

# Portfolio Insurance 2025 program

## Registration

### Session 1: The state and outlook of the insurance market according to public and market players

**Moderator: Kata Tóth**, Conference project leader, Portfolio

#### **09:00 - 09:05 Welcome and Opening**

Speaker:

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

#### **09:05 - 09:30 The Hungarian Government's Strategic and Regulatory Plans for the Insurance Market**

Speaker:

**Máté Lóga**, State Secretary for Economic Strategy, Financial Resources and Macroeconomic Analysis, Government of Hungary

#### **09:30 - 09:55 Global Insurance Market Outlook: Business Challenges and Opportunities for Insurers**

Speaker:

**Stefan Bleyhl**, Managing Director & Senior Partner, Boston Consulting Group

#### **09:55 - 10:15 The State of Hungarian Insurers and the Market as Seen by MABISZ**

Speaker:

**Mihály Erdős**, Vice-president and Chairman-CEO, MABISZ and Generali Biztosító

#### **10:15 - 10:35 Stagnation or Breakthrough: What Lies Ahead of the Hungarian Insurance Industry?**

Speaker:

**Erik Keszthelyi**, President-CEO, Hungarikum Biztosítási Alkusz

## **10:35 - 11:15 Insurance Leaders' Roundtable - Panel Discussion**

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

Conversation participants:

**Alexandre Jeanjean**, CEO, Groupama Biztosító

**Daniel Kempchen**, President-CEO, SIGNAL IDUNA Biztosító

**Erik Keszthelyi**, President-CEO, Hungarikum Biztosítási Alkusz

**Zsolt Kovács**, CEO, Posta Biztosító

**Krisztián Kurtisz**, CEO, UNIQA Biztosító

## **Coffee break**

## **Session 2.A: AI-based and other technological innovations in Hungarian insurance**

**Moderator: Kata Tóth**, Conference project leader, Portfolio

### **11:35 - 11:50 Digital Identity in Insurance: How Does It Enhance Security and Customer Experience?**

Speaker:

**Máté Bárány**, Account Executive EE&MEA, Ping Identity

### **11:50 - 12:05 AI a biztosítók szolgálatában - gyakorlati példákkal**

Speaker:

**Enikő Szalai-Huszár**, Director, Head of Product, Danubius IT Solutions

### **12:05 - 12:20 Custom IT Solutions for Insurers: How Can We Maximise the Potential of Technology?**

Speaker:

**Elemér Veréb**, Regional manager, Dynatrace

### **12:20 - 12:35 New-Age InsureTech: How to Handle Peak Loads, Cash Payouts, and Fraud Threats in 3 Seconds**

Speaker:

**Dalius Simaitis**, CEO, PortalPRO

**12:35 - 12:45 AI-Based and Other Technological Innovations in Hungarian Insurers - Panel Discussion**

Speaker:

**Ádám Ferenczi**, CEO, Insurwiz Technology

**Session 2.B: Ethical 2.0 life insurance: transition, preparation and expected impacts**

**Moderator: András Sebestyén**, CEO, Grantis

**11:35 - 11:55 Practical Relevance and Regulatory Considerations of the Ethical 2.0 Life Insurance Concept**

Speaker:

**Koppány Nagy**, Director, MNB

**11:55 - 12:45 Biztosítói és közvetítói felkészülés az etikus 2.0 szabályozásra - panelbeszélgetés**

Conversation participants:

**Dr. István Fedák**, CEO, CIG Pannónia

**Gergely Horváth**, Chief Financial Officer (CFO) and Deputy CEO, Generali Biztosító

**Gergely Jánosi**, CEO, OVB

**Koppány Nagy**, Director, MNB

**Lunch break**

**Session 3.A: Non-life insurance landscape: home insurance campaign, motor insurance challenges**

**Moderator: Dávid Forrás**, Executive Producer, Portfolio Podcast Lab

**13:50 - 14:30 Lessons of the First and Prospects of the Second: The Housing Insurance Campaign is in Full Swing - Panel Discussion**

Moderator: **Dávid Forrás**, Executive Producer, Portfolio Podcast Lab

Conversation participants:

**Márton Besnyő**, Chief Executive Officer, Netrisk.hu

**Attila Buró**, Business Development Manager, Gránit Insurance

**Dr. Ferenc Szebelédi**, Head of Department, Magyar Nemzeti Bank

**Tamás Szombat**, Deputy-CEO, ALFA Vienna Insurance Group

**Levente Vámos**, Chief Sales Officer of Allianz Hungaria

**14:30 - 15:10 Motor Insurance Challenges: What Is Next for Third-Party Liability and Comprehensive Coverage? - Panel Discussion**

Moderator: **Dávid Forrás**, Executive Producer, Portfolio Podcast Lab

Conversation participants:

**Csaba Kerékgyártó**, Head of Non-Life Insurance Division, Head of General Secretariat, Magyar Biztosítók Szövetsége (MABISZ)

**Dr. Gábor Kozma**, CEO, PBA Insura Zrt.

**László Szobonya**, Head of Retail Non-life Insurance Product Management, Groupama Biztosító

**Dr. Gábor Vass**, Deputy CEO of Sales, Hungarikum Alkusz

**Session 3.B: What do Hungarians need? Life insurance challenges and opportunities in 2025**

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**13:50 - 14:05 The Attitude of Hungarians Towards Life Insurance in Spring 2025**

Speaker:

**Borbála Baittrok**, Research Director, 21 Research Center

**14:05 - 14:25 PMÁP (Premium Hungarian Government Bond): There Will (Not) Be Significant Cash Flow! How Much is Flowing into Insurance Fund Assets?**

Speaker:

**Imre Kiss**, Founder, CEO, MoneyMoon

**14:25 - 15:10 (Not) Just Unit-Linked? Sales and Product Development  
Trends in the Life Insurance Market in 2025 - Panel  
Discussion**

Moderator: **Zsolt Raveczky**, CEO, MediHelp International

Conversation participants:

**Árpád Czene**, Board Member, NN Biztosító

**Pál Ertl**, CEO, Quantis Holding

**Erika Schaub**, Chief Life Insurance Officer Life, Health, Accident LoB, Generali Biztosító

**Krisztián Ungvári**, Head of Partner product management, MBH Bank

**Coffee break**

**Session 4: Who or what is selling insurance?  
Intermediary and sales force assessment**

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**15:30 - 15:55 Maintaining Internal Motivation in Sales - Come Rain or Shine**

Speaker:

**Imre Limpár**, counselling psychologist, limparimre.com

**15:55 - 16:10 Intermediary Use Case**

Speaker:

**Márton Besnyő**, Chief Executive Officer, Netrisk.hu

**16:10 - 16:55 Sales Perspectives from Outside the Sector: From Small  
Retailers to Banks - Panel Discussion**

Moderator: **Péter Kuruc**, , EY

Conversation participants:

**Emese Czikora**, Head of Bancassurance and Building Society, OTP Bank

**Gábor László**, Sales Development Department Head, MVM Otthon Plusz

**Gábor Szilágyi**, CEO, MediaMarkt Hungary

**16:55 - 17:00 Closing**

# Networking & Pezsgős koccintás