

# Portfolio-MAGE Industry 4.0 program

**08:30-08:55 Registration**

## **Section I: Future technologies in the service of production efficiency**

**08:55 - 09:00 Welcoming and opening speech**

**Zoltán Bán, Chief Executive Officer, NET Media Zrt.  
(portfolio.hu) and Csaba Kilián, Executive Secretary General,  
Association of the Hungarian Automotive Industry (MAGE)**

**09:00 - 09:20 Artificial intelligence and robotisation in manufacturing  
technology**

Speaker:

**Steven Guggs Guggenheimer**, Corporate Vice President, AI Business, Microsoft  
Corporation

**09:20 - 09:40 Industry 4.0 from the top echelon**

Speaker:

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

**09:40 - 10:00 Technological development sources - financing of SMEs**

**Speaker: Representative of Hungarian Development Bank**

Speaker:

**Péter Bacsfay**, Executive director, MFB - Magyar Fejlesztési Bank

**10:00 - 11:00 Panel discussion: How to do it? What to look out for when planning and implementing digital transition projects?  
First-hand plans and experiences about the potential businesses see in industrial digitalisation solutions**

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

Conversation participants:

**Tamás Bara**, Facility and Maintenance Manager, Valeo Auto-Electric Magyarország Kft.

**Judit Hirschler**, ügyvezető igazgató, Hirschler Glas Kft.

**Balázs Hlács**, Business development manager, Siemens Zrt.

**István Molnár**, Digital Factory Engineering Leader, Continental Automotive Hungary Kft., Budapest

**Melinda Topolcsik**, ügyvezető igazgató, Bridgestone Tatabánya Termelő Kft.

**11:00 - 11:30 Coffee break**

**Section II: Industry 4.0 in practice - How far along everyone is and how are they doing it?**

**11:30 - 11:50 Investment into the digital future**

Speaker:

**József Török**, Széchenyi István Szakkollégium Alapítvány elnöke, a HVCA egyéni tagja.

**11:50 - 12:10 Digitalisation at AVENTICS Hungary Kft.**

Speaker:

**Ferenc Bolyki**, ipari mérnökség vezető, AVENTICS Hungary Kft.

**12:10 - 12:30 Industry4.0 through the practice of an SME**

Speaker:

**Márta Macher**, elnök, Macher Gépészeti és Elektronikai Zrt.

**12:30 - 12:50 Borsodi Műhely - The digital factory**

Speaker:

**Szabolcs Horváth**, Strategic leader, Borsodi Műhely

**12:50 - 13:10 Industry4.0 through the practice of Knorr-Bremse Rail Systems Budapest**

Speaker:

**Attila Bolla**, Machined Parts Plant director, Knorr-Bremse Rail Systems Budapest

**13:10 - 13:25 In 4.0th gear**

Speaker:

**Balázs Tordai**, fejlesztési munkacsoport vezető, IVSZ

**13:25 - 14:20 Lunch break**

**Section III: Pilot projects from various sectors -  
What does industrial digitalisation mean to them?**

**14:20 - 14:35 Automatisation - the practical challenges of testing and implementation in wire and cable manufacturing**

Speaker:

**Dr. Péter Barkóczy**, R&D Manager, FUX Zrt.

**14:35 - 14:50 Industrial IoT, AR, factory and robot simulation - key technologies of Industry 4.0**

**Decisions based on facts instead of assumptions**

Speaker:

**Ferenc Nyirő**, ipari digitalizáció üzletág vezető, S&T Consulting Hungary Kft.

**14:50 - 15:05 Development of thermoplastic composites produced by automated technology for automotive industry**

Speaker:

**Dr. Péter Molnár**, R&D Engineer, evopro systems engineering Kft., CEO, Ikarus Composite

**15:05 - 16:00 Panel discussion: How is the "smartening" of production technologies present in other industries?**

**The various use scenarios of industrial digitalisation solutions**

Moderator: **László Jónás**, Head of Business Development , Design Terminal

Conversation participants:

**Károly Balogh**, Owner, Managing Director, Karsol Kft.

**Attila Bolla**, Machined Parts Plant director, Knorr-Bremse Rail Systems Budapest

**Csaba Fodor**, Managing Director, Nyir-Gestum Kft.

**Ádám Mokcsay**, CTO, Aeriu

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

**Roland Pecsénye**, Partner, Zelig Associates, Angel Investor, Barion