

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

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:



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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 crew: EMÍLIA KRUG Trade Airlines air marshal's welcome speech: ZSUZSANNA HERMANN , CEO and editor-in-chief of Trade magazin	Agóra	09:45
09:45	BLACK BOX	Agóra	10:00
10:00 PASSENGER PLANE	CAPTAIN'S BRIEFINGS: general market analysis and federal overviews of the past year and a half, with a preview of the following from our invited speakers: a HoReCa market exclusive with research prepared for the conference, industry leaders, reports from trade associations	Agóra	12:00
12:00	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:00
13:00 FLYING SAUCER	CAPTAINS AMONG THEMSELVES: HoReCa market experts reflecting , with research prepared for on market research data, analysing the events of the past year and sharing their thoughts on the challenges and possible solutions for the near future with those present.	Agóra	14:00
14:00 AIR FORCE ONE TAPOLCA	" HoReCa Heroes 2025 " competition results announced, awards ceremony.	Agóra	14:30
14:30	Airport shopping and meetings in the food court	Food court	15:00
15:00 GYRO(S)COPTER	CAPTAINS AMONG THEMSELVES: an overview of HoReCa market trends from suppliers, operators, catering professionals and trade associations	Agóra	17:00
17:00	Airport shopping and meetings in the food court	Food court	17:30
17:30 FLYOVER	A SIGHTSEEING FLIGHT WITH OUR SURPRISE GUESTS	Agóra	18:30
18:30	Waiting for the connection, meanwhile: METRO cocktail party in the transit zone until dinner	VIP lounge	20:30
20:30	Dinner in the hangar, performance by Mariann Falusi , courtesy of the Premium Kert Group, raffle	External hangar	00:30

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: EMÍLIA KRUG	Agóra	09:15
09:15	BLACK BOX	Agóra	09:30
09:30 SAILPLANE	CAPTAINS AMONG THEMSELVES: a general macroeconomic, food industry, supplier and shopper 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 panellists	Agóra	11:30
11:30 AIR FORCE ONE TAPOLCA	Announcing the results of the " Retail Award of Excellence for Hungarian Products 2025 " competition, presentation of the awards. The chief patron of the competition is Minister of Agriculture DR ISTVÁN NAGY	Agóra	12:00
12:00	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:00
13:00 JUMBO JET	CAPTAINS AMONG THEMSELVES: food economy progress report and current challenges, opportunities, new strategies and plans for wholesalers and distributors in roundtable discussions	Agóra	15:00
15:00	Airport shopping and meetings in the food court	Food court	15:15
15:15 CHARTER FLIGHT	CAPTAINS AMONG THEMSELVES: current challenges and opportunities for purchasers in roundtable discussions	Agóra	17:15
17:15	Airport shopping and meetings in the food court	Food court	17:30
17:30 CHARTER FLIGHT	CAPTAINS AMONG THEMSELVES: current challenges and opportunities for domestic retail chains and tobacco shops in roundtable discussions	Agóra	19:00
19:00	Waiting for the connection	VIP lounge	20:30
20:30	Dinner in the VIP Buffet (Level -1), surprise guest in the transit zone, raffle	VIP Buffet/lounge	00:30

FLIGHT TICKETS CAN ONLY BE BOOKED ONLINE AT

businessdays.hu

until 31 August 2025

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 for Trade Airlines flights — Information from the cabin crew: SZILVIA KRIZSÓ	Agóra	09:15
09:15	BLACK BOX	Agóra	09:30
09:30 JET AIRCRAFT	CAPTAINS AMONG THEMSELVES: a general market assessment of the past year and a half and future opportunities based on company data and household purchasing habits and e-commerce, with presentations and a roundtable discussion	Agóra	12:00
12:00	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:00
13:00 CARGO PLANE	CAPTAINS AMONG THEMSELVES: a general market assessment of the past year and a half and future opportunities throughout the supply chain, with presentations and a roundtable discussion	Agóra	13:45
13:45 AERIAL REFUELLING STATION	CAPTAIN'S BRIEFING: successes and challenges of the service station channel — roundtable discussion	Agóra	14:30
14:30 AIR FORCE ONE TAPOLCA	"Symbol of Sustainability 2025" competition results announced, awards ceremony	Agóra	15:00
15:00	Airport shopping and meetings in the food court	Food court	15:30
15:30 SOLAR-POWERED AIRCRAFT	CAPTAINS AMONG THEMSELVES: sustainability progress reports from around the world and in Hungary, with presentations and roundtable discussions	Agóra	17:50
17:50	Quick refuelling	VIP lounge	18:00
18:00 FLYOVER	DUTY-FREE FROM BOXY A SIGHTSEEING FLIGHT WITH OUR SURPRISE GUESTS	Agóra	19:00
19:00	Waiting for the connection	VIP lounge	20:30
20:30	BBQ-dinner in the hangar, followed by a Fergeteg Retro Party	External hangar	02:30

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** (Reál); **István Justin** (Real Nature); **Ferenc Kedves**; **Ágnes Kovács** (Coca-Cola HBC); **Katalin Laknerfi-Korin** (Zwack Unicum); **Dr Ákos Kozák** (Impetus Research); **Szilvia Krizsó**; **István Matus**; **János Mezei** (Co-op Star); **László Murányi**; **Kornél Müller** (Törley); **Ottó Németh** (Herbow); **Péter Noszek** (Nestlé); **Zsolt Pálkás** (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**; **József Tarsoly** (Wienerberger); **Dr Imre Tímár** (Tanner Trade); **Zoltán Tóth** (Mindz); **Zoltán Venter** (Essity); **Zsolt Vuleta** (Borsodi Sörgyár); **Bálint Zsinkó** (Graboplast)

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 for Trade Airlines flights — Information from the cabin crew: SZILVIA KRIZSÓ	Agóra	09:15
09:15	BLACK BOX	Agóra	09:30
09:30 HEAVY BOMBERS	CAPTAINS AMONG THEMSELVES: market assessment of the past year and a half and the years ahead, followed by a roundtable discussion hosted by the Branded Goods Association Hungary, and introducing the Chain Bridge Foundation and the students it supports	Agóra	12:00
12:00	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	13:00
13:00 STEALTH BOMBER	CAPTAIN'S BRIEFING: brand equity trends and marketing communication, how to become successful, what value means today in Hungary and abroad, with presentations	Agóra	14:00
14:00 FIGHTER AIRCRAFT	CAPTAIN'S BRIEFING: the successes and challenges of discounters, hypermarkets and supermarkets in a roundtable discussion	Agóra	16:00
16:00	Airport shopping and meetings in the food court	Food court	16:30
16:30 EMERGENCY AIRPLANE	CAPTAIN'S BRIEFING: successes and challenges of drugstores in a roundtable discussion	Agóra	18:00
18:00	Waiting for the connection	VIP lounge	20:30
20:30	AIR SHOW — gala dinner, Lifetime Achievement Awards, birthday toasts and announcing the results of the "Retailer of the Year 2024" competition, presentation of the awards, followed by live music by the Vegas Show Band, courtesy of the TV2 Group	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 for Trade Airlines flights — Information from the cabin crew: SZILVIA KRIZSÓ	Agóra hall	10:00
10:00	BLACK BOX	Agóra hall	10:15
10:15 SPACESHIP	CAPTAINS AMONG THEMSELVES: traditionally this day is dedicated to thoughts executive can take home with them, with great presentations and exciting discussions once again	Agóra hall	12:30
12:30	Meeting in the transit VIP Buffet	VIP Buffet (Level -1)	14:00

YOU CAN FOLLOW THE REGULARLY UPDATED CONFERENCE PROGRAMME AT:

businessdays.hu

More information: marketing@trademagazin.hu