

Portfolio Retail Day 2025 program

Registration

Session I: Where To Go From Here, Hungarian Retail Sector?

In the opening session of the conference, our renowned experts will strive to uncover the key trends shaping the global and domestic retail sectors today, while also outlining solutions to overcome the most significant challenges. The discussion will cover the macroeconomic fundamentals that strongly impact the entire retail sector, including workforce challenges, inflation, the complexity of supply chains, and, last but not least, the continuous changes in government regulations.

Moderator: Kata Tóth, Conference project leader, Portfolio

08:00 - 08:05 Opening

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Group)

08:05 - 08:25 Challenges for the domestic retail sector in 2025

Speaker:

Bence Gerlaki, Deputy State Secretary, Ministry of National Economy

08:25 - 08:45 Cutting Back or Consuming? What Are Hungarian Households Doing?

Speaker:

István Madár, Senior Analyst, Portfolio

08:45 - 09:25 Leaders' Roundtable: How Does the Retail Sector Elite Perceive the Industry's Current Challenges?

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

Conversation participants:

Gabriella Heiszler, President - CEO, SPAR Hungary Kft.

Kornél Németh,

Sándor Szimeiszter, Country Director in Hungary, Austria and Greece, JYSK

Balázs Várkonyi, Founder of Extreme Digital, CEO of Vatera and Jófogás

09:25 - 09:30 Keynote speech: FMCG-manifesto

Speaker:

Dr. Tamás Kozák, Secretary General, National Trade Association

09:30 - 10:05 Panel Discussion: What Is the Future of the Hungarian FMCG Sector?

Moderator: **Dr. Tamás Kozák**, Secretary General, National Trade Association

Conversation participants:

Ottó Burger, Chief Executive Officer, CBA Kereskedelmi Kft.

Tamás Éder, President, Federation of Hungarian Food Industries

Eszter Kazatsay, Head of Corporate Communications, PENNY Magyarország

Coffee break

Session II: Clash of Worlds in Retail - Does the Future Belong to Physical or Online Shopping?

The second session of the conference will focus on traditional, brick-and-mortar business models, the rapidly evolving world of online retail, and the hybrid business strategies emerging from their combination. The discussion will also explore how these models can be optimised to enhance the consumer experience, improve efficiency, and gain a competitive market advantage. Special attention will be given to omnichannel solutions, digital innovations, and modern tools for strengthening customer loyalty.

Moderator: Kata Tóth, Conference project leader, Portfolio

10:30 - 10:45 The Policy Aspects of a Dynamic and Competitive Retail Sector

Speaker:

Ákos Kozák PhD, ügyvezető igazgató, Danubia Forum

10:45 - 10:55 Keynote speech

Speaker:

Gábor Borbély, Director, CBRE

10:55 - 11:35 Panel Discussion: Industry Trends in the World of Brick-and-Mortar Stores - The Status and Future of Shopping Centres, High Streets, Retail Parks, and Traditional Small Shops in Hungary

Moderator: **Gábor Borbély**, Director, CBRE

Conversation participants:

Ádám Cseresnyési, Head of Leasing, ECE Projektmanagement Budapest

Stefánia Csordás, Head of B2C unit, Westend

Krisztina Deutsch MRICS, Director of Leasing and Marketing, Etele Plaza

Tamás Simon, Sales Director, Indotek Group

11:35 - 12:15 Panel Discussion: Insights from Hungary's Leading E-Retailers - Market Building in the Shadow of Temu (and Its Competitors), a Regional Overview, and Effective Growth Strategies

Moderator: **Péter Mondovics**, Member of Digital Commerce Alliance of Hungary, Marketing Manager, Mastercard

Conversation participants:

András Deák, Director of Digital Channels, Libri-Bookline

Balázs Laczkó, Owner, Netmarketing, Sneci.hu

Norbert Pörzse, Founder, Vágyaim.hu Online Store

Márk György Szilágyi, Country Manager, Daktela

Lunch break

Session III: Marketing, Communication, and PR in Retail

This session will explore the latest and most effective marketing and communication strategies in the context of an ever-changing market environment and evolving consumer behaviours. Key topics will include how retail stores can maintain their visibility and market presence in a multidimensional retail landscape. Additionally, we will discuss product launches, particularly from the perspective of influencer marketing.

Moderator: Kata Tóth, Conference project leader, Portfolio

13:00 - 13:15 The Rise of Retail Media: Redefining and Revolutionising the Entire Advertising Market

Speaker:

Nina Somlóí, Senior Associate, PwC Magyarország

13:15 - 13:45 Panel Discussion: Situations and Practices - What Makes Retail Media Soar, and Can it Completely Replace Traditional Media and Social Platforms as a New Advertising Form?

Moderator: **Márton Orosz**, Director of Content Development, Portfolio Csoport and Portfolio Podcast Lab

Conversation participants:

Fanni Karczub-Lehoczky, Marketing Director, MediaMarkt Hungary

Nina Somlóí, Senior Associate, PwC Magyarország

Ákos Szabó,

13:45 - 14:15 Panel Discussion: How, and How Not to? The Role of Influencer Marketing in Marketing Communication: Weighing Up the Issues of Reach and Credibility During Product Launches

Moderator: **Márton Orosz**, Director of Content Development, Portfolio Csoport and Portfolio Podcast Lab

Conversation participants:

Levente Balogh, President, Owner, Szentkirályi Ásványvíz Kft.

Renáta Érsek, Commercial Manager, Márton és Lányai Pálinkafőzde

Márk Rákos, Talent Manager, PFR Group

Noémi Varga, Head of Strategic Marketing, PENNY

14:15 - 14:45 Panel Discussion: Surviving the global e-commerce storm: a marketing strategy for cross-border expansion

Moderator: **Boglárka Bogos**, COO, Digital Commerce Alliance of Hungary

Conversation participants:

Kristián Kelemen, Chief Sales Officer, Co-founder, Furbify

Norbert Pörzse, Founder, Vágyaim.hu Online Store

Coffee break

Session IV: Current Issues in Retail-Tech and Logistics

In the final section of the conference, we will discuss RetailTech, that is, the topics of digitalisation and automation, which have become integral parts of business strategy and are increasingly taking centre stage in the retail sector, including ESG considerations. We will also set sail through the ocean of logistical challenges in the industry, fishing for smart logistics solutions that can offer a competitive advantage. After all, today's competitive edge lies in who can reach the consumer first in a market environment where the threat of supply chain disruptions is constant.

Moderator: Kata Tóth, Conference project leader, Portfolio

15:10 - 15:25 Cashier-less Stores: Are They Taking Over and Completely Reshaping the Domestic Retail Sector?!

Speaker:

Gábor Toldi, CEO, DTC Solution

15:25 - 15:35 Keynote speech

Speaker:

Tamás Méri, Co-founder & CBDO, Access4You International Kft.

15:35 - 16:15 Panel Discussion: Retail-Tech - Digitalisation, Automation, and the Role of ESG in Retail

Moderator: **Tamás Méri**, Co-founder & CBDO, Access4You International Kft.

Conversation participants:

Diána Andri, Chief Sustainability Officer, Decathlon Hungary

Tamás Galambos, Co-founder, Cognitiono.ai

Miklós Luspay, Director, Magyar Nemzeti Bank

Dorka Nagy-Józsa, CEO, Y2Y Ltd.

Tibor Székács, CEO and Co-owner, Kende Retail Operation Kft.

16:15 - 16:55 Panel Discussion: The Intensifying War of Supply Chains: Logistical Challenges in the Retail Sector

Moderator: **Dorka Nagy-Józsa**, CEO, Y2Y Ltd.

Conversation participants:

Zsolt Barna, CEO, Waberer's Group

Gábor Kovács, Commercial Director, FoxPost

András Perényi, CEO, Webshippy Fulfillments

Business networking and a toast to the future of retail

Here's what the Retail Day 2024 conference looked like:

