

# Retail Day 2024 - Powered by Pénzcentrum program

## Registration

### **Section I - The present and future of retail - Where to go next, Hungarian retail sector?**

In the first session of the conference, the experts will seek to answer the question of what trends are currently characterising the international and domestic retail sector and how to successfully overcome the most pressing challenges. These include the macroeconomic situation, including labour shortages, supply chain issues, and the constant changes in government regulation. But changing consumption habits will also be discussed, so we will also focus on marketing and communication strategies to reach consumers in a changing market environment, from the FMCG sector through the fashion and electronics industry to the whole spectrum of retail.

**Moderator: Emma Gombkötő**, Gen Z Fest project leader, photojournalist, Portfolio

#### **13:30 - 13:50 Market opportunities in trade - macroeconomic outlook**

Speaker:

**István Madár**, Senior Analyst, Portfolio

#### **13:50 - 14:10 Consumption and retail trends, outlook**

Speaker:

**Dr. Tamás Kozák**,

#### **14:10 - 14:30 Regulation of wholesale and retail markets - Why does the state do the things it does, and how can/should/must you react to it with a market, i.e. profit-oriented approach?**

Speaker:

**Katalin Neubauer**, Secretary General, Magyar Nemzeti Kereskedelmi Szövetség

**14:30 - 15:20 Roundtable of owners and CEOs: What do the cream of the retail profession think about the challenges, i.e. the present and the future of the retail sector?**

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

Conversation participants:

**Gabriella Heiszler**, President - CEO, SPAR Hungary Kft.

**Dr. Tamás Kozák**,

**Viktória Lucenko**, CEO, Auchan Hungary

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

**15:20 - 16:00 Roundtable of the most important marketing communication decision-makers: Marketing, communication, and PR in retail**

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

Conversation participants:

**Nóra Hevesi**, Head of Communications and Campaigns, Tesco

**Eszter Kazatsay**, Head of Corporate Communications, PENNY Magyarország

**Orsolya Stefanie Ludvig**, Director of Marketing and Communication, Libri-Bookline

**Adrienn Popovics**, Marketing Director, HELL ENERGY

**Ádám Sommer**, Marketing and E-commerce Director, Praktiker Kft.

## **Coffee break**

## **Section II - War of the worlds: Will the future belong to online or physical shopping?**

Session II will address traditional, that is, offline, and the emerging online and hybrid business models. The session will also have a strong focus on RetailTech, i.e. digitalisation and automation, which is increasingly coming to the fore in the retail sector. We will also talk about ESG aspects, as social responsibility, environmental and sustainability considerations are increasingly on the agenda in retail as in any other sector.

**Moderator: Emma Gombkötő**, Gen Z Fest project leader, photojournalist, Portfolio

**16:20 - 16:40 AI in retail: A comprehensive picture of the industry's digital transformation**

Speaker:

**Csongor Fekete**, Managing Director, HolistiCRM

**16:40 - 16:50 The incomprehensible generation explained - Generation Z as the purchasing power of the future**

Speaker:

**Miklós László**, Co-Founder, Diverzum

**16:50 - 17:30 Will the future belong to physical, online, or hybrid shopping?**

Moderator: **János Kui**, CEO, Marketing Resolution Kft.

Conversation participants:

**Orsolya Heuthaler**, Brand and communication strategist, VML Hungary

**Máté Papp**, Head of Marketplace & Content, Pepita Group Zrt.

**Sándor Szimeiszter**, Country Director in Hungary, Slovenia and Croatia, JYSK

**Anita Varga**, Marketing Lead, Rossmann

**17:30 - 18:10 Retail-Tech: Digitalisation, automation, and the role of ESG in retail**

Moderator: **Péter Szász**, Analyst, Portfolio

Conversation participants:

**Zsófia Bánhegyi**, Chief Commercial Officer, Szerencsejáték Zrt.

**Ádám Bengyel**,

**György Bógel**, Professor of Management, CEU Business School

**Miklós Luspay**, Director, Magyar Nemzeti Bank

**Business networking and a toast to the future of retail**