

HUNGARIAN ECONOMIC ASSOCIATION
55th ITINERANT CONFERENCE OF ECONOMISTS
EGER, 7-9 SEPTEMBER 2017

Draft Program

7 September 2017, Thursday

OPENING PLENARY SESSION

Chairman: **Gyula Pleschinger** President, Hungarian Economic Association, member of the Monetary Council

14.00 – 14.20 Fanfare – performed by the Brass Ensemble of Eger

Greetings

Éva Hegedüs Secretary-General, Hungarian Economic Association

László Habis Mayor, Municipality of Eger Town of County Rank

Sándor Csontos President, Hungarian Economic Association

Heves County Organisation

14.20 – 16.00 Presentations

Thomas J. Sargent economist professor, New York University,
honoured by the 2011 Nobel Memorial Prize in Economic Sciences

Assets price bubbles

György Matolcsy Governor, Hungarian National Bank

16.00 – 16.20 Intermission

16.20 – 17.40 Presentations

Erik Bogsch CEO, Richter Gedeon Nyrt.

Árpád Kovács President, Fiscal Council of Hungary, Honorary President of
the Hungarian Economic Association

Budget stability and competitiveness

8 September 2017, Friday

SECTION SESSIONS

9.00 – 17.30 FULL DAY SECTIONS

FINANCES

Chairman: **Márton Nagy** Deputy Governor, Hungarian National Bank, board member of the Hungarian Economic Association, president of the Finances Section

Digitalisation and fintech – presentations

9.00 – 10.15 Levente Jánoskuti senior partner, McKinsey's Budapest office

Balázs Bíró partner, Deloitte

Regional banking outlook

Lajos Bartha director, Directorate of Financial Infrastructures of MNB

10.15 – 10.25 Intermission

Digitalisation and fintech – Presentations

10.25 – 12.00 Márk Hetényi financial and operational Deputy CEO, MKB Bank Zrt.

Péter Csányi managing director, OTP Bank Nyrt.

Jenő Siklós Deputy-CEO, GRÁNIT Bank Zrt.

12.00 – 14.00 Lunch

14.00 – 14.30 Presentation

Ágnes Hornung state secretary responsible for finances,
Ministry of National Economy

14.30 – 16.00 Key challenges of the banking system – panel discussion

Moderator: **Márton Nagy** Deputy Governor, MNB, board member of the Hungarian Economic Association, president of the Financial Section

Participants:

Ádám Balog CEO, MKB Bank Zrt., vice-president of MKT

Éva Hegedüs Chairwoman and CEO, GRÁNIT Bank Zrt., secretary general of MKT

Jelascity Radovan CEO, Erste Bank Zrt.

József Vida president of the board of directors, FHB Bank Zrt., Chairman and CEO of Takarékbank Zrt.

László Wolf Deputy-CEO, OTP Bank Nyrt., board member of the Hungarian Economic Association

György Zolnai CEO, Raiffeisen Bank Zrt.

ECONOMIC POLICY

Chairman: **Attila Chikán** academician, university professor, Budapest Corvinus University, President of the Economic Policy and Economic Theory Section of MKT

9.00 – 10.30 Economic growth – Presentations

Chairman: Tihamér Laczkó secretary, Economic Policy and Economic Theory Section of MKT

István Kónya senior research fellow, MTA KRTK

Crisis, productivity, growth

Balázs Világi head of department general, Hungarian National Bank

New trends in thinking in economics after the crisis

Viktor Várpalotai deputy head of department general, Ministry of National Economy

Estimates of capacity to grow

10.30 – 11.00 Intermission

11.00 – 12.30 Export orientation, foreign trade – Presentations

Chairman: László Muraközy university professor, Szent István University

Péter Vakhai senior research fellow, Kopint-Tárki Zrt.

Up or down – where is Hungary located in the global value chain?

Gábor Oblath senior research fellow, MTA KRTK KTI

About introducing the EUR – in the light of new experiences

Krisztián Koppány university associate professor, Széchenyi István University

Analysis of the exports performance of the processing industry in Hungary on the basis of input-output tables and value-added multipliers

12.30 – 14.00 Lunch

14.00 – 15.30 Current state of the labour market, wages, education – Presentations

Chairman: Áron Horváth head of research centre, ELTINGA Real Estate Market Research Centre

János Köllő scientific adviser, head of the Databank, MTA KRTK

Labour market cycles and shortage of labour

Dániel Horn senior research fellow, MTA KRTK

Connections between training and employment: in defence of secondary school final examination

Zsolt Spéder director, Population Science Research Institute of the Central Statistical Office (KSH)

Educational expansion, dual status (employment and school participation) and productivity

15.30 – 16.00 Intermission

16.00 – 17.30 Present trends of energetics – Presentations

Chairwoman: Ágnes Horváth senior economist, MOL Group

Tamás Pletser senior analyser, Erste Bank Hungary Zrt.

Changed role of OPEC in the oil market

Béla Kelemen president, European Petroleum Refiners Association

Is it possible to live without fossil energy?

Róbert Csapó energetics expert

Challenges of renewing energy production

PARTNERS OR COMPETITORS? – THE RELATION OF ROBOTS AND HUMANS

Chairman: **Ferenc Pongrácz** business development director, IBM South and Eastern Europe, member of the board of MKT, president of the Informatics Section

9.00 – 10.30 Presentations

László Ábrahám managing director, National Instruments Hungary

Robots are in the pantry already

László Szűcs company manager, operative director, Nord-Paper company group, European Champion of Open Speech competition in 2016, secretary of the Informatics Section of MKT

When the machines tell what my presentation is like

Ferenc Pongrácz business development director, IBM Magyarországi Kft., President of the Informatics Section of MKT

Partners or competitors? Artificial Intelligence vs Augmented Intelligence.

Írisz Lippai-Nagy managing director, AmCham

As international companies see it...

Péter Fehér deputy dean of education, university associate professor, BCU Business School, Information Systems Department

Robots and MI

10.30 – 11.00 Intermission

11.00 – 12.00 Presentations

Zsolt Bertalan director general, MVM Smart Future Lab, supervisory board member of MVM NET

Energetics, innovation, artificial intelligence

Antal Kuthy CEO, E-Group

Artificial. Intelligent?

Vilmos Benkő serial entrepreneur, founder of the Hungarian ToastMasters, co-founder of the SPEAK Academy

Machines and feelings

12.00 – 13.00 Lunch

13.00 – 15.00 Presentations

Antónia Bálint banker, Erste Bank

There are things that are better to be done personally...

László Boa IBM Watson expert, IBM Magyarország Kft. and **Marianna Ritter** director general, iLe Systems

My name is Lei

Gábor András Nick research fellow, MTA SZTAKI

Industry 4.0 and Hungary

Péter Molnár CIO, Global Operations & Leader of the Hungary IT center, GE
Intelligent automation at Service Providing Centres (SSC)

Katalin Juhász founder member, former president, MKT BME

Happiness in the digital age

Péter Török deputy managing director, Mozaik Kiadó Kft.

Increasing competitiveness in education - mozaBook, the digital assistant lecturer

9.00 – 12.30 MORNING SECTIONS

COMPETITIVENESS

Chairman: **Dániel Palotai** senior economist, managing director responsible for economic sciences and key affairs, Hungarian National Bank, vice-president of MKT, president of the Competitiveness Section

09.00 – 10.40 Presentations

TAN Khee Giap co-director, Asia Competitiveness Institute, professor of the National University of Singapore

Competitiveness samples in Asia or what model can be offered by countries regarded as successful?

Christos Cabolis senior economist, IMD World Competitiveness Center

How do we measure competitiveness? At what stage is Hungary?

Arkadiusz Kowalski professor, Warsaw School of Economics - World Economy Research Institute

Multi-dimensional analysis of competitiveness: the Visegrad countries in focus

10.40 – 11.00 Intermission

11.00 – 12.30 Presentations

László Monostori president, Industry 4.0 National Technological Platform, director of MTA SZTAKI

By shift of periods in technology for attaining a change in competitiveness

László Turóczy deputy state secretary responsible for economy planning and competitiveness, Ministry of National Economy

Competitiveness aspects in domestic economy planning

Gergely Baksay director responsible for budget and competitiveness analyses and **Gábor Horváth** senior economic expert, Hungarian National Bank

Banking system competitiveness: is it possible to measure what has been immeasurable so far?

Péter Szatmári rector, Zsigmond Király University

Competitiveness of higher education through the example of a private institute

EU DEVELOPMENTS

Chairwoman: **Eszter Vitályos** state secretary responsible for European Union developments, Prime Minister's Office

9.00 – 10.30 Presentations

10.30 – 11.00 Intermission

11.00 – 12.30 Presentations

THE PRESENT, FUTURE, NATIONAL ECONOMY SIGNIFICANCE OF WINE

Chairman: **Iván Nyíri** honorary president, International Economy Section of MKT

9.00 – 10.30 Presentations

Zoltán Simkó Chairman, Mountain Community of the Town of Eger, managing director of Kőporos Wine-growing company

Greeting

Péter Gál deputy state secretary responsible for protection of origin, Ministry of Agriculture

The place and role of the state in ensuring the development of the wine section, paying special regard to distribution of aids and the strict and profoundly verified system of the EU

József Tarsoly vineyard registrar, Mountain Community of the Town of Eger
Place, role of mountain communities in the protection of Hungarian wine, maintaining its quality

Mónika Debreczeni estate director, owner, Vylyan Szőlőbirtok és Pincészet
Quality requirements of domestic and foreign markets and compliance capacity of the sector

10.30 – 11.00 Intermission

11.00 – 12.30 Presentations

Nimród Kovács managing director/owner, Kovács Nimród Winery

Specific character of wine marketing, components of success in the US market

László Romsics director general, Csányi Pincészet - Bonafarm ZRt.

Labour problems of the sector from the viewpoint of the large producer and exporter

Péter Vida jr co-director, Vida Családi Birtok

Offer of types and economies of scale within the frameworks of a family winery

THE POSSIBILITIES AND CHALLENGES PRESENTED BY INDUSTRY 4.0

Chairwoman: **Erzsébet Czakó** university professor, Budapest Corvinus University, president of the Industry and Enterprise Section of MKT

9.00 – 10.30 Presentations

Gyula Pomázi deputy state secretary responsible for industrial strategy and regulation of the economy, Ministry of National Economy

Industry development in practice – the results of the Irinyi Plan so far and the prospects for the following period

József Farkas managing director, Sanatmetal Kft.

A company in Eger successful in the international market, which builds on innovation

István Gödri managing director, Aventics Hungary Kft.

Industry 4.0: opportunity or the direction to be followed

10.30 – 11.00 Intermission

11.00 – 12.30 The opportunities and risks presented by Industry 4.0 for Hungarian companies – round table discussion

Moderator: Erzsébet Czakó president, Industry and Enterprise Section of MKT, university professor of Budapest Corvinus University

Participants:

József Farkas managing director, Sanatmetal Kft.

Gábor Fülöp secretary general, Heves County Chamber of Commerce and Industry

István Gödri managing director, Aventics Hungary Kft.

Antal Nikodémus head of department general, Ministry of National Economy – Digital Economy and Innovation Department General

LOGISTICS

Chairman: **Zoltán Szabó** managing director, Ghibli Kft., president of the Logistics Section of MKT

9.00 – 10.30 Decreasing shortage of labour by optimising work processes – Presentations

Zoltán Szabó managing director, Ghibli Kft.

Labour problems in logistics

László Szivi director responsible for strategic business development, Lapker Zrt.

Who will work at our company?

Imre Egri college teacher, University of Nyíregyháza

Dual training in logistics

Attila Somogyi commercial director, Logi-Store

Might robots take over work in logistics?

Kornél Firin, MediFlyer Kft.

Decreasing the need for labour by medicine commissioning automatic system

10.30 – 10.45 Intermission

10.45 – 11.35 Presentations

László Miklós board member, Földgázszállító Zrt.

Something that we know little of – challenges and opportunities in line energy supply

Zoltán Szabó managing director and **Csaba Kunyik** forwarding manager, Ghibli Kft.

Receiving scheduled container trains from China

Csaba Hollik stationmaster, MÁV Zrt., Tokaj

The new “silk path” with a railwayman’s eyes

11.35 – 12.30 Round table discussion with the speakers

Moderator: **Zoltán Szabó** managing director, Ghibli Kft., president of the Logistics Section of MKT

AGRARIAN SECTOR AND FOOD INDUSTRY

Chairman: **Attila Zöldréti** deputy economic director general, FÖMI, president of the Agricultural and Food Industry Section of MKT

9.00 – 10.45 Presentations

Szabolcs Fazakas, member of the European Audit Office

The role of the European Audit Office in solving challenges the EU is facing

Zsolt Feldman deputy state secretary responsible for agrarian economy, Ministry of Agriculture

Tools of improving competitiveness and efficiency from government approach

Miklós Zsolt Kis state secretary responsible for rural development, Prime Minister’s Office

Rural development after 2020: social policy or economic development?

Tamás Darabos director general, National Agricultural Chamber

We take up the gauntlet against black economy

10.45 – 11.00 Intermission

11.00 – 12.30 Round table discussion

Moderator: **Attila Zöldréti** economic deputy director general, FÖMI, president of the Agrarian Economy and Food Industry Section of MKT

Participants:

Tamás Éder director responsible for PR and company relations, Bonafarm Zrt.

Zoltán Mádi, SZHISZ, president of the Szabolcs-Szatmár-Bereg County organisation of MKT

Attila Jámbor university associate professor, Budapest Corvinus University

DEVELOPMENT ECONOMICS

Chairman: **László Trautmann** head of department, dean, BCU Micro-Economics Department, president of the Development Economics Section of MKT

09.00 – 10.30 Presentations

Csaba Káncz security policy expert, Privátbankár.hu

Geopolitics challenges in the new technological age

Farkas Bársony CEO, GE Hungary, president of AmCham

How can a digital company become a vision of the future

Zsolt Tavaszi deputy president responsible for public finance matters and

Ádám Vertetics economic director general, Hungarian State Treasury

Modernisation of financial public administration

10.30 – 11.00 Intermission

11.00 – 12.30 Round table discussion with the speakers

Moderator: **László Trautmann** head of department, dean, BCU Micro-Economics Department, president of the Development Economics Section of MKT

14.00 – 17.30 AFTERNOON SECTIONS

DEVELOPMENT POLICY

Chairman: **Etele Baráth** former minister of European affairs, member of the European Economic and Social Committee, president of the Development Policy Section of MKT

14.00 – 15.30 Economic and political union for the 21st century – round table discussion

Moderator: Etele Baráth, member of the European Economic and Social Committee, former minister of European affairs, president of the Development Policy Section of MKT

Participants:

Péter Balázs university professor, CEU, former Minister of Foreign Affairs, former member of the European Commission, vice-president of MKT

Péter Krekó director, Political Capital

Gábor Balás economist, managing director, HÉTFA Research Institute

15.30 – 16.00 Intermission

16.00 – 17.30 Cohesion policy at a crossroads – round table discussion

Moderator: Dávid Szebeni managing director, strategic director, Enrallow Group, member of the presidency of the Development Policy Section of MKT

Participants:

Csaba László director general, Malcon Zrt., former Minister of Finance

András Vértes president, GKI Gazdaságkutató Zrt.

Sándor Gyula Nagy senior researcher, Foreign Affairs and Foreign Trade Institute, lecturer of the Budapest Corvinus University

LABOUR MARKET SUCCESSES AND FAILURES OF THE WINE SECTOR

Chairman: **József Bagó** professional senior adviser, Ministry of the Interior, president of the Labour Section of MKT

14.00 – 16.00 Round table discussion

Participants:

Mónika Debreczeni estate director, Vylyan Szőlőbirtok és Pincészet

Dániel Györe vine/wine/alcohol specialist in charge, Ministry of Agriculture

Katalin Rác department head, Agrarian Economy Research Institute

István Sum director general, SZTÁV Felnőttképző Zrt.

József Tarsoly vineyard registrar, Mountain Community of the Town of Eger

PHILANTHROPY AND RECIPROCITY IN MODERN ECONOMY – SHARING ECONOMY AND SUSTAINABILITY CHALLENGES OF THE 4TH INDUSTRIAL REVOLUTION

Chairman: **Sándor Kerekes** university professor, University of Kaposvár, BCU, president of the Environmental Economy Section of MKT

14.00 – 15.30 Presentations

Wetzker Konrad teacher, coach, author

Changing keywords or essential changes in the area of management?

Zoltán Pogátsa university associate professor, University of West Hungary

Complete connections of robotisation, productivity and aggregated demand

Antal Kerekes partner, PricewaterhouseCoopers

Sharing economy as a business model

15.30 – 16.00 Intermission

16.00 – 17.30 Presentations

Gyula Zilahy university associate professor, deputy dean, Budapest University of Technology and Economics

Sustainability aspects of new, innovative business models

Tamás Kocsis university associate professor, Budapest Corvinus University

Eternal costs in a strong sustainability framework: basic cases of intentional recharging of costs

Hajnalka Csáfor university associate professor and **János Szlávik** university professor, Eszterházy Károly University

Partner relations and reciprocity between universities and companies

PROTECTION OF MONUMENTS AND UTILISATION OF MONUMENTS

Chairman: **József Birinyi** president, Hungarikum Association, president of the Culture Economy Section of MKT

14.00 – 15.30 Presentations

József Birinyi president, Hungarikum Association, president of the Culture Economy Section of the Hungarian Economic Association

Our heritage with today's experience is the basis of our future

Tamás Fejéry president, ICOMOS Hungarian National Committee

Report on the status of protection of monuments, comparing practice with theory

Attila Déry Ybl Prize owner architect, senior lecturer, Budapest University of Technology and Economics

Where is protection of monuments in Hungary in our age heading for?

Géza M. Tóth film director, rector, University of Theatre and Film Arts

Application of 21st century animation state-of-the-art technology in reconstructing, presenting monuments – the 3D film of the renewed Castle Island of Edelény

Mátyás Berecz director, Dobó István Castle Museum, Eger

Castle reconstruction: development and maintenance of monuments through of the example of the Castle of Eger

15.30 – 16.00 Intermission

16.00 – 17.30 Round table discussion

Moderator: **József Birinyi** president, Hungarikum Association, president of the Culture Economy Section of MKT

Participants:

Judit Bay regional manager, Budavári Ingatlanfejlesztő és Üzemeltető Nonprofit Kft., manager of the Castle Island of Edelény

Árpád Rostás itinerant joiner

MICRO FINANCING AND SOCIAL ENTERPRISES

Chairman: **Zoltán Farkas** chairman of the board of trustees, Heves County Enterprise and Area Development Foundation

14.00 – 15.30 Presentations

Orsolya Pacsay-Tommasich deputy state secretary responsible for international and European Union affairs, Ministry of Human Resources
Opportunities for regional V4+/SME cooperation – social and family enterprises in the mirror of social cohesion, competitive and sustainable economic development

Alain Nadeau office manager, Representation of EIB in Hungary
European Investment Plan – CEE Status quo - Possibilities for MSME's, Startups and Social enterprises in light after 2020 period in particular

Elwin Groenevelt chairman of the board of directors, EMN
MSME and Social Entrepreneurships' contribution for EU economy - Best practices in the Netherlands

Cristian Jurma chairman of the board of directors, MFC
*MSME and Social Enterprises in Central and Eastern Europe - Mixed present,
soundable future is based on regional partnerships*

15.30 – 16.00 Intermission

16.00 – 17.30 Round table discussion – Best practices, possible cooperation at national, regional and EU level

Moderator: **Zoltán Farkas** chairman of the board of trustees, Heves County Enterprise and Area Development Foundation

Participants:

József Tóth president, Association of Hungarian Christian Businessmen

János Czafrangó, executive of Erste Social Banking Magyarország

Johann Heep business developer, ERSTE Group AG Social Banking Development

Viktor Zoltán Kovács marketing manager, K&H Micro Financing Division

Robert Szlezak president, Association of Polish Energetics Clusters, vice-president of Queen Jadwiga Foundation

Krisztina Bárdos managing director, IFKA Magyarország

RESPONSIBLE COMPANY CONTROL

Chairman: **Richárd Végh** Chairman and CEO, Budapest Stock Exchange, president of the Responsible Company Control Section of MKT

14.00 – 14.45 Challenges that family enterprises are facing - Presentations

Richárd Végh Chairman and CEO, Budapest Stock Exchange, president of the Responsible Company Control Section of MKT

Family enterprises at the stock exchange

Dávid Boross co-president, Association for Responsible Family Enterprises in Hungary (FBN-H)

After change in generations, before the stock exchange?

Kálmán Nagy partner, Concorde MB

Change in generations through fiduciary property management

14.45 – 15.15 Problems that family enterprises are facing – panel discussion

Moderator: **Richárd Végh** Chairman and CEO, Budapest Stock Exchange, president of the Responsible Company Control Section of MKT

15.15 – 15.25 Intermission

15.25 – 15.55 Challenges of presence in the stock exchange - Presentations

Róbert Nádas economic director, Masterplast Nyrt.

Challenges of presence in the stock exchange from the viewpoint of a family enterprise

Levente Zsembery president, Hungarian Private Equity and Venture Capital Association

What does an investor check in a company?

15.55 – 16.25 Capital market challenges that family enterprises are facing – panel discussion

Moderator: **Richárd Végh** Chairman and CEO, Budapest Stock Exchange, president of the Responsible Company Control Section of MKT

SPORT ECONOMY

Chairman: **Attila Borbély** university professor, University of Debrecen, president of the Sport Economics Section of MKT

14.00 – 15.30 Presentations

Attila Borbély university professor, University of Debrecen, president of the Sport Economics Section of MKT

The present and perspectives of sports economists' training

Mihály Orendi vice-president, Hungarian Olympic Committee, titular university associate professor of the University of Debrecen

Economic background of winter sports plotted against the successfulness of the Olympic Games

István Kun Szabó major general, president of the Sports Association of National Defence

Key tasks of the Sports Association of National Defence

Mihály Muszbek titular university associate professor, University of Physical Education, vice-president of the Sport Economics Section of MKT

Goals and steps of the rise of Hungarian football

15.30 – 16.00 Intermission

16.00 – 17.30 Round table discussion

Moderator: Attila Borbély university professor, University of Debrecen, president of the Sport Economics Section of MKT

Participants:

Sándor Liu Shaolin world champion short track competitor

Zoltán Bács chancellor, University of Debrecen, co-president of the Sport Economics Section of MKT

Tamás Galambos director, the branch office in Kuwait of the National Trading House, international director of BKIK (Budapest Chamber of Commerce and Industry), member of the presidency of the Sport Economics Section of MKT

Chaudhuri Sujit university associate professor, University of Physical Education

9 September 2017, Saturday

CLOSING PLENARY SESSION

Chairman: **Gyula Pleschinger** President, Hungarian Economic Association, member of the Monetary Council

10.00 – 10.10 Greeting

Gábor Pajtók county government agent

10.10 – 12.20 Presentations

Mihály Varga Minister of National Economy

Edina Heal, executive of Google Magyarország

12.20 – 12.30 Closing words

Gyula Pleschinger President, Hungarian Economic Association,
member of the Monetary Council

ACCOMPANYING PROGRAMS

7 SEPTEMBER, THURSDAY

20.00 – 01.00 OPENING GALA DINNER

Seated gala dinner with buffet table with typical tastes of Northern Hungary, excellent wines of Eger, flavoured by music program and dance

Location: Hotel Eger & Park

Program

19.45 – 20.00 Arrival of guests

20.00 – 20.15 Toasts

20.15 – 20.30 The program of the **world champion skipping-rope team of Maklár**

20.30 – 21.30 Dinner with buffet table

21.30 – 22.00 **Csézy's** program

22.00 – 01.00 Live music, dance with the **Koktél band**

8 SEPTEMBER, THURSDAY

19.30 – 01.00 DINNER FOR KNIGHTS AT THE CASTLE OF EGER

With delicacies of roast meat, in a medieval atmosphere, with excellent wines of Eger

Location: the Castle of Eger

Program

19.30 – 20.00 **Majorettes' torchlight procession from the Dobó Square to the Castle of Eger**

Performers: members of the **Valiant Soldiers' School of Eger**

20.00 – 20.05 **Salute of guns with cannon from the Dobó Bastion**

20.05 – 20.15 Taking seat at the dinner tables
20.15 – 20.30 Toast
20.30 – 21.30 Seated dinner with buffet table
21.30 – 22.00 Program of the **Vivat Bacchus** singers' ensemble
22.00 – 01.00 Music, dance with the **Tutti-Frutti** band

*During the period of the dinner, the participants can see the travelling exhibition of the Hungarian National Bank entitled **Steel and Gold – Treasures from the Age of Sultans** at the Castle Museum of Eger.*