

# **Business and Finance Summit 2019 - CFO of the year program**

## **Apply to win our award and become the top CFO in Hungary!**

We will soon find out who the top corporate financial manager in Hungary will be this year. On September 12, at our Business and Finance conference which convenes the country's most important financial leaders, we will present the CFO of the Year Award by Portfolio and the Credit Management Group. At the event, we will honour the chief financial officer the award committee has found the most capable and successful among those working for Hungarian companies with good financial performance. The other shortlisted candidates will receive the CFO Master 2019 Award.

Nomination for the CFO of the Year 2019 Award is open to the top business and finance managers of all domestic companies (except those active in the finance or consulting sectors), We are receiving applications at [cfooftheyear@portfolio.hu](mailto:cfooftheyear@portfolio.hu). Upon request, we will send you the application form, which we would kindly ask you to return by August 31, 2019 to the same address. All nominees can attend the event at a 20% discount, while the top eight will receive free admission to the conference on September 12.

### **08:00-08:30 Registration**

## **SECTION I: Hungarian businesses in a slowing global economy and in the shadow of Brexit**

**Moderator: Antal Kerekes**, Partner, PwC Hungary

### **08:30 - 08:35 Welcome and keynote speech**

Speakers:

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

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

**08:35 - 09:05 Recession or renewed momentum? - The state of the global economy**

Speaker:

**Dr. Ralph Solveen**, Deputy Head of Economic Research, Commerzbank AG

**09:05 - 09:30 The cornerstones of competitiveness and innovation at Hungarian businesses and in the national economy**

Speaker:

**Dr. László György**, State Secretariat for Economic Planning and Regulation, Ministry for Innovation and Technology

**09:30 - 09:45 The future of finance and the transformation of the CFO role**

Speaker:

**Péter Lajtai**, Senior Manager, PwC Hungary

**09:45 - 10:35 Executive roundtable: the financial and operational challenges of successful Hungarian companies**

Conversation participants:

**Gábor Ormosy**, vezérigazgató, AutoWallis

**András Sávós**, Managing Director, Knorr-Bremse Rail Systems

**Ottó Sinkó**, vezérigazgató, Videoton Holding ZRt.

**10:35 - 11:05 Coffee break**

**SECTION II: Financing in practice - From the National Bond Scheme to acquisitions**

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

**11:05 - 11:25 The first practical steps and initial experiences of the Growth Bond Scheme**

Speaker:

**Viktória Nagy**, Director, Hungarian National Bank

**11:25 - 11:45 Challenges of Midcap Rating**

Speaker:

**Olaf Tölke**, Head of Corporate Ratings, Scope Ratings

**11:45 - 12:05 Rating methodology and procedure at midcap companies**

Speaker:

**Francois Bourgeois**, Managing Director, EulerHERmes Rating GmbH

**12:05 - 12:25 Trust wealth management in Hungary**

Speaker:

**DR György Antall**, Board Member, Apelso Trust

**12:25 - 13:45 Lunch break**

## **Section III: Roundtable of CFOs and Award Ceremony**

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

**13:45 - 14:45 CFO roundtable: M&A, financing, bank relations**

Conversation participants:

**Lőrinc Éder**, Deputy General Manager, i-Cell Mobilsoft Zrt.

**Péter Holman**, Controlling Manager, Confecto Kft.

**Krisztina Horváth**, Member of the Board, Financial Division, ELMŰ-ÉMÁSZ Nyrt.

**Mihály Kotormán**, Deputy Chief Financial Officer, KITE Zrt.

**14:45 - 15:20 CFO Award Ceremony**

**15:20 - 15:40 Coffee Break**

## **SECTION IV/A: Credit management in Hungary: towards optimal practice**

**Moderator: Tünde Bujdosó**, kockázatkezelési igazgató, Euler Hermes  
Hitelbiztosító

**15:40 - 16:00 Financing opportunities in the Hungarian fodder market, or risk management challenges at Cargill Takarmány Zrt.**

Speaker:

**Tamás Beer**, Regional Counterparty Risk Cluster Lead, Cargill Magyarország Zrt.

**16:00 - 16:20 The effects of centralised international receivables management on a decentralised business**

Speaker:

**Gábor Andrási**, AR Manager, Howden Finance Centre

**16:20 - 16:40 Smart Credit Management - Supporting sales growth and reducing risks with credit tools in the international trade**

Speaker:

**Klára Boór**, Managing Director, Klass Academy

**16:40 - 17:00 Celanese Credit Management: where chemistry works**

Speaker:

**Judit Bénard-Morva**, Regional Credit Manager EMEA, Celanese

**17:00 - 17:15 Continuous change is the foundation of stability - The impact of external economic processes and business cycles on risk management**

Speaker:

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

**SECTION IV/B: Transition in the car industry, loss of momentum in Hungary?**

**Moderator: Gábor Várkonyi**, Automotive Expert

**15:40 - 16:00 Mobility trends and market expectations**

Speaker:

**Mihály Nagy**, Head of Focus Country, Continental Group Hungary

**16:00 - 16:20 Golden era ends for traditional car manufacturers - New era kicks off with huge challenges**

Speaker:

**Levente Szandányi**, Chief Editor, Portfolio

**16:20 - 17:15 The end of a decade-long success story, or will the Hungarian car industry maintain momentum?**

Conversation participants:

**Dr. Gergely Debreczeni**, Chief Scientist, Aimotive

**Ákos Jagudits**, HR&GA Director, Magyar Suzuki Zrt.

**Mihály Nagy**, Head of Focus Country, Continental Group Hungary

**Levente Szandányi**, Chief Editor, Portfolio

## **Reception**