



TRADE PLAYGROUND With strict rules

(The hottest topics from the FMCG market discussed from the perspectives of retailers, suppliers, HoReCa businesses and services providers)

Open: 19-23 September 2022

Location: Hotel Pelion, Tapolca

Chief patron of the playground DR ISTVÁN NAGY, Minister of Agriculture

We are shovelling in the sandbox, riding on the swing, sometimes we slide down the slide and then we climb back up. We are building a sand castle, we decide to have a go on the swing, then we jump off... – once again, in the FMCG sector we are making plans for the future in a changing environment, using adaptive strategies yet another time, during the five days of the conference, in Hungarian and English language.

Members of the Chain Bridge Club will also be playing in the Trade Playground:

László Hovánszky president; Sándor Baja (Randstad); Ildikó Balázs (Auchan); Tibor Balogh (OMV); László Benedek; László Békefi (Coca-Cola HBC); dr Péter Boros (Power of Dreams); dr Gábor Csirszka (Estraco); Tamás Csongovai (SuperShop); Endre Fazekas; Zoltán Fekete (Márkaszövetség); dr Béla Fischer; László Flórián (Rossmann); György Földesi (Binzagr); Zoltán Házi; Gabriella Heiszler (SPAR); Zsuzsanna Hermann (Trade magazin); István Justin; Ferenc Kedves (Partner in Pet Food); Katalin Korin (Zwack Unicum); dr Ákos Kozák (Impetus Research); dr András Köves (NT); Szilvia Krizsó; Péter Magyar (Tradeover); István Matus; János Mezei (Co-op Star); László Murányi; Sándor Nagy; Ottó Németh (Herbow); Péter Noszek (Nestlé); Zoltán Poór (Puratos); József Rácz (Prémium Kert); Kornél Saltzer; Attila Sófalvi (Mars); György Sósuti (Bonafarm); Gergő Soltész (Ostros Családi Pincészet/Takarékbank); Bernadett Strasser-Kátai (Real Nature); Judit Szalókyiné Tóth (The Coca-Cola Company); Péter Szauner (FrieslandCampina); Tibor Székács (Avokado); József Tarsoly (Wienerberger); dr Imre Tímár (Tanner Trade); Zoltán Tóth (MindZ); Zsolt Vuleta (Borsodi Sörgyár); Bálint Zsínkó

SPONSORS:



DECORATION PARTNER OF THE EVENT: POS SOLUTIONS HUNGARY • OFFICIAL PHOTOGRAPHER PARTNER: BUDAPEST HEADSHOT BRANDING

More information:



You can find the conference programme at businessdays.hu

You can also find all the information about our conference in English on our website: businessdays.hu/en

PROGRAMME



DAY 1 19 SEPTEMBER 2022 – MONDAY

9.00–9.45 **ARRIVAL, FINDING A SEAT**

EMÍLIA KRUG *leads the day's activities*

METRO *is the special partner of the HoReCa day*

9.45–10.00 Good morning! – Counting the children

10.00–12.00 **MORNING GROUP – “BAKING, BAKING LITTLE SCONES”**

Starting whistle! – General market analysis, evaluating the last year and a half and discussing possible scenarios for the next eighteen months, with the help of the invited speakers: **macroeconomics, HoReCa market exclusive, surveys prepared especially for the conference, sectoral introductions, reports from trade organisations.**

ANNAMÁRIA FÖLDES, client development director of Ipsos

– *HORECA: market mood and consumer feedback*

LÁSZLÓ KOVÁCS, president of the Guild of Hungarian Restaurateurs (MVI)

– *An overview of the Hungarian foodservice industry, current affairs and challenges*

ANNA ZOLTAI, president of the National Association of Public Sector Catering Service Providers (KÖZSZÖV)

– *The latest on public catering*

ANNAMÁRIA RIEDL, deputy head of Communication and Coordination at the National Institute of Pharmacy and Food and Nutrition-Health (OGYÉI), head of the NETA Programme Office

– *Public health programs financed from NETA income in OGYÉI*

12.00–13.00 Cafeteria

13.00–15.30 **AFTERNOON GROUP 1 – CHAIR GAME**

HoReCa market experts react to market research data and the reports from trade organisations, they analyse what happened in the last year and share their thoughts on the future, talking about the challenges of the near future and the possible answers to them, following the presentation of results from another comprehensive HoReCa market research.

13.00–14.00 **GÁBOR TOLNAI**, head of marketing insight division at Kantar-Hoffmann

– *The HORECA sector in 2022 based on the owners & managers point of view*

DR LAJOS BÖRÖCZ, general secretary of the National Association of Tourism and Hospitality Employers (VIMOSZ)

– *Don't leave anyone behind – Challenges and their handling in hospitality*

14.00–15.30 *Participants of the hospitality group:*

ÁKOS BŐSZE, HoReCa business development executive of METRO

KÁROLY GERENDAI, owner of Costes and Rumour restaurants

LÁSZLÓ KOVÁCS, owner of La Fiesta Party Service

RUDOLF SEMSEI, owner of VakVarjú Restaurants and Budapest Party Service

TAMÁS SZENDRŐ, general manager of Edenred

15.30–16.00 Afternoon nap

16.00–18.00 **AFTERNOON GROUP 2 – SANDBOX**

An overview of HoReCa market trends from the perspectives of **suppliers, hospitality unit operators, HoReCa experts and trade organisations.** The topics discussed will include the latest dietary trends, healthy, free-from and plant-based foods, and sustainable gastronomy.

16.00–16.30 **RÉKA SZÖLLŐSI**, food policy expert of elelmiszervilag.hu

– *Ever changing rules, overwhelmed players, shrinking playground: trends, challenges, generation prospects and hopes*

16.30–18.00 *Participants of the consumer expert group:*

ÁKOS BŐSZE, HoReCa business development executive of METRO

CSABA BURJÁN, managing director of Unilever Food Solutions

LÁSZLÓ RUPRECHT, president of Stílusos Vidéki Értelmiségi Egyesület (SVÉT)

ENIKŐ BOGLÁRKA TÓTH, commercial leader of Nestlé Professional

Nestlé Professional is the special partner of the roundtable discussion.

18.00–20.00 Free time activities, rest time

20.00–21.30 **FREE TIME ACTIVITIES, REST TIME**

21.30–23.00 **THE BLACKBIRDS CONCERT FOR THE BEATLES FANS**

We reserve the right to change the programme!

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DAY 2 20 SEPTEMBER 2022 – TUESDAY

8.30-9.00 **ARRIVAL, FINDING A SEAT**

EMÍLIA KRUG *leads the day's activities*

9.00-9.15 Good morning! – Counting the children

9.15-13.15 **MORNING GROUP – TUG OF WAR**

Line up! General **macroeconomic, supplier and shopper market analysis** about the last year and a half, discussing the possible opportunities and challenges of the next eighteen months, with the help of the invited experts and roundtable discussion participants.

9.15-10.00 **DR ISTVÁN NAGY** Minister of Agriculture
– *Agriculture in a time of drought*

10.00-10.15 **Retail Award of Excellence for Hungarian Products 2022 award ceremony.** The chief patron of the competition and the award presenter is **DR ISTVÁN NAGY**, Minister of Agriculture, together with the competition's organisers: **ESZTER BENEDEK**, managing director of Hungarian Product Nonprofit Kft. and **ZSUZSANNA HERMANN**, CEO and editor-in-chief of Trade magazin.

10.15-11.15 **ÁKOS KOZÁK**, co-founder of the Equilibrium Institute
– *All's well that ends well – or our short- and medium-term economic prospects*

ANITA MEKLER, partner of PriceWaterhouseCoopers
– *Tax changes and supply chain challenges in the Hungarian market*

11.15-11.45 Elevenses

11.45-12.05 **TAMÁS ÉDER**, president of the Federation of Responsible Food Manufacturers (FÉSZ)
– *Another test of economic crisis resistivity? or What the Hungarian food processing sector can expect in a near future?*

12.05-13.00 *Participants of the supplier group:*

GERGELY BÁLINT, corporate sales director of Nestlé

DR CSABA BÓDI, managing director of HIPP

GYÖRGY SÓSKUTI, corporate sales and marketing director, deputy CEO of Bonafarm

PÉTER SZAUTNER, managing director of FrieslandCampina

ATTILA VÖRÖS, managing director of the Federation of Responsible Food Manufacturers (FÉSZ)

The Federation of Responsible Food Manufacturers (FÉSZ) is the special partner of the roundtable discussion.

13.00-13.15 **EMESE ANTAL**, scientific director of the Nutrition, Lifestyle and Exercise (TÉT) Platform Association
– *The fight of nutrition labelling systems – who will be the winner and what understand the consumers?*

13.15-14.15 Cafeteria

14.15-15.50 **AFTERNOON GROUP 1 – CLIMBING FRAME**

Current challenges and opportunities of **wholesalers and suppliers**, new strategies and plans for the next year and a half.

14.15-15.00 *Participants of the wholesale group:*

DR RICHÁRD ANDREJSZKI, CEO of Chef Market

CSABA KANIZSAI TÓTH, managing director of FÁN Group

SÁNDOR KOVÁCS, head of sales at METRO

15.00-15.50 *Participants of the purchaser group:*

ÉVA SZIMEISZTER, head of division buying of Tesco

ZOLTÁN NOSZLOPY, managing director of PartnerLog

LÁSZLÓ VARGA, director of procurement and selection of traditional fresh produce at Auchan

15.50-16.05 Tea break

16.05-19.00 **AFTERNOON GROUP 2 – "I SWING-SWING ON A SWING"**

Hungarian retail chains and special retail channels: tobacco shops and petrol stations – changes in the last year, plans and opportunities of the next year and a half, in the light of retail channel specific data.

16.05-16.35 **ANDREAS CHRISTOU**, managing director of Retail Zoom
– *Inflation: the fuel behind shifting consumer habits*

16.35-17.25 *Participants of the Hungarian retail chain group:*

ZSOLT GYELÁN, deputy president of CBA

LÍVIA JESZENSZKI, managing director of Reál

GÉZA TÓTH, CEO of CO-OP Hungary

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- 17.25–18.15 *Participants of the tobaccos shop group:*
GYÖRGY GALÁNTAI, commercial director and international key account director of HELL Energy
ZOLTÁN TÓTH, owner of Dohányellátó and DignStore
TAMÁS VIZI, manager, special commercial partner at Philip Morris
- 18.15–19.00 *Participants of the petrol station group:*
TIBOR BALOGH, CEO of OMV
DR ANDRÁS OROSZ, retail director of MOL
SAROLTA VECSEY, Mobility manager Shell Hungary and Slovenia
- 19.00–20.15 Free time activities, rest time
20.15–21.30 **DINNER, RAFFLE PART 2**
21.30–24.00 **POKER PARTY WITH UNCLE GYURI AND KLÁRI, MINI CONCERT BY GYÖRGY KORDA AND KLÁRI BALÁZS**



DAY 3 21 SEPTEMBER 2022 – WEDNESDAY

8.30–9.15 ARRIVAL, FINDING A SEAT

SZILVIA KRIZSÓ *leads the day's activities*

9.15–9.30 Good morning! – Counting the children

9.30–13.20 MORNING GROUP – "WHERE IS THE FIRST LITTLE DUCK. QUACK. QUACK"

Roll call! Sustainability reports from all over the world and Hungary, with presentations and roundtable discussions.

9.30–10.50 **Food System Changemakers and sustainable food innovations.** What are the experts who are working on changing the food system doing in their own ecosystems, in different parts of the world, to establish human- and planet-friendly food systems? The members of the virtual roundtable discussion are members of the Climate Shapers community, who will join the discussion online.

Host: JÚLIA DALMADI, food futurist, TransFoodMission

– Food Innovation is a Global Mission

Guests (from East to West):

Bangalore, India: ANUSHA MURTHY, project manager of Nymble and

ELIZABETH YORKE, founder of Saving Grains, former project manager of Food Forward India
creator of Edible Issues

Berlin, Germany: CHELSEA VAN HOOVEN, culinary consultant of Redefine Meat and Nordic Oceanfruit, brand developer

Zurich, Switzerland: NIKOLA BAUMSCHLAGER, global project manager of Planted

Lagos, Nigeria: AGHARESE OGHANISE occupational health, safety, and environmental sustainability expert,
executive secretary of the Food & Beverage Recycling Alliance (FBRA)

Brussels, Belgium: AURIANNE BORREMANS, founder of The Butcher's Daughter, food industry consultant

Cambridge, UK (project location: Mexico): ARLETTE GÓMEZ ORTIZ strategic visual communicator consultant,
founder of A de abeja

Hawaii/San Francisco, USA: GESINA BECKERT, director of research and operations of Food for Climate League,
former senior manager partnership and programme development manager of Fair Trade USA

AllIn Property Services, a distributor of thermal energy storage facilities, is the special partner of the online roundtable.

10.50–11.10 Elevenses

11.10–11.30 **Announcing the results of the Symbol of Sustainability 2022 competition. The awards will be presented to the winners by president of the jury ZSUZSANNA HERMANN, in the presence of jury panel members.**

11.30–12.20 Roundtable discussion with the **involvement of sustainability organisations**, assessing the situation from corporate and social perspectives.

Participants of the sustainability group:

IRÉN MÁRTA, managing director of BCSDH

GERGELY HANKÓ, managing director of the Association of Environmental Enterprises (KSZGYSZ)

ESZTER HORVÁTH-HALMAI, head of corporate fundraising at the Hungarian Food Bank Association

JUDIT SZALÓKY TÓTH, public affairs manager of Coca-Cola, vice president of the Hungarian Marketing
Association's Green Chapter

The Coca-Cola Company is the special partner of the roundtable discussion.

12.20–13.20 Roundtable discussion about sustainability projects, food waste, regulations and long-term strategies, with the involvement of **retailers and suppliers.**

Participants of the sustainability group:

ILDIKÓ BALÁZS, co-chairman of the National Trade Association (OKSz), head of corporate affairs at Auchan

NÓRA HEVESI, head of communications at Tesco

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(The hottest topics from the FMCG market discussed from

MÁRK MACZELKA, head of communications at SPAR

GABRIEL MAKKI, vice president – sales Central Europe of P&G

BERNADETT STRASSER-KÁTAI, owner and managing director of Real Nature

Tesco is the special partner of the roundtable discussion.

13.20–14.15 Cafeteria

14.15–16.45 AFTERNOON GROUP – HOPSCOTCH

General market overview from the last year and a half, and discussing future opportunities in **e-commerce and logistics, across the whole supply chain**, with presentations and roundtable discussions.

14.15–15.05 TÜNDE TURCSÁN, FMCG director of GfK

– Let's go against the PRICE-flow!

NORBERT MADAR, lead consultant of GKID Research&Consulting

– Big Picture – the state of online retail market in Hungary

15.05–15.55 *Participants of the e-commerce group:*

LÁSZLÓ ARANY, commercial and business development director of Foodpanda

TIBOR SZÉKÁCS, CEO of Avokado

VIG ATTILA, co-owner of Kifli.hu

Playfellow: ISTVÁN KOLBERT, head of marketing of Boxy

15.55–16.45 *Participants of the logistics group:*

SÁNDOR BÁTKI, deputy managing director of Trans-Sped

NIKOLETTA KIS, owner and general manager of Palmsped

LÁSZLÓ RÓNAI-HORST, CEO of Mercarius

16.45–17.10 Afternoon nap

17.10–18.15 END-OF-DAY NURSERY RHYME

An exclusive interview about whys and hows, focusing on the future.

Guest: DÁNIEL JELLINEK, owner and CEO of INDOTEK Group

18.15–20.00 Free time activities, rest time

20.00–21.30 **BBQ DINNER IN THE GARDEN**

21.30–23.00 **R-GO CONCERT, COURTESY OF ROSSMANN**



DAY 4 22 SEPTEMBER 2022 – THURSDAY

8.30–9.15 **ARRIVAL, FINDING A SEAT**

SZILVIA KRIZSÓ leads the day's activities

9.15–9.30 Good morning! – Counting the children

9.30–12.00 MORNING GROUP – CAPTURE THE FLAG

Macroeconomic market analysis about the last year and a half and the next eighteen months, followed by a **roundtable discussion hosted by Branded Goods Association Hungary**.

9.30–10.30 GYÖRGY JAKSITY, chairman of the board at Concorde

– Inflation, Vacation, Recession

10.30–11.45 *Márkaszövetségi stratégiai csoport résztvevői:*

LÁSZLÓ BÉKEFI, general manager of Coca-Cola HBC

DR ÁGNES FÁBIÁN, managing director of Henkel, president of Branded Goods Association Hungary

ZOLTÁN FEKETE, secretary general of Branded Goods Association Hungary

PÉTER NOSZEK, CEO of Nestlé

ATTILA SÓFALVI, general manager of MARS

ZOLTÁN VENTER, country manager of Essity

11.45–12.00 **Introducing the students sponsored by the Chain Bridge Foundation – ZSUZSANNA HERMANN, chair of the board of trustees and ISTVÁN MATUS, member of the board of trustees..**

12.00–13.00 Cafeteria

13.00–15.20 AFTERNOON GROUP 1 – PLAYING TAG

Presentation and roundtable discussions about the successes and hardships of **hyper- and supermarkets, drugstores and discounters**.

13.00–13.20 ERIK VÁGYI, managing director of NielsenIQ and

ÁGNES SZÜCS-VILLÁNYI, regional leader of analytics at NielsenIQ

– Price swing on the playground of inflation

13.20–14.20 *Participants of the international trade group:*

GABRIELLA HEISZLER, CEO of SPAR

JÁNOS DOROGI, national commercial and development director at Auchan

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- 14.20-15.20 **ZSOLT PÁLINKÁS**, CEO of TESCO
FERENC SZÁSZ, business development director of Mastercard
Participants of the drugstore group:
TAMÁS ÁCS, customer development director of Unilever
ISTVÁN DOBI, owner of Dél-100
LÁSZLÓ FLÓRIÁN, managing director of Rossmann
MARIANN JÓZSA, managing director of dm
- 15.20-15.40 Afternoon nap
- 15.40-17.30 **AFTERNOON GROUP 2 – "THREE BLIND MICE. SEE HOW THEY RUN"**
What does brand building mean today in the FMCG market? Presentations and roundtable discussion
- 15.40-16.00 **GÁBOR TOLNAI**, head of marketing insight division at Kantar-Hoffmann
- *Brand Footprint 2022 The best Global and Hungarian FMCG brands*
- 16.00-17.30 *Participants of the brand building group:*
ERIKA CSIKESZ, sales director of TV2 Media Group
ZOLTÁN GAZSI, managing director of Eisberg
ÉVA KULICH, commercial and marketing manager of Haladás (GoldenBurg)
SEVERUS NACSA, sales and marketing director of Gallfood
BOGLÁRKA SÁNDOR-CZINA, head of sales and business development at Offerista Group
ZSUZSANNA SZAK, managing director of Henkel Consumer Brands
- 17.30-19.30 Free time activities, rest time
- 19.30-22.00 **GALA DINNER, LIFETIME ACHIEVEMENT AWARD, BIRTHDAY CELEBRATIONS, STARSTORE - ÉV KERESKEDŐJE 2022 AWARD CEREMONY**
- 22.00-04.00 **LIVE MUSIC BY VEGAS SHOW BAND, COURTESY OF THE TV2 GROUP**



DAY 5 23 SEPTEMBER 2022 – FRIDAY

9.00-10.00 Packing up

10.00-13.15 LAST PLAYTIME

hosted by **SZILVIA KRIZSÓ**

In the last morning iconic figures will be the speakers, to give managers food for thought before they leave for home, hopefully learning things that will be useful for them in both their daily lives and their work

10.00-11.00 **DR EMIL NESZMÉLYI**, who climbed Mount Everest

- *Everest: If all else fails*

Emil Neszmélyi runs his own law firm, but at the same time also participates in expeditions; he reached this year second time the summit of Mount Everest in spite of living with asthma. He knows how to accomplish impossible missions and overcome the biggest challenges. Why is mental preparation more important than physical training, and how can these help FMCG managers in the daily battles of the business world? He will answer these questions and many others in this sixty-minute conversation.

11.00-12.00 **DR LÁSZLÓ ÚJSZÁSZI-BOGÁR** persuasion and influence technique expert

- *Science of persuasion in FMCG sector*

László Bogár knows a lot of persuasion techniques through his own domestic and international research programs. He is not only an expert of the art of subliminal influence, but also a teacher. He completed his doctoral degree at ELTE University and the persuasion technique model developed in his thesis has already been taught at Dubai University since 2019. What and how to say and write so that we are more likely to achieve our goals, or to understand why we react in certain situations in a way that we would otherwise not - in countless areas of business life, we can consciously use the technical elements of persuasion that inspire our partners to make good decisions.

12.00-12.15 A quick break

12.15-13.15 **FATHER FERI PÁL**

PEACE IN A TURBULENT PERIOD - How shall I cope with my external and internal problems?

This isn't the first time that Feri Pál comes to our conference, as a few years ago he was the keynote speaker, because he is a motivational speaker and mental hygiene expert. This year the conference's programme ends with him - and not by accident! We must adapt to a lot of changes nowadays and this makes our lives difficult. Luckily challenges and solutions always go hand in hand, even if this is hard to see at the first glance.

13.15-14.30 Cafeteria

You can find
the regularly updated
conference programme at
businessdays.hu

You can also find all the information
about our conference in English on our
website: businessdays.hu/en

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