

# AI in Business 2024 program

## Registration

### I. Section: Strategy and planning

In this session, business top managers and experts will discuss the challenges of introducing AI solutions, finding the right use cases and strategies, and changing business models.

#### **09:00 - 09:20 The impact of the AI boom on business life - International outlook**

Speakers:

**András Havas**, Partner, McKinsey & Company

**András Sebők**, Partner, McKinsey & Company

#### **09:20 - 09:35 Risk management from the start: How to develop a trustworthy AI application?**

Speaker:

**Dr. Gergő Barta**, Senior Manager & AI Lead, Deloitte Magyarország

#### **09:35 - 10:30 Top managers' roundtable - AI strategies in the Hungarian corporate sector**

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

Conversation participants:

**Balázs Fejes**, Executive Vice President, Associate Director for Business Operations Europe and Asia Pacific, EPAM Systems

**András Fischer**, Director of Innovation, OTP Bank

**Ákos Janza**, Managing Director, Application Management & QA, MSCI

**Dr. Róbert Keszte**, a Continental Architecture and Networking üzleti területének globális termelésért felelős vezetője, a Continental cégcsoport magyarországi országigazgatója

## Coffee break

## **II./A Section: AI, the cloud, and innovation**

No AI without the cloud: Adapting cloud technology and building its framework is the basis for its implementation. The session will focus on the acquisition of the basic organisational and technological skills, operating conditions, and innovation attitudes behind AI.

**Moderator: Ádám Turzó**, Analyst, Portfolio

### **11:00 - 11:15 Is AI a tool or a skill?**

Speaker:

**Lotár Schin**, AI COE Lead, OTP Bank

### **11:15 - 11:30 AI and text processing - How can large language models help make business processes more efficient?**

Speaker:

**Péter Ignácz**, Manager, KPMG

### **11:30 - 11:45 How to build an AI assistant in Hungarian?**

Speaker:

**Dániel Huszti**, Artificial intelligence expert, IBM

### **11:45 - 12:30 How to use the cloud? What to save in it and what not to - Cloud strategy in a nutshell**

Moderator: **Dániel Dojcsák**, marketing communications director, Shiwaforce

Conversation participants:

**Péter Balogh**, Territory Manager, Google Cloud

**dr. Judit Firniksz PhD, LL.M, MSc**, Digital market regulatory science consultant, VodafoneHungary

**Lajos Papp**, Technical Trainer, consultant, Freelancer

**László Sziráki**, Head of Multichannel & CRM, CIB Bank

## **II/B Section: AI and efficiency improvement**

Artificial intelligence solutions can make the internal operations of companies extremely efficient and digital. AI robotisation is perhaps the most important driver for improving internal processes.

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

## **11:15 - 11:30 AI revolution in administration - The "Moon Landing" project**

Speaker:

**Benedek Szajbély**, CEO, Griffsoft

## **11:30 - 12:15 AI-supported employee experience and productivity**

Moderator: **Noémi Molnár**, Chief Behavioural Scientist, BeHive Consulting

Conversation participants:

**Lilla Lassú**, Chief People Officer, Supercharge

**János Perczes**, Managing Director, MBH Bank

**Benedek Szajbély**, CEO, Griffsoft

## **Lunch break**

### **III/A Section: AI integration in the organisation**

Digitalisation and robotisation have already caused tensions in organisations, but this is even more true for AI solutions: employees fear for their jobs. In this session, we will discuss the human impact of AI within organisations.

**Moderator: Ádám Turzó**, Analyst, Portfolio

## **13:45 - 14:00 The AI transformation comes from within, but who is responsible for it?**

Speaker:

**Anna Takács**, Head of Data Science, BeHive Consulting

## **14:00 - 14:45 How can employees not hate AI? HR issues and change management**

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

Conversation participants:

**Imre Bertalan**, Humánerőforrás Gazdálkodási Igazgatóság, OTP Bank

**Katalin Erdei**, Global HR Director, Richter Gedeon Nyrt.

**Dr. Nóra Óváry-Papp**, Senior Lawyer, Baker McKenzie

**Zsuzsa Tóth**, Chief People Officer, Magyar Telekom

### **III/B Section: Regulation, risks, and dangers**

A thorough examination of compliance issues is indispensable when implementing AI solutions and project planning. The regulation of the new technology is still in its infancy in many aspects, but the most important regulatory frameworks are in place. We are mapping out the most important rules and risks with experts. The session will conclude with an interesting discussion on the role of AI in geopolitics and armament.

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

**13:30 - 13:45 How blockchain technology helps with data management in AI systems**

Speaker:

**Gyula Solymos**, CEO & Chief Technology Advisor, Alpha Management Advisory

**13:45 - 14:00 Data protection in the era of artificial intelligence**

Speaker:

**dr. Norbert Vass**, Head of Department, European Union Digital Data Strategy Unit, NAIH

**14:00 - 14:15 The perfect weapon and the perfect shield? - The role of AI in cybersecurity**

Speaker:

**Turul Balogh**, Group Information Security Officer, Tresorit

**14:15 - 14:45 How artificial intelligence is reshaping geopolitics and armaments**

Moderator: **Bence Ács**, Analyst, Portfolio

Speaker:

**Árisz Kecskés**, Head of Business Development, REMRED Zrt.

**Coffee break**

**IV/A Section: Let's dig into it! AI use cases and implementation**

After learning the basics, use cases will be presented, and managers and experts will share their experiences of implementing AI solutions. The key is to get on

with the implementation, instead of years of planning. The question is how to get started.

**Moderator: Ádám Turzó**, Analyst, Portfolio

**15:10 - 15:30 How AI assists customer acquisition, geographic expansion, cross-selling and operative processes - Use cases**

Speaker:

**Csongor Fekete**, Managing Director, HolistiCRM

**15:30 - 15:45 "When AI makes the phone calls for you" - Automatic calls with Artificial Intelligence**

Speaker:

**Jenő Bartalos**, CSO, KOMPaas.tech

**15:45 - 15:55 Keynote speech**

Speaker:

**Zsolt Vadócz**, Head of Innovation Directorate, K&H Bank

**15:55 - 16:35 Implementing AI solutions in practice - Success factors and learning experiences**

Moderator: **Ádám Turzó**, Analyst, Portfolio

Conversation participants:

**Bence Lukács**, Experience Design Lead, Supercharge

**Linda Sallai**, Strategic adviser, BrokerChooser

**Zsolt Vadócz**, Head of Innovation Directorate, K&H Bank

## **IV/B Section: Artificial intelligence in the domestic SME sector**

While the development of special AI models tailored to specific needs is the domain of global corporations, AI solutions are also available to domestic SMEs, giving them a significant competitive advantage in their own markets. In this session, we will present use cases tailored to them and help the sector's players find funding sources for their developments.

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

**15:10 - 15:30 What does the domestic AI ecosystem look like and where is it headed?**

Speaker:

**Dr. Viktor Vajda LL.M.**, Deputy Executive Director, Neumann János Nonprofit Közhasznú Kft.

**15:30 - 15:50 Four AI use cases that SMEs can easily apply**

Speaker:

**Gábor Vadász**, CEO, BDO Digital Magyarország

**15:50 - 16:10 Getting funding for AI projects from EU direct funds - How to get started?**

Speakers:

**János Dászkál**, Senior Project Manager, Magyar Fejlesztésösztönző Iroda

**Dr. Gábor Vicze**, Executive Director, Innomine Group

**16:10 - 16:30 Intelligence is a resource. The NRD Office's guide to supporting AI projects**

Speaker:

**Péter Racskó**, Head of Department, National Research, Development and Innovation Office

## **Networking & Champagne toast**

Be our guest for a glass of champagne after the technical programme, and don't miss the networking opportunity with conference participants and speakers!

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