

# **Business and Finance Summit 2018 - CFO of the year program**

**Registration: 08:30 - 09:00**

## **Section 1: Economic environment and competitiveness**

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

**09:00 - 09:05 Opening and welcome speech**

**09:05 - 09:30 Global Economy - Cruise or Crash**

Speaker:

**Dr. Marco Wagner**, Client Captain, Senior Economist, Commerzbank AG  
Corporates & Markets Economic Research

**09:30 - 09:50 Can you build a global brand from Hungary? The story of a big Hungarian company**

Speaker:

**Joerg Bauer**, President & CEO, Tungsram Group

**09:50 - 10:15 Reaping the Whirlwind - Economic Outlook of Central and Eastern Europe**

Speaker:

**Ludovic Subran**, Chief Economist and Head of Group Economic Research,  
Allianz Group

**10:15 - 11:05 CEO roundtable: topical issues of the corporate sector from a finance perspective**

Conversation participants:

**Anna Dedéné Novotni**, HAJDU Cégcsoport alelnöke, HAJDU Autotechnika Ipari Zrt. vezérigazgatója

**Tamás Hoffmann**, Managing Director, LafargeHolcim

**Zsuzsanna Ortutay**, Director of Finance, MOL Hungary

**János Szabó**, Deputy-CEO, Magyar Telekom

**Péter Tordai**, CFO, E2 Hungary

**11:05 - 11:30 Coffee break**

**Section 2: Event! - Financial case studies from up close**

**Moderator: István Palkó**, Senior Analyst, Portfolio

**11:30 - 11:55 Crisis or growth? Global, European and Hungarian economy policy scenarios**

Speaker:

**Zsolt Darvas**, Senior Fellow, Bruegel Institute

**11:55 - 12:20 M&A market trends in the light of the DIGI-Invitel deal**

Speaker:

**Ágnes Svoób**, Corporate Finance, Equilor Befektetési Zrt.

**12:20 - 12:45 Tranzit Group raising capital for international expansion**

Speaker:

**Ákos Szabó**, igazgató, Tranzit Csoport

**12:45 - 14:00 Lunch break**

**Section 3A: From equity to loans: sources of financing growth**

**Moderator: Krisztina Bogdán**, vezérigazgató-helyettes, Commerzbank Zrt.

## **14:00 - 14:20 M&A in the regional market: what adds value?**

Speaker:

**Simonyi Tamas**, Director, KPMG

## **14:20 - 15:10 CFO roundtable: communications, interests and exchange rates**

Conversation participants:

**Attila Fülöp**, Executive Director, BonOffice Kft., Bonafarm Group

**István Hegedűs**, pénzügyi igazgató, BorsodChem

**Gábor Lavich**, Chief Financial Officer, Richter Gedeon

**Zoltán Lehoczky**, Chief Financial Officer, Gránit Pólus

## **15:10 - 15:30 Coffee break**

# **Section 3B: Development, innovation, cost accounting**

**Moderator: István Palkó**, Senior Analyst, Portfolio

## **14:00 - 14:15 Peculiarities and financial aspects of corporate IT procurement**

Speaker:

**Dávid Bokrossy**, economist, Head of Financial Services, Hewlett-Packard Enterprise

## **14:15 - 15:10 Capex or opex? Development and innovation from a financial aspect**

Conversation participants:

**Gábor Barta**, CFO, Ferropatent Zrt.

**Gábor Gulyás**, CFO, Weinberg 93 Kft.

**Loránd Nagy**, CFO, E2 Hungary Zrt.

**Zoltán Urbán**, Regional Business Development Manager, Softline Eastern Europe

## **15:10 - 15:30 Coffee break**

# **Section 4A: Credit management in practice**

*Details TBC*

**Moderator: Ákos Schmidt**, Member of the Board, Hungarian Credit Management Association

**15:30 - 15:35 Opening speech**

Speaker:

**Josef Busuttil**, President, FECMA

**15:35 - 15:50 Electrolux credit strategy and example how Nordic credit team work**

Speaker:

**Katrin Björksten**, Credit Manager & Customer Finance Nordic, Electrolux Hemprodukter AB

**15:50 - 16:10 What happened to my credit management?**

Speaker:

**Prof. Ludo Theunissen**, Vice President, FECMA

**16:10 - 16:25 Digitalisation in credit management**

Speaker:

**Péter Szentirmay**, Chairman, Magyar Credit Management Szövetség

**16:25 - 16:40 The Darwin Awards of credit management - Extreme mistakes and the significance of adapting to changes**

Speaker:

**Dr. Hajnalka Csorbai**, Head of Strategy, Opten Kft.

**16:40 - 17:20 Best practice**

Conversation participants:

**Ilona Cseh**, Accounts Receivable Manager, FrieslandCampina Service Centre Emea Kft.

**Péter Felfalusi**, vezérigazgató, Intrum Justitia Zrt.

**Péter Turjánszki**, Credit Manager, Stavmat Építőanyag-kereskedelmi Zrt.

**Balázs Vanek**, Country Leader, Atradius Crédito y Caución S.A. de Seguros y Reaseguros Magyarországi Fióktelepe

# Section 4B: Current business issues from taxation to labour shortage

**Moderator: István Palkó**, Senior Analyst, Portfolio

## **15:30 - 15:55 The introduction and future of online billing**

Speaker:

**Dr. Dániel H. Nagy**, Senior Tax Manager, Mazars Kft.

## **15:55 - 16:20 Crisis scenarios in corporate finance: What would a big domestic bank do?**

Speaker:

**Tamás Győr**, Head of Corporate Business Development Directorate, Erste Bank Hungary

## **16:20 - 16:40 Transfer pricing calculations**

Speakers:

**Lajos Bagdi**, Partner - Tax Advisory Services, Niveus Consulting Group

**János Girász**, Partner - Transfer Pricing Services, Niveus Consulting Group

## **16:40 - 17:00 360 degrees are not enough - changes in employment strategy**

Speaker:

**Zsolt Lukács**, Managing Director, Telkes Consulting

## **17:00 - 17:20 Dilemmas six months after GDPR entered effect**

Speaker:

**Dr. Dániel Ódor MRICS**, Partner, Taylor Wessing

**17.20-19.00 - Award ceremony and reception**