

# XX. Jubilee CEO Summit

## THE CHANCES OF GROWTH

*Spirit Hotel \*\*\*\*\*, Sárvár*

*Moderators: György Bőgel - CEU Business School  
István Havas - Ernst & Young Tanácsadó Kft.*

*29 September – 1 October 2010*

The history of **CEO Summits** has been interwoven with the economic cycles. The first summit was held in 2001, roughly two years after the introduction of the Euro. It was a difficult period for the economy, particularly for those who were working in the IT and telecommunications sectors. Fortunately, that time the crisis ended in the following year and the engines of growth were ignited.

Now, as we get prepared for the twentieth meeting, we are just recovering from yet another global economic crisis. According to an **IMF prognosis**, the growth of global economy can be more than four percent next year. Growth may start but we have no reason for unfettered optimism: recovery comes with grave economic and social problems all around the world as well as in Hungary. In many developed countries, financing the welfare systems is a big problem in an era of ageing society. Public debts and the indebtedness of households have reached a critical level. In **global trade** there is a serious disequilibrium: while certain countries – China in particular – the trading balance shows a huge surplus, in other countries – especially in the United States – there is an enormous deficit.

If, in order to reduce the unsustainable public debts, governments cut down on their spending or increase taxes, they can jeopardize the growth that just started, however, they can get the same result if they fail to make these steps. The **whole financial system** can get into trouble again. Will developed countries be able to keep control of their welfare systems? Is it conceivable that the Americans will save more and the Chinese will spend more? Can Greece be saved from total bankruptcy? What is going to happen to the barely **ten-year-old Euro**? Global economy raises many questions like these.

**In Hungary** general elections were held this spring, and the country is now led by a new government. The manoeuvring space must be determined in view of the above environmental conditions. In order to ease tensions in the economy and in society, we need an improved economic performance, and economic growth requires new workplaces, capital investment, improved productivity, technical and market innovations. We can make benefit of the opportunities offered by the hopefully recovering international markets only with a competitive national economy. We need to cut down on government spending in order to lessen the burdens on the participants of economy. The educational sector should produce workforce that is competitive on the market. Corruption should be rooted out and the assets of the state should be better managed ...

According to our traditions, the **20<sup>th</sup> CEO Summit** is expected to provide a comprehensive analysis of the current state of the international and national economy, the trends and tensions in society, the state of different sectors of the economy, and the results and plans of companies. We will hear various opinions at the presentations and the round table talks, and of course we also expect an active participation from the audience.

# XX. Jubilee CEO Summit

Wednesday, 29 September 2010

- 11.30 – 12.00 *Arrival at the hotel, occupation of the rooms, registration*
- 12.00 – 14.00 *Lunch*
- 14.00 – 14.15 Welcome speech by the moderator: **István Havas** CEO, Ernst & Young Tanácsadó Kft.
- 14.15 – 14.45 **Elemér Veréb** Managing Director, Qualified Management Consultant, Provice Kft.  
*The strategy is conscious state*
- 14.45 – 15.15 **György Mosonyi** CEO, MOL Nyrt.  
*Energy companies in the XXI. century*
- 15.15 – 16.00 **Péter Tölgyessy** political analyst, Hungarian Academy of Sciences (HAS)  
*What now? (The new government's economy- and society policy)*
- 16.00 – 16.45 **Presentation**
- 16.45 – 17.00 *Q&A with the presenters*
- 17.00 – 17.45 *Coffee break*
- 17.45– 18.15 **Margit Rác** Research Director, HAS Global Economy Research Institute  
*Eurozone crisis standing in September*
- 18.15 – 19.00 Round table talk: *Chances of a Breakthrough for the Hungarian Economy*  
**Péter Heim** CEO, Atticus Investments Zrt.  
**András Láncki** Director, BCE Institute of Political Sciences  
**Csaba László** partner, KPMG Tanácsadó Kft.  
**Péter Lőrincze** Vice President, International Relations, Trigránit Zrt., advisory to the managing president, VOSZ  
**János Takács** CEO, Electrolux Lehel Kft.
- 19.00 – 19.45 **Elemér Hankiss** sociologist, Hungarian Academy of Sciences  
*Life Strategies in an Age of Uncertainty*
- 19.45 – 20.00 *Q&A with the presenters*
- 20.00 – *Buffet reception, wine tasting from the **Vylyan** wines, cigar and **Belga Praliné** chocolate tasting*

## Thursday 30 september 2010

07.00 – 10.00

*Breakfast*

### **ROUND-TABLE DISCUSSIONS**

10.00 – 10.45 <b>Water Room</b>	10.00 – 10.45 <b>Fire Room</b>
<p style="text-align: center;"><b>STRATEGY ROUND TABLE DISCUSSION</b> <i>Innovation: Examples of corporate renewal in Hungary</i></p> <p><u>Moderator:</u> <b>Dénes Fodor</b> partner, CEMI</p> <p><u>Invited guests:</u>  <b>Ferenc Baranyai</b> Managing director, NABI Gyártó és Kereskedelmi Kft.  <b>Csaba Perjési</b> Business Deputy-Managind Director, FŐTÁV Zrt.  <b>Dávid Tibor</b> CEO, MASTERPLAST Group Zrt.  <b>Kristóf Szalay-Bobrovniczky</b> President, Primatum Fund</p>	<p style="text-align: center;"><b>SPORT AND BUSINESS</b></p> <p><u>Moderator:</u> <b>István Havas</b> CEO, Ernst &amp; Young Tanácsadó Kft.</p> <p><u>Invited guests:</u>  <b>Erik Bánki</b> President, Országgyűlés Sport és Turisztikai Bizottsága  <b>Levente Balogh</b> managing director, Szentkirályi Ásványvíz Kft.  <b>Sandor Csányi</b> CEO, OTP Bank Nyrt., PRESIDENT, MLSZ  <b>Istvan Garancsi</b> Director, Videoton FC  <b>Tamás Gyárfás</b> President, Magyar Úszósövetség, President, MOB  <b>Farkas Litkey</b> Sport Director, Marina-Port  <b>György Mosonyi</b> CEO, MOL Nyrt.  <b>Gábor Szima</b> Director, DVSC – TEVA</p>

### **ROUND-TABLE DISCUSSIONS**

10.45 – 11.30 <b>Water Room</b>	10.45 – 11.50 <b>Fire Room</b>
<p style="text-align: center;"><b>ADÓZÁS 2010/11</b></p> <p><u>Moderator:</u> <b>Botond Rencz</b> leading partner, Tax Services, Ernst &amp; Young Kft.</p> <p><u>Invited guests:</u>  <b>Ildikó Vida</b> President, APEH  <b>Ádám Balog</b> Secretary for Tax, Nemzetgazdasági Minisztérium  <b>Éva Palócz</b> Director, KOPINT-TÁRKI Zrt., Tax Committee member, JVSZ  <b>Károly Kurucz-Váradi</b> Director, OTP Bank - Stratégiai és Pénzügyi Divízió</p>	<p><u>Presentations:</u> <b>Tamás Vahl</b> Managing Director, Nav N Go Kft.</p> <p><i>Emotions and Results</i>  <b>György Bógel</b> Professor, CEU Business School  <b>János Tomka</b> Co-President, KPMG-BME Academy</p>

11.30 – 12.15

*Coffee Break*

**ROUND-TABLE DISCUSSIONS**

12.15 – 12.40 Water Room	12.15 – 12.45 Fire Room
<p><b>Presentation:</b>  <i>Revolution? Web 2.0, social media, cloud computing - CRM after the changes</i>  <b>István György</b> Sales Manager, Update Software Magyarország Kft.</p>	<p style="text-align: center;"><b>PROJECT MANAGEMENT AT LARGE COMPANIES</b>  <i>How 'project-ripe' is the Hungarian society?</i></p> <p><u>Moderator:</u>  <b>Zsolt Molnár</b> consultant, KONETT Tanácsadó és Szolgáltató Kft.</p>

**ROUND TABLE DISCUSSIONS**

12.40 – 14.00 Water Room	12.45 – 14.00 Fire Room
<p style="text-align: center;"><b>IT BUSINESS MANAGERS I.</b></p> <p style="text-align: center;"><i>Dare we dream big? Where do we position ourself in informatics: education, state, internet usage and services</i></p> <p><u>Moderator:</u>  <b>Péter Ilosvai</b> Managing Director, IT Services Kft.</p> <p><u>Invited guests:</u>  <b>Péter Braun</b> President-CEO, Chief Consultant, OTP Bank Nyrt.  <b>István Papp</b> Deputy CEO, Magyar Telekom Nyrt.  <b>Timea Tibor</b> Director, MTA  <b>György Zsembery</b> COO, Invitel Zrt.</p> <p style="text-align: center;"><b>IT BUSINESS MANAGERS II.</b></p> <p style="text-align: center;"><i>Daring Awakening Growing points of the Hungarian IT industry</i></p> <p><u>Moderator:</u>  <b>Sándor Mester</b> Management Consultant, PrimRose Kft.</p> <p><u>Invited guests:</u>  <b>Boglárka Blahut</b> Sales Manager, Oracle Hungary Kft.  <b>József Gacsal</b> Business Development Director, Intel Kft..  <b>Csaba Lengyel</b> Managing Director, Vialto Consulting Kft.  <b>Péter Papp</b> CEO, Kancellár.hu  <b>Zsolt Puskás</b> CEO, Netteam-DMSOne Zrt.</p>	<p><b>Presentation:</b>  <i>Transparent structure or a bottleneck? When does a private company need a responsible corporate management and what kind?</i>  <b>Judit Budai</b> Partner, SZECSKAY ATTORNEYS AT LAW</p> <p style="text-align: center;"><b>THE PRESENT AND FUTURE OF LARGE COMPANIES IN THE ENERGY SECTOR</b></p> <p><u>Moderator:</u>  <b>Tibor Bacsó</b> Managing Director, Accenture Kft.</p> <p><u>Introducing Presentation:</u></p> <p><u>Invited guests:</u>  <b>Péter Csiba</b> CEO, Dunamenti Erőmű Zrt.  <b>Balázs Somogyi</b> CEO, GE Hungary Kft.  <b>György Szabó</b> CEO, TXM Kft.  <b>Zsombor Szilágyi</b> Division Director, EMFESZ Kft.  <b>Balázs Tóth</b> President, ELMIB Zrt.  <b>András Vinkovits</b> Deputy CEO, Budapesti Erőmű Zrt.</p>

14.00 – 15.30

Lunch

**ROUND-TABLE DISCUSSIONS**

15.30 – 16.15	Water Room	15.30 – 16.15	Fire Room
<p style="text-align: center;"><b><i>REGULATORY CHALLENGES IN TELECOMMUNICATIONS</i></b> <i>2011</i></p> <p><u>Moderator:</u> <b>Mihály Sugár</b> leading advisory, Bellresearch Kft.</p> <p><u>Invited guests:</u> <b>Antonio Felizardo</b> CEO, Hungaro DigiTel Kft. <b>Gabriella Kövesi</b> Magyar Telekom Nyrt. <b>Gábor Mátrai</b> Deputy-President, NHH <b>Éva Vasváriné Mennyhárt Éva</b> Secretary, NFM</p>		<p style="text-align: center;"><b>ROUND TABLE TALK OF FEMALE BUSINESS LEADERS</b></p> <p><u>Moderator:</u> <b>Lili Zétényi</b> Chief Editor, LaFemme</p> <p><u>Invited guests:</u> <b>Nóra Horváth-Magyar</b> Managing director of comm.. K&amp;H Group <b>Andrea Jádi Németh</b> Managing partner, Jádi Németh Ügyvédi Iroda <b>Judit Kovács</b> Partner, executive coach, Praesta Hungary Kft. <b>Silvia Szendrey</b> Managing director, JVSZ</p>	

**ROUND-TABLE DISCUSSIONS**

16.15 – 17.00	Water Room	16.15 – 17.00	Fire Room
<p style="text-align: center;"><b>CIVIL ROUND TABLE TALK</b> <i>Tell me, who would you choose?</i></p> <p><u>Moderator:</u> <b>Éva Patzauer</b> President, Magic Lantern Foundation</p> <p><u>Invited guests:</u> <b>Péter Biczó</b> Director, PricewaterhouseCoopers Kft. <b>Péter Honyek</b> Counselor, Tax Office <b>Gábor Pölöskei</b> Strategic Director, Budapest P.R. Kft. <b>Imre Sivó</b> Managing Partner, ICG Infora Group</p>		<p style="text-align: center;"><b>FMCG IN HUNGARY</b> <i>Fast ? Moving? Consumer? Goods?</i></p> <ul style="list-style-type: none"> <li>• <i>Brand building or selling?</i></li> <li>• <i>Do we know our buyers and consumers?!</i></li> </ul> <p><u>Moderator:</u> <b>Domonkos Pichovszky</b> Customer Relations Director, Createam Advertising Agency</p> <p><u>Invited guests:</u> <b>Yann Trevian</b> CEO, Danone Kft. <b>Edwin Driesenaar</b> CEO, Reckitt Benckiser Kft. <b>Michel Toth</b> CEO, l'Oréal Kft. <b>Robert Storch</b> CEO, Johnson &amp; Johnson Kft.</p>	

17.00 – 17.45

**Luxus in Hungary Round Table Discussion** (*Water Room*)

Moderator: **Gabor Pölöskei** Strategy director, Budapest P.R. Kft.

17.45 – 19.30

*Free time, wellness programs*

Host of the evening: **Balázs Beliczai** Stand-up Comedy boumorist (*Duma Theater*)

20.00 – 20.30

*Buffet reception with champagne, exhibition opening of E. Szabó Zoltán painter*

20.30 – 22.00

*Charity Dinner and Sweepstakes*

22.00 –

*3<sup>rd</sup> CEO Poker Championships*

## *Friday, 1 October 2010*

07.00 – 10.00	<p><i>Breakfast, leaving hotel rooms</i></p> <p><b>Moderator: György Bőgel</b> - CEU Business School</p>
09.50 – 10.00	<p><b>Dániel Varsányi</b> Founder, Enterprising Culture LLC</p> <p><i>Convertible note</i></p>
10.00 – 10.40	<p><b>Round table talk: <i>R&amp;D and Innovation, as the Most Important Propellers of Economic Growth</i></b></p> <p>Moderator: <b>János Pakucs</b> Honorary President, Hungarian Association for Innovation</p> <p><u>Invited guests:</u></p> <p><b>László Ábrahám</b> CEO, NI Hungary Kft.</p> <p><b>József Farkas</b> Managing director, Sanatmetal Kft.</p> <p><b>Béla Molnár</b> Managing director, 3DHISTECH Kft.</p> <p><b>László Ürge</b> Director, ThalesNano Zrt.</p>
10.40 – 11.20	<p><b><u>Boosting the Economy – Infrastructural Development Projects 2011 Round table talk</u></b></p> <p><u>Invited guests:</u></p> <p><b>Péter Adamecz</b> CEO, Eximbank Zrt.</p> <p><b>Zoltán Aranyosy</b> Division Manager, Siemens Zrt.</p> <p><b>Levente Balogh</b> Managing Director and Owner, Szentkirályi Ásványvíz Kft.</p> <p><b>Ferenc Orosz</b> CEO, Nemzeti Infrastruktúra Fejlesztő Zrt.</p> <p><b>Zoltán Márton</b> Managing director, ICG Infora Consulting Group Kft.</p> <p><b>Richard Field</b> Managing Director, Amerikai Ház Kft.</p>
11.20 – 11.40	<p><i>Coffee Break</i></p>
11.40 – 11.55	<p><b>Hajnalka Csorbai</b> Director, OPTEN Kft.</p> <p><i>Gridlock as Hungarica – or to do or not do about it</i></p>
11.55 – 12.35	<p><b><u>Status analysis and perspectives of the banking sector - round table talk</u></b></p> <p>Moderator: <b>Tibor Draskovics</b> partner, PricewaterhouseCoopers Kft.</p> <p><u>Invited guests:</u></p> <p><b>László Balázs</b> President-CEO, Magyarországi Volksbank Zrt.</p> <p><b>Dániel Gyuris</b> CEO, FHB Bank Nyrt.</p> <p><b>István Karagich</b> Director, Blochamps Capital Pénzügyi Tanácsadó Kft.</p> <p><b>András Kozma</b> President-CEO, Commerzbank Zrt.</p> <p><b>Zoltán Martonyi</b> Managing partner, Martonyi Law Firm</p> <p><b>Anett Pandurics</b> President-CEO, Magyar Posta Biztosító Zrt.</p>
12.35 – 13.20	<p><b>Round table talk: <i>HR as the Most Important Strategic Partner of the Chief Executive – Practical Aspects</i></b></p> <p>Moderator: <b>László Tóth</b> Managing Director, Transearch Hungary Kft.</p> <p><b>Ferenc Rolek</b> HR Deputy-CEO, Budapest Bank Nyrt.</p> <p><b>László Faragó</b> Regional HR Director, Nokia Siemens Networks Magyarország Kft.</p> <p><b>Péter Szabó</b> HR Director, AstraZeneca Kft</p>
13.20 – 13.30	<p><i>Conclusion of the Conference</i></p>
13.30 –	<p><i>Lunch, personal talks</i></p>