



# 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:*

Tibor Székács (Avokado) president; Sándor Baja (Randstad); Attila Bánhidi (Fornetti); Ildikó Balázs (Auchan); Tibor Balogh (Comline); László Benedek (Agroloop); László Békefi (Coca-Cola); Dr Boros Péter (Graboplast); Tamás Csongvai; Endre Fazekas; dr Ágnes Fábán (Henkel); Zoltán Fekete (Márkaszövetség); Béla Fischer; László Flórián (Rossmann); György Földesi (Al-Rushaid Group); Zoltán Gázi (eisberg); Zoltán Házi; Gabriella Heiszler (SPAR); Zsuzsanna Hermann (Trade magazin); László Hovánszky; Lívia Jeszenszki (Reál); István Justin (Justin Time Consulting); Ferenc Kedves (Partner in Petfood); Katalin Laknerfi-Korin (Zwack Unicum); Dr Ákos Kozák (Impetus Research); Dr András Köves (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 Rácz (Prémium Kert); Kornél Saltzer; Gergő Soltész (Ostoros Family Winery); Attila Sófalvi (Mars); György Sósuti (Bonafarm); Bernadett Strasser-Kátai (Real Nature); Judit Szalóky Tóth (The Coca-Cola Company); Péter Szauner (FrieslandCampina); József Tarsoly (Wienerberger); Dr Imre Tímár (Tanner Trade); Zoltán Tóth (Mindz); Zoltán Venter (Essity); Zsolt Vuleta (Borsodi Sörgyár); Bálint Zsinkó

## SPONSORS:



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



## DAY 1 MONDAY, 23 SEPTEMBER 2024

- 8.50–9.50 Registration, check-in in the dormitories  
9.50–9.45 **School bell's morning ring at Faculty of Hospitality**  
Dean's welcome: **EMÍLIA KRUG**  
Rector's welcome at the FMCG Open University:  
**ZSUZSANNA HERMANN**, CEO and editor-in-chief of Trade magazin
- 9.45–12.00 **Department of Social Sciences**  
General market analysis and overview of the last year and a half by various trade bodies, with a preview of the next year with our invited speakers: HoReCa market exclusive with a study prepared for the conference, industry introductions, reports from trade representatives
- LECTURES BY PROFESSORS  
„An overview of the foodservice industry and current affairs in the hospitality sector”  
**LÁSZLÓ KOVÁCS**, president of the Guild of Hungarian Restaurateurs (MVI), owner of La Fiesta Party Service  
„We maybe facing a difficult semester – Current situation in the pastry shops”  
**LÁSZLÓ SELMECZI**, managing director of the Hungarian Confectioners Guild (MCI)  
„Current information about domestic public catering – as seen from a professional organization”  
**ANNA ZOLTAI**, president of the National Association of Public Sector Catering Service Providers (KÖZSZÖV)  
„The recent past, present and future of catering and public catering from the perspective of food safety”  
**DR IMRE NEMES**, president of the National Food Chain Safety Office (Nébih)  
„International Outlook: What's New in Gastronomy?”  
**RÉKA SZÖLLŐSI**, food policy expert of elelmiszervilag.hu
- 12.00–13.00 Meeting in the cafeteria
- 13.00–14.50 **Hospitality College Part 1**  
HoReCa market exclusive with a study prepared for the conference, HoReCa market experts reflect on market research data and the reports of trade bodies, analysing the events of the past year and sharing their forward-looking thoughts with those present, outlining the challenges of the near future and possible solutions

- 13.00–13.50 LECTURES BY PROFESSOR  
„New generations on both sides of the table – What are they like as guests and as a workforce?”  
**ÁKOS BÓSZÉ**, HoReCa business development executive of METRO
- 13.50–14.50 PROFESSORS CLUB  
**DR RICHÁRD ANDREJSZKI**, owner and CEO of Chef Market  
**ÁKOS BÓSZÉ**, HoReCa business development executive of METRO  
**ISTVÁN BRUZSA**, sales manager of Nestlé Professional  
**KÁROLY GERENDAI**, owner of the Michelin-starred restaurants Costes and Rumour  
**RUDOLF SEMSEL**, owner of VakVarjú Restaurants and Budapest Party Service
- 14.30–15.00 Break
- 15.00–16.00 **Hospitality College Part 2**  
„Never give up! – 15 Years in America and counting...”  
Chef **ROLAND OLÁH** from USA – interview by Emília Krug
- 16.00–17.00 **Hospitality College Part 3**  
Overview of HoReCa market trends by suppliers, owners, HoReCa experts and trade bodies
- PROFESSORS CLUB  
**ISTVÁN PESTI**, Michelin-starred chef and owner of Platán Gourmet  
**KATALIN PINTÉR**, co-owner of Gerbeaud  
**RÓBERT ROSENSTEIN**, chef-owner of Rosenstein  
**ZOLTÁN ROY ZSIDAI**, head of Zsidai Group, president of the Hungarian Restaurant Association
- 17.00–17.50 Break
- 17.30–18.30 **Academic evening with surprise guests**  
„Like a pea and its pod – In the Kitchen and in Life”  
**CLAUDIA LIPTAI** and **ÁDÁM PATAKI**, owner of Pataki Confectionery, member of the presidency of the Hungarian Confectioners Guild (MCI)
- 18.50–20.50 Free time  
**METRO cocktail party in the lobby of the Trade Campus until dinner**  
20.50–24.00 **Cellar party – Dinner in the garden tent, live performance by Erox Martini, raffle**



## DAY 2 TUESDAY, 24 SEPTEMBER 2024

- 8.00–9.00 Registration, check-in in the dormitories  
9.00–9.15 **School bell's morning ring at the Faculty of Economics**  
Dean's welcome: **EMÍLIA KRUG**
- 9.15–12.00 **Department of Economics**  
General macroeconomic, food industry, 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 guests and discussion participants
- 9.15–10.40 LECTURES BY PROFESSORS  
**TIBOR BODOR**, head of business banking of K&H Bank  
„The Promised Land, or a Diagnosis of the Hungarian Economy”  
**DR ÁKOS KOZÁK**, co-founder of Equilibrium Institute  
**TAMÁS ÉDER**, president of the Federation of Responsible Food Manufacturers (FÉSZ)
- 10.40–11.40 PROFESSORS CLUB  
**ZOLTÁN BALOG**, general manager of Márka Üdítő  
**GERGELY BÁLINT**, director of corporate sales at Nestlé  
**ROLAND DOMOSZLAI**, independent market commercial lead of HELL Energy
- PRESENTATIONS BY  
**DR BERNADETT PETRI**, ministerial commissioner for the Coordination of the Use of Direct EU Funds of Ministry of Public Administration and Regional Development (TFM), managing director of the Hungarian Development Promotion Office (MFOI)
- „The current environment and future of Hungarian food exports”  
**GERGELY GICZI**, deputy CEO of the Agricultural Marketing Centre (AMC)
- 11.40–12.00 Announcing the results of the “RETAIL AWARD OF EXCELLENCE FOR HUNGARIAN PRODUCTS 2024” competition and presenting the awards. Chief patron of the event: **DR ISTVÁN NAGY**, Minister of Agriculture.
- 12.00–13.00 Meeting in the cafeteria
- 13.00–15.00 **Department of Commerce**  
Status report from the food industry, current challenges, opportunities, new strategies and plans for wholesalers and buyers, roundtable discussions
- 13.00–14.00 PROFESSORS CLUB  
**DR BEÁTA OLGA FELKAI**, deputy state secretary of the Ministry of Agriculture (AM)  
**BENCE GERLAKEI**, deputy state secretary of the Ministry for National Economy (NGM) (to be confirmed)  
**DR TAMÁS KOZÁK**, secretary general of the National Trade Association (OKSZ)  
**DR IMRE NEMES**, president of the National Food Chain Safety Office (Nébih)  
**KATALIN NEUBAUER**, secretary general of the Hungarian National Trade Association (MNKSZ)
- 14.00–15.00 PROFESSORS CLUB



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FMCG Open University  
and Business Days 2024 conference, with  
**Minister of Agriculture**  
**DR ISTVÁN NAGY**  
as the chief patron  
of the event

**ZOLTÁN BECZE**, general manager of Orbico

**CSABA KANIZSAI-TÓTH**, company manager of FÁN Group

**DR BEÁTA KÁPOLNA**, offer management director of METRO

**PÉTER SZEMES**, managing director of Maresi Foodbroker

**TAMÁS TÓKEY**, general manager of MIRBEST

PRESENTATION BY

*„Innovation and cost cutting? – Opportunities and challenges in the payment market”*

**FERENC B. TÓTH**, chief business development officer of IQOM

15.00-15.15 Break

## 15.15–19.00 Department of National Defence

Current challenges and opportunities for suppliers, domestic chains and tobacco shops, roundtable discussions

15.15-16.15 PROFESSORS CLUB

**TAMÁS KÁMÁN**, product director of Tesco

**ZOLTÁN NOSZLOPY**, deputy CEO and purchasing director of CBA

**LÁSZLÓ VARGA**, product director of Auchan

**KRISZTINA VÁRKONYI**, purchasing manager of SPAR

**GÉZA VINCZE**, director of purchasing at Penny

16.15-17.15 LECTURE BY PROFESSOR

*„Why Don't Hungarians Consume (Enough)?”*

**GERGŐ SOLTÉSZ**, investment and financial expert

*„Selective Shopping: a new way to keep disposable income at bay”*

**ANDREAS CHRISTOU**, managing director of Retail Zoom

17.15-17.50 Break

17.50-19.00 PROFESSORS CLUB

**TIBOR FEKETE**, member of the board of directors of CO-OP Hungary, president-CEO of Coop Szolnok

**ZSOLT GYELÁN**, vice president of CBA

**LÍVIA JESZENSZKI**, managing director of Reál

**TAMÁS JÓSVAI**, managing director of Tom Market

PRESENTATIONS BY

*„Artificial intelligence (AI) in the service of representative work”*

**ÁKOS KONTÁR**, operative director of Checksum

**GYULA GALLINA**, business development director of Mastercard

19.00–20.50 Free time

20.30–0.50 **Freshman Ball – Dinner in the restaurant, ABBA Tribute Show in the lobby, raffle**



## DAY 3 WEDNESDAY, 25 SEPTEMBER 2024

8.00–9.00 Registration, check-in in the dormitories

## 9.00–9.15 School bell's morning ring at the Faculty of Engineering and Information Technology

Dean's welcome: **EMÍLIA KRUG**

## 9.15–12.00 AI Department

General market assessment of the last year and a half and future opportunities in e-commerce based on the consumption habits of households and in e-commerce, with presentations and roundtable discussions

9.15-10.45 LECTURES BY PROFESSORS:

*„Pockets rattling with change – But is it like that everywhere?”*

**TÜNDE TURCSÁN**, managing director of Consumer Panel Services GfK-YouGov

*„Voice of the Consumer 2024”*

**ANITA MEKLER**, partner, consumer and retail industry leader of PwC Hungary

*„Finding Our Way in the Shadow of Giants – A Snapshot of Hungarian and Regional E-Commerce in Fall 2024”*

**NORBERT MADAR**, senior manager of PwC Hungary

10.45-12.00 PROFESSORS CLUB

**ÁKOS FORRÁS**, managing director of Alza.hu

**ÁDÁM FÜRJES**, head of webshop of Rossmann

**GÁBOR PAPP**, head of online business at Tesco

**RITA SZALMA**, commercial director of kifli.hu

**TIBOR SZÉKÁCS**, owner of Avokado

PRESENTATION BY

*„E-shopper Barometer – Online shopping habits in Hungary and internationally”*

**LÁSZLÓ VARGA**, sales and marketing director of DPD

12.00–13.00 Meeting in the cafeteria

## 13.00–13.50 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

PROFESSORS CLUB

**SZABOLCS CZIFRIK**, CEO of DPD

**DR ZOLTÁN DOÓR**, president of the Hungarian Association of Logistics (MLE)

**NIKOLETTA KISS**, owner-CEO of Palmsped

**ANDRÁS TÁNCICS**, CEO of Boxy

PRESENTATION BY

*„Fleet vs. ESG – It will concern you sooner than you would think! We are bringing pro tips to you!”*

**GERGELY LAKATOS**, business development manager of MHC Mobility

## 13.50–17.00 Department of Environmental Engineering

Sustainability reports from around the world and Hungary, with presentations and roundtable discussions

13.50-14.40 LECTURES BY PROFESSORS

*„Do We Have a Responsibility!? The FMCG Sector and Sustainability”*

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

**IRÉN MÁRTA**, managing director of Business Council for Sustainable Development in Hungary (BCSDH)

PRESENTATION BY

*„Blue and White Heart Organization for Sustainable Food”*

**SZABOLCS PATTZAI**, country manager of Blue and White Heart

14.40-15.00 Announcing the results of the “SYMBOL OF SUSTAINABILITY 2024” competition, presenting the awards

15.00-15.30 Break

15.30-17.00 PROFESSORS CLUB

**ILDIKÓ BALÁZS**, co-president of the National Trade Association (OKSZ), director of corporate affairs and communications at Auchan

**LÁSZLÓ BÜKI**, honorary president of the Association for Sustainable Packaging (FCsE), owner of BS Plastic

**MIKLÓS NAGY**, technical secretary of the Hungarian Association of Packaging and Materials Handling (CSAOSZ)

**BERNADETT STRASSER-KÁTAI**, owner and CEO of Real Nature

**SZILVIA SZABÓ**, head of producer responsibility systems at MOHU MOL Waste Management Zrt.

**CSILLA ZOMBORY**, head of quality and environment at SPAR

PRESENTATIONS BY

*„Paper packaging, our sustainable future”*

**LÁSZLÓ TÓTH**, commercial director of Smurfit Westrock

*„Working Together for Sustainability”*

**NIKLAS KOTHBAUER**, senior trade marketing and brand manager of Erdal (Austria)

„PPWR, a packaging revolution is about to start”

**ATTILA KISFALI**, subregional sales, marketing and innovation director of DS Smith

## 17.00–17.50 Department of Adult Education

Labour market analysis with discussion of future perspectives, with invited speakers and roundtable discussion

LECTURE BY PROFESSOR

**ATTILA FÜLÖP**, state secretary for care policy of the Ministry of the Interior (BM)

PROFESSORS CLUB

**SÁNDOR BAJA**, managing director of Randstad, Hungary, Czech Republic, Romania

**ATTILA FÜLÖP**, state secretary for care policy of the Ministry of the Interior (BM)



## DAY 4 THURSDAY, 26 SEPTEMBER 2024

8.50–9.15 Registration, check-in in the dormitories

9.15–9.50 School bell's morning ring at the Faculty of Foreign Trade

Dean's welcome: **SZILVIA KRIZSÓ**

9.50–12.00 Department of Business Economics

Market review of the last year and a half and the year ahead, followed by a roundtable discussion hosted by Branded Goods Association Hungary, and introducing the Chain Bridge Club Foundation and the students it supports

9.50-10.50 LECTURE BY PROFESSOR

„The international (and now even the Hungarian) situation is feeling the heat”

**GYÖRGY JAKSITY**, president of the board of directors at Concorde

10.50-11.50 PROFESSORS CLUB

**TAMÁS ÁCS**, head of country at Unilever

**DR ÁGNES FÁBIÁN**, managing director of Henkel

**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

11.50-12.00 PRESENTATION

„With us, it's not the show, the support must go on”

**ZSUZSANNA HERMANN**, president of the board of trustees of the Chain Bridge Foundation

12.00–13.00 Meeting in the cafeteria

13.00–14.00 Department of Teaching Methodology

Brand equity trends and marketing communication, how to be successful, what does value mean today in Hungary and around the world, with presentations

LECTURES BY PROFESSORS

„Brand Footprint 2024 Global & Hungary results – with award ceremony”

**TÜNDE TURCSÁN**, managing director of Consumer Panel Services GfK-YouGov and **KRISZTINA BAKONYI-KOVÁCS** senior consultant

PRESENTATIONS BY

„The voice of the brand”

**ANDRÁS GALAVICS**, head of radio division and sales at atmedia and **JÁNOS KAPITÁNY**, head of radio direct sales and promotions

„Digital flyer hero – In the universe of retail marketing”

**ISTVÁN ZSATKULÁK**, commercial director and **ZSOLT SIPOS** sales director of Offerista Group

LECTURE BY PROFESSOR

„Kantar Creative Effectiveness 2024 – the best FMCG commercials based on the consumers' evaluation”

**GÁBOR TOLNAI**, head of marketing insight division at Kantar Hoffmann

14.00–15.50 Department of International Relations

Successes and challenges of hyper- and supermarkets in a roundtable discussion

14.00–14.20 LECTURE BY PROFESSOR

**ERIK VÁGYI**, managing director of NielsenIQ

14.20–15.50 PROFESSORS CLUB

**GABRIELLA HEISZLER**, president-CEO of SPAR

**VIKTÓRIA LUCENKO**, CEO of Auchan

**ZSOLT PÁLINKÁS**, CEO of TESCO

**GYÖRGY SÓSKUTI**, deputy CEO of Bonafarm

**IMRE ROSNER**, chairtable department head of Szerencsejáték

**NORBERT TÚRÓCZI**, head of HR at Tesco

17.50–18.00 Break

18.00–19.00 Academic evening with surprise guest

LESSON STARTER WITH BOXY

„Math Class: After Division and Multiplication, What to Expect in the Economy in 2025”

**DÁNIEL JELLINEK**, owner-CEO of INDOTEK Group and **GERGŐ**

**SOLTÉSZ**, investment and financial expert – interview by Szilvia Krizsó

19.00–20.50 Free time

20.50–02.50 eKlub in Tapolca – BBQ dinner in the garden, followed by a Retro Party courtesy of Rossmann

PRESENTATIONS BY

„Future of Retail”

**LAJOS SZABÓ**, trade organization and supply department manager of Szerencsejáték

**FERENC SZÁSZ**, business development director of Mastercard

15.50–16.00 Break

16.00–16.45 Department of Chemical Operations

Successes and challenges of the service station channel – roundtable discussion

PROFESSORS CLUB

**TIBOR BALOGH**, company manager of OMV

**DR ANDRÁS OROSZ**, retail director of MOL

**SAROLTA VECSEY**, mobility manager of Shell Hungary and Slovenia

16.45–18.00 Department of Psychology

Successes and challenges of drugstores – roundtable discussion

PROFESSORS CLUB

**ÁGNES BÁRCZI-ELEK**, purchasing manager of Müller

**FERENC CZIGÁNY**, head of sales at Ecofamily

**ISTVÁN DOBI**, owner of Dél-100

**LÁSZLÓ FLÓRIÁN**, managing director of Rossmann

**MARIANN JÓZSA**, managing director of dm

**ZSUZSANNA SZAK**, general manager of Henkel Consumer Brands

PRESENTATION BY

„Next Topmodel Hungary – The Pinnacle of Collaboration”

**ERIKA CSIKESZ**, sales and digital director of TV2 Media Group and **ANNA SIBA**, head of marketing at Henkel

18.00–20.50 Free time

20.50–04.00 Graduation ceremony – Gala Dinner, Lifetime Achievement Awards, birthday toasts, announcing the results of the “Retailer of the Year 2024” competition, presenting the awards, followed by live music by Vegas Show Band, courtesy of TV2 Group



## DAY 5 FRIDAY, 27 SEPTEMBER 2024

9.00–10.00 Check-out from the dormitories

10.00–12.50 School bell's morning ring at the Faculty of Humanities

Our guest professors will bring great lectures for the traditional farewell presentations for managers this year as well

Dean's welcome: **SZILVIA KRIZSÓ**

10.00-11.00 LECTURE BY PROFESSOR

„Unclosed cases” – **DR KITTI ALMÁSI** clinical psychologist

11.00-11.50 LECTURE BY PROFESSOR

„The mirror lies” – **SZILVIA KRIZSÓ** motivational speaker

11.50–12.50 LECTURE BY PROFESSOR

„Beyond all limits” – **VUJITY TVRTKO** reporter

12.50-14.00 Meeting in the cafeteria

You can follow the conference programme at: **businessdays.hu**

More information: [justin.sara@trademagazin.hu](mailto:justin.sara@trademagazin.hu)

You can also find all the information about our conference in English on our website: <https://trademagazin.hu/en/rendezvenyek/>