Agricultural Conference 2025 program

3rd December 2025

Small producers and young farmers, ATTENTION!

Are you a smallholder? Or have you started farming recently? Now, you can participate in one of the largest and most prestigious agricultural events of the year, the **Portfolio Agricultural Conference 2025** in Siófok, between the 3rd and the 4th of December, **with a 50% discount.**

Please fill out the following form, and Portfolio's professional team will assess your claim so that you can redeem your discounted ticket.

If you have filled out the form, save it and send it to kistermeloikedvezmeny@portfolio.hu.

The subject of the letter: **Portfolio Agricultural Conference 2025 - smallholder application**

You can access the form by clicking here.

TOMBOLA ÉS ÉRTÉKES AJÁNDÉKOK AZ UTOLSÓ NAP VÉGÉN!

A tombola fődíja az **Axiál Kft.** felajánlásából egy **Fűnyírótraktor Portland Hawk H9212RD**. Valamint az **ABZ Drone Kft.** felajánlásából két darab
mezőgazdasági és ipari drónpilóta képzés nyerhető, amellyel nemzetközileg
elismert drónpilóta jogosítvány szerezhető.

A tombola nyereményeinek listája folyamatosan bővül.

Prestigious Agriculture Awards at the Agricultural Conference!

Due to high interest, we have extended the registration deadline until September 22, 2025.

Portfolio Group will organise its **Agricultural Conference**, one of the largest and most important professional events in the sector, for the thirteenth time in Siófok. At the December event, we will present our prestigious agricultural awards in ten categories for the eleventh time, for which any outstanding professional in the sector can apply or be nominated.

The submission deadline for the ENTRY FORM is September 15, 2025 - Due to high interest, we have extended the registration deadline until September 22, 2025.

If you have filled out the form, save it and send it to agrarszektordijak@portfolio.hu. The subject of the letter: **Portfolio Agricultural Awards 2025 application**.

This year's categories:

Woman Agripreneur of the Year, Young Agricultural of the Year,
Horticulturist of the Year, Livestock Producer of the Year, Crop
Producer of the Year, Award for Sustainable Agriculture, Agricultural
Innovation of the Year, Food Industry Company of the Year, Agricultural
Investment of the Year, Portfolio Award for Agribusiness.
Portfolio Group has established the Food Industry Company of the Year

Award this year and is announcing it for the first time, aiming to recognise domestic industry players that achieve exemplary business and economic results, implement market and business development strategies that can serve as a model for the Hungarian food economy, and demonstrate a leading role in social responsibility.

The **Portfolio Award for Agribusiness** is a lifetime achievement award given for a career-long outstanding professional activity for the sector, while the other awards recognise this year's most outstanding professional performances in the agricultural industry.

The awards are granted by a distinguished panel of industry experts.

The submission deadline for the ENTRY FORM is September 15, 2025 - Due to high interest, we have extended the registration deadline until September 22, 2025.

If you have filled out the form, save it and send it to agrarszektordijak@portfolio.hu. The subject of the letter: **Portfolio Agricultural Awards 2025 application**.

Conference Podium Evening - The Professional Program on December 2

The participation fee does not include the registration fee for the professional program on December 2, nor the dinner on that day. You may register for the December 2 programs on the second page of the registration form.

Registration

Session I: Premium bread quality - Let's give it a try!

The conversation will focus on Szabolcs "Szabi" Szabadfi, also known as Szabi a Pék (Szabi the Baker), the country's most renowned master baker and a dedicated ambassador for natural ingredients, sourdough, and high-quality bread culture. Drawing on his experience and candid style, he will explain why premium wheat is the foundation of good bread, how consumer habits are changing in Hungary, and how agriculture, the milling industry, and artisanal baking can come together toward a common goal. He will also discuss how Hungarian wheat, flour, and bakery craftsmanship can once again compete at a European level. The discussion will be accompanied by a gastronomic experience: "Szabi a Pék" will offer tastings of his freshly baked artisanal products, allowing attendees not only to hear about, but also to taste, what premium quality means in practice.

How difficult is it today to source high-quality ingredients, and how much does the quality of the grain matter?

What is the current relationship between the land and the bread, and to what extent can one still sense the origin of the ingredients?

How has bread culture changed in recent years? Do consumers truly recognise the value of premium products?

Is it true that dough can be moody, too?

Which bread is a fan favourite? Is it the aroma or the taste that attracts people more?

In the relationship between mills and bakers, is there a noticeable increase in demand for premium quality?

Which baked product best demonstrates the quality of the ingredients – bread, croissant, pizza, or something else?

What is the goal of the professional collaboration with Karintia Ltd., and what does the role of premium ambassador entail?

17:00 - 17:05 Opening

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Group)

17:05 - 17:35 Roundtable Discussion: What kind of wheat is needed for good bread? - Szabolcs Szabadfi, Hungary's most renowned master baker, at the Agricultural Conference

Moderator: Lajos Braunmüller, Editor, Portfolio

Speaker:

Szabolcs - Szabi a pék Szabadfi,

Session II: Generational Transition in Agriculture How Is It Done?

One of the biggest challenges in the domestic food economy is that the generational transition, which has now become unavoidable and essential, is progressing slowly. While the government is attempting to facilitate and accelerate the process by creating an appropriate legal framework, there are a few good examples that can serve as guidance amid the complex and multifaceted handover processes. This session will showcase the experiences of the Master Good Group in Kisvárda-Nyírkércs, a leading player in the domestic poultry sector, demonstrating how generational change can be carried out effectively and successfully within a food economy enterprise group.

Which areas of the domestic agricultural sector are most affected by the slow pace of generational change?

What conditions does the current legal framework create for generational transition?

How can handover processes be prepared and executed in a food economy company?

What are the main pitfalls in business succession today, and what advantages can a successful generational change bring to an agricultural company?

What are the key economic, operational, management, and emotional factors to consider when managing the succession process?

17:35 - 18:35 Roundtable Discussion: A good example addressing a major challenge in Hungarian agriculture: how to successfully implement generational change in a food economy company.

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

Péter Bárány, CEO, Master Good

László Bárány, Founder, Master Good

Ákos Szabó, Executive Director, Tranzit Group

Miklós Szabó, Founder-owner, Tranzit Group

Session III: Space Exploration and Agriculture - Sci-Fi or Reality?

This summer, Hungary witnessed a huge scientific and national success, as a Hungarian astronaut once again travelled to space in the person of research astronaut Tibor Kapu. From an agricultural perspective, the mission is particularly significant because it conducted several experiments related to agriculture. This session will present the importance of the current space programme from an agri-business viewpoint and share the experiences and results of the space plant experiments carried out. It will also cover ongoing agricultural space research projects in Hungary and their potential implications for the future of agriculture.

What were the main objectives of the Axiom-4 space mission involving Tibor Kapu?

Which plants were used in experiments on the International Space Station? What results and insights were gained from the space plant experiments? From an agri-business perspective, which space research programmes are currently being conducted in Hungary?

What is the significance of these various space research projects for the future of agriculture?

Moderator: Alexandra Farkas,

18:35 - 18:45 Tibor Kapu's Experiments in Space: Will We Have Ten-Storey Wheat Fields by 2075, and Will Food Be Made from Air? (Video)

18:45 - 19:30 Roundtable Discussion: Hungarian astronaut on the International Space Station - the potential for space-grown plants and domestic research results

Conversation participants:

Miklós Gábor Fári, Professor Emeritus, University of Debrecen, Faculty of Agricultural and Food Sciences and Environmental Management, Department of Applied Plant Biology

Lajos Helyes, President, MTA Committee on Horticulture and Food Science **János Pauk**, President, Hungarian Plant Breeders Association

19:30 - 19:35 Zárszó

Speaker:

Kata Tóth, Conference project leader, Portfolio

Champagne Toast

Masszázs

A konferencia 1. és 2. napján (december 4-5.) ingyenes masszázs lehetőséget biztosítunk.

Időpontok:

- 1. nap december 3. 14:00-18:00 között
- 2. nap december 4. 9:00-13:00 között

Registration

Session I: Tariff Wars and Trade Policy - A Turbulent Agricultural Sector

Significant changes are taking place in global trade policy systems, and these fundamentally affect the European Union's agricultural economy. The still unpredictable impacts of US President Donald Trump's trade war, as well as the EU's free trade agreements – particularly the deal with Mercosur countries –

could have major effects on the agricultural sector. This session will examine how trade policy changes may influence the EU's agriculture in both the short and long term, including the position of Hungarian producers and agri-food companies. The discussion will also cover the latest developments and timelines in Ukraine's planned EU accession process, and consider what risks or potential benefits the neighbouring country's entry could bring for Hungary's agricultural economy.

How do major global trade policy changes affect the EU's agricultural economy? What short- and long-term market adjustments can domestic agricultural actors expect, and how might this influence their operations?

What are the direct and indirect agricultural consequences of the US trade war, and how can the US-EU tariff agreements be assessed?

What risks do free trade agreements concluded/preferred by the EU, in particular the Mercosur agreement, pose from an agricultural perspective?

What is the current status of Ukraine's EU accession process, and are any significant steps expected soon?

What risks or potential benefits could Ukraine's EU accession present for Hungarian agriculture?

Moderator: László Hazafi, agriculture journalist, Portfolio/Agrárszektor

08:00 - 08:05 Opening speech

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Group)

08:05 - 08:25 Growing Challenges in Agriculture - What Does the Future Hold for Hungarian Agribusinesses?

Speaker:

István Nagy, Agriculture Minister, Ministry of Agriculture (To be confirmed)

08:25 - 08:35 Hungarian State Treasury as the Central Institution for Agricultural Subsidies

Speaker:

Zsolt Demkó-Szekeres, President, Hungarian State Treasury

08:35 - 08:40 What Does the Future Hold for Agriculture?

Speaker

Zsolt György Papp, Deputy State Secretary, Ministry of Agriculture

08:40 - 08:55 Artificial Intelligence, Natural Progress - A New Revolution in Agriculture

Speaker:

Csaba Gyuricza, Director, Nemzeti Agrárkutatási és Innovációs Központ

08:55 - 09:50 Roundtable Discussion: Ukraine's EU accession, the US trade war, and the Mercosur agreement: what lies ahead for Hungarian agriculture within the EU?

Conversation participants:

János Ádám, vezérigazgató, Bóly Zrt.
Zsolt Harsányi, Owner-Manager, AXIÁL
István Jakab, President, MAGOSZ
Szabolcs Makai, CEO, Talentis Agro
Levente Szabó, CEO, KITE
István Szűcs, professor, University of Debrecen
Ákos Varga, Chairman of the board, UBM Group

Coffee Break

Session II: Macroeconomics and Animal Health - Waiting for Better Times

The outbreak of foot-and-mouth disease this year hit the agricultural sector like a shock, once again drawing attention to the animal health emergencies that threaten domestic agriculture and livestock farming. This session will focus on the lessons and insights gained from the early-year outbreak, and what sector actors need to do to prevent epidemic-prone situations – such as avian influenza, African swine fever, or pestivirus in small ruminants. Another major theme will be an assessment of the macroeconomic situation and a forecast of trends expected in the coming period. The discussion will also cover current issues in agricultural financing, including preferential loan conditions and credit programmes affecting the sector.

How did the virus causing foot-and-mouth disease enter domestic livestock farms?

What can livestock farmers expect regarding the further spread of dangerous animal diseases?

What new regulatory measures can be expected to prevent epidemic-prone situations?

How might Hungary's macroeconomic environment evolve in 2026 and beyond?

How could the conditions for agricultural financing and access to credit for the agricultural sector change?

What new preferential loan programmes can sector actors expect?

10:10 - 10:50 Roundtable Discussion: Lessons and insights from this year's foot-and-mouth disease outbreak - The impact of repeated animal health emergencies on Hungarian agriculture

Moderator: László Hazafi, agriculture journalist, Portfolio/Agrárszektor

Conversation participants:

Attila Boncz, Vice President, NÉBIH

Tibor Jánosa, Director, AlphaVet

Herman Kovács, CEO, NAGISZ

Ákos Szabó, Executive Director, Tranzit Group

Tibor Zászlós,

10:50 - 11:00 One for all, all for one! - Segment policies, client risks, and returns in agricultural financing

Speaker:

Dávid Hollósi, President , Board Member, Magyar Bankszövetség agrár munkabizottság

11:00 - 11:45 Roundtable Discussion: Stagnation and a gloomy economic outlook in Hungary instead of a breakthrough - What can we expect in 2026?

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

Ádám Balog, Member of the Board, MKIK

Róbert Cselovszki, CEO, Erste Investment Ltd.

Tamás Győr, Head of SME Division, CIB Bank

Dávid Hollósi, President , Board Member, Magyar Bankszövetség agrár

munkabizottság

Anita Laurinyecz, Director, UniCredit Bank Hungary

Zsolt Takáts, Director, Raiffeisen Bank

11:45 - 11:55 Do it or do not, there is no try: strategies in the era of polycrisis

Speaker:

István Szabó, Executive Director, OTP Bank Corporate and Agricultural Directorate

11:55 - 12:35 Roundtable Discussion: Vital financing solutions for domestic agriculture - Preferential loan programmes and credit conditions for agricultural market participants

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

Zoltán Demeter, Head of Agribusiness Development Department, K&H **András Herczegh**, Managing Director, Agrár-Vállalkozási Hitelgarancia Alapítvány

István Szabó, Executive Director, OTP Bank Corporate and Agricultural Directorate

Péter Szilágyi, Head of Risk Underwriting, Coface

Lunch Break

Session III/A: Fundamentals of Effective Feeding

How might feed prices be shaped by this year's harvest results for arable crops, as well as by the supply-demand dynamics and quality characteristics of key feed ingredients? This session aims to answer these questions, analysing the processes influencing the industry with the participation of leaders from major domestic feed companies. Experts will discuss how animal health events, market developments, and other factors affecting livestock production chains impact feed manufacturing, and what solutions livestock farmers can use to improve the efficiency of their feed utilisation. The session will also present the latest feed products and technologies that can significantly contribute to improving livestock production outcomes.

How might domestic, regional, and global harvest results for arable crops affect feed prices?

How do the supply-demand dynamics of different feed components influence domestic feed prices?

Are high-quality feed ingredients readily available from domestic and international markets?

What solutions can livestock farms use to improve the efficiency of feed utilisation?

What are the latest product and technological developments in animal feed?

Moderator: Zsombor Wagenhoffer, osztályelnök, Hungarian Chamber of Agriculture

13:30 - 13:40 An Uneventful Grain Market, Falling Prices in Livestock - How Will the Feed Industry Respond?

Speaker:

Zoltán Kulik, CEO, Vitafort Zrt.

13:40 - 13:50 Breaking out of habit: conscious strategies alongside soybean cultivation

Speaker:

Zoltán Bene, Manager, Karintia Kft.

13:50 - 14:00 Egészségtudatos takarmányozás - A Cargill holisztikus megoldásai

Speaker:

Dániel Tamás Szebeni, business development manager, Cargill

14:00 - 14:10 Kazahsztán: közelebb, mint gondolnánk - Az UBM Csoport takarmányipari beruházásai a közép-ázsiai országban

Speaker:

Péter Horváth, Board member, UBM

14:10 - 15:10 Roundtable Discussion: Key issues in efficient animal feeding - Price trends, complex programmes, sustainability efforts, and product innovations in feed

Conversation participants:

Gergely Balassa,

Zoltán Bene, Manager, Karintia Kft.

László Bustyaházai, Feed Business Unit Manager, Member of the Board of Directors, UBM Feed Kft.

Tibor Csitkovics, Owner, Agrofeed Kft.

Zoltán Kulik, CEO, Vitafort Zrt.

Károly Márki, Feed Business Unit Director, Nagisz Group

Session III/B: Precision Farming, Robotics, and AI - Rapid Changes

What new opportunities can artificial intelligence create in agriculture, and are there particular risks or hazards associated with its use? This will be one of the main topics of the session, which will provide a detailed overview of Al-based agricultural solutions. In this context, the session will also cover the latest technical and technological developments and products related to precision farming, digitalisation, robotics, and automation, highlighting their practical benefits for agricultural enterprises. Discussion will include whether grant-based or other support programmes may facilitate machinery purchases, the availability of new favourable credit and leasing options, and the expected trends in the agricultural machinery and spare parts market following the recent downturn.

What role can artificial intelligence play in agricultural enterprises?

Are there significant risks or hazards associated with using AI?

What are the latest developments and products in precision farming and agricultural digitalisation?

How can agricultural producers apply robotics solutions in their operations? Will grant-based support be available for agricultural machinery purchases? Following the recent downturn, what direction is expected for the domestic agricultural machinery market?

13:30 - 13:45 Artificial Intelligence in Agriculture: Data and Solutions

Speaker:

László Palkovics, Government Commissioner Responsible for Artificial Intelligence

13:45 - 14:30 Roundtable Discussion: Rapid expansion of artificial intelligence: How and for what can AI be used in agricultural enterprises?

Moderator: **Péter Miklós Varga**, Permanent Expert, Cibus Hungaricus

Conversation participants:

Csaba Gyuricza, Director, Nemzeti Agrárkutatási és Innovációs Központ

Ádám Kovásznai, Leader, MBH eFin Technologies

János Nagy, Professor Emeritus, University of Debrecen

László Palkovics, Government Commissioner Responsible for Artificial Intelligence

Bernadett Petri, Executive Director, Hungarian Development Promotion Office (MFOI)

14:30 - 15:10 Roundtable Discussion: Precision farming, digitalisation, robotics: Development and machinery investment support opportunities for domestic farmers - What can be expected for the agricultural machinery and spare parts market after the recent downturn?

Moderator: Gábor Milics, associate professor, Hungarian University of

Agriculture and Life Sciences

Conversation participants:

Zoltán Illés, CEO, Agrotec

Péter Ákos Mesterházi, Team Leader, Axiál

Zoltán Takács, CEO, AgroVario

Zalán Zahorán, Deputy CEO, KITE Zrt.

Session III/C: The Future of Hungarian Agriculture and Crop Protection - Questions and Critical Answers

The session begins with an exclusive, invitation-only roundtable discussion with limited participation, aimed at candidly exploring the current challenges facing Hungary's agricultural sector and highlighting the unavoidable tasks and untapped opportunities ahead. This panel is unique in that it seeks to provide a realistic, lobbying-free perspective on the current state and future prospects of agriculture. The second, equally engaging roundtable will focus on the challenges in crop protection. Experts will review innovative and sustainable modern solutions that can address the growing plant health and crop protection

issues arising from climate, regulatory, and economic changes.

What realistic picture of Hungarian agriculture emerges when examined free from lobbying interests?

What is the current situation of domestic producers and food processors, and who is likely to remain viable in the agricultural market in the long term? From a future perspective, what are the greatest risks to agriculture, and how can increasing threats be mitigated?

What untapped opportunities exist for sector actors, and how can they capitalise on emerging market and economic chances?

Which agricultural sectors in Hungary have strong prospects, and which do not?

What are the main challenges in sustainable crop protection today?

How can the adverse effects of climate change and emerging pests be countered?

How can traditional crop protection products be replaced in the interest of sustainability, and what further regulatory changes or withdrawals are expected in the European Union?

13:00 - 13:10 What is wrong with Hungarian agriculture? - LIMITED ATTENDANCE, EXCLUSIVE PANEL DISCUSSION, NOT OPEN TO THE PRESS

Speaker:

László Szabó, Chairman, HOLD Alapkezelő

13:10 - 13:20 Self-assessment: We have not yet become Europe's pantry.

But will we? - LIMITED ATTENDANCE, EXCLUSIVE PANEL

DISCUSSION, NOT OPEN TO THE PRESS

Speaker:

Dávid Hollósi, President , Board Member, Magyar Bankszövetség agrár munkabizottság

13:20 - 14:10 Roundtable Discussion: What is the truth? - A candid, faceto-face discussion on the present and future of Hungarian agriculture - LIMITED PARTICIPATION, EXCLUSIVE PANEL

Moderator: **Dávid Hollósi**, President , Board Member, Magyar Bankszövetség agrár munkabizottság

Conversation participants:

Gábor Antal, CEO, Hód-Mezőgazda

Miklós Kerezsi, Chairman of the Board, Hodler Asset Management

14:20 - 14:30 Az agrárdigitalizáció és a mesterséges intelligencia alakítja a jövő növényvédelmét - A "növényorvos társadalom" mikor csatlakozik?

Speaker:

Emese Szabó, Deputy Director General for Innovation, KITE

14:30 - 15:10 Roundtable Discussion: Key aspects of sustainable crop protection: Innovative and modern solutions to address climate, regulatory, and economic changes

Moderator: **Róbert Görög**, Managing Director, Hungarian Crop Protection Association

Conversation participants:

Zsófia Csömör, Crop Strategist Lead Cereals (Horticulture) Industrial Crops / BLX),, Bayer

Tibor Dobai, kereskedelmi igazgató, Syngenta

István Gergely, CEO, NEVEX Institute

Lénárd Márton, Director of the Crop Protection Division, IKR Agrár

Session III/D: Food Industry and Packaging - Development in the Spotlight

In recent months, numerous funding decisions have been made under agri- and rural development programmes for the domestic food industry, allowing successful investment plans to move into the implementation phase. This session will review key issues related to project execution, support payments, and inspections, as well as further initiatives aimed at developing and supporting the industry. Regarding trade, the discussion will address the impact of margin caps on the food industry and commerce, and how supplier requirements and expectations from retail chains are evolving. Another major topic will explore effective packaging solutions for food enterprises, the key achievements in sustainable food packaging product development, and current regulatory issues related to food packaging.

What decisions have been made under agri- and rural development programmes for the food industry?

What should be considered during project implementation, and what are the main criteria for support payments and inspections?

Can food industry companies expect additional development funding?

How does the margin cap affect the industry and trade?

How are supplier requirements towards food industry companies changing?

What are the most effective packaging solutions in the food market?

What characterises sustainable and innovative packaging product development?

What are the key current issues in the regulatory environment for food packaging?

13:00 - 13:10 Zöld jövő: innováció a mezőgazdaságban és a fenntartható csomagolóanyagok világában

Speaker:

Szilvia Szőke, Sales Director, LC Packaging

13:10 - 13:50 Roundtable Discussion: Effective solutions in food packaging - Innovative and sustainable product development, regulatory updates

Moderator: **Tamás Szécsényi**, Director, National Chamber of Agriculture Conversation participants:

Gábor Arató, Executive Director, Manupackaging Hungary

Zoltán Furák, Senior Technology Development Expert, MOHU MOL

Hulladékgazdálkodási Zrt.

Gábor Péter, Packaging Development Manager, Bonafarm Group

László Stündl, dean, Debrecen University

Szilvia Szőke, Sales Director, LC Packaging

13:50 - 14:00 Key to Competitiveness in the Food Industry - Subsidies, Developments, and Efficiency Improvements

Speaker:

Zoltán Demeter, Head of Agribusiness Development Department, K&H

14:00 - 14:10 Breakout opportunities for the food industry - Focus on the Premium Quality Food trademark

Speaker:

Beáta Olga Felkai, Deputy State Secretary, Agricultural Ministry

14:10 - 15:10 Roundtable Discussion: Implementation opportunities for food industry rural development projects, further support, and modernisation plans - Margin caps in food retail and supplier relationships within the industry

Moderator: **László Friedrich**, university professor, institute director, Hungarian University of Agriculture and Life Sciences

Conversation participants:

Zoltán Boros, Director, Large Corporate Clients in Agri and Food Industry, MBH Bank

Tamás Éder, President, Federation of Hungarian Food Industries Beáta Olga Felkai, Deputy State Secretary, Agricultural Ministry Tamás Kozák, Secretary General, National Trade Association Ádám Nagy, CEO, Nádudvari Élelmiszer Kft.
János Ruck, CEO, Gallicoop

Session III/E: Adaptation and Development Imperatives in Horticulture

Adapting to increasingly extreme weather conditions caused by climate change has become a critical issue for domestic horticulture. This session will assess the situation of vegetable and fruit production value chains and summarise measures to reduce or mitigate weather-related risks. It will also address grant opportunities available to horticultural enterprises, feasible development projects, and expected support payments. Experts will analyse the market and sales positions of specific value chains, explore further opportunities in vegetable and fruit processing, and examine how stricter labour market regulations affect the employment of foreign workers and simplified employment in horticultural operations.

How can horticultural enterprises adapt to increasingly extreme weather conditions?

How can weather-related risks be reduced in vegetable and fruit production value chains?

How can developments awarded under agri- and rural development grants be implemented?

What types of support are available to the sector, and how will support payments be managed?

What supply and demand trends are evident in the domestic vegetable and fruit market?

What are the main development directions for vegetable and fruit processing?

How do stricter labour regulations impact the employment of foreign workers and simplified employment in horticulture?

Moderator: Ferenc Ledó, Chairman, FruitVeB

13:45 - 14:00 Fokozott növényegészségügyi kockázat az aranyszínű sárgaság terjedése miatt: összefogás a hazai szőlőültetvények megmentésére

Speaker:

Sándor Bogya, Head of Department, NÉBIH Directorate of Plant Protection

14:00 - 14:15 Renewed Irrigation - More Than Just Water Supply

Speaker:

Krisztián Molnár, Agricultural Engineer, Poliext

14:15 - 15:10 Roundtable Discussion: Adaptation imperatives in horticulture due to extreme weather - Grant payments, development opportunities in vegetable and fruit processing, and labour regulation challenges

Conversation participants:

Ferenc Apáti, President, FruitVeB

László Modok, Head of Department, Hungarian State Treasury

Sándor Nagypéter, President, Cooperative of Horticulturists of the Southern Great Plain

Péter Sebesta, President, Hungarian Association of the Freezing and Canning Industry

Coffee Break

Session IV/A: Major Challenges in Livestock Farming

Despite animal health risks, this year's key livestock sectors have experienced relatively balanced price and cost conditions, but questions remain about how profitability may evolve in the coming period. Another important factor is how development projects awarded through rural development tenders can be

implemented, and when and what types of support livestock farms can access in 2026. This session will review the market and profitability outlook for major livestock sectors, investment opportunities, and the latest breeding and animal genetics results. Within the framework of the 3rd Portfolio Dairy Farming Forum, it will also provide a detailed analysis of the greatest challenges facing Hungary's dairy sector in the coming period.

What price and cost conditions may characterise Hungary's main livestock sectors in the near future?

What support can livestock farmers expect in 2026?

How can development projects awarded through rural development tenders be implemented in livestock farming?

Which factors may influence purchase prices in the livestock sector, and what market and trade trends are expected?

Which domestic and international factors should be most closely monitored to ensure stability in the dairy sector?

What risks and hazards should domestic milk producers and processors anticipate in the coming period?

Moderator: Zoltán Fórián, leading agricultural expert, Agricultural Competence Centre, Erste Bank Zrt.

15:30 - 15:45 Process Digitalisation and the Business Advantages of Predictive Process Simulation in the Hungarian Processing Industry

Speaker:

Lilla Csige, Senior business development manager, CAD+Inform

15:45 - 16:35 Roundtable Discussion: Market and profitability outlook for livestock sectors - Support and development opportunities for livestock farms

Conversation participants:

Szabolcs Bóna, Chairman of the Board, Rábapordányi Mezőgazdasági László Pecze, Managing Director, Topigs Norsvin Central Europe Éva Sánta, Head of Poultry Division, Talentis Agro Ákos Szabó, Executive Director, Tranzit Group Sándor Tóth, Deputy CEO, Nagisz Group

16:35 - 17:15 Roundtable Discussion: 3rd Portfolio Dairy Farming Forum: Price and cost conditions, market trends, climate change impacts, and (global) trade conflicts - the biggest challenges for the Hungarian dairy market in 2026

Conversation participants:

Ágoston Bodó, CEO, Prograg Agrárcentrum **Zoltán Harcz**, CEO, Milk Interbranch Organization and Dairy Board **Péter Szautner**, Deputy CEO, Bonafarm Group **Linda Szommerné Egyed**, CEO, Fino-Food

Session IV/B: Innovative Tools for Data Collection: The Drone

In recent years, drones and the related regulatory measures have radically transformed Hungarian agriculture. Accredited training programmes, farmers' experiences, and domestic innovations now form a more mature system. This year, however, a new dimension has emerged: advanced algorithms and intelligent solutions increasingly determine drones' efficiency, data analysis and decision-support capabilities. This session will review current domestic experiences, regulatory changes, the present benefits of using drones in agriculture, and future opportunities.

What are the lessons from drone usage in 2025?
What drone applications exist beyond crop spraying?
Could drones become a new tool for disinfection?
What new regulations might facilitate the use of spraying drones in the coming years?

How do drone usage and the integration of data and information affect costefficiency and profitability?

What advantages could precision drone crop protection offer?
Which new drone types, software, and development directions are appearing on the market?

In which farming practices could drones bring breakthroughs?

What are the most interesting areas of drone use?

Differentiated application, spot spraying: what do these concepts mean?

Moderator: Máté Keczer, Deputy Managing Director, ABZ Drone

15:30 - 15:50 Domestic Innovations in the Drone Industry - Key Insights from 2025

Speaker:

Zsombor Vejtey, Software Development Manager, ABZ Innovation

15:50 - 16:10 A drónok mezőgazdasági repülésének jogi szabályozása - Aktuális helyzet, jövőkép

Speaker:

Zoltán Gulyás, Plant Protection Engineering Expert, Plant Protection Authority Inspector, NÉBIH

16:10 - 17:15 Roundtable Discussion: Drones in agriculture: latest practical experiences and experimental results - Costs and return-on-investment calculations for drone use

Conversation participants:

Csaba Miklós, winemaker, CEO, Miklós Pince

Márton Molnár, CEO, AK 4.0 Hungary

Stefánia Mucsina, Plant Doctor, Silvestris & Szilas

István Rikk, , Drone2B

Péter Umenhoffer, CEO, Bio-Nat

Zsombor Vejtey, Software Development Manager, ABZ Innovation

Session IV/C: Energy Issues and the Seed Sector - Modern Solutions

How can agricultural enterprises improve the efficiency of their energy use, and what support and development opportunities are available to achieve this? This will be one of the key topics of the session, which will address both traditional energy sources and sustainable green energy relevant to agriculture. Discussion will cover market uncertainties surrounding fossil fuel procurement, expected price trends, and how agricultural market actors can replace conventional energy sources with alternative solutions. Another roundtable will focus on seed use, highlighting what farmers should consider to mitigate the adverse effects of increasingly extreme weather, such as severe drought periods. Experts will present new breeding directions, the expected seed offerings for next year, and effective agrotechnical solutions to increase sowing success.

What support and development opportunities can help agricultural market actors improve energy efficiency?

Will uncertainties remain in the traditional energy markets, and what price trends can be expected in 2026?

What alternative energy sources can agricultural businesses use to replace traditional energy sources, and what investments are required?

How can farmers protect their seed choices against extreme weather and severe droughts?

How is climate change influencing seed breeding directions and the range of available varieties?

What agrotechnical solutions can increase the efficiency of field sowing?

15:30 - 15:40 It is up to us! - Reducing energy costs and risks with efficiency-enhancing and sustainable tools

Speaker:

Gábor Tihanyi, Green Energy Solution Leader, E.ON Energiamegoldások Kft.

15:40 - 15:55 Alternative energy sources, stable and predictable operations - Best practices for renewable energy utilisation in agriculture

Speaker:

Andrea Sarusi-Molnár, Executive Director, Altherm

15:55 - 16:35 Roundtable Discussion: Conventional energy sources or sustainable energy: How can agricultural enterprises improve energy efficiency? - New solutions, support schemes, and investment opportunities

Moderator: **Krisztián Kabát**, Energy Analyst, Portfolio Group Conversation participants:

Péter Ábrahám, IT, integration and sourcing director, Bonafarm Zrt.

Attila Fésűs, CEO, Equans Hungary

Tamás Kovács, Head of Renewable Gases, Chairman of the Renewable Gas Working Committee, ID Energy Group, HREA - Hungarian Renewable Energy Association

Andrea Sarusi-Molnár, Executive Director, Altherm **Gábor Tihanyi**, Green Energy Solution Leader, E.ON Energiamegoldások Kft.

16:35 - 17:15 Roundtable Discussion: Concerns in the fields due to severe drought and unpredictable weather: Which seeds should we choose? - Breeding directions, seed offerings and prices, and effective agrotechnical solutions

Moderator: **Gábor Polgár**, Executive Director, Hungarian Seed Association and Product Council

Conversation participants:

Feríz Rádi, owner - CEO, tulajdonos-ügyvezető, Kalocsai Mezőgazdasági Zrt.

Imre Sík, Country Manager, RAGT Vetőmag

Tamás Tóth.

József Zsila, Crop Strategist Lead-Corn, Bayer

Session IV/D: Domestic Trends, Export Development, and Free-From Products in the Food Market

This session will focus on the sales opportunities for food industry enterprises, presenting both domestic and international market possibilities and their changes. The first roundtable will evaluate this year's National Agriculture and Food Exhibition and Fair (OMÉK) experiences, addressing the main export development directions, trends in domestic food demand, and community marketing programmes expected in 2026. The second roundtable – introduced as a new topic at the Agricultural Conference – will analyse the growing market potential of free-from products. Experts will cover regulatory requirements, consumer and trade demand, and the development and investment needs necessary for producing free-from foods.

What insights did this year's OMÉK and the Hungarian Food Summit provide for domestic food industry companies?

What are the main export development directions for food industry enterprises, and what state and financial support is available to assist them?

How is domestic food demand evolving, and what short- and long-term trends can be expected?

Which domestic and international community marketing programmes are planned for 2026?

What characterises the market for free-from products in Hungary, and how are consumer preferences changing?

What developments are needed for food industry companies to produce freefrom products? What are the key regulatory requirements for free-from products, and what further regulatory adjustments are expected in the coming period?

15:30 - 15:40 Exportfejlesztés a gyakorlatban - Az AMC tevékenyégeinek idei mérlege

Speaker:

Gergely Giczi, Deputy General Manager, Agricultural Marketing Centre

15:40 - 16:30 Roundtable Discussion: Experiences from this year's OMÉK and the Hungarian Food Summit - Main export development directions for Hungarian agribusiness, domestic food sales trends, and next year's community marketing programmes

Moderator: **Gedeon Totth**, Board member, Hungarian Marketing Association Conversation participants:

Gergely Giczi, Deputy General Manager, Agricultural Marketing Centre **Szilvia Hajnal**, CEO, Napsugár-Trade

István Jósa, Commercial Director, Breier Farm

Judit László, International Business Developer, exportfejlesztes.hu

Anna Pókecz, Head of Marketing, Cerbona

16:30 - 16:40 Egészségvédő hatású mentes élelmiszerek? - Fókuszban az egészségtudatosan tervezett gluténmentes termékek

Speaker:

Attila Kiss, Director, Innovation Centre, University of Debrecen

16:40 - 17:15 Roundtable Discussion: New perspectives and breakthrough opportunities for food industry companies: Market potential of free-from products - Consumer demand, necessary investments, and regulatory issues

Moderator: **Andrea Herczeg**, Founder, Csak a Mentes

Conversation participants:

Dániel Bene, ,

Balázs Bolyki, CEO, Bijó Élelmiszer Kereskedelmi Kft.

Tamás Bozó, Sales manager, GOF Hungary

Attila Kiss, Director, Innovation Centre, University of Debrecen

Péter Szabolcs,

Session IV/E: Organic Farming and Farm Succession - The Future at Stake

The proportion of agricultural land under organic farming in Hungary is steadily increasing, and the development of organic agriculture is a priority in European Union agricultural regulation. This session will examine whether converting to organic farming is worthwhile and what conditions are necessary for successful and effective organic management. Experts will report on the market opportunities for organic products, the status of organic support payments, and changes in specific regulations governing organic farming. Another key focus will be the experience with agri- and rural development grants aimed at supporting farm succession, including guidance on submitting successful applications. The session will also address how the recently reformed regulatory environment supports generational change and whether further adjustments are needed to accelerate the process.

What cost and profitability factors characterise organic farming in Hungary?
What are the main considerations for transitioning to organic farming?
How is domestic demand for organic products evolving, and what changes are expected in the near future?

What is the payment schedule for support to organic producers by the Hungarian State Treasury?

What lessons have been learned from rural development grants supporting farm succession?

How can successful applications be submitted, and what level of support can be obtained?

How effectively does the recently revised regulatory environment support generational transition, and are further legal amendments required?

15:30 - 15:45 Szántóföldtől az asztalig: a termelés, a feldolgozás és az értékesítés lehetőségei a hazai ökológiai gazdálkodásban

Speaker:

Imre Hubai, vidékfejlesztésért felelős országos alelnök, Nemzeti Agrárgazdasági Kamara

15:45 - 16:35 Roundtable Discussion: The cost and profitability of organic farming: Conversion opportunities, targeted support, market demand, and regulatory requirements

Moderator: Csaba Bódi, CEO, Hipp

Conversation participants:

Anett Bardi, Head of Department, Hungarian State Treasury

Imre Hubai, vidékfejlesztésért felelős országos alelnök, Nemzeti Agrárgazdasági

Kamara

István Németh, Owner, Rábcakapi Organic Garden

Péter Roszík, Managing Director, Biokontroll Hungária

Tibor Szólláth, President, Kelet-Magyarországi Biokultúra Egyesület

16:35 - 17:15 Roundtable Discussion: New rural development grants supporting farm succession - Challenges and implementation opportunities for generational transition in Hungarian agriculture

Moderator: Pál Goda, CEO, Institute of Agricultural Economics

Conversation participants:

Tibor András Cseh, Secretary General, MAGOSZ

Szabolcs Horváth, Owner-CEO, Y Group

Balázs Huber, Director, Hungarian State Treasury

Miklós Weisz, Co-Chair, AGRYA - Hungarian Association of Young Farmers

Session V: Best Agricultural Investments - The Path to Success

A perennial dilemma in Hungarian agriculture is which types and directions of development companies should pursue to improve their performance. This session will review the most promising sectors in agriculture and identify areas where further investments are worthwhile. It will address the economic, market, support, and financing conditions that influence development, as well as long-term EU and domestic strategic plans that are important for investment decisions and determine the role and weight of the agricultural sector. Experts will also discuss whether agricultural land remains a sound investment, as in previous periods, and which factors are likely to shape EU and domestic land market trends in the future.

In which direction is agriculture expected to develop according to the EU and domestic strategic plans?

Which sectors of Hungarian agriculture are the most promising, and where should investments be made?

What is the optimal farm size today, and what is needed to improve business viability?

Which agricultural investments benefit from the current market, economic, and regulatory environment?

What financing conditions are required for agricultural investments? Does agricultural land remain a good investment opportunity?

Moderator: Gergő Soltész, Owner, Ostorosbor Pincészet

17:15 - 17:30 Major Land Regulation Changes in 2026 - Results of the Autumn Land Auctions

Speaker:

Tamás Andréka, State Secretary, Ministry of Agriculture

17:30 - 18:15 Roundtable Discussion: The most promising areas of Hungarian agriculture: Where should we invest? - Strategic guidance for business development decisions

Conversation participants:

Tamás Andréka, State Secretary, Ministry of Agriculture **Dávid Hollósi**, President , Board Member, Magyar Bankszövetség agrár munkabizottság

Miklós Kerezsi, Chairman of the Board, Hodler Asset Management István Szabó, Executive Director, OTP Bank Corporate and Agricultural Directorate

Ceremonial Awards Presentation - Honouring the Best in Agriculture 2025

This year, we recognize outstanding achievements in 10 categories! Portfolio Group will once again reward the most successful and outstanding players of the Hungarian agricultural economy at one of the key agricultural

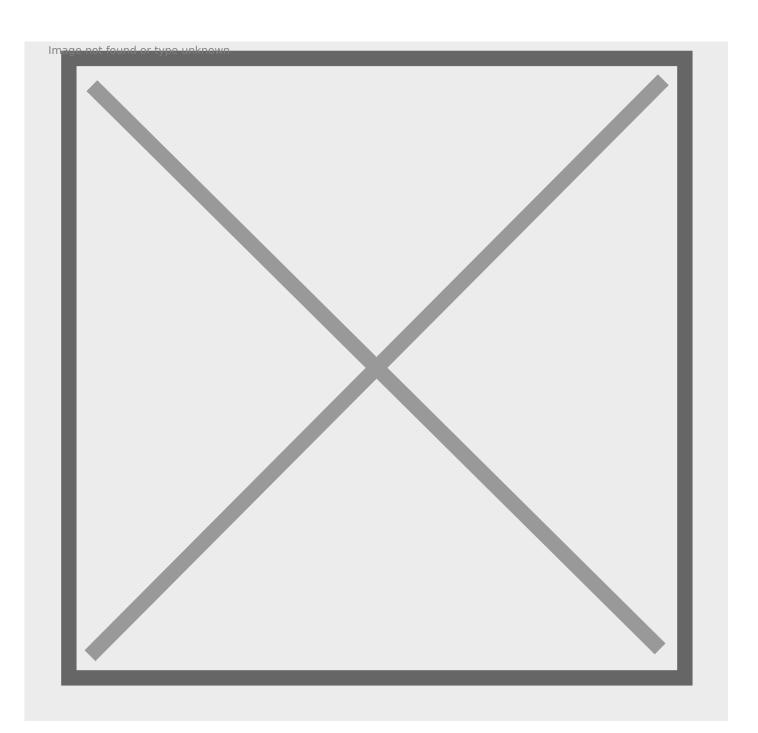
events of the year, the **Portfolio Agriculture Conference 2025**.

The winners will be selected by a prestigious professional jury, who will decide

on

the Female Agricultural Entrepreneur of the Year, the Young Agricultural Professional of the Year, the Horticulture of the Year, the Livestock Farmer of the Year,
the Crop Producer of the Year,
the Agricultural Innovation of the Year,
the Food Industry Enterprise of the Year,
the Award for Sustainable Agriculture,
the Agricultural Investment of the Year,
and the Portfolio Award for Agricultural Economy.

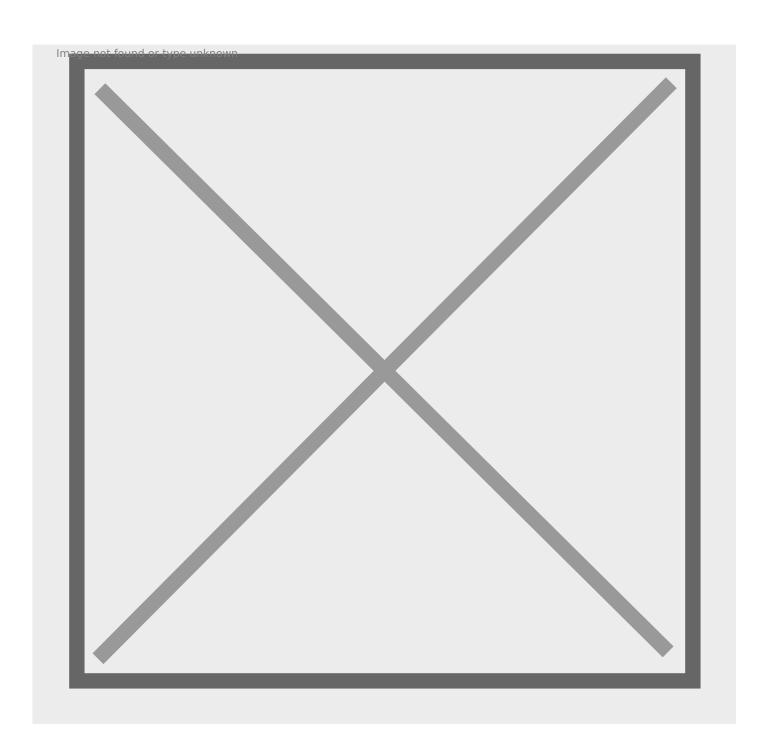
The members of the jury are **Tamás Éder**, Director of Corporate Affairs and Communication at Bonafarm Group, **Csaba Gyuricza**, Rector of the Hungarian University of Agriculture and Life Sciences, **Zsolt Harsányi**, Owner-Managing Director of Axiál Ltd., **Dávid Hollósi**, Managing Director of the Agriculture and Food Industry Division at MBH Bank, **Miklós Kerezsi**, Chairman of the Board at Hodler Capital, **Zoltán Kulik**, CEO of Vitafort Plc., **Szabolcs Makai**, CEO of Talentis Agro Plc., **György Zsolt Papp**, President of the National Chamber of Agriculture, **Tamás Petőházi**, President of the National Association of Cereal Growers, **Levente Szabó**, CEO of KITE Plc., and **Miklós Szabó**, Founder-Owner of Tranzit Group.



Standing reception, evening programmes

Following the award ceremony, the relaxed atmosphere will provide the perfect opportunity for our participants to discuss the most exciting professional topics, build new business and partnership connections, or strengthen existing ones.

As for the evening entertainment, we will once again ensure a variety of programs in line with tradition.



4th December 2025

Registration

Session I: Groundbreaking Developments in the CAP - "From Farm to Health"

The Brussels reform proposals, which would significantly reshape the regulatory practices of the current EU Common Agricultural Policy (CAP) and could lead to a major overhaul or even the abolition of the existing area-based support system, have caused widespread shock and protest within the agricultural sector. This session examines what the currently proposed changes would actually mean for support payments and, based on various reliable calculations, how different agricultural actors would be affected. In a second roundtable, experts will also review what key developments can be expected in agri- and rural development grants following the recent surge in applications, including the main criteria for implementation, disbursement, and auditing, and whether further grant calls are likely within the current EU budget cycle. The third roundtable discussion in this session addresses how to manage development needs and production technology processes in a modern and competitive way across food product chains. Efficiency gains are primarily achieved through integrated development of food product chains spanning "From Farm to Health." Possible tools include digitalisation and the use of data-driven decision-making, as well as the creation of digital short supply chains. The aim is for the approach to be based on managing the entire product chain holistically, allowing development of individual components, such as packaging technology, traceability, gentle preservation techniques, or artificial intelligence applications. Each technology and proposed solution must serve as a tool rather than a goal, supporting the development of the food processing industry to deliver products that meet consumer needs.

What exactly can be expected for direct payments under the CAP's first pillar after 2028, according to the EU reform proposals?

Could area-based payments really be abolished, and what might replace them?

How would the proposed changes affect small, medium, and large Hungarian

agricultural enterprises?

What disbursement schedule can be anticipated for the agricultural support currently available in 2026?

How should the recent surge in agri- and rural development grant applications be evaluated, and what lessons were learned?

What are the main implementation, payment, and auditing criteria for these grants?

Are new agri- and rural development grant calls expected within the current EU budget cycle?

How can the comprehensive development of food product chains spanning "From Farm to Health" be achieved?

What advantages can digitalisation and data-driven decision-making bring to these developments?

How can digital short supply chains benefit market participants?

08:30 - 08:45 One Health - Innovations Across the Soil-Plant-Animal-Food Chain

Speaker:

László Stündl, dean, Debrecen University

08:45 - 09:30 Roundtable Discussion: Will EU area-based payments disappear? - Drastic reform proposals in Brussels and the disbursement schedule for Hungarian direct agricultural payments in 2026

Moderator: **Gergely Papp**, Deputy Director General, Hungarian Chamber of Agriculture

Conversation participants:

Viktor Balázs, Vice President, Hungarian Chamber of Agriculture

Dániel Bene, Advisory, Magyar Fejlesztésösztönző Iroda

Viktor Nagy, Professional Secretary, Magyar Gazdakörök és

Gazdaszövetkezetek Szövetsége

Péter Miklós Tóth, Deputy President, Hungarian State Treasury

József Viski, State Secretary, Ministry of Agriculture

09:30 - 10:10 Roundtable Discussion: Implementation, disbursement, and auditing criteria for agri- and rural development grants - Are further calls expected within the current EU budget cycle?

Moderator: **Gergely Papp**, Deputy Director General, Hungarian Chamber of Agriculture

Conversation participants:

Tamás Szigeti, owner, Szigeti Farm

Péter Miklós Tóth, Deputy President, Hungarian State Treasury

József Viski, State Secretary, Ministry of Agriculture

Tibor Zászlós, ,

10:10 - 10:20 More Income = Product Chains Built Around Consumer Needs

Speaker:

László Friedrich, ,

10:20 - 11:00 Roundtable Discussion: "From Farm to Health" - Complex Development Opportunities of Food Product Chains: Food Industry Digitalisation, Data-Driven Decision-Making, Digital Short Supply Chains

Moderator: **Péter Miklós Varga**, Permanent Expert, Cibus Hungaricus

Foundation

Conversation participants:

Zoltán Fórián, leading agricultural expert, Agricultural Competence Centre,

Erste Bank Zrt.

Ferenc Horváth.

Richard Kamasz, Quality Supervisor, Kifli.hu

Zsolt Páger, Business Development Director, Hungast

Attila Sztankó, CFO, Kométa 99 Zrt.

Coffee Break

Session II/A: Sustainability as a Matter of Survival

Sustainability goals and considerations have become unavoidable in agriculture, and it is in farmers' fundamental interest to change their previous approaches. This session takes a comprehensive approach to explore what establishing a circular farming model means in agriculture, how producers can work towards implementing it, and which examples in the Hungarian agricultural sector illustrate best practices. Among agricultural activities, soil management is one of the most critical areas, so the session's experts review the main characteristics of sustainable soil management and how farms can apply sustainability requirements without reducing average yields or profitability.

How can agricultural producers integrate sustainability considerations into their own farming practices?

What does circular farming mean in agriculture, and how can it be implemented?

What are the best examples of circular farming in Hungary, and how do these complex systems operate?

What are the fundamental aspects of sustainable soil management?

How can producers prioritise sustainability in soil management without reducing yields or profitability?

Moderator: Bettina Baksa, ESG- sustainability officer, UBM Group

11:20 - 11:35 A talaj ne csak egy "támasztó közeg" legyen a növénytermesztésben! - Talajélet újratöltve

Speaker:

Péter Umenhoffer, CEO, Bio-Nat

11:35 - 12:30 Roundtable Discussion: Opportunities and best practices in circular farming - Advantages and requirements of sustainable soil management

Conversation participants:

Dóra Drexler, Managing Director, Ökológiai Mezőgazdasági Kutatóintézet **Csaba Farkas**, Sustainability and Innovation Director, Mastergood **Szilárd Szentpáli**, Head of Crop Production, Bonafarm Agriculture **Péter Umenhoffer**, CEO, Bio-Nat

Session II/B: Agricultural Innovation - Outstanding Achievements in 2025

The accelerated wave of technical and technological development has also reached the agricultural sector. Today, innovations emerge almost in a flood, significantly improving farming conditions, helping adaptation to rapidly changing environmental conditions, and increasing the efficiency of various agricultural activities. This session summarises the most significant innovation achievements of the year, whose knowledge and application could be important for Hungarian agriculture. The session will feature six presentations, each lasting ten minutes.

Moderator: Kata Tóth, Conference project leader, Portfolio

11:20 - 11:30 Agrárinnovációk támogatása és díjazása - A Magyar Innovációs Szövetség megújult szolgáltatásai és tevékenysége

A Magyar Innovációs Szövetségen (MISZ) belül külön Agrár Tagozat működik. A MISZ kiemelten támogatja a szektort, és agrár tagvállalataik érdekében számos megújult szolgáltatást vezettek be a szövetségen belül. Az idén 34. alkalommal hirdették meg a Magyar Innovációs Nagydíj pályázatot, amelyen belül meghirdették az Agrár Innovációs Díjat is. Ebben a szekcióban mutatkoznak be a MISZ által mentorált és a korábbi nagydíj pályázaton sikeresen szerepelt agrár innovációk is.

Speaker:

Csaba Bőthe, Managing Director, Magyar Innovációs Szövetség

11:30 - 11:40 Hogyan védhetjük meg hatékonyan mezőgazdasági gépeinket? - Az Agrosentinels diagnosztikai innovációjának útja az Agritechnica kiállításig

Speaker:

Zoltán Erdei, Technical Director, Agrosentinels

11:40 - 11:50 Kiváló tejalapanyagból prémium minőség: A2-es tejtermékek a ZILDA Tejüzemből

Az előadás leírása: Az előadás bemutatja, miben más az A2-es tej az emberi szervezet számára. A Makrom Kft. áttekinthető termékpályát épít ki az alapanyagtermeléstől az A2-es tejtermékek polcra kerüléséig. Hozzáadott értékekben bővelkedő tejalapanyagot dolgoznak fel egyedi technológiával, és a kiváló minőségű tejet prémium minőségű tejtermékké alakítják. A minőségi törekvések indították el a ZILDA tejüzem megvalósítását, amely az 1992-ben alakult Makrom Kft. új irányvonala.

Speaker:

Viktória Mohai-László, Plant Manager, Makrom

11:50 - 12:00 Digitális innováció az agráriumban: a precíziós eszközök értéke a szoftverben válik valósággá

Az agráriumban a digitális innováció alapja mindig az ember és szoftver összhangja: olyan megoldások, amelyek egyszerűek, felhasználóbarátok és valódi segítséget adnak a mindennapi döntésekhez. Az Agron Analytics Kft.-nél a térinformatikai és távérzékelési adatok feldolgozása mellett egyedi agrár-szoftvereket fejlesztenek a magyar mezőgazdasági szereplők számára, hogy a bonyolult adatokat átlátható, használható eszközökké lehessen alakítani. Az előadás bemutatja, hogyan építenek ilyen, gyakorlati értéket teremtő megoldásokat, és milyen irányok mentén viszik tovább az agrár digitalizáció fejlesztését.

Speaker:

György Balassa, CEO, Agron Analytics

12:00 - 12:10 Getting More out of Your Farm - Kramp Hungary's Innovative Value Proposition and New Offerings

Kramp has been a key player in the European agricultural parts distribution market since 1951. The company has always prioritised innovation to help consumers and businesses reach the next level, whether through a wide product range, express delivery, or 24-hour availability. This and much more is at the heart of Kramp's innovative value

proposition, which enables market participants to get more out of their farms.

Speaker:

Gergely Sós, Sales Direktor & Country Manager, KRAMP Hungary

12:10 - 12:20 The Science of Water 4.0 - Artificial Intelligence at the Service of Agriculture

The aim of this presentation is to demonstrate how artificial intelligence and Industry 4.0 technologies can open up new horizons in agriculture. Through IT and sensor-based solutions applied in precision farming, the goal is not only to increase yields but also to support sustainable, data-driven decision-making.

Speaker:

Tamás Maróti, System Integrator, Hírös Mster

12:20 - 12:30 A HETECH innovatív gabonaszárítási gázkiváltó technológiája, amely a saját és más gyártmányok esetében egyaránt alkalmazható

Speaker:

László Kardos, Head of Development, HETECH

Lunch Break

Session III/A: Major Challenges in Maize Production: Feed, Food, Bioenergy

What steps must Hungarian corn sector stakeholders take to meet the growing demands for human consumption, feed, and industrial use? – This session primarily focuses on answering this question, providing a comprehensive overview of the product chain's main challenges and opportunities. In addition to technological and economic aspects, the discussion will cover the role of corn production in Hungary's crop structure under changing climatic conditions, and which hybrids and agrotechnical solutions farmers can use to mitigate weather-related risks. The session also examines international and regional supply-and-demand trends shaping the corn market and explores strategies for effectively managing recurring mycotoxin problems.

What human, feed, and industrial demands can be expected in the corn market?

How can the sector meet the growing demand for corn?

What is the future of corn production in Hungary under rapidly changing and increasingly extreme weather conditions?

How might corn production conditions and opportunities vary across different Hungarian regions?

Which hybrids and agrotechnical solutions can farmers use to combat severe droughts?

What investments are needed to develop irrigation in the corn sector?

Which factors determine global and regional corn market supply and demand, and what price trends can Hungarian farmers expect?

What measures should farmers take to reduce risks from mycotoxins?

Moderator: Adrienn Kakuszi-Széles, University professor, University of Debrecen

13:30 - 13:40 A Hidden Input in the System: The Impact of Maintenance on Production Efficiency

Speaker:

Zoltán Zsjak, CEO, Sinte Group

13:40 - 13:55 Europe's Most Advanced Maize Research Takes Place in Debrecen - Aiming to Improve Profitability

Speaker:

János Nagy, Professor Emeritus, University of Debrecen

13:55 - 14:35 Roundtable Discussion: The future of corn production in Hungary: production requirements, weather risks, hybrid selection, market trends - how can we combat mycotoxins?

Conversation participants:

László Hadászi, General Director, KITE

György Moravszki, agricultural engineer, Moravszki Farm

János Nagy, Professor Emeritus, University of Debrecen

Zoltán Reng, CEO, Hungrana

Tamás Tóth, Dean, Széchenyi István University

Session III/B: Competitiveness and Innovation in Agriculture

Innovation plays a crucial role in enabling agricultural enterprises to respond effectively to economic, market, and environmental challenges, thereby

improving their competitiveness. Research and development are generating a steady stream of innovative results that domestic agricultural stakeholders should learn about and apply. This session summarises the most important impacts of innovation processes on the agricultural sector and identifies the key focus areas of research and development both globally and in Hungary.

How do innovation developments help farmers adapt to changing agricultural conditions?

How can agricultural enterprises leverage innovation results to enhance their competitiveness?

What are the main trends in agricultural innovation worldwide, and how can the Hungarian agricultural sector benefit from these achievements?

What are the most important focus areas for innovation developments and research in Hungary?

How can Hungarian farmers stay informed about innovation trends, and what steps should they take to learn about and adopt the latest technologies and products as quickly as possible?

Moderator: István Bognár, Senior Business Development Manager, MBH Bank

13:30 - 13:45 A tudomány és a gyakorlat találkozása: innovációk, amelyek formálják a jövő agráriumát

Speaker:

István Komlósi, Professor, University of Debrecen

13:45 - 14:35 Roundtable Discussion: Adaptation and competitiveness: the importance of innovation in agriculture - development and research focus areas in Hungary and worldwide

Conversation participants:

Zoltán Balla, Director, Marton Genetics-Elitmag Kft.

Gábor Derdák, President, Győr-Moson-Sopron County Young Farmers' Association, Magosz

István Komlósi, Professor, University of Debrecen

Gergely Papp, Deputy Director General, Hungarian Chamber of Agriculture **Tamás Schneider**, Managing Owner, Greenwave Technology

Session VI/A: Uncertainty in the Fertiliser Market

What fertiliser prices can be expected in the domestic market in the coming period? This session seeks to answer this crucial question, reviewing the factors that most influence the fertiliser market. Today, there is (still) great uncertainty among farmers, as the EU's trade policy measures against Russian fertilisers, the impact of the Russian-Ukrainian war on energy sources, and the circumstances hindering the operation of Nitrogénművek Zrt. in Pétfürdő, which plays a leading role in Hungary, are all contributing to the unpredictability of the situation. It is therefore important that producers obtain adequate information before purchasing fertilisers. Additionally, increasingly extreme weather conditions heighten crop production risks, making it essential for farmers to understand the products and technological solutions that improve fertilisation efficiency.

What are the main factors influencing domestic fertiliser prices?

What fertiliser prices can farmers expect in 2026?

How might EU trade policy measures and the economic impacts of the Russian–Ukrainian war affect the fertiliser market?

What is expected regarding production and operations at Nitrogénművek Zrt., a leading domestic fertiliser company?

How do increasingly extreme weather conditions impact fortilisation?

How do increasingly extreme weather conditions impact fertilisation? Which new products and technologies can improve fertilisation efficiency?

Moderator: Tamás Petőházi, Chamber Department Chair, President of the Grain Producer's Association - Hungary

14:35 - 14:50 Gazdasági eredményesség, fenntarthatóság, kutatásfejlesztés: az etikus műtrágyázás és növénytáplálás alapvető kérdései

Speaker:

Attila Lőrincz, CEO, Péti Nitrokomplex (a subsidiary of Nitrogénművek)

14:50 - 15:40 Roundtable discussion: Persistent uncertainty in the domestic fertiliser market: what prices can farmers expect? - Efficiency-enhancing products and technologies in fertilisation

Conversation participants:

János Földi, CEO, Pankotai Agrár Zrt.

Attila Lőrincz, CEO, Péti Nitrokomplex (a subsidiary of Nitrogénművek)

Zoltán Rácz, Commercial Director, IKR Agrár

Ottó Ujvári, Fertilizer Commercial Director, Agrolink

Session IV/B: Animal Welfare Reform in the European Union

The EU's animal welfare regulations are currently under review, aiming to further improve the welfare standards for livestock and modernise the regulatory framework. The European Commission launched a public consultation during the summer, with a comprehensive legislative proposal expected in 2026. This session examines the changes that Hungarian livestock enterprises can anticipate and the additional obligations these might impose. Experts will also discuss whether EU support for animal welfare measures may increase and whether extra requirements will need to be fulfilled by farmers, both in the short term and during the 2028–2034 EU budgetary cycle.

What is the current status of the EU's animal welfare regulation review, and when is a comprehensive legislative proposal expected?

What were the results of this year's EU public consultation on animal welfare?

Could EU animal welfare standards become stricter, and what new obligations might farmers face?

Will cage-based livestock farming be completely banned in the EU?
Will production-linked support be tied to compliance with animal welfare standards?

Will existing animal welfare subsidies be maintained, and could the funding be increased?

Must imported animal products also comply with EU animal welfare standards?

Moderator: Endre Dúl Udó,

14:35 - 14:50 Animal Welfare Support in the European Union - What Changes Can Be Expected?

Speaker:

Tamás Tarpataki, Deputy State Secretary, Agriculture Ministry

14:50 - 15:00 Haszonállatok szállítási sűrűségének állatjóléti aspektusai tudományos megközelítésben

Speaker:

Attila Csorbai, Chairman, Baromfi Termék Tanács

15:00 - 15:40 Roundtable Discussion: The EU's animal welfare regulation under revision: will farmers' obligations be further tightened? - the future of welfare-linked support in the EU

Conversation participants:

Attila Csorbai, Chairman, Baromfi Termék Tanács

Beáta Olga Felkai, Deputy State Secretary, Agricultural Ministry

Róbert Juráskó, President, Rabbit Product Council

Tamás Tarpataki, Deputy State Secretary, Agriculture Ministry

Zsombor Wagenhoffer, osztályelnök, Hungarian Chamber of Agriculture

Session V: Cereals: Authoritative Forecasts for the Wheat Market

Many questions arise among cereal sector stakeholders regarding the trends and price developments expected in the short and long term. This session examines the processes that influence production and marketing opportunities, as well as the key factors determining supply and demand in Hungary, the region, and the global market. The discussion will also explore how farmers can stabilise the profitability of wheat production, what adjustments are required, and how premium wheat varieties might offer opportunities beyond mass production for agricultural enterprises.

What market trends are likely to prevail in the cereal sector in 2026?

How might prices evolve in the cereal and wheat markets?

What are the current stock levels in Hungary and globally?

How can farmers stabilise the profitability of wheat production?

What opportunities do premium wheat varieties offer as an alternative to conventional mass production?

Moderator: Tamás Petőházi, Chamber Department Chair, President of the Grain Producer's Association - Hungary

15:40 - 16:25 Roundtable Discussion: Expected cereal prices in Hungary, the region, and the global market - Profitability of the domestic wheat sector and opportunities with premium wheat production

Conversation participants:

Zoltán Bene, Manager, Karintia Kft.

Gábor Berkes, Chairman-CEO, Cargill Magyarország Zrt.

Attila Csontos, Executive Director, Júlia-Malom

Mihály Petis, CEO, Bátortrade

Szabolcs - Szabi a pék Szabadfi,

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Zárszó