

Portfolio-MAGE Automotive Industry 2025 program

26th March 2025

Registration

Section I.: How Do Automotive Industry Players View the Global Market Situation and Its Impact on Hungarian Production in 2025?

There is intense competition in the automotive industry for new technologies between Europe and China, as well as Europe and the USA. The industry has been struggling with serious challenges for years; the mandatory transition to electromobility and the stringent European Union regulations present serious obstacles for traditional car manufacturers. What are the biggest challenges that will fundamentally impact domestic operations in the next few years?

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 presentation

Speaker:

Michael Breme, Chairman of the Board of Management, AUDI HUNGARIA Zrt.

09:45 - 10:00 Presentation

10:00 - 10:40 Manufacturers' Executive Roundtable

Domestic car manufacturers discuss 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, Plant Manager, Managing Director, Opel Szentgotthárd Ltd., Stellantis

10:40 - 11:20 Corporate Leaders' Roundtable

Key buyers of the domestic automotive industry address corporate trends, investments, crisis management, competitiveness, and development directions.

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

Speakers:

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

Béla Hetzmann, Chairman and CEO, Rába Járműipari Holding Nyrt., President, Széchenyi Egyetemért Alapítvány Kuratórium

Dr. Róbert Keszte, Head of Global Operations - Architecture and Networking business area of Continental's Automotive group sector, Head of Country - Continental Group Hungary

Thomas Metz, Vice President Engineering, BOSCH XC Hungary

Charles Wassen, General Manager, Country Operations Lead, Dana Hungary Kft.

Coffee break

Section II/A: European Competitiveness and Electromobility - Key Questions of 2025

In the near future, it will be crucial for the Hungarian automotive industry to monitor how the market share of German car manufacturers in Europe evolves

amid the growing presence of Chinese manufacturers. What steps are actors taking to maintain competitiveness in a challenging environment? How successfully has Europe adapted to the transition to electromobility, and where do we stand now?

How can Hungarian suppliers enhance their collaboration with the new Chinese and other Asian companies settling in Hungary in the coming period?

11:50 - 12:05 Presentation

12:05 - 12:20 Presentation

Speaker:

Tamás Kórácz, Partner, KPMG

12:20 - 13:10 Panel discussion: Cooperation and New Supplier Opportunities in the Global Market

Speaker:

József Fenyvesi, General Manager, ElringKlinger Hungary

Section II/B: Sustainability, Energy Efficiency, Returns

Environmental and sustainability issues, including ESG, present significant challenges for both Hungarian and European automotive companies. Compliance with the new regulations imposes a serious administrative burden, and the carbon dioxide emission quotas will tighten from 2025 while the electric vehicle market has not grown sufficiently. The global pressure of taking steps towards sustainable developments and greening further shapes the global car industry. Moreover, European energy prices remain significantly higher than those of our competitors, which poses a major disadvantage, especially for energy-intensive manufacturing processes. How do players reshape their energy procurement and use strategies in response to the new challenges? What energy efficiency investments support a cost-efficient operation the most?

11:50 - 12:05 Presentation

Speaker:

Gábor Berényi, COO, Smart Solar Kft.

12:05 - 12:20 Presentation

12:20 - 13:10 Panel discussion: Production greening, biodiversity, sustainable supply chains, ESG, circular economy, energy efficiency - How can actors connect to the trends, and how can we put sustainability at the service of returns?

Conversation participants:

István Bánfalvi, Chief Financial Officer, BPW - Hungária

Gábor Fábrián, EU Regional Director, Le Bélier Zrt.

Csaba Purgel, VP Operation Hungary, Harman International

Miklós Szalóczy, Project Leader, Robert Bosch Kft.

László Tóth, Sales Manager, DS Smith Packaging Hungary

Lunch break

Section III/A: A New Level of Competitiveness I: Human Resources

Super-advanced technologies can only prove to be useful if workers are prepared to use them. But how can we combine the new available technologies with existing human resources to achieve better business results? How can a company prepare for altered employee needs? Motivation, technological transition, managing new generations, involvement of foreign workers

14:00 - 14:15 Presentation

14:15 - 15:00 HR Roundtable

Conversation participants:

Rita Kenyeresné Vörös, Senior HR Manager, Tenneco

Mihály Nagy, Country HR Manager, Dana Hungary Ltd.

Section III/B: A New Level of Competitiveness II: Technological Advancements

European car manufacturers and their suppliers face a significant challenge in terms of productivity and cost-effective production. Digitising, robotising, and automating is not easy, but it is essential for competing with new facilities where the entire production process is highly automated. How is it being done already, and what opportunities do they offer in staying ahead?

14:00 - 14:15 Presentation

14:15 - 15:00 Panel discussion: Production efficiency, automation, robotisation, digitalisation, AI

Conversation participants:

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

Wei Zifeng, Vice President, Intretech Hungary

Coffee break

Section IV: New Directions in the Automotive Industry's Competitiveness: Defence Industry and Battery Manufacturing

In the field of batteries, European manufacturers have a significant dependency on Asia, and we are considerably lagging in technological development. Are there expected European technological developments that could mitigate this dependency? How can Hungarian businesses join the supply chain? The resurgence of the defence industry remains a trend that deserves serious attention. What requirements does it impose, and what opportunities does it open up for domestic manufacturers and suppliers?

15:30 - 16:10 Panel discussion: The Latest Developments in Domestic Battery Manufacturing

Conversation participants:

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

Csaba Wolf, Vice President, SEMCORP Hungary Kft.

16:10 - 16:50 Military Industry Roundtable: Research, Development and Manufacturing - Connection Points for the Automotive Industry

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

Conversation participants:

János Bálint, Managing Director, Bálint Kft.

Imre Gyóri, Managing Director, Magyarmet Finomöntöde Kft.

17:00 Refreshments and Networking Opportunities

18:00 Reception & Dinner

27th March 2025

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:

**AUDI HUNGARIA Zrt.,
Dana Győr Driveline,
RÁBA Nyrt.**

"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!"