

Business Meetup & Business Dinner

AN FMCG MARKET EXCLUSIVE FOR CORPORATE DECISION-MAKERS!

Trade programme in the afternoon,
followed by a business dinner
25 May 2023, 13,00-21,00

Registration
deadline:

19 May 2023

Registration:
businessmeetup.hu
and
businessdinner.hu

TRADE MAGAZIN ORGANISES ITS BUSINESS DINNER IN
2023 TOO, BUT THIS TIME THE EVENT IS GOING
TO BE BIGGER, WITH AN ADDED
HALF-DAY EXCLUSIVE BUSINESS MEETUP
FOR THE CORPORATE DECISION-MAKERS OF THE FMCG SECTOR!

There will be three one-hour exclusive presentations in the afternoon trade programme, with
simultaneous interpreting **FROM ENGLISH**
INTO HUNGARIAN and vice versa. This will be followed by a roundtable
discussion, with the participation of another three invited guests.

Speakers:



NENAD PACEK, founder and president of Global Success Advisors
and the EMEA Business Group Global Success Advisors, Austria

Nenad is one of world's leading authorities on global economy, emerging markets and corporate strategies for faster international growth. He regularly interacts with global and regional managers of large corporations, performing hundreds of client sessions every year around the world or over video links. He is well known in corporate circles for his "no written notes" and "no slides" presentations and consultations. Nenad, via his holding company Global Success Advisors, acts as a trusted advisor to global executive teams of major multinationals helping them understand and predict future developments

He is the author of four books, most recently "The Future of Business in Emerging Markets" and "Global Economy". He is the lead author of two book editions of "Emerging Markets: Lessons for Business Success and Outlooks for Different Markets."



LENNEKE SCHILS, global FMCG insights director of GfK,
The Netherlands

Lenneke is responsible for providing clients foresight on market developments in the FMCG industry and is driving GfK's insights campaign on consumer behaviour change. She has been with GfK for over 10 years, in a range of client-responsible consulting roles in the Consumer Panel division. Previously, Lenneke worked for several years as a university lecturer on international business and politics in Mexico. Lenneke has a cum laude master's degree in European Studies from Maastricht University.

More information: justin.sara@trademagazin.hu

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DR MÁRIA TÖRŐCSIK economist, professor at the Department of Marketing and Tourism of the University of Pécs

Mária teaches marketing, shopper and consumer behaviour, and self-marketing. Her fields of research are consumer and non-consumption behaviour, trend research, and the latest issues in marketing. She is the author of numerous publications about these topics. In the past few years she wrote several books, for instance the prestigious Akadémiai Kiadó published her volume "Fogyasztói magatartás – Mintázatok, trendek, alkalmazkodás, valamint a Self-marketing – személy és marketing kapcsolatok" (Consumer behaviour – Patterns, trends, adaptation. Self-marketing – personal and marketing relationships).

Besides working as a university professor, she also does marketing consultancy and marketing research. Trend research is also one of her topics of interest, analysing those new characteristics of our

lives that can play a role in decision-making, and knowing them is a prerequisite of market success. She regularly shares her thoughts and ideas with conference audiences.

Participants of the roundtable discussion



DR TIBOR NAVRACSICS,
Minister for Regional Development

Dr Tibor Navracsics was appointed Minister for Regional Development in 2022. He had already filled very important positions before that, for instance he was chairman of the Board of Trustees at Pannon University, head of the institute for European Strategy Research at the National University of Public Service, government commissioner for several important projects, and associate professor at the Faculty of Law of Eötvös Lóránd University (ELTE).

Since December 2019 he has been responsible for the Veszprém-Balaton 2023 European Capital of Culture programme, and on September 2020 he was named government commissioner for the complex development of the Northwest Hungary Economic Development Zone. In addition to these tasks, Google

asked him to become its Central and Eastern Europe mentor in the company's Impact Challenge programme, and since the autumn of 2020 he has been the European Citizens' Initiatives Ambassador of the European Commission. He is the author of several publications, in topics ranging from Europe's internal affairs, Hungary's regional development concept, and political communication.



DR BEÁTA OLGA FELKAI, deputy state secretary responsible for food chain supervision at the Ministry of Agriculture

Dr Beáta Felkai was the head of the food industry and food quality policy department of the Ministry of Agriculture from 2018, before being appointed deputy state secretary in September 2022. Right now she isn't only responsible for supervising the food industry anymore, but also for overseeing food trade. Earlier she worked as senior lecturer at the Faculty of Technology and Agriculture of the Department of Economics of the College of Szolnok, before moving on to teach the younger generations as associate professor at the Department of Finance and Accounting of Károly Róbert College. For many years she worked as senior researcher at the Research Institute of Agricultural Economics. She is the co-author many several publications, with topics including the food industry, food production and food trade.

When she was named deputy state secretary, she told Trade magazin that her long-term plans are increasing the efficiency of Hungary's food industry and trade, with great emphasis on digitalisation and innovative development, for which the government has earmarked the necessary financial resources.



DR MIHÁLY PATAI,
deputy governor of the Central Bank of Hungary

Dr Mihály Patai started working for the Central Bank of Hungary (MNB) as credit clerk right after his graduation. Later he became scientific researcher at the Ministry of Finance, and also worked as the deputy head of the department of international finance. For five years he was in Washington as the assistant to the executive director of World Bank. After his return to Hungary, he was named managing director of Kereskedelmi és Hitelbank, then he became chairman and CEO of Allianz Hungária Biztosító Rt., and later chairman and CEO of Unicredit Bank Hungary Zrt.

He was elected president of the Hungarian Banking Association twice, first for a shorter period in 2011 and then again for six years in 2013. Between December 2008 and September 2011 he also served as

the chairman of the Board of Directors of Budapest Stock Exchange Zrt.

Currently he is the deputy governor of MNB, chairman of the Board of Directors of Budapest Stock Exchange, chairman of the Board of Directors of GIRO Zrt., and vice president of the Hungarian Economic Association.

Our event is in Hungarian and English!

More information: justin.sara@trademagazin.hu

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PROGRAMME

- 13.00-13.30 Arrival, networking
- 13.30-13.45 Welcome speech
- 13.45-14.45 **GLOBAL ECONOMIC OUTLOOK AND ITS IMPACT ON THE MARKETS OF CENTRAL AND EASTERN EUROPE.**
NENAD PACEK, founder and president of Global Success Advisors and the EMEA Business Group Global Success Advisors, Austria
What will he talk about? In his exclusive presentation, Nenad Pacek will talk about the future impact of geopolitics on business across the markets of Central and Eastern Europe (CEE), the outlook for CEE markets and Hungary in 2023-2024, and managing corporate expectations about the CEE region. He will analyse the key challenges facing CEE regional directors and how they plan to cope with them in 2023-2024. Participants will learn about the expected trends of global and regional inflation, and their impact on the future cost of capital, plus the speaker will also present the outlook for commodity prices and supply chains. Nenad will answer the question whether 2024 will finally be an almost normal year for business.
- 14.45-15.10 Break
- 15.10-16.10 **PUSHING PAST THE PERMACRISIS: A EUROPEAN PERSPECTIVE**
LENNEKE SCHILS, global FMCG insights director of GfK, The Netherlands
What will she talk about? Shoppers have been coping with soaring prices by cutting their budgets and trading down. As the cost of living crisis continues, many of these behaviors have formed into new habits. In 2023 brands need to prove their worth more than ever. Lenneke explores what makes shoppers across Europe tick and ultimately willing to shift their choices. In her exclusive presentation, she is going to share the company's latest research results for each topic.
- 16.10-16.30 Break
- 16.30-17.30 **CONSUMER THINKING IN A FROSTY ENVIRONMENT – CAN WE AND DO WE WANT TO CONSUME?**
DR MÁRIA TÖRŐCSIK, economist, professor at the Department of Marketing and Tourism of the University of Pécs
What will she talk about? In her exclusive presentation, Mária will introduce today's consumer environment and how consumers are adapting to this. She will answer the following questions: Will we return to the decision-making patterns of the crisis consumer and if yes, what will be the result of this? What are the latest megatrends and how do they influence decisions? What can we do about the growing non-consumption trend – should we be happy about it or not? Are non-consumers the consumers of the future? What are non-consumers actually consuming? What do we know about the currently forming consumer groups?
- 17.30-18.00 Break
- 18.00-20.00 **BUSINESS DINNER ROUNDTABLE DISCUSSION: WHICH WAY ARE WE GOING IN MID-2023?**
Moderator: Szilvia Krizsó
Participants of the roundtable discussion:
DR TIBOR NAVRACSICS, Minister for Regional Development
DR BEÁTA OLGA FELKAI, deputy state secretary responsible for food chain supervision at the Ministry of Agriculture
DR MIHÁLY PATAI, deputy governor of the Central Bank of Hungary and member
Some of the topics to be discussed:
What is the government's economic policy strategy for the next 5-10 years? How would this strategy be influenced by an eventual lack of EU funding? What is the scope of monetary policy in supporting economic development ideas? Can we reduce inflation to a single digit by the end of the year? How will the food industry and the FMCG sector develop in the months to come?
- 20.00-21.00 Standing reception, buffet dinner

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