bremse Fékrendszerek Kft.

**14:45 - 15:00 Technology innovation and AI from EU funds**

Speaker:

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

**15:00 - 15:40 Panel discussion: Production efficiency, automation, robotisation, digitalisation, AI - How is it done now and what are the opportunities?**

Moderator: **Zoltán Rigó**, SUA Manager, Sheldon Invest Kft.

Conversation participants:

**Csaba Göntér**, Plant Manager, Feintool System Parts Tokod Kft.

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

**György Piszker**, Systems Architect Manager, Kontron Hungary

**Attila Szincsák**, Vice-president, DENSO Manufacturing Hungary Ltd.

## **Session III/B: Sustainability vs returns?**

The global pressure of taking steps towards sustainable developments and greening further shapes the global car industry – how can actors connect to the trends, and how can we put sustainability at the service of returns? At the same time it now seems an established fact that our country is gaining a leading status in battery production - what impact will these trends have on the structure of the Hungarian economy and supply chains?

**14:00 - 14:15 Biodiversity in an industrial area**

Speaker:

**Péter Éliás**, Leading manager, Environmental Management, Audi Hungaria Zrt.

**14:15 - 15:10 Panel discussion: Production greening, biodiversity, sustainable supply chains, ESG - How are they manifested in the automotive industry? Possibilities and best practices**

Moderator: **Tamás Rózsa**, Managing Partner, Top Tier Consultants

Conversation participants:

**Péter Éliás**, Leading manager, Environmental Management, Audi Hungaria Zrt.

**Béla Kondás**, Head of Quality Management Materials Eastern Europe, thyssenkrupp Materials Services

**Ferenc Nyiró**, Industrial Digitalization Business Unit Manager, Kontron Hungary Kft.

**Melinda Topolcsik**, President, Managing Director, Bridgestone Tatabánya Manufacturing Ltd.

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

**15:10 - 15:40 Panel discussion: Battery production in Hungary**

Moderator: **Dr. Roland Horváth**, Director, Deloitte Zrt.

Conversation participants:

**Tibor Sőregi**, Plant Manager, NIO

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

**Csaba Wolf**, Vice President, SEMCORP Hungary Kft.

## Coffee break

## Session IV: New direction for the automotive sector: defence industry

The boom in the defence industry is a noteworthy trend. But what challenges and risks does Hungary face as it embarks on this path? What opportunities will they open up for domestic manufacturers and suppliers?

**16:00 - 16:15 The role of N7 Holding in the domestic defence industry.**

Speaker:

**dr. Tamás Stukovszky**, stratégiai igazgató, N7Holding Zrt.

**16:15 - 17:00 Defence Industry Roundtable: Research, Development, and Manufacturing in a Conflict-Ridden World - Points of Connection for the Automotive Sector**

Moderator: **Gyula Pomázi**, Head of Department, Ministry for National Economy

Conversation participants:

**Tamás György**, Chairman of the Board, Emika Zrt.

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

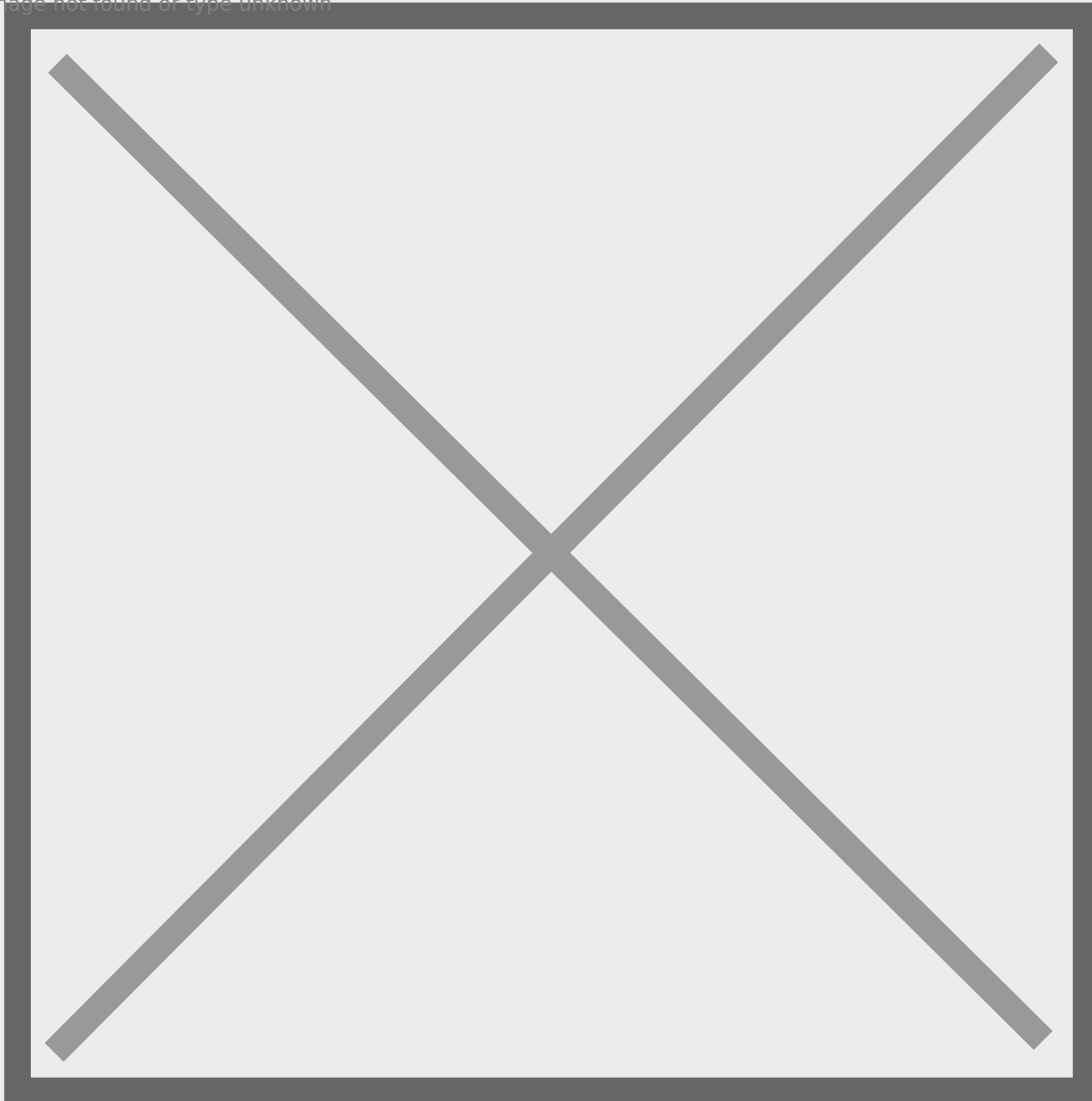
**dr. Tamás Stukovszky**, stratégiai igazgató, N7Holding Zrt.

## **Reception & Networking**

Stay with us after the professional programmes and cheers at the reception! We will guarantee a good atmosphere with gourmet snacks and a wide range of drinks.

We are looking forward to welcoming you!

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21st March 2024

## Factory tour

On the second day of the conference, we will provide factory visits to several nearby sites on a rotating basis, with a shuttle bus service between sites. Participation in the factory visits requires registration. You can only book your place if you already have a ticket to the event.

Factory sites:

- ▶ **DUVENBECK IMMO Logisztikai Kft.**
- ▶ **ElringKlinger Hungary Kft.**
- ▶ **Knorr-Bremse Fékrendszerek Kft.**
- ▶ **Mercedes-Benz Manufacturing Hungary Kft.**

*"Please be advised that the scheduled visit may be subject to cancellation up to 24 hours before the arranged time if it cannot be organised as planned. MBMH cannot be held responsible for any associated costs or damages resulting from such cancellation. Thank you for your understanding!"*

**We are looking forward to welcoming you!**

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