

# 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

#### 08:05 - 08:25 Opening presentation

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

## **09:30 - 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

**10:55 - 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 Somló**i, 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 Somló**i, 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.

**Márk Rákos**, Talent Manager, PFR Group

**Noémi Varga**, Head of Strategic Marketing, PENNY

## **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

**15:35 - 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, Cognito.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:

