

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 Dászkál, 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 Dászkál, 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 Neocolonialism

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

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