

**BUSINESS
DAYS**
2020

TRADE FESTIVAL ON STAGE: THE FMCG MARKET

SHOWTIME: 22–25 SEPTEMBER 2020

**A VARIETY OF SOUNDS AND STYLES FROM THE FMCG SECTOR DURING
THE FOUR DAYS OF THE FESTIVAL!**

**TRADE MAGAZIN, THE NO. 1 TRADE MAGAZINE OF THE FMCG MARKET,
WILL ORGANISE THE BIGGEST MEETING OF THE TRADE'S DECISION-MAKERS,
THE BUSINESS DAYS CONFERENCE IN HOTEL PELION,
TAPOLCA, ON 22-25 SEPTEMBER.**

This year is probably more uncertain and shocking than any year before.
The business environment has changed practically overnight.

Everyone was hopeful that the magic of numbers is going to help, and 2020 will be the best year in a while, in spite of the hardships promised by the approaching economic slowdown. Then we fell into a 'World War' where the whole planet is facing the same enemy. We already knew at the beginning that this battle was going to take months – not only in Hungary but all over the world. Right now in early June it seems that things are falling into place a little.

**We learned a lot in the last three months about ourselves, the world around us and our companies.
Such situations occurred that we have never seen before, but we keep going forward with the new experiences
that we have acquired, and if another unexpected event will happen, it won't be as unfamiliar as for the first time.**

The special situation forced development that has been due for quite a while, and we had to come up with new ideas that most probably we would have never tried otherwise. We are taking many things with us to the future, and there are other things that we must leave behind. Every year the Business Days conference uses a different setting to discuss the most topical issues of the FMCG trade. In line with the traditions, after the nightmarish past few months we are going to celebrate with a genuine trade festival. Although September will still be affected by the pandemic to a certain extent in both Hungary and in many parts of the world, many things will also be restarting.

**What we are preparing for is that for four days in September retailers and wholesalers,
suppliers, market and trend researchers, economic analysts and service providers,
all of us together will be sharing our experiences and looking into the near future,
helping one another with useful information.**

There are numerous fields of the FMCG trade that we must analyse collectively
in both the short and the long terms, so that we can put the world around
us back on track as soon
and as successfully as possible.

HUNGARIAN AND INTERNATIONAL PERFORMERS, LIVE CONCERTS
AND ON-STAGE DISCUSSIONS WILL BE WAITING FOR PARTICIPANTS
AND FESTIVAL-GOERS IN GENERAL, IN HUNGARIAN AND ENGLISH
LANGUAGE, WITH A PERSONAL PRESENCE.

**YOU CAN ALSO FIND ALL THE
INFORMATION ABOUT
OUR CONFERENCE
IN ENGLISH ON OUR WEBSITE.
WWW.TRADEMAGAZIN.HU**

1ST DAY: 22 SEPTEMBER 2020 (TUESDAY)

- 8.30-9.30 Registration: receiving the day tickets and the tickets with a room for those who are staying for the night, warm-up before the gig
- 9.30-10.30 Supporting act
(Market analysis with invited speakers.)
- 10.30-12.30 On stage: **Wholesalers**
(Members of the band, musicians and lead singers analyse the past year, what has happened this year and talk about their plans for the near future.)
- 12.30-14.00 Snacks and refreshments, followed by announcing the results of the Retail Award of Excellence for Hungarian Products competition. Patron of the competition: Minister of Agriculture Dr István Nagy.
- 14.00-16.00 On stage: **Hungarian-owned retail chains, franchises, tobacco shops and pharmacies**
(Members of the band, musicians and lead singers talk about their biggest hits and their greatest gigs from the recent past, and about their new releases that are likely to become hits.)
- 16.00-16.30 Soundcheck
- 16.30-18.30 On stage: **Associations, organisations and interest representing bodies**
(Members of the band, musicians and lead singers discuss their earlier hits and uncover the opportunities the near future can bring.)
- 18.30-20.30 Meditation
- 20.30-24.00 Dinner, raffle and a surprise act on the small stage

3RD DAY: 24 SEPTEMBER 2020 (THURSDAY)

- 8.30-9.30 Registration: receiving the day tickets and the tickets with a room for those who are staying for the night, warm-up before the gig
- 9.30-10.30 Supporting act
(Market analysis with invited speakers)
- 10.30-12.30 On stage: **Branded Goods Association Hungary**
(Members of the band play their latest hits and unveil their tour dates for the next year.)
- 12.30-14.00 Snacks and refreshments, followed by introducing the students sponsored by the Chain Bridge Foundation.
- 14.00-16.00 On stage: **Hyper- and supermarkets, petrol station shops**
(Members of the band, musicians and lead singers rearrange old hits and play them in a new musical style.)
- 16.00-16.30 Soundcheck
- 16.30-18.30 On stage: **Market and trend researchers**
(Members of the band, musicians and lead singers talk about their earlier songs and shed light on future musical directions.)
- 18.30-20.30 Meditation
- 20.30-04.00 Gala dinner, fancy dress ball, award ceremonies, Vegas Show Band

2ND DAY: 23 SEPTEMBER 2020 (WEDNESDAY)

- 8.30-9.30 Registration: receiving the day tickets and the tickets with a room for those who are staying for the night, warm-up before the gig
- 9.30-10.30 Supporting act
(Market analysis with invited speakers.)
- 10.30-12.30 On stage: **E-commerce, drugstores**
(Members of the band, musicians and lead singers evaluate the programmes broadcast by online channels, and present the novelties of their own channels.)
- 12.30-14.00 Snacks and refreshments
- 14.00-16.00 On stage: **Sustainability** followed by the Sustainability Symbol 2020 award ceremony.
(Members of the band speak about the messages of their songs, how they affect fans and how many new fans they got.)
- 16.00-16.30 Soundcheck
- 16.30-18.30 Stars on the stage
- 18.30-20.30 Meditation
- 20.30-01.00 BBQ dinner, live surprise performance

4TH DAY: 25 SEPTEMBER 2020 (FRIDAY)

- 9.00-10.00 Taking down the tents
- 10.30-12.30 The last gig
(Members of the band, musicians and lead singers say goodbye with doing an encore, once again playing the biggest hits from the last show on the main stage, and playing songs from the new album that is about to be released.)
- 12.30-14.00 Snacks and refreshments, trip home

SPONSORS:



THE DECORATION PARTNER OF THE EVENT IS POS SOLUTIONS HUNGARY KFT.

**WITH THE CURRENT SITUATION IN MIND, WE ARE ALSO ANNOUNCING A SO-CALLED RAIN
DATE JUST LIKE A REAL MUSIC FESTIVAL WOULD, WHICH IS 10-13 NOVEMBER 2020,
WITH THE VENUE BEING THE SAME, HOTEL PELION.**

IF THE SEPTEMBER EVENT IS POSTPONED, ALL TICKETS WITH A DISCOUNT WILL BE VALID FOR THE NEW DATE TOO.

REGISTRATION FEE REIMBURSEMENT GUARANTEE:

At the time of registering it can't be told when the COVID-19 pandemic is likely to end and there is no information available about prospective government measures that might affect the date of the conference. In the light of these facts if the conference's organisation and the services ordered can't be performed due to government measures, decrees or legislation passed before the date of the conference, the organisers (Grabowski Kiadó Kft.) shall reimburse the registration fee to the participant (Customer) in full.

**YOU CAN FIND
FURTHER INFORMATION
ON DISCOUNTS AND
THE APPLICATION FORM
ON OUR WEBSITE OR REQUEST IT BY EMAIL!
WWW.TRADEMAGAZIN.HU
JUSTIN.SARA@TRADEMAGAZIN.HU**

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We reserve the right to change the programme.