



FMCG OPEN UNIVERSITY ON THE TRADE CAMPUS

(The latest on the FMCG market from a retailer,
supplier, HoReCa and services perspective)

Term time:

23-27 September 2024

University town: TAPOLCA

Trade Campus:

HUNGUEST HOTEL PELION



We are coming together for a week this September, listening to the experiences and ideas of others and reflecting on our future opportunities and challenges. We are going to take a lot of courses during the week, but we will also have school get-togethers, university balls and cellar parties. We are going to invite lots of professors, and those participants who apply will be allowed to take exams, so that they can return home with a proper diploma, proving that they have completed this year's course...

Soon we can say that we have been living in an ever-changing environment for four years, with growing challenges and unexpected events, experiencing economic changes, trying to comply with a modified regulatory environment, amidst changing customer and consumer trends. The sensitivity and strategic role of the FMCG market don't need to be demonstrated, but it is necessary to monitor the changes and prepare for future events in good time. All these changes require more and more information from both inside and outside. This is why every September we gather for five days at the Business Days conference, with invited speakers, roundtable participants, discussing old topics and new ones, in Hungarian and English, in consumer, supplier, retailer, wholesaler and service provider circles.

Just like in the past, we have chosen a special theme for this year's conference, which has never been used before. This time we are studying at the FMCG Open University on the Trade Campus, to keep our "science" up-to-date and to give good answers to the challenges of today. Our goal is to spend a really valuable week together, in a professional environment.

Everyone is welcome!

Members of the Chain Bridge Club will also be there at the conference:

László Hovánszky elnök; Sándor Baja (Randstad); Attila Bánhidi (Fornetti); Ildikó Balázs (Auchan); Tibor Balogh (Comline); László Benedek (Agroloop); László Békefi (Coca-Cola); Péter Boros dr (Power of Dreams); Tamás Csongovai; Endre Fazekas; dr Ágnes Fábrián (Henkel); Zoltán Fekete (Márkaszövetség); Béla Fischer; László Flórián (Rossmann); György Földesi (Al-Rushaid Group); Zoltán Gazsi (eisberg); Zoltán Házi; Gabriella Heiszler (SPAR); Zsuzsanna Hermann (Trade magazin); Lívia Jeszenszki (Reál); István Justin (Justin Time Consulting); Ferenc Kedves (Partner in Petfood); Katalin Korin (Zwack Unicum); Ákos Kozák (Impetus Research); András Köves dr (NT); Szilvia Krizsó; István Matus; János Mezei (Co-op Star); László Murányi; Kornél Müller (Törley); Sándor Nagy; Ottó Németh (Herbow); Péter Noszek (Nestlé); Zsolt Pálkás (Tesco); Zoltán Poór (Puratos); József Rác (Prémium Kert); Kornél Saltzer; Gergő Soltész (Ostotos Családi Pincészet); Attila Sófalvi (Mars); György Sósuti (Bonafarm); Bernadett Strasser-Kátai (Real Nature); Judit Szalóky Tóth (The Coca-Cola Company); Péter Szauner (FrieslandCampina); Tibor Székács (Avokado); József Tarsoly (Wienerberger); Imre Tímár dr (Tanner Trade); Zoltán Tóth (Mindz); Zoltán Venter (Essity); Zsolt Vuleta (Borsodi Sörgyár); Bálint Zsinkó

SPONSORS:



PLANNED PROGRAMME



DAY 1 MONDAY, 23 SEPTEMBER 2024

- 9.00-9.45 Registration, check-in in the dormitories
9.45-10.00 **Rector's welcome and morning address by the dean of the Faculty of Hospitality**
10.00-12.00 **Department of Social Sciences**
General market analysis and overviews of the last year and a half by various trade bodies, with a preview of the next year with our invited speakers: macroeconomics, HoReCa market exclusive, studies prepared for the conference, industry introductions, reports from trade representatives.
12.00-13.00 Meeting in the cafeteria
13.00-15.00 **Hospitality College Part 1**
HoReCa market experts reflect on market research data and reports from trade bodies, analyse the events of the past year and share their forward-looking thoughts with the audience, outlining the challenges and possible solutions for the near future.
15.00-15.30 Break
15.30-17.00 **Hospitality College Part 2**
Overview of HoReCa market trends by suppliers, owners, HoReCa experts and trade organisations.
17.00-18.00 **Academic evening with surprise guest**
18.00-20.30 Free time
20.30-24.00 **eKlub Tapolca – Dinner in the garden tent, music, raffle**



DAY 2 TUESDAY, 24 SEPTEMBER 2024

- 8.30-9.15 Registration, check-in in the dormitories
9.15-9.30 **Ringing of the bell and welcome address by the dean of the Faculty of Economics**
9.30-12.00 **Department of Economics**
General macroeconomic, supplier and buyer market assessment of the past year and a half and a vision of the opportunities and challenges of the year and a half ahead, with our invited speakers and roundtable discussion participants.
Announcement of the results of the "Retail Award of Excellence for Hungarian Products 2024" competition and presentation of the awards.
12.00-13.00 Meeting in the cafeteria
13.00-15.00 **Department of Commerce**
Current challenges, opportunities, new strategies and plans for wholesalers and buyers, roundtable discussions
15.00-15.30 Break
15.30-17.00 **Department of National Defence**
Opportunities at domestic chains and tobacco shops discussed in roundtable discussions
17.00-18.00 **Academic evening with surprise guest**
18.00-20.00 Free time
20.00-24.00 **Freshman Ball – Dinner in the restaurant, fun programmes in the lobby, raffle**



DAY 3 WEDNESDAY, 25 SEPTEMBER 2024

- 8.30-9.15 Registration, check-in in the dormitories
9.15-9.30 **Ringing of the bell and welcome address by the dean of the Faculty of Engineering and Information Technology**
9.30-11.00 **AI Department**
General market assessment of the last year and a half and future opportunities in e-commerce, with presentations and roundtable discussion.

- 11.00-12.00 **Department of Logistics and Transport**
General market assessment of the last year and a half and future opportunities in the entire supply chain, with presentations and roundtable discussion.
12.00-13.00 Meeting in the cafeteria
13.00-14.00 **Department of Health Sciences**
General market assessment of the last year and a half and future opportunities in the pharmacy channel, with presentations and roundtable discussion
14.00-16.00 **Department of Environmental Engineering**
Sustainability reports from around the world and Hungary, with presentations and roundtable discussions.
Announcement of the results of the "Symbol of Sustainability 2023" competition, presentation of prizes.
16.00-16.30 Break
16.30-17.30 **Department of Adult Education**
Labour market analysis with discussion of future perspectives, with invited speakers and roundtable discussions.
17.30-18.30 **Academic evening with surprise guest**
18.30-20.30 Free time
20.30-01.00 **School party – BBQ dinner in the garden, followed by live music courtesy of Rossmann**



DAY 4 THURSDAY, 26 SEPTEMBER 2024

- 8.30-9.15 Registration, check-in in the dormitories
9.15-9.30 **Ringing of the bell and welcome address by the dean of the Faculty of Foreign Trade**
9.30-12.00 **Department of Business Economics**
Market review of the last year and a half and the year ahead, followed by a roundtable discussion hosted by the Branded Goods Association.
Introducing the Chain Bridge Foundation and the students it supports.
12.00-13.00 Meeting in the cafeteria
13.00-14.00 **Department of Teaching Methodology**
Brand equity trends and marketing communication – presentations and roundtable discussion
14.00-15.00 **Department of International Relations**
Successes and challenges of hyper- and supermarkets – roundtable discussion
15.00-15.30 Break
15.30-16.30 **Department of Chemical Operations**
Successes and challenges of the service station channel – roundtable discussion
16.30-17.30 **Department of Psychology**
Successes and challenges of drugstores and discounters – roundtable discussion
17.30-18.30 **Academic evening with surprise guest**
18.30-20.30 Free time
20.30-04.00 **Graduation Ceremony – Gala Dinner, Lifetime Achievement Awards, Birthday toasts, and the announcement of the results of the "Retailer of the Year 2024" competition, presentation of awards, followed by live music by the Vegas Show Band, courtesy of TV2 Group**



DAY 5 FRIDAY, 27 SEPTEMBER 2024

- 9.00-10.00 Check-out from the dormitories
10.00-13.00 **Faculty of Humanities**
Our visiting professors will bring great lectures for our traditional farewell presentations for managers this year.
13.00-14.30 Meeting in the cafeteria

You can follow the regularly updated conference programme at:

businessdays.hu

More information: justin.sara@trademagazin.hu

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

Registration
deadline:

24 August 2024