

# BUSINESS DAYS 2025

## TRADE AIRLINES

Departure & Arrival:  
**International  
 FMCG Airport  
 (Tapolca, Hunguest Hotel Pelion)**

Ticket Validity:  
**22-26 September 2025**

Optional Flight Extension:  
**26-28 September 2025**

Dispatch Service:  
**marketing@trademagazin.hu**



# Blind Flight?

## FMCG Market Updates

Chief patron of the conference:  
**Dr István Nagy, Minister of Agriculture**

For the past five years, the FMCG market has been operating under uncertain economic conditions, fluctuating in intensity. Consumer activity, unpredictable market environments, and ever-changing regulations continuously reshape plans. Skyrocketing prices, soaring inflation, volatile exchange rates, and dwindling hopes for a balanced supply-demand environment – these are the only “constants” we can rely on.

Why is it a blind flight? Everyday business operations require plans. Plans that allow for measurable performance and results, providing a long-term vision for expansion, development, and adaptation to changes. Economic stability would be the foundation of all this – giving wings to every market player to soar high, even against the wind. But with uncertain economic conditions, every plan becomes unreliable. Adapting to new daily challenges drains resources, shifting focus from long-term strategies to immediate daily, weekly, and monthly survival plans. Moreover, economic instability affects not only businesses but also shapes consumer behavior and decision-making. Currently, most companies in the FMCG market are struggling with these issues. Even the best ideas, development plans, and strategies cannot thrive if the regulatory environment remains unpredictable, and price, exchange rate, and cost stability are out of reach. Under these conditions, businesses are left navigating blindly. We fly because we must. But where are

we headed? Where will we land, and in what condition? These questions remain unanswered for now. The breakthrough that should come from a flying start is still nowhere to be seen in the FMCG sector. Yet, we remain hopeful that as we continue our journey, the turbulence will ease, a clear direction will emerge, we will find the right speed, and a safe landing strip will be in sight – allowing our passengers to feel secure and travel more frequently on predictable routes.

At this year's **Business Days Conference**, we invite everyone on a journey like this. We entrust ourselves to our **Captains** and their expertise. We will listen to why they chose their specific flight path and how they navigate to keep their planes on course. Every passenger will be traveling first-class, but that doesn't necessarily mean what they hear and experience will be reassuring. Still, we believe that through this shared journey and experience, we will learn how to find the best possible landing strip – even in blind flight – so that we can take off again and continue flying together.

We look forward to welcoming everyone from **September 22-26 in Tapolca, at the Hunguest Hotel Pelion**, for the largest annual FMCG conference. And for those who are interested, this year's event can be extended with a **special weekend program**, offering an engaging, small-group experience.



## SPONSORS:





# FLIGHT SCHEDULE

DAY 1 MONDAY, 22 SEPTEMBER 2025

DEPARTURE FLIGHT	PROGRAMME	GATE	ARRIVAL
08:30	Check-in, waiting in the VIP lounge	VIP lounge	09:30
09:30 TRADE AIRLINES	Boarding for Trade Airlines flights — Information from the cabin crews: <b>EMÍLIA KRUG</b> Trade Airlines air marshal's welcome speech: <b>ZSUZSANNA HERMANN</b> , CEO and editor-in-chief of Trade magazin	Agóra	09:45
09:45	<b>BLACK BOX</b> "Sold-out cities — the impact of major events on local hospitality" <b>BÁLINT OLÁH</b> , Director of Mastercard	Agóra	10:00
10:00 PASSENGER PLANE	<b>CAPTAINS' BRIEFINGS</b> : general market analysis and association overviews of the past year and a half, with a vision for the next period presented by our invited speakers: <b>Exclusive HoReCa market research prepared for the conference</b> , sectoral introductions, and reports from professional organizations "Different destinations, changing eating habits — So, what's on the menu?" <b>TÜNDE TURCSÁN</b> , Managing Director of YouGov Shopper "Everyone fasten your seatbelts! Situation report on Hungarian hospitality" <b>LÁSZLÓ KOVÁCS</b> , President of the Hungarian Catering Industry Association (HVI), owner of La Fiesta Party Service "Can public catering renew itself?" <b>ANNA ZOLTAI</b> , President of the National Association of Public Caterers (KÖZSZÖV) "Times are changing, trends and foods are changing too?" <b>DR. BEÁTA OLGA FELKAI</b> , Deputy State Secretary, Ministry of Agriculture "Headwinds and turbulence — a confectionery panorama from the control tower" <b>LÁSZLÓ SELMECZI</b> , Managing Director of the Hungarian Confectioners' Association (MCI)	Agóra	12:00
12:00	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:00
13:00 FLYING SAUCER	<b>CAPTAINS AMONG THEMSELVES</b> : <b>Exclusive HoReCa market research prepared for the conference</b> and reflections from HoReCa professionals on the research data and reports from professional organizations, analyzing the events of the past year, and sharing forward-looking thoughts with the audience on expected challenges and possible solutions <b>CAPTAIN'S BRIEFING</b> : "Tradition and evolution — preserving heritage and understanding change" <b>ÁKOS BÖSZE</b> , HoReCa Development Lead at METRO <b>CAPTAINS AMONG THEMSELVES</b> : <b>ISTVÁN BRUZSA</b> , Sales Manager at Nestlé Professional <b>KÁROLY GERENDAI</b> , Owner of Michelin-starred restaurants Costes and Rumour <b>ZOLTÁN KÖRÖSSY</b> , Founding Partner of EventTrend Group <b>GERGELY NÉMETH</b> , Commercial Director of Chef Market <b>ÁKOS TAFERNER</b> , HoReCa Director at METRO	Agóra	14:30
14:30 AIR FORCE ONE TAPOLCA	"HoReCa Heroes 2025" competition award ceremony and prize giving. Awards presented by: <b>DR. BEÁTA OLGA FELKAI</b> , Deputy Secretary of State at the Ministry of Agriculture, <b>ATTILA KASZÁS</b> , President of the HoReCa & Event Section of the Hungarian Marketing Association (HMSZ), and <b>ZSUZSANNA HERMANN</b> , Vice President of the Section, as well as <b>KRISZTINA BÓDI</b> , Operational Manager of the Section	Agóra	15:00
15:00	Airport shopping and meetings in the Food court	Food court	15:30
15:30 GYRO(S)COPTER	<b>CAPTAINS AMONG THEMSELVES</b> : Overview of HoReCa market trends from the perspective of suppliers, operators, hospitality professionals, and professional organizations <b>ZOLTÁN GOTTWALD</b> , Owner of Hotel Gottwald <b>CSABA KANIZSAI-TÓTH</b> , CEO of FÁN Group <b>ATTILA MOLNÁR</b> , Owner of Arany Kaviár <b>NÁNDOR DARVAS</b> , Central Buyer for Dry Goods at Mirbesz	Agóra	16:30
16:30	Airport shopping and meetings in the Food court	Food court	17:00
17:00 FLYOVER	<b>SIGHTSEEING FLIGHT — TAKE-OFF WITH OUR SURPRISE GUESTS</b> Conversation with <b>ÁDÁM KELÉNYI</b> , Owner and Managing Director of Szamos Marcipán, and <b>ÁDÁM PATAKI</b> , Owner of Pataki Confectionery, Board Member of the Hungarian Confectioners' Association	Agóra	18:00
18:00	Waiting for connection, meanwhile: METRO cocktail party and oyster tasting in the transit area until dinner	VIP lounge	20:00
20:00	Dinner in the hangar, performance by Mariann Falusi courtesy of Prémium Kert Group, rafle	External hangar	00:00

We reserve the right to change or modify the programme!

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

**Tibor Székács** president (Kende Retail/Avokado); **László Hovánszky** honorary president for life; **Sándor Baja** (Randstad); **Ildikó Balázs** (Auchan); **Máté Balogh** (Lindt); **Tibor Balogh**; **Zsófia Bánhegyi**; **Attila Bánhidi**; **László Benedek** (Agroloop Hungary); **László Békefi** (Coca-Cola HBC); **Dr Péter Boros**; **Dr Ágnes Fábián** (Henkel); **Zoltán Fekete** (Márkaszövetség); **Dr Béla Fischer**; **László Flórián** (Praktiker); **György Földesi** (Al-Rushaid Group); **Zoltán Gazsi**; **Zoltán Házi**; **Gabriella Heiszler** (SPAR); **Zsuzsanna Hermann** (Trade magazin); **Livia Jeszenszki** (Real); **István Justin** (Real Nature); **Ferenc Kedves**; **Ágnes Kovács** (Coca-Cola HBC); **Katalin Laknerfi-Korin** (Zwack Unicum); **Dr Ákos Kozák** (Impetus Research); **Szilvia Krizsó** (KrizShow); **István Matus**; **János Mezei** (Co-op Star); **László Murányi**; **Kornél Müller** (Törley); **Ottó Németh** (Herbow); **Péter Noszek** (Nestlé); **Zsolt Pálincás** (Tesco); **Zoltán Poór** (Puratos); **József Rácz** (Prémium Kert); **Kornél Saltzer**; **Gergő Soltész** (Ostoros Családi Pincészet); **Attila Sófalvi** (Mars); **György Sóskuti**; **Bernadett Strasser-Kátai** (Real Nature); **Judit Szalóky Tóth** (The Coca-Cola Company); **Péter Szauner** (Bonafarm); **József Tarsoly** (Perla Harghitei/Apemin Tusnad); **Dr Imre Tímár** (Tanner Trade); **Zoltán Tóth** (Mindz); **Zoltán Venter** (Essity); **Géza Vince** (Auchan); **Zsolt Vuleta** (Borsodi Sörgyár); **Bálint Zsinkó** (Graboplast)

# DAY 2 TUESDAY, 23 SEPTEMBER 2025

DEPARTURE FLIGHT	PROGRAMME	GATE	ARRIVAL
08:00	Check-in, waiting in the VIP lounge	VIP lounge	09:00
09:00 TRADE AIRLINES	Boarding for Trade Airlines flights — Information from the cabin crew: <b>EMÍLIA KRUG</b>	Agóra	09:15
09:15	<b>BLACK BOX</b> “The new faces of the Hungarian shopper — crossroads for retail” <b>VIKTÓRIA HAÁSZ</b> , Senior Consultant at Mastercard	Agóra	09:30
09:30 SAILPLANE	CAPTAINS’ BRIEFINGS: general macro- and agri-food, industrial and trade market assessment of the past one and a half years, and visions of opportunities and challenges for the coming one and a half years with our invited speakers and panelists “No Plan B. Hungary’s growth imperative (and other outlooks for 2026)” <b>DR. AKOS KOZÁK</b> , Co-founder and Research Director of the Equilibrium Institute “What will happen to you, dear (?) retail?” <b>DR. TAMÁS KOZÁK</b> , Secretary General of the National Trade Association (OKSZ)	Agóra	10:45
10:45	Air refueling	Food court	11:00
11:00 JUMBO JET	CAPTAINS AMONG THEMSELVES: agri-food status report current challenges, opportunities, strategies and plans in a roundtable discussion <b>DR. BEÁTA OLGA FELKAI</b> , Deputy Secretary of State at the Ministry of Agriculture <b>BENCE GERLAKI</b> , State Secretary of the Ministry of National Economy (invited) <b>TAMÁS ÉDER</b> , President of the Responsible Food Manufacturers Association (FESZ) <b>DR. TAMÁS KOZÁK</b> , Secretary General of the National Trade Association (OKSZ)	Agóra	12:15
12:15 AIR FORCE ONE TAPOLCA	“Hungarian Product Trade Award 2025” competition award ceremony. The main patron of the competition is <b>DR. ISTVÁN NAGY</b> , Minister of Agriculture. Awards presented by: <b>DR. BEÁTA OLGA FELKAI</b> , Deputy State Secretary, Ministry of Agriculture, <b>ESZTER BENEDEK</b> , Managing Director of Hungarian Product Nonprofit Ltd., and <b>ZSUZSANNA HERMANN</b> , Managing Director and Editor-in-Chief of Trade magazin.	Agóra	12:30
12:30	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:30
13:30 CHARTER FLIGHT	CAPTAINS AMONG THEMSELVES: suppliers’ current challenges and opportunities in roundtable discussions CAPTAINS’ BRIEFINGS: “Caught between realities, hoping for development — Where is the Hungarian food industry in autumn 2025?” <b>TAMÁS ÉDER</b> , President of the Responsible Food Manufacturers Association (FESZ) “Voice of the Consumer 2025” <b>ANITA MEKLER</b> , Partner at PwC Hungary, Consumer and Retail Industry Leader CAPTAINS AMONG THEMSELVES: <b>GERGELY BÁLINT</b> , Commercial Director at Nestlé <b>GYÖRGY GALÁNTAI</b> , Commercial Director at HELL Energy <b>ÉVA KULICH</b> , Commercial and Marketing Director at Haladás Mzg. Goldenburg <b>PÉTER SZAUTNER</b> , Deputy CEO and Strategic Director at Bonafarm	Agóra	15:15
15:15	Airport shopping and meetings in the Food court	Food court	15:30
15:30 CHARTER FLIGHT	CAPTAINS AMONG THEMSELVES: buyers’ current challenges, new strategies, opportunities in a roundtable discussion <b>DR. BEÁTA KÁPOLNA</b> , Purchasing Director at METRO <b>ZOLTÁN NEPP</b> , Managing Director responsible for Purchasing at Lidl <b>ZOLTÁN NOSZLOPY</b> , Deputy CEO and Purchasing Director at CBA <b>TAMARA PETER</b> , Fresh Food Purchasing Director at Tesco <b>ATTILA SZABÓ</b> , Head of Purchasing at CO-OP Hungary <b>LÁSZLÓ VARGA</b> , Product Purchasing Director at Auchan <b>KRISZTINA VÁRKONYI</b> , Purchasing Director at SPAR	Agóra	17:00
17:00	Airport shopping and meetings in the Food court	Food court	17:15
17:15 CHARTER FLIGHT	CAPTAINS AMONG THEMSELVES: domestic chains and tobacco shops’ current challenges and opportunities in roundtable discussions CAPTAINS’ BRIEFING: “Turbulences: How to weather the storm of consumer panic?” <b>CHRISTOU ANDREAS</b> , Managing Director of Retail Zoom “Growth is Based on Partnership” <b>LAJOS SZABÓ</b> , Commercial Director at Szerencsejáték CAPTAINS AMONG THEMSELVES: <b>TIBOR FEKETE</b> , Member of the Board of CO-OP Hungary, Chairman and CEO of Coop Szolnok <b>ZSOLT GYELÁN</b> , Vice President of CBA <b>LÍVIA JESZENSZKI</b> , Managing Director of Reál <b>ZSOLT VÉGSŐ</b> , Part-owner of Kerekes and Hansa-Kontakt CAPTAIN’S BRIEFING: “Optimization and risk minimization in card payments” <b>FERENC B. TÓTH</b> , Managing Director of myPOS	Agóra	19:00
19:00	Waiting for connection	VIP lounge	20:30
20:30	VDinner in the VIP Buffet (Level -1), airport song festival in the transit area, rafle	VIP Buffet/VIP lounge	01:00

# DAY 3 WEDNESDAY, 24 SEPTEMBER 2025

DEPARTURE FLIGHT	PROGRAMME	GATE	ARRIVAL
08:00	Check-in, waiting in the VIP lounge	VIP lounge	09:00
09:00 TRADE AIRLINES	Boarding Trade Airlines flights — Information from the flight attendant: SZILVIA KRIZSÓ	Agóra	09:15
09:15	BLACK BOX "The rollercoaster of e-commerce, where technology leads and experience drives forward" GYULA GALLINA, Business Development Director at Mastercard	Agóra	09:30
09:30 JET AIRCRAFT	CAPTAINS' BRIEFING: general market assessment of the past one and a half years and future opportunities based on corporate data and household shopping habits "How can Hungarian economic growth be restarted?" TIBOR BODOR, Head of Corporate Division, K&H Bank "The world is ours! — Through the eyes of Hungarian families via the household panel" TÜNDE TURCSÁN, Managing Director at YouGov Shopper "Amid turbulence: The online FMCG market's search for direction — When will a charter finally become a scheduled flight?" NORBERT MADAR, Head of Digital Commerce, PwC Hungary	Agóra	10:45
10:45	Air refueling	Food court	11:00
11:00 JET AIRCRAFT	CAPTAINS AMONG THEMSELVES: challenges and successes of e-commerce in a roundtable discussion ANDRÁS ARDÓ, Head of E-commerce at Nestlé ADÁM FÜRJES, Head of Webshop at Rossmann ORSOLYA HARTYÁNYI, Managing Director at Wolt ENŐKE KISS, Director of E-commerce at Auchan PÉTER SÁRKÓZI, Marketing Planning and Operations Manager at Kiři.hu CAPTAINS' BRIEFING: "From waste reduction to category — How did upcycling become a business success?" JULIA DALHADI, Founder of TransFoodMission, Upcycling Portfolio Consultant at Rohlik Group "Consumer demands and solution trends in e-commerce in 2025" LÁSZLÓ VARGA, Commercial and Marketing Director at DPD	Agóra	12:30
12:30	Meeting at the Transit VIP Buffet	VIP Buffet (Level -1)	13:30
13:30 CARGO AIRCRAFT	CAPTAINS AMONG THEMSELVES: general market assessment of the past one and a half years and future opportunities in the entire supply chain with presentations and a roundtable discussion ALEKSANDRA BANOVIC, Commercial Director at MHC Mobility SZABOLCS CZIFRIK, Managing Director at DPD NIKOLETTA KISS, Owner-Managing Director at PalmSped CSABA ÁRVAI, CEO at Boxy CAPTAIN'S BRIEFING: "SupplySmart — Pack and deliver smart!" ADRIANA KOTTROVA, Key Account Manager at Saurfit Westrock and JULIUS MAZAN Innovation Manager "Digital pillow fight: opportunity, stall, struggle, success" RÉKA HILZINGER, Commercial Director at Billerbeck and PÉTER GYÖRI, COO at Infinite	Agóra	14:30
14:30 AERIAL REFUELLING STATION	KAPITÁNYOK EGYMÁS KÖZT: benzinkúti csatorna sikerei és nehézségei kerekasztal-beszélgetés. ZOLTÁN FÜZES, Mobility Director at Shell Hungary PÉTER GYÜRÖS, Operations Director at ORLEN JÁN HRIVNÁK, Managing Director of OMV, Head of Retail Division	Agóra	15:15
15:15	Airport shopping and meetings in the Food court	Food court	15:30
15:30 AIR FORCE ONE TAPOLCA	"Symbol of Sustainability 2025" competition results, award ceremony. Awards presented by: DR. FELKAI BEÁTA OLGA, Deputy Secretary of State at the Ministry of Agriculture, and ZSUZSANNA HERMANN, Managing Director and Editor-in-Chief of Trade magazin, President of the Green Division of the Hungarian Marketing Association (HMSZ), as well as ATTILA SZÜCS, Operational Director of the Division	Agóra	15:50
15:50 SOLAR AIRCRAFT	CAPTAINS AMONG THEMSELVES: sustainability reports from around the world and Hungary with presentations and roundtable discussions LÁSZLÓ BÜKI, Honorary President of the Association for Sustainable Packaging (FeCso), Owner of BS Plastic GERGELY HANKÓ, Managing Director of the Association of Environmental Service Providers and Manufacturers (KSZGYSZ) IRÉN MÁRTA, Director of the Business Council for Sustainable Development in Hungary (BCSDH) NÓRA SZABÓ, ESG consultant of Mastercard CAPTAINS' BRIEFING: "Sustainability: business or responsibility?" IVAN HOLUB, Sustainability Director at Danone CEE OPOH "Sustainability and innovation in the packaging industry" ZOLTÁN SZÖNYI, Sales Director at Dunapack Packaging	Agóra	16:50
16:50 SOLAR AIRCRAFT	CAPTAINS AMONG THEMSELVES: sustainability reports from around the world and Hungary, with presentations and roundtable discussions MIKLÓS NAGY, Secretary General of the Hungarian Association of Packaging and Materials Handling (CSAOSZ) ILDIKÓ BALÁZS, Director of Corporate Relations at Auchan ISTVÁN JUSTIN, COO at Real Nature CSILLA ZOMBORY, Head of Quality and Environmental Management at SPAR CAPTAIN'S BRIEFING: "Strategic changes needed — The appearance of Generation Z as purchasing power in the market" SZILVIA BÓDI, Sales, Marketing and Innovation Director at DS Smith	Agóra	17:45
17:45	Quick refueling	VIP lounge	18:00
18:00 FLYOVER	SIGHTSEEING FLIGHT — TAKE-OFF WITH OUR SURPRISE GUESTS Duty free by Boxy Conversation with DÁNIEL JELLINEK, Owner-CEO of INDOTEK Group, and GERGŐ SOLTÉSZ investment and financial expert	Agóra	19:00
19:00	Waiting for connection	VIP lounge	20:30
20:30	BBQ dinner in the hangar, followed by a Fantastic Retro Party	External hangar	02:30

# DAY 4 THURSDAY, 25 SEPTEMBER 2025

DEPARTURE FLIGHT	PROGRAMME	GATE	ARRIVAL
08:00	Check-in, waiting in the VIP lounge	VIP lounge	09:00
09:00 TRADE AIRLINES	Boarding Trade Airlines flights — Information from the flight attendant: SZILVIA KRIZSÓ	Agóra	09:15
09:15	BLACK BOX “The world’s first Jedi crash course — how to use AI in personalization?” PÉTER MONDOVICS, Marketing Manager at Mastercard	Agóra	09:30
09:30 HEAVY BOMBERS	CAPTAIN’S BRIEFING: Market assessment of the past year and a half and the road ahead “V4: Customs, Protection, Desires and Reality” GYÖRGY JAKSITY, Chairman of the Board at Concorde	Agóra	10:30
10:30	Air refueling	Food court	10:45
10:45 HEAVY BOMBERS	CAPTAINS AMONG THEMSELVES: Brand Alliance roundtable discussion about strategy, challenges, future directions TAMÁS ÁCS, Managing Director at Unilever CSABA BELDOVAI, CEO of Zwack Unicum DR ÁGNES FÁBIÁN, Managing Director at Henkel ZOLTÁN FEKETE, Secretary General at Hungarian Brand Alliance PÉTER NOSZEK, Managing Director at Nestlé ATTILA SÓFALVI, Managing Director at MARS ZOLTÁN VENTER, Managing Director at Essity	Agóra	12:00
12:00 AIR FORCE ONE TAPOLCA	Introduction of the Chain Bridge Foundation and supported students with the contribution ZSUZSANNA HERMANN, Chair of the Board of Trustees and ISTVÁN MATUS Board Member	Agóra	12:15
12:15	Meeting in the Transit VIP Buffet	VIP Buffet (Level -1)	13:15
13:15 STEALTH BOMBER	CAPTAINS’ BRIEFINGS: Brand value trends and marketing communication, what and how to achieve success, what value means today in Hungary and worldwide, with presentations “Brand Footprint 2025 Global & Hungary” results — with award ceremony TÜNDE TURCSÁN, Managing Director at YouGov Shopper and DOROTTYA BRENNER, Consultant at the company “BTL on the radio?” ANDRÁS GALAVICS, Head of Radio Division and Sales at Atmedia and JÁNOS KAPITÁNY Head of Radio Sales and Promotions “Kantar Creative Effectiveness 2025 — The world’s best-performing FMCG ads based on consumer ratings” GÁBOR TOLNAI, Division Director at Kantar Hoffmann “The secret currencies of loyalty — How to take loyalty programs to the next level?” VIRÁG KISS, Senior Consultant in Consumer Behavior at PwC “Cheaper with Clubcard — 15 years of customer loyalty” CSILLA KÖVÁRI, a TESCO brand communication & execution vezetője “SIRHA Budapest 2026: Business opportunities on board an international exhibition” KLÁRA TIHANYI, Exhibition Director at Hungexpo	Agóra	14:45
14:45	Air refueling	Food court	15:00
15:00 FIGHTER AIRCRAFT	CAPTAINS AMONG THEMSELVES: Discounters, hyper- and supermarkets about successes and challenges in a roundtable discussion CAPTAIN’S BRIEFING: “In controlled airspace — the view from the cabin” ERIK VÁGYI, Managing Director at NielsenIQ INTERVIEW IN THE COCKPIT: GABRIELLA HEISZLER, President & CEO of SPAR CAPTAINS AMONG THEMSELVES: NÓRA HEVESI, Head of Communications at Tesco DR TAMÁS KATBINGER, Corporate Affairs Manager at Lidl ESZTER KAZATSAY, Head of Communications at Penny MÁRK MACZELKA, Head of Communications at SPAR JÁNOS MEZEI, Commercial Director at Co-op Star ATTILA NAGY, Sales Director at Auchan	Agóra	17:00
17:00	Airport shopping and meetings in the Food court	Food court	17:15
17:15 EMERGENCY AIRPLANE	CAPTAINS AMONG THEMSELVES: Drugstores about successes and challenges in a roundtable discussion TIBOR BREZOVSKY, Managing Director at Müller Drugstore FERENC CZIGÁNY, Commercial Director at Ecofamily ISTVÁN DOBI, Owner of Dél-100 MARIANN JÓZSA, Managing Director at dm MARCELL SÁRKÓZI, Commercial Director at Henkel Consumer Brands ÉVA SZIMEISZTER, Procurement Director at Rossmann	Agóra	18:00
18:00 SPACESHIP	CAPTAINS AMONG THEMSELVES: our surprise guests after launch BERTALAN FARKAS, Hungary’s first astronaut (invited) TIBOR KAPU, research astronaut of the HUNOR Program (invited) ATTILA SZENDE, Marketing Director at Stühmer	Agóra	19:00
19:00	Waiting for connection	VIP lounge	21:00
21:00	AIR SHOW — Gala dinner, Lifetime Achievement Award ceremony, announcement of the “Retailer of the Year 2025” competition results, award presentations, birthday greetings, followed by music by Vegas Show Band	Internal hangar	04:00

## DAY 5 FRIDAY, 26 SEPTEMBER 2025

DEPARTURE FLIGHT	PROGRAMME	GATE	ARRIVAL
09:00	Check-in, waiting in the VIP lounge	VIP lounge	09:45
09:45 TRADE AIRLINES	Boarding Trade Airlines flights — Information from the flight attendant: SZILVIA KRIZSÓ	Agóra	10:00
10:00	BLACK BOX "Perfect Trilemma — consumption without compromise" BALÁZS HAJNAL, Director at Mastercard	Agóra	10:15
10:15 TRADE AIRLINES	DURING LANDING, CAPTAINS' BRIEFING: traditional CEO takeaways once again bring excellent presentations and discussions this year "The fear can be overcome!" ARTHUR KELETI cyber secret futurist, founder of IT Security Day (ITBN) "Blind flight? Life after death — VUCA method for survival" ANDRÁS AVIDOR pilot, Chairman of the Strategic Council at BNI Global	Agóra	12:30
12:30	Meeting in the Transit VIP Buffet	VIP Buffet (Level -1)	14:00

## OPTIONAL PROGRAM 26-28 SEPTEMBER 2025

### DAY 5 FRIDAY, 26 SEPTEMBER 2025

DEPARTURE	PROGRAMME	ARRIVAL
14:00	Free time, wellness	17:30
17:30	Travel to Badacsony, Laposa Winery	18:00
18:00	Winery tour	19:00
19:00	Wine tasting on the Wine Terrace	20:00
20:00	Wine dinner	22:00
22:00	Travel back to Tapolca, Hunguest Hotel Pelion	22:30
22:30	Good night, rest well!	

### DAY 6 SATURDAY, 27 SEPTEMBER 2025

DEPARTURE	PROGRAMME	ARRIVAL
07:00	Breakfast at the restaurant	09:00
09:00	Travel to Celldömölk, Czelli Mill	10:30
10:30	Czelli Mill visit and tasting	12:30
12:30	Travel back to Tapolca, to the Trout Festival	14:00
14:00	Lunch by the Lake in Tapolca, then a walk back to the hotel	15:00
15:00	Rest and wellness at Hunguest Hotel Pelion	17:45
17:45	Travel to Sümeg, Sümeg Castle	18:15
18:15	Watch the Sümeg Castle games	19:45
19:45	Royal feast under Sümeg Castle	21:30
21:30	Travel back to Tapolca, Hunguest Hotel Pelion	22:00
22:00	Good night, rest well!	

### DAY 7 SUNDAY 28 SEPTEMBER 2025

DEPARTURE	PROGRAMME	ARRIVAL
07:00	Breakfast at the restaurant	10:00
10:00	Hotel check-out	11:00
11:00	Departure home	

YOU CAN FOLLOW CONFERENCE PROGRAMME AT:

# businessdays.hu

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