

# Digital Transformation 2024 program

## Registration

### Section I - Digital Transformation and AI Boom in Hungary

The session will focus on the digital transformation of companies and the changes caused by the generative AI boom. The genAI boom is entering a mature phase, with more and more projects showing results and misdirection becoming apparent. How can you gain a competitive advantage by tracking technological change, and which strategies work? How will organisations and jobs be transformed, and what business results will AI and digitalisation developments bring? How do we measure this, and what are the experiences? How can domestic companies be the winners of change?

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

#### 09:00 - 09:10 Welcome speech

Speaker:

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

#### 09:10 - 09:30 Digital Citizenship Programme - Preparing for Changes

Speaker:

**András Both**, CEO, IdomSoft

#### 09:30 - 09:45 Is the Prime Minister's Speech Written by AI? Artificial Intelligence in Public Administration

Speaker:

**Viktória Lilla Pató**, Leading Expert, Magyar Fejlesztésösztönző Iroda (MFOI)

#### 09:45 - 10:00 VOSZ's response to the challenges of digital transformation and AI in the Hungarian SME sector

Speaker:

**Tamás Barabás**, Co-President, CEO, VOSZ/VOSZ Vállalkozásfejlesztési Kft.

## **10:00 - 10:55 Top Managers' Roundtable: Who Will Be the Winners of the AI Boom?**

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

Conversation participants:

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

**István Mag**, Head of Digital Factory, MOL Group

**Balázs Németh**, Chief Innovation Officer, K&H Group

**Gábor Strén**, Enterprise Account Executive, Amazon Web Services Hungary

## **Coffee break**

## **Section II/A - Innovation and IT - How Does IT Support Business Effectively?**

The session will focus on how IT supports innovation and business most effectively, i.e. what digital innovations work well for companies? What is happening in the domestic IT market, and which technologies have emerged? How widespread are artificial intelligence, cloud technologies and specifically generative AI solutions, what can they be used for, and what direction should companies take? Can you really be at a competitive disadvantage if you do not explore your options in this area, or is this just the top of the hype cycle? How can you get started with digital development?

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

## **11:10 - 11:25 Let's Dare To Buy Custom Software (Again)**

Speaker:

**Károly Schramm**, Business Development Manager, Mikrum

## **11:25 - 11:40 How Does the Cloud Support Digitalisation?**

Speaker:

**Balázs Fodor**, Head of Cloud Business Unit, Invitech

## **11:40 - 12:30 Roundtable discussion - New Technologies, Innovation, and Business - What To Develop and How?**

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

Conversation participants:

**Gábor Doktor**, Franchise Director, Alois Dallmayr Hungary

**Péter Fáykiss**, Director, HOLD Alapkezelő

**Balázs Fodor**, Head of Cloud Business Unit, Invitech

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

## **Section II/B - Financing and Tenders**

Digitalisation is no longer an option but a must for any company that wants to remain competitive in the medium term. However, in addition to everyday core activities such as production, sales, and providing services, there is often a labour shortage and a low budget for digital development. Where will the funding come from for digital innovation, the introduction of tools to support digital transformation, and the development of digital skills? These will be discussed in the session.

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

## **11:10 - 11:25 Direct EU Funds - What Can We Apply For and How?**

Speaker:

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

## **11:25 - 11:40 Hungarian Tender Resources**

Speaker:

**Krisztina Tajthy**, Secretary General, IVSZ - Digitális Vállalkozások Szövetsége

## **11:40 - 12:30 Roundtable discussin: How Will We Have Money for Digital Development?**

Moderator: **István Fetter**, Head of Small Business Division, CIB Csoport

Conversation participants:

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

**Attila Gazsi**, Vice President, VOSZ

**Krisztina Tajthy**, Secretary General, IVSZ - Digitális Vállalkozások Szövetsége

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

## Lunch break

### Section III/A - How Is Digitalisation Transforming Organisations?

The session will also discuss the impact of digital transformation and the AI boom on organisational structure and operations, as well as the most important digital regulatory changes. How does an organisation adapt to the hyper-fast digital evolution, what organisational skills have become vital, and what kind of employees are companies looking for in the market? How digitally proficient do employees need to be if they are not specifically working in IT? Which organisational structures work well, where does agile methodology succeed, and where does it fail? Where can generative AI tools be applied in the workplace, and does this now provide a meaningful competitive advantage for workers?

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

#### 13:40 - 13:55 Responsible Corporate Governance in the Era of Digital Neo-colonialism

Speaker:

**dr. János Kopasz**, lawyer, Taylor Wessing Hungary

#### 13:55 - 14:10 The Intertwining of Artificial Intelligence and Competition Law

Speaker:

**Dr. András Horváth M.**, Senior lawyer, Baker McKenzie

#### 14:10 - 15:00 Digital Skills in the Organisation - What Workforce Is Needed in a Technology-Driven World?

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

Conversation participants:

**Viktor Bálint**, Chief Growth Officer, Codecool

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

**Annamária Zentai**, HR Capability Director, OTP Bank

## Section III/B - AI and Digitalisation - Use Cases, Case Studies

In this session, we will present solutions, use cases, and analyses on enterprise digitalisation through a series of presentations.

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

### 13:40 - 13:55 Protection Against Deepfake - How To Filter Out Fraudsters

Speaker:

**Zsolt Vassy**, Head of AI and UI Development, TC&C

### 13:55 - 14:10 Smart Document Management and Generative AI on AWS

Speaker:

**Árpád Csóke**, Solution Architect, Amazon Web Services

### 14:10 - 14:30 Omnichannel Scale 2024 Research: A Consistent Customer Experience Is the Key to Digital Competitive Advantage

Speakers:

**Tamás Géczi**, Managing Partner, INSPIRA Group

**László Ocskay**, Co-Founder, OANDER

### 14:30 - 14:45 Digitalisation in Finance - Domestic experiences and the way out of the chequered booklet

Speaker:

**Kálmán Kelemen**, CFO, iFinance

## Coffee break

## Section IV - Cybersecurity

The downside of digitalisation is that the digital space also opens up new risks in a company's operations. But this should not stand in the way of digital tools. The session will cover how to protect your business and customers from fraudsters, hackers, and cybercriminals and how to operate your systems securely.

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

**15:20 - 15:35 Seamless Digital Customer Journey: Ensuring User Experience Through Identity Management**

Speaker:

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

**15:35 - 16:35 Cybersecurity in Practice - How To Protect Your Business and Your Customers From Fraudsters and Hackers**

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

Conversation participants:

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

**Sándor Fehér**, Founder, CEO, White Hat IT Security

**Luca Karig**, Head of Organizational Development Consulting, BeHive Consulting

**István Ragó**, Chief Security Officer, Raiffeisen Bank Hungary

**dr. Csaba Vári CIPP/E, CIPM**, Lawyer, Baker McKenzie

**Állófogadás**

Image not found or type unknown

