

THIS YEAR WE ARE INVITING YOU TO A 4-DAY CONFERENCE
VIP SECTOR: MILLING AND BAKING INDUSTRY

BUSINESS DAYS 2014

23-26 SEPTEMBER 2014 / TAPOLCA, HOTEL PELION



HUNGARY'S BIGGEST FMCG CONFERENCE, WITH NEARLY 100 SPEAKERS AND 500 DECISION-MAKERS FROM THE INDUSTRY - IN HUNGARIAN AND ENGLISH LANGUAGE

23 SEPTEMBER, TUESDAY

14.00-15.00 Qualifying practice session - The first Chain Bridge Club workshop
Exclusive research results and forecasts on future sales trends in the FMCG market
MODERATED BY: **ZOLTÁN TÓTH**, managing director - MindZ
SPEAKERS: **OTILIA DÖRNYEI**, client service director - GfK and **ZOLTÁN TÓTH**, managing director - MindZ

Followed by roundtable discussion with the participation of experts who took part in the research work as well.

PARTICIPANTS: **LÁSZLÓ HOVÁNSZKY**, president (Metspa) • **DR. JENŐ ÁNDICS** (Cameol) • **SÁNDOR BAJA** (Randstad) • **LÁSZLÓ BENEDEK** (Kaiser Food) • **DR. GÁBOR CSIRSZKA** (Estraco) • **ENDRE FAZEKAS** (Sió-Eckes) • **ZOLTÁN FEKETE** (Branded Goods Association Hungary) • **DR. BÉLA FISCHER** (Sugar Industry Union) • **GYÖRGY FÖLDESI** (Binzagr) • **ANDRÁS GYENES** (Unilever) • **ZOLTÁN HÁZI** (Budapest Wholesale Market) • **ZSUSZANNA HERMANN** (Trade magazin) • **ISTVÁN JUSTIN** (Pek-Snack) • **CSABA KÁLMÁN** (Dr. Oetker) • **FERENC KEDVES** (Partner in Pet Food) • **LÁSZLÓ KOVÁCS** (Pick-Szeged) • **ÁKOS KOZÁK PH.D.** (GfK) • **DR. ANDRÁS KÖVES** (NT) • **SZILVIA KRIZSÓ** (Krizshow) • **TIBOR KUBJUS** (Reál) • **PÉTER MAGYAR** (Tradeover) • **ISTVÁN MATUS** (Antra ID) • **DR. GÉZA MIKLÓSVÁRI** (Pepsi Cola) • **KÁROLY MOLITÓRISZ** (Univer Product) • **LÁSZLÓ MURÁNYI** (Franchise Association) • **TAMÁS PLUTZER** (AquariusAqua/Buszesz) • **ZOLTÁN POÓR** (GoodMills Group) • **JÓZSEF RÁCZ** (Prémium Garden) • **KORNÉL SALTZER** (Spar) • **GYÖRGY SEREGI** (Vajda Paper) • **ATTILA SÓFALVI** (Tchibo) • **GYÖRGY SÓSKUTI** (Nestlé) • **GÁBOR SOLTÉSZ** (Ostoros-Novaj Wine) • **GERGŐ SOLTÉSZ** (FHB) • **BERNADETT STRASSER-KÁTAI** (Real Nature) • **JUDIT SZALÓKYNÉ TÓTH** (Nielsen) • **TIBOR SZÉKÁCS** (Aldi) • **LÁSZLÓ SZILÁGYI** (Sole-Mizo/Bonafarm) • **JÓZSEF TARSOLY** (Coca-Cola Austria) • **DR. IMRE TIMÁR** (Tanner Trade) • **ZOLTÁN TÓTH** (MindZ) • **ZSOLT VULETA** (Borsodt Brewery) • **PÉTER BOROS**, **FERENC KUTI**

15.00-15.30 Coffee break

15.30-17.00 Qualifying heats - Brands and sports
Cars, motorcycles, international FMCG brands, celebrities - and everything that is behind them
MODERATED BY: **SÁNDOR BAJA**, managing director - Randstad
SPEAKERS AND ROUNDTABLE DISCUSSION PARTICIPANTS: **OTTÓ NÉMETH**, marketing manager - Henkel • **STEFANO FAVARO**, sports manager • **GÁBOR TALMÁCSI**, World Champion motorcycle racer • **BALÁZS SZALAY**, rally driver - Opel Dakar Team • plus other participants to be confirmed

17.00-20.00 Free training programme

20.00-24.00 Warm-up - Dinner and surprise programme

24 SEPTEMBER, WEDNESDAY

9.30-11.00 Major league - Retail section, Part 1
Only change is constant in retail - goals and results
MODERATED BY: **ÁKOS KOZÁK PH.D.**, managing director - GfK
ROUNDTABLE DISCUSSION PARTICIPANTS: **IMRE HORVÁTH**, CEO - Metro • **LÁSZLÓ HOVÁNSZKY**, managing director - Metspa • **KORNÉL SALTZER**, managing director - Spar • plus other participants to be confirmed
SPEAKERS: **ÁKOS KOZÁK PH.D.**, managing director - GfK • **BEATRIX MÉSZÁROS**, director - Metro

11.00-11.30 Coffee break

11.30-13.00 Greco-Roman wrestling - Retail section, Part 2
Service providers among retailers and suppliers - focus on increasing efficiency
The roundtable discussion of retail chains continue

13.00-14.00 Lunch

14.00-16.00 World Championship - Macroeconomics section
What happened in world economy in the last 12 months and how various trends will influence Hungary's economy in the next 12 months?
MODERATED BY: **GERGŐ SOLTÉSZ**, CEO - FHB Bank
SPEAKERS: **GYÖRGY JAKSITY**, president - Concorde • **GERGŐ SOLTÉSZ**, CEO - FHB Bank • **JUDIT SZALÓKYNÉ TÓTH**, Market Leader (Hungary), Commercial Leader Consumer Insight (One East) - Nielsen

16.00-16.30 Coffee Break

16.30-18.00 Triathlon, pentathlon, decathlon - Export and investment section
Export-import relations and investments close to us and far away
SPEAKERS AND ROUNDTABLE DISCUSSION PARTICIPANTS: **PÉTER SZIJÁRTÓ**, deputy minister - Ministry of Foreign Affairs and Trade (to be confirmed) • **GYÖRGY KEREKES**, CEO - Hungarian National Trading House • **ROBERT BÖDÖCS**, vice president, business development and investment promotion - HITA

18.00-20.00 Free training programme

20.00-02.00 Friendly matches - Garden party and surprise programme

SPONSORS:



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25 SEPTEMBER, THURSDAY

9.00-10.30 Team captains meeting

Agriculture, processing, retail – action and reaction

SPEAKERS: **RÉKA SZÖLLÖSI**, secretary – Federation of Hungarian Food Industries • **GYÖRGY VÁMOS**, general secretary – Hungarian Trade Association plus other participants to be confirmed

10.30-11.00 Coffee break

11.00-12.30 In the executive box - VIP sector: Milling and baking industry

Product path overview:

market advantages and disadvantages

MODERATED BY: **ISTVÁN JUSTIN**, managing director – Pek-Snack and **ZOLTÁN POÓR**, managing director – Goodmills Group

ROUNDTABLE DISCUSSION PARTICIPANTS: **FERENC BLÁZSIK**, owner – Siker • **TAMÁS ÉDER**, vice president – Hungarian Chamber of Agriculture • **JÁNOS GALÁNTAL**, owner and managing director – Pek-Snack • **ILONA LUDÁSZNÉ MÁTÉ**, director – Calypso Plus • **ZSÓFIA PÓTSA**, general secretary – Hungarian Grain and Seed Association • **MÁRTA SZILÁGYI**, president-CEO – Goodmills • plus other participants to be confirmed

12.30-13.30 Lunch

13.30-15.00 Champions League - Branded Goods Association Hungary section

Fight – success – control – focus

MODERATED BY: **ZOLTÁN FEKETE**, general secretary – Branded Goods Association Hungary

SPEAKERS: **ANDRÁS GYENES**, managing director – Unilever • **MIKE NIXON**, managing director – Nestlé • **JORIS HUIJSMANS**, CEO – Heineken • **ADRIAN CERNAUTAN**, managing director – Coca-Cola Magyarország Szolgáltató

15.00-15.30 Coffee break

15.30-17.00 We are in the same boat - Non-food brands section

Domestic-import, small-big, A-B: cosmetics and household chemical brands in the spotlight

MODERATED BY: **ZOLTÁN FEKETE**, general secretary – Branded Goods Association Hungary

Roundtable discussion with the participation of experts

17.00-17.15 Coffee break

17.15-18.30 Supporters day - Trade Marketing Club meeting

The name of the trade: Know-It-All

ROUNDTABLE DISCUSSION PARTICIPANTS: **ATTILA KATUS**, aerobics World and European Champion, owner of the brands Katus Body and Katus Food • **STEFANO FAVARO**, sports manager, organiser and rights owner of the Budapest Jump MotoCross 2015 event

18.30-20.30 Free training programme

20.30-04.00 Ladies Night - Gala dinner, Lifetime Achievement award ceremony and surprise programme

26 SEPTEMBER, FRIDAY

10.00-11.00 Playing for the crowd - Communication section, Part 1

The power of visibility measured in the ATL and BTL segments

MODERATED BY: **SZILVIA KRIZSÓ**, communication expert, Krizshow

SPEAKERS: **DR GÁBOR LAKI**, director – PricewaterhouseCoopers • **JÁNOS ARANY**, commercial and marketing director – Ebola Play • plus other participants to be confirmed

11.00-11.30 Coffee break and checking out of hotel rooms

11.30-12.30 Live broadcast - Communication section, Part 2

Live broadcast from all playing venues: the stores

MODERATED BY: **SZILVIA KRIZSÓ**, communication expert, Krizshow

SPEAKERS: GS1's representative • **ATTILA TAKÁCS**, PackRight Centre manager – DS Smith • **JUDIT MOLNÁR**, managing director – Win-Store

Followed by roundtable discussion with the participation of store managers

12.30-12.45 Coffee break

12.45-14.00 Gotta have a team! - One for the road for company executives

Brands which have faith and team captains who give confidence

SPEAKERS: **TIBOR BENEDEK**, head coach of the Hungarian men's water polo team

14.00-15.30 Lunch

We reserve the right to change the programme!

ORGANISERS:



PARTICIPATION FEE: **HUF 299 000+VAT/PERSON** (ACCOMMODATION IN: HOTEL PELION, TAPOLCA)

HUF 279 000+VAT/PERSON (ACCOMMODATION IN: HOTEL KAPITÁNY, SÜMEG)

The participation fee doesn't include the common public charges imposed on meals. We can offer you special rates if you wish to stay for less than 4 days.

REGISTRATION FORM

Yes, I want to attend the conference with data as below:

Registration deadline: 5 September

Name: _____ Position: _____ Company: _____ Tax no.: _____

Address: _____ Invoicing address: _____

Telephone: _____ Fax: _____ E-mail: _____

I do not need a single bedroom, my discount is HUF 10,000+VAT

I am member of POPAI/TMK, my discount is HUF 5,000+VAT

I am MagyarBrands 2013 and/or Superbrands 2013 and/or Product of the Year 2013 member, my discount is HUF 5,000+VAT

I am a Trade magazine subscriber, which makes me entitled to a HUF 5000+VAT discount.

Accommodation in: Hotel Pelion, Tapolca Hotel Kapitány, Sümeg

Date: _____

Signature, stamp: _____

I refuse to authorise Trade magazin for using my e-mail address to send me any kind of information, offers or newsletters.

Arrival: 23/09 24/09 25/09 26/09

Departure: 23/09 24/09 25/09 26/09

Returning the registration form shall be interpreted as acknowledgement of a payment obligation against invoice. Registrations may only be cancelled in written form, until 5 September 2014 at the latest. In the event that a cancellation is received beyond this date, the full attendance fee shall be invoiced.