

AI in Business 2025 program

Registration

The program of the event will be uploaded soon, thank you for your patience!

Please come back later!

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Session I: AI Strategies - Planning and Realisation

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.

Moderator: Kata Tóth, Conference project leader, Portfolio

09:05 - 09:25 How Is the AI Megatrend Transforming the Scientific and Business Worlds?

Speaker:

Roland Jakab, President, Managing Director, MI Koalíció/HUN-REN

09:25 - 09:45 Artificial Intelligence in the Payment Technology Sector

09:45 - 10:35 Top Managers' Roundtable - AI Strategies in Hungary

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

Conversation participants:

Péter Balogh, CEO, STRT Holding

András Fischer, Director of Innovation, OTP Bank

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

dr. Péter Lábodý, Vice-President for Legal Affairs, International and Innovation, Hungarian Intellectual Property Office

Szabolcs Pintér, Managing Director, SAP Hungary Kft.

Coffee break & Networking

Session II/A: AI, Innovation, and Improving Efficiency

What new products, possibilities, and market segments can AI technology bring to different sectors? Artificial intelligence solutions have the potential to significantly enhance, digitalise, and transform companies' internal operations. Where and for which tasks can we utilise AI models and solutions?

Moderator: Ádám Turzó, Analyst, Portfolio

11:00 - 11:15 Automation with AI - Artificial Intelligence at the Hungarian State Treasury

Speaker:

Nóra Fenyvesi, Professional Project Manager, KINCSINFO

11:15 - 11:30 Artificial Intelligence and Innovation in the Corporate Environment

Speaker:

dr. Szabolcs Pintér, CEO, UpScale

11:30 - 11:45 AI in Energy Management

Speaker:

Katalin Benyovszky-Aszódi, Head of Secure Power Business Unit, Schneider Electric

11:45 - 12:30 AI, Innovation, and Improving Efficiency - How Do We Enter the New World?

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

Conversation participants:

Gergely Dombi, Co-founder, CEO, Kodesage Zrt.

Balázs Uzoni, Global Partner Manager, Vodafone Group Plc

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

Session II/B: AI Use Case-Series - Case Studies, Solutions, Experiences

The session will showcase AI solutions, use cases, and case studies through presentations.

Moderator: Kata Tóth, Conference project leader, Portfolio

11:00 - 11:20 Presentation

Speaker:

Viktor Csuik, research associate, Szeged University of Science and Technology

11:20 - 11:35 What Can Different AI Models Do, and What Is the Hype Around Deepseek?

Speaker:

Péter Nemesi, Quantitative Strategic Analyst, OTP Fund Management

11:35 - 11:55 AI and Cybersecurity - Corporate Case Studies

Speakers:

Spector Alex, Senior Regional Solutions Engineer, CISSP, Cloudflare

József Keleti, CEO, Inगतlan.com/United Platforms

11:55 - 12:15 Corporate Case Studies

Speaker:

Gábor Zborovján, Corporate Transformation Presales Coe Lead, Telekom Hungary

12:15 - 12:30 Corporate Case Studies

Speaker:

Tamás Tóth, CTO, SnapSoft

Lunch break & Networking

**Session III/A: AI Integration in the Organisation -
The Cooperation Between Human and Artificial
Intelligence**

Digitalisation and robotisation have already caused tensions in organisations but this is even more true for AI solutions: employees fear for their jobs while organisations can leap forward by embracing changes and seizing opportunities. How can employees prepare for changes, what do companies expect, and how

can change be managed effectively? In this session, we focus on the human and HR impacts of AI within organisations.

Moderator: Ádám Turzó, Analyst, Portfolio

13:30 - 13:45 AI Fears and the Changing World - How Do We Cope with Non-Human-Scale Changes?

Speaker:

Dorka Nagy-Józsa, CEO, Y2Y Ltd.

13:45 - 14:00 AI integration with existing systems - How does it work in practice?

Speaker:

Gábor Kállai, CTO, Shiwaforce

14:00 - 14:45 Organisational Preparation for AI, HR Questions, and Change Management

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

Conversation participants:

Gábor Bara, Strategic manager, Erste Bank

Béla Bodnár, CEO, Shiwaforce

Norbert Gaál, CEO, Co-Founder, First Principle Innovation, AI Budapest

Zoltán Karaffy, Director of Digital Transformation, Bosch Hungary

Gergő Lencsés, Senior Partner, CxO Consultant, ZEL Group Zrt.

Session III/B: AI Use Cases, Risks, and Regulation in Focus

In addition to AI solutions and use cases, the session will also explore compliance questions and risks that are essential during project planning and implementation.

Moderator: Kata Tóth, Conference project leader, Portfolio

13:30 - 13:50 The Relationship Between AI and Humans - Virtual Assistants and Delegation

Speaker:

Dr. Márton Attila Boda, Program manager - Innovation Directorate, K&H Bank

13:50 - 14:10 Funding - Direct Grant Sources From Brussels

14:10 - 14:30 Funding - Domestic Grant Sources

Speaker:

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

14:30 - 14:45 Global AI Regulations and the EU AI Act

Speaker:

dr. János Kopasz, lawyer, Taylor Wessing Hungary

Coffee break & Networking

Session IV/A: AI Implementation Experiences - We Must Dive In!

Company leaders and experts will share their experiences with implementing AI solutions.

Moderator: Kata Tóth, Conference project leader, Portfolio

15:10 - 15:25 Skip the Complexity, See the Insights - How GenAI Powers Vizzu's UX

Speaker:

Péter Vidos, CEO & Co-Founder, Vizzu

15:25 - 15:40 Presentation

Speaker:

Dr. Kristóf Schum, Generative AI European segment leader, Amazon Web Services

15:40 - 16:30 Implementing AI Solutions in Practice - Success Factors, Pitfalls, and Experiences

Moderator: **Andrei Damsa**, Data scientist, Neuron Solutions

Conversation participants:

György Gaszmann, Digital Transformation Director, CETIN

Róbert Nagy,

Linda Sallai, Strategic adviser, BrokerChooser

Balázs Sólyom, Chief Data Officer, Trendency

Networking & Champagne