

# Sustainable Tech 2024 program

## Green Ideas & Future Businesses - Let's Meet!

Meet, chat, make new friends and business partners in the Sustainable Tech conference "Green Ideas & Future Businesses" exhibition space where sustainability and technological innovations and solutions are lined up! The Green Ideas & Future Businesses meeting point offers an opportunity for all conference participants to get to know the displayed innovations, ask questions, and gain information, supporting future green objectives.

## Registration

### 1. section: Green tech and green directions

The world has switched to lightning speed. Novelties and changes shape business decisions every week, regulations are expanding into new areas with increasing sophistication, and macroeconomic shocks and the spill-over effects of global phenomena are not negligible in the corporate sphere. You must choose your path on a challenging course, react quickly, and make long-term, future-proof commitments. Those who are not receptive to innovation, who cannot keep up with change, or who cannot dictate the pace of change will face serious competitiveness challenges in the future. Which are the focal points of corporations from different industries? Who says "All-In" for which technology?

Can anyone know where the world is headed, or will it be down to luck if someone hits the jackpot? What seemingly futuristic innovations are knocking on our door now?

#### 08:55 - 09:00 Opening

Speaker:

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

## **09:00 - 09:20 Keynote speech**

Speaker:

**Rosalinde Van Der Vlies**, Director, DG Research & Innovation , Clean Planet  
European Commission

## **09:20 - 09:40 Net zero paths - Green & Innovative & Future-proof**

Speaker:

**Bernadett Petri**, Executive Director, Hungarian Development Promotion Office  
(MFOI)

## **09:40 - 10:25 Large companies show the way - Who says “All-In” for which technology?**

Moderator: **Beáta Szoboszlai**, Head of Energy & Utilities Consulting, PwC  
Magyarország

Conversation participants:

**Balázs Hajós**, Sales Director, Schneider Electric Zrt.

**Gergely Jancsár**, Head of Sustainability, SAP

**Dr. Csaba Kiss**, Deputy CEO, CTO and CNO, MVM Zrt.

**Márton Máté Tóth**, Head of Quality & Operational Excellence, thyssenkrupp  
Materials Eastern Europe

## **Coffee break**

## **2. section: Investment, financing, digitalisation**

The resources, subsidies, and investment flowing into green tech not only anticipate the emergence of new markets but also determine the speed of the green transition. What is the current market opportunity for the most promising solutions? How to get financing? What opportunities do EU funds open up for greening projects? What are investors seeking? Green tech, AI, and digitalisation are the most exciting phenomena of our present time, their development is so fast-paced that almost every day we are faced with a new function, tool, and service. If you get on this fast train, no one can stop you! The only question is how to use the infinite pool of tools to do something effective, meaningful, and future-proof. How can digitalisation ensure the success of long-term plans, and can green technology underpin the green transition? Can AI help meet the 2050 climate neutrality targets?

**Moderator: Roxána Pásztor**, Sustainability Project Leader, Portfolio

**10:55 - 11:10 ESG compliance for financing**

Speaker:

**Gergő Wieder**, Director, KPMG

**11:10 - 11:55 Developing green technologies, green investments - We need resources!**

Moderator: **Gábor Gyura**, Sustainable finance consultant, United Nations Environment Programme Finance Initiative

Conversation participants:

**Róbert Hejja**, Investment Partner, OXO Holdings

**Péter Kereskényi**, Head of Real Estate, Acquisition and Syndicated Finance, Raiffeisen Bank Zrt.

**Rozália Miklós**, Executive Director, Head of the Budapest office, MSCI

**Attila Soltész**, CEO, 4S-2000 Kft.

**Judit Zsámba**, Project Manager, Magyar Fejlesztésösztönző Iroda (MFOI)

**11:55 - 12:10 Green software**

Speaker:

**Tibor Dömötör**, CIO, Mikrum

**12:10 - 12:25 AI & Tech and Green - Artificial intelligence and sustainable technologies hand in hand**

Speaker:

**Georgiu Achilles**, Innovation Management Expert, CEU

**Lunch break**

**3. section: Renewables, technologies**

Solar power is already strongly supported in Hungary, but the door has also been opened to other alternatives. Wind energy has a huge potential in Hungary in the medium term, while the country is particularly well-placed for the mass deployment of geothermal energy. Are the grids ready for the fluctuations in different types of renewable energy, are our buildings ready to adopt green

energy, are people ready for the energy mix to change? Once we have solar energy under control, we can move on to green hydrogen, which is one of the most exciting research and development directions now, and one of the best options for industries that are harder to green. What do we need to know about hydrogen technology? How bumpy is the road ahead for different renewables at the moment? What is the perfect energy mix for the future? How will technology help in satisfying the future industry, transport, and construction sector energy needs?

**Moderator: Roxána Pásztor**, Sustainability Project Leader, Portfolio

**13:30 - 13:45 Domestic system integration challenges for PV and wind energy**

Speaker:

**László Szabó**, Director, Regional Centre for Energy Policy Research (REKK)

**13:45 - 14:05 The future of green hydrogen - Application areas and development paths**

Speaker:

**Szabolcs Molnár**, Production Supervision Manager, MVM Zrt.

**14:05 - 14:50 Hydrogen Technology in Hungary**

Moderator: **Dr. András Tompos PhD**, Director, Senior Research Fellow, Hungarian Academy of Sciences, Institute of Materials and Environmental Chemistry, Renewable Energy Research Group

Conversation participants:

**Viktória Kardosné Mészáros**, Green Transition Office Manager, FGSZ Földgázszállító Zrt.

**Gábor Kovács**, Head of Hydrogen Business Unit, Messer Hungarogáz Kft.

**Zoltán Mayer**, Hydrogen Specialist, HUMDA Zrt., Secretary, Member of the Board, Hungarian Hydrogen and Fuel Cell Association

**László Pintér**, Innovation Director, OPUS TIGÁZ Zrt.

## **14:50 - 15:30 Is geothermal our next big shot? - Storage issues, options, developments**

Moderator: **Dóra Csernus**, Director for Climate and Environmental Policy, Equilibrium Institute

Conversation participants:

**Attila Holoda**, Managing Director, Aurora Energy Kft.

**Dr. János Szanyi**, Head of Research, Szegedi Tudományegyetem Alkalmazott Geotermikus Kutatás-Fejlesztési Központ

**Gábor Szita**, President, MGtE

## **Coffee break**

### **4. section: Let us talk about specifics!**

The use of circularity, material technology innovations, automation, waste management and CO2 reduction are industry-independent focal points, just like finding the adequate workforce for the latest professions and tasks. They affect everyone and every process. Where will we find so many innovation experts? How can we keep the materials used in circulation? How can we make one final use of so-called waste products? What are now the most popular energy efficiency investments in companies with different profiles? What can be done to reduce carbon emissions from the construction sector or to increase the energy efficiency of the building sector?

**Moderator: Roxána Pásztor**, Sustainability Project Leader, Portfolio

## **15:50 - 16:05 Future green tech workers - Where will we find so many innovation experts?**

Speaker:

**Orsolya Franke**, Market & Client Relationship Manager, Senior HR Consultant, JobGroup

## **16:05 - 16:40 In circulation - From selecting the best materials to waste management**

Moderator: **Gergely Hankó**, Protecting nature engineer, Economist, Managing Director, Hungarian Association of Environmental Enterprises

Conversation participants:

**Zoltán Furák**, Senior Technology Development Expert, MOHU MOL  
Hulladékgazdálkodási Zrt.

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

**Anita Simon**, Deputy CEO, Sustainability and Circular Economy, Alteo Group

## **16:40 - 17:20 Greening the entire building sector - From CO2-free construction to energy-efficient buildings**

Moderator: **Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft., IFK, Vice-chairman

Conversation participants:

**Gergely Garai**, Plant Manager, Holcim

**Levente András Koczóh**, Senior Climate Policy Advisor, Green Policy Center

**Gábor Kovács**, Head of Public Affairs, Velux

**Gábor Szarvas**, Head of the EU Taxonomy Working Group, HuGBC

**Lajos Vass**, director for development, ÉMI Nonprofit Kft.

## **Networking & Champagne toast**

Be our guest for a glass of champagne after the technical programme, and do not miss out on the networking opportunity with the conference's participants and speakers!