

AUTHORS:



Once upon a time... –
Knights, trials and half the kingdom
Fairytale-like results and realistic concerns

Business Days

25–28 September 2018 Tapolca, Hotel Pelion

The biggest conference of the Hungarian FMCG market, with nearly 100 speakers and 700 decision – makers present – in Hungarian and English language.

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25 September, Tuesday Supermarkets, Petrol Station Shops and Pharmacies

9.00–9.30

Words of welcome

ZSUZSANNA HERMANN, Trade magazine – managing director and editor-in-chief

9.30–10.30

Fables, Stories and Fairytales –

Day-starting thoughts

FATHER FERI PÁL

10.30–11.00

Milk and Honey... – Coffee break

11.00–12.00

Beyond the Seven Seas – Macroeconomic roundtable

MODERATOR: SZILVIA KRIZSÓ – communication consultant and trainer, member of the Chain Bridge Club

ROUNDTABLE DISCUSSION PARTICIPANTS:

ILDIKÓ BALÁZS, National Trade Association – co-president,

Auchan Retail Magyarország – head of corporate affairs and quality

RÉKA SZÖLLŐSI, Federation of Hungarian Food Industries –

managing director

DR ÁGNES FÁBIÁN, Branded Goods Association Hungary –

president, Henkel Magyarország – managing director

LÓRÁND GÁL, Erste Bank – SME head of region

ÁKOS KOZÁK PH.D., GfK Hungária – managing director

ANITA MEKLER, partner of PricewaterhouseCoopers

12.00–13.00

Table, Table, Give Us Food! – Lunch

13.00–14.30

The Jungle Book – Suppliers roundtable

MODERATOR: BÁLINT ZSINKÓ – HD Group – managing director, member of the Chain Bridge Club

KEYNOTE SPEECH:

KATA PÁDÁR, Kantar Hoffmann – client service director

ROUNDTABLE DISCUSSION PARTICIPANTS:

CSABA ANTAL, Monster Energy – regional director (CE)

TAMÁS ÁCS, Unilever – sales director

ANDRÁS GYENES, Scitec Nutrition – managing director

ÁKOS PERJÉS, Haribo – managing director

GYÖRGY SÓSKUTI, Nestlé Hungária – head of sales

ZSOLT VULETA, Borsodi Brewery – managing director

10-minute tale in the meantime:

LÁSZLÓ KEREKES, Orbico – managing director

14.30–14.50

Milk and Honey... – Coffee break

14.50–16.30

Brains Over Brawn – Retailers roundtable, *Part 1: Petrol station shops and pharmacies*

MODERATOR: SÁNDOR BAJA, Randstad Czech Republic, Hungary, Romania – managing director, member of the Chain Bridge Club

KEYNOTE SPEECH:

ERIK VÁGYI, Nielsen – sales director

ROUNDTABLE DISCUSSION PARTICIPANTS:

TIBOR BALOGH, OMV Hungária – managing director

SZABOLCS FORGÓ, Patika Management – business

development director

PÉTER GYÚRÓS, Shell Hungary – convenience

retail manager CEE

SÁNDOR MIKE, Auchan Retail Magyarország –

director of the motor fuel business line

DR ANDRÁS OROSZ, MOL – head of retail

16.30–16.50

Milk and Honey... – Coffee break

16.50–18.30

Alice in Wonderland – Retailers roundtable, *Part 2: Supermarkets*

MODERATOR: JUDIT SZALÓKYNÉ TÓTH, Boyden – partner, member of the Chain Bridge Club

KEYNOTE SPEECH:

TÜNDE TURCSÁN, GfK Hungária – client service director

ROUNDTABLE DISCUSSION PARTICIPANTS:

MÓZES BODA, Auchan Retail Magyarország –

customer relations and innovation director

ZSOLT GYELÁN, CBA – vice president

LÁSZLÓ HOVÁNSZKY, METSPA – managing director

JÁNOS MEZEI, CO-OP Star – sales director

LÁSZLÓ SZILI, Reál – commercial director

18.30–20.30

The Neverending Story – Free programme

20.30–24.00

The Gin of the Lamp –

Dinner, raffle and entertainment

20.30–21.30 Dinner

22.30–23.30 Raffle



Registration deadline:
5th September

Participation fee:

HUF **299 000** +VAT/person

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.

26 September, Wednesday
**Wholesalers, Hungarian-owned Chains,
Franchises and National Tobacco Shops**

9.30-10.30

*Fables, Stories and Fairytales -
Day-starting thoughts*

DR GÁBOR KARSAI, GKI Economic Research – deputy CEO

DR MÁRIA TÖRÖCSIK – university professor,

Trend Inspiráció – director

10.30-11.00

Milk and Honey... - Coffee break

11.00-12.00

*The Goose That Laid the Golden Eggs -
Macroeconomic roundtable*

MODERATOR: SZILVIA KRIZSÓ – communication consultant and trainer, member of the Chain Bridge Club

ROUNDTABLE DISCUSSION PARTICIPANTS:

ESZTER BENEDEK, Hungarian Product – managing director

ENDRE EÖLYÜS, Mastercard Europe – country manager

DR GÁBOR KARSAI, GKI Economic Research – deputy CEO

KATALIN NEUBAUER, Hungarian National Trade Association – general secretary

PÉTER ONDRÉ, Agrármarketing Centrum – managing director

DR MÁRIA TÖRÖCSIK – university professor,

Trend Inspiráció – director

GYULA VIDÁCS, Hungarian Franchise Association – president

12.00-13.00

Table, Table, Give Us Food! - Lunch

13.00-14.30

Hungarian Folktales - Suppliers roundtable

MODERATOR: LÁSZLÓ SZILÁGYI, ACTION COACH – business consultant, member of the Chain Bridge Club

ROUNDTABLE DISCUSSION PARTICIPANTS:

KRISZTINA FLEISCHMANN, Univer Product –

deputy general manager of sales and marketing

ZOLTÁN GAZSI, Eisberg – managing director

ISTVÁN JUSTIN, Szamos Marcipán – managing director

KATALIN KORIN, Zwack Unicum – retail sales manager

NORBERT SCHOBERT, Norbi Update Lowcarb – owner

HEDVIG SZAKÁCS, Zimbo Perbál – managing director

At the end of the roundtable discussion the Retail Award of Excellence is going to be presented by the chief patron of the competition, Minister of Agriculture Dr István Nagy, and the representatives of the founding organisations, Eszter Benedek – managing director of Hungarian Product Non-profit Kft. and Zsuzsanna Hermann – managing director and editor-in-chief of Trade magazine.

14.30-14.50

Milk and Honey... - Coffee break

14.50-16.30

*The Three Wishes - Retailers roundtable,
Part 1: Wholesalers*

MODERATOR: LÁSZLÓ BENEDEK, Viresol – commercial and marketing director, member of the Chain Bridge Club

ROUNDTABLE DISCUSSION PARTICIPANTS:

DR RICHÁRD ANDREJSZKI, Chef Market – CEO

CSABA JÁSZTER, National Tobacco Shop

Supply – managing director

STEPHANE MAURIN, Metro – purchasing director

ZOLTÁN NOSZLOPY, CBA – purchasing director,

Partner Log – managing director

ATTILA SZABÓ, CO-OP Hungary – head of purchasing

ISTVÁN TORNYAI, Mirbesz – sales director

10-minute tales in the meantime:

JUDIT ÜVEGES, Intrum – sales manager

KRISZTINA VATAI, GS1 – business development director and

KÖVES GERGELY, TE-FOOD International – project manager

16.30-16.50

Milk and Honey... - Coffee break

16.50-18.30

*Jack and the Beanstalk - Retailers roundtable,
Part 2: Hungarian-owned chains, franchises
and National Tobacco Shops*

MODERATOR: JÓZSEF RÁCZ, Premium Kert –

managing director, Vitamin Salon – franchise owner,

member of the Chain Bridge Club

KEYNOTE SPEECH:

ÁGNES SZÜCS-VILLÁNYI, Nielsen – business development director

ROUNDTABLE DISCUSSION PARTICIPANTS:

ENDRE EÖLYÜS, Mastercard Europe – country manager

ZSOLT GYELÁN, CBA – vice president

GABRIELLA HEISZLER, SPAR – managing director

SÁNDOR NAGY, G-Roby – managing director

ATTILA SZABÓ, CO-OP Hungary – head of purchasing

LÁSZLÓ SZILI, Reál – commercial director

ZOLTÁN TÓTH, Trafik.hu franchise – managing partner

10-minute tales in the meantime:

SZABOLCS KOVÁCS, Mastercard Europe – regional product

development manager

SZILÁRD SZELEI, JCDecaux – CEO

18.30-20.30

The Neverending Story - Free programme

20.30-24.00

*Food and Drink, Dancing and Singing -
BBQ-party in the garden, award ceremony and entertainment*

21.15-22.00

Retailer of the Year 2018 - award ceremony Mastercard

22.00-23.30

*Miklós Fenyő live on stage -
sponsored by Rossmann*

27 September, Thursday Hypermarkets, Drugstores, Discount Supermarkets and E-commerce

9.30-10.30

*Fables, Stories and Fairytales -
Day-starting thoughts*

DR ZSOLT FELDMAN, Ministry of Agriculture -
state secretary of agriculture
GYÖRGY JAKSITY, Concorde - president

10.30-11.00

Milk and Honey... - Coffee break

11.00-12.00

*The Rectangular Round Forest -
Macroeconomic roundtable*

MODERATOR: SZILVIA KRIZSÓ - communication consultant
and trainer, member of the Chain Bridge Club
ROUNDTABLE DISCUSSION PARTICIPANTS:
DR ZSOLT FELDMAN, Ministry of Agriculture -
state secretary of agriculture
DR BALÁZS HAJDU, National Trade Association -
head of the legal committee
IMRE HAMARICS, Rekontir TM- general manager
GYÖRGY JAKSITY, Concorde - president
LÁSZLÓ KRISÁN, KAVOSZ - CEO, VOSZ - president of the
retail committee
GERGÓ SOLTÉSZ, TakaréK Mortgage Bank - member of the
board of directors

12.00-13.00

Table, Table, Give Us Food! - Lunch

13.00-14.30

*In the Land of Giants -
Branded Goods Association roundtable*

MODERATOR: ZOLTÁN FEKETE, Branded Goods Association
Hungary - general secretary, member of the Chain Bridge Club
KEYNOTE SPEECH:
ZOLTÁN FEKETE, Branded Goods Association Hungary -
general secretary
ROUNDTABLE DISCUSSION PARTICIPANTS:
JOSÉ MATTHIJSE, Heineken - managing director
MINAS AGELIDIS, Coca-Cola HBC - managing director
PÉTER NOSZEK, Nestlé Hungária - managing director
ATTILA SÓFALVI, Mars - managing director
ZOLTÁN VENTER, Essity - managing director

*Reading from the margin: Chain Bridge Foundation -
just like in a fairytale, Zsuzsanna Herrmann,
István Matus and the students, followed by*

14.30-14.50

Milk and Honey... - Coffee break

14.50-16.30

*Little Rooster's Diamond Button - Retailers round-
table, Part 1: Hypermarkets, Discount supermarkets and Drugstores*

MODERATOR: BERNADETT STRASSER-KÁTAI, Real Nature -
owner and managing director, member of the Chain Bridge Club
KEYNOTE SPEECH:

PÉTER KURUCZ, Nielsen Brandbank - retail services director
TÜNDE TURCSÁN, GfK - client service director
ROUNDTABLE DISCUSSION PARTICIPANTS:

FERENC CZIGÁNY, Eurofamily - commercial director
LÁSZLÓ FLÓRIÁN, Rossmann - managing director
GABRIELLA HEISZLER, SPAR - managing director
MARIANN JÓZSA, dm - managing director
ATTILA LAKATOS, Azúr Drogeria - managing director
MÁRK SZOMOLÁNYI, Auchan Retail Magyarország -
digital and e-commerce director

10-minute tales in the meantime:

OGGY POPOV, Prospecto hu - founder and CEO and
ATTILA ZÁJER, TV2 - client service director

16.30-16.50

Milk and Honey... - Coffee break

16.50-18.30

*Riding the Magic Steed - Retailers roundtable,
Part 2: E-commerce*

MODERATOR: SÁNDOR NAGY, Ecommerce Hungary - president
KEYNOTE SPEECH:

ZSANETT DOBRA, dunnhumby - customer knowledge research lead
ANNAMÁRIA TARI - psychoanalytic
ROUNDTABLE DISCUSSION PARTICIPANTS:

ZOLTÁN HORTI, Tesco - country online operational manager
ANDRÁS NÉGYESSY, Petissimo - E-commerce business leader
GERGELY ÖRI, Jateknet.hu - managing director
MÁRK SZOMOLÁNYI, Auchan Retail Magyarország -
digital and e-commerce director

18.30-20.30

The Neverending Story - Free programme

20.30-04.00

*The Red Shoes - Gala dinner,
award ceremonies and entertainment*

21.00-22.30

*Surprise programme and award ceremonies -
Lifetime Achievement Award, SuperStore Award, birthday celebrations*

22.30-04.00

Live music by the Vegas Show Band

REGISTRATION FORM

Registration deadline: 5 September

Name: _____		Position: _____		Company: _____		Tax no: _____	
Address: _____				Invoicing address: _____			
Telephone: _____		Fax: _____		E-mail: _____			
<input type="checkbox"/> I don't want single room accommodation, so I am entitled to a HUF 10,000+VAT discount.	<input type="checkbox"/> I am a POPAI member, so I am entitled to a HUF 5,000+VAT discount (1 person/membership).	<input type="checkbox"/> I am a Trade Marketing Club member, so I am entitled to a HUF 5,000+VAT discount (1 person/membership).	<input type="checkbox"/> I am a MagyarBrands 2017 and/or Superbrands 2018 and/or Product of the Year 2018 winner, so I am entitled to a HUF 5,000+VAT discount (1 person/company).	<input type="checkbox"/> I am a Trade magazine subscriber, so I am entitled to a HUF 5,000+VAT discount (1 person/subscription).	<input type="checkbox"/> I am a VIP guest.	<input type="checkbox"/> I am an E-commerce Hungary member, so I am entitled to a 10% discount (1 person/company).	<input type="checkbox"/> I am a Hungarian Product (Magyar Termék) trademark user, so I am entitled to a 15% discount (1 person/company) or to the reduced-price Hungarian Product daily rate (2 persons/company).
<input type="checkbox"/> * I have read and understood the privacy information concerning the Business Days conference and I agree to it <small>(www.trademagazin.hu/rendezvenyek/altalanosbusinessdays) *conference participation is only possible by giving your consent to the data processing terms and conditions</small>							
<input type="checkbox"/> I give my consent to receiving newsletters and other information from Trade magazin. <small>(www.trademagazin.hu/rendezvenyek/hirlevel)</small>				<input type="checkbox"/> I give my consent to receiving information about the Business Days conference in the future. <small>(www.trademagazin.hu/rendezvenyek/businessdaystajekoztat)</small>		Date: _____	
Arrival: <input type="checkbox"/> 25/09 <input type="checkbox"/> 26/09 <input type="checkbox"/> 27/09 <input type="checkbox"/> 28/09		Departure: <input type="checkbox"/> 25/09 <input type="checkbox"/> 26/09 <input type="checkbox"/> 27/09 <input type="checkbox"/> 28/09		Sending back the application form entails an obligation to pay the participation fee, for which the payer receives a bill. Cancellations are only accepted before 5 September 2018. If a cancellation is sent after this date, the full participation fee must be paid.			
						Signature, stamp: _____	

28 September, Friday All's Well That Ends Well!

9.00-10.00

Pack Your Bags! – Checking out

10.00-12.30

Ashcake – Guidance from executives

10.00-11.00

MODERATOR: **SZILVIA KRIZSÓ** – communication consultant and trainer, member of the Chain Bridge

Things we can learn from real fairytale heroes – About life and death, and about how to bring the best out of you

Stories discussed will be about **RÓBERT ALFÖLDI**, **IMRE CSERNUS**, **JÁNOS GÁLVÖLGYI**, **GYÖRGY JAKSITY**, **JÚLIA KIRÁLY**, **JÁNOS KULKA**, **PIROSKA MOLNÁR**, **ANDRÁS STOHL**...

11.00-12.30

MODERATOR: **OTTÓ NÉMETH**, Hungarian Marketing Association – vice president of the Sport Marketing Department Henkel Magyarország – business unit director, member of the Chain Bridge:

Adventures from Alaska to the Antarctica – invited guests:

OTTÓ BALOGH – musher, The Iditarod Trail Sled Dog Race and its only Hungarian participant so far
DÁVID KLEIN – mountain climber, The Crown of the Himalayas expedition series
GÁBOR RAKONCZAY – extreme expeditionist, Travels in the empire of ice, from Greenland to the South Pole

12.30-14.00

Table, Table, Give Us Food! – Lunch

14.00- ...*And They All Lived Happily Ever After!*

Members of the Chain Bridge Club participate at the conference:

LÁSZLÓ HOVÁNSZKY president (Metspa); **DR. JENŐ ANDICS** (Carneol); **SÁNDOR BAJA** (Randstad); **TIBOR BALOGH** (OMV); **LÁSZLÓ BENEDEK** (Viresol); **DR. PÉTER BOROS** (Genetic Immunity); **DR. GÁBOR CSIRSZKA** (Estraco); **TAMÁS CSONGOVI** (SuperShop); **ENDRE FAZEKAS** (Pek-Snack); **ZOLTÁN FEKETE** (Márkasözvetség); **LÁSZLÓ FLÓRIÁN** (Rossmann); **GYÖRGY FÖLDESI** (Binzagr); **ANDRÁS GYENES** (Scitec Nutrition); **ZOLTÁN HÁZI** (Nagybani Piac); **ZSUZSANNA HERMANN** (Trade magazin); **JUSTIN ISTVÁN** (Szamos Marcipán); **FERENC KEDEVES** (Partner in Pet Food); **DR. ÁKOS KOZÁK** (GfK); **DR. ANDRÁS KÖVES** (NT); **SZILVIA KRIZSÓ** (Krizshow); **TIBOR KUBJUS** (Reál); **PÉTER MAGYAR** (Tradeover); **DR. GÉZA MIKLÓSVÁRI** (MAGYÜSZ); **NAGY SÁNDOR** (Ecommerce Hungary); **OTTÓ NÉMETH** (Henkel); **ZOLTÁN POÓR** (Puratos); **JÓZSEF RÁ CZ** (Prémium Kert); **ATTILA SÓFALVI** (Mars); **GYÖRGY SÓSKUTI** (Nestlé); **GERGŐ SOLTÉSZ** (Takarékbank/Ostoros); **BERNADETT STRASSER-KÁTAI** (Real Nature); **JUDIT SZALÓKYNÉ TÓTH** (Boyden); **PÉTER SZAUTNER** (FrieslandCampina); **LÁSZLÓ SZILÁGYI** (Forward Progress Consulting); **DR. IMRE TÍMÁR** (Tanner Trade); **ZOLTÁN TÓTH** (MindZ); **ZSOLT VULETA** (Borsodi); **BÁLINT ZSINKÓ** (HD Group); **DR. BÉLA FISCHER**; **FERENC KUTI**; **ISTVÁN MATUS**; **LÁSZLÓ MURÁNYI**; **KORNÉL SALTZER**; **GYÖRGY SEREGI**; **GÁBOR SOLTÉSZ**; **TIBOR SZÉKÁCS**; **JÓZSEF TARSOLY**

You can also find all the information about our conference in English on our website!

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