

# Portfolio AgroFood 2025 program

## Small producers and young farmers, ATTENTION!

Are you a smallholder? Or have you started farming recently? Now you can participate in the outstanding spring agricultural event, the **AgroFood 2025** Conference in Kecskemét, on 20 May 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 AgroFood 2025 - smallholder application**

You can access the form by clicking **here**.

## Registration

### Session I: Price Margin Cap in Retail, Food Market Forecasts

*One of the main topics of the session will be the impact of the retail margin cap introduced as part of anti-inflationary measures in the food trade, and whether the measure could be extended beyond 31 May. The panel aims to present an insightful forecast of food market trends and the key factors influencing consumption for industry stakeholders. Experts will also explore which international markets offer the most promising expansion opportunities for Hungarian food industry enterprises, and what types of collective marketing programmes are available to support successful international growth. The session will also address supplier relationships between the food industry and the food retail sector, and the specific requirements that major retail chains set for their food industry suppliers.*

*Will the retail margin cap in the food trade continue after 31 May?*

*Can we expect an increase or a decline in domestic food consumption?*

*What government measures could influence the demand for food?*

*In which market relations and with which products could the industry expand its sales opportunities in international markets?*

*Which community marketing programmes can food industry businesses utilise for both domestic and international market presence?*

*How can the food industry become a successful supplier partner to food retail?*

*How are the expectations and requirements of major retail chains towards food industry suppliers changing?*

**Moderator: László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

**08:30 - 08:35 Opening**

Speaker:

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

**08:35 - 08:50 The Agri-Economic Implications of the Global Trade War**

Speaker:

**Tamás Éder**, President, Federation of Hungarian Food Industries

**08:50 - 09:05 Self-sufficiency? Only on Paper! - The Real Vulnerability of the Hungarian Food Industry During a Pandemic**

Speaker:

**Tamás Tarpataki**, Deputy State Secretary, Agriculture Ministry

**09:05 - 09:20 Önellátás? Csak papíron! - A magyar élelmiszeripar valódi sebezhetősége járványhelyzet idején**

Speaker:

**Csaba Gyuricza**, Director, Nemzeti Agrárkutató és Innovációs Központ

**09:20 - 10:10 Roundtable Discussion: Sales Opportunities for Domestic Food Industry Enterprises This Year - Domestic Market Trends and Export Development Directions - Margin Caps and Supplier Expectations in Food Retail**

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

Conversation participants:

**Tamás Éder**, President, Federation of Hungarian Food Industries

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**Ildikó Nagyné Legény**, President, MAGOSZ

**János Ruck**, CEO, Gallicoop

**Tamás Tarpataki**, Deputy State Secretary, Agriculture Ministry

## **Coffee break**

## **Session II: A New Authority in the Food Market - A New Financing Landscape**

The newly established National Trade and Consumer Protection Authority (NKFH), operating under the supervision of the Ministry of National Economy, has commenced its activities. This authority is expected to perform important regulatory tasks in the food market. This session will introduce the NKFH's activities related to the food market and examine how the responsibilities of other regulatory bodies – particularly the National Food Chain Safety Office (NÉBIH) – will evolve. The discussion will provide insights into what food industry stakeholders can expect in terms of inspections in 2025 and which regulatory aspects will be prioritised in investigations and enforcement actions. As part of the government's fight against inflation, the session will also review the outcomes of past food market investigations and measures taken by the Hungarian Competition Authority (GVH), along with its future plans for the food sector. Additionally, experts will examine the macroeconomic outlook for 2025 and whether these trends are likely to favour players in the food industry. The discussion will also cover changes in short- and long-term financing conditions for the industry, including the credit terms that businesses can expect. Experts will analyse what criteria banks prioritise when financing the food sector, as well as the financial tools and loan products available to help food industry businesses reduce and optimise borrowing costs.

What are the main responsibilities of the National Trade and Consumer Protection Authority in the food market?

How will the creation of the NKFH alter the regulatory oversight of the food supply chain?

What will be the key areas of regulatory inspection and enforcement?

What role will the Hungarian Competition Authority (GVH) play in the fight against inflation?

What have been the GVH's most significant food market investigation findings so far, and what further actions does it plan?

What macroeconomic conditions are expected in 2025?

What loan conditions can food industry businesses expect in short- and long-term financing?

How are banking requirements for the industry changing?

What are the most effective ways for food industry businesses to optimise their borrowing costs?

### **10:30 - 11:20 Increasing Regulatory Oversight in the Food Market - The Division of Responsibilities and This Year's Inspection Plans of the National Trade and Consumer Protection Authority, the National Food Chain Safety Office, and the Hungarian Competition Authority**

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

Conversation participants:

**István Ecsedi**, Head of department, National Authority for Trade and Consumer Protection

**Tamás Kozák**, Secretary General, National Trade Association

**György Pleva**,

**Csaba Balázs Rigó**, President, Gazdasági Versenyhivatal

**Attila Vörös**, Managing Director, Felelős Élelmiszergyártók Szövetsége

### **11:20 - 11:30 Kulcstényezők a hitelbírálatban - Finanszírozási útmutató élelmiszeripari cégeknek**

Speaker:

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

**11:30 - 12:20 Roundtable Discussion: The Financing Situation of the Food Industry in a Changing Macroeconomic Environment - Access to Credit, Loan Conditions, Banking Requirements**

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

Conversation participants:

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

**Tamás Leskó**, Deputy Chief Executive Officer, Agrár-Vállalkozási Hitelgarancia Alapítvány

**Róbert Szerdahelyi**, Head of SME Business / SME Directorate, Erste Bank

**Péter Szilágyi**, Head of Risk Underwriting, Coface

**Zsolt Takáts**, Director, Raiffeisen Bank

**Lunch break**

**Session III: Food Industry and Labour Market - What Does the Future Hold? - Powered by Prohuman**

Due to the transformation of the labour market in the food industry, traditional employment forms such as labour leasing or social cooperatives no longer provide effective solutions. The sector's players must adapt to seasonal fluctuations, labour shortages, and economic challenges. During the discussion, we will review alternative employment opportunities, such as simplified employment (EFO), student work, the involvement of third-country workers, and the role of outsourcing. The goal is to identify which solutions work best for today's agricultural businesses and how HR service providers can assist in developing an effective employment strategy.

How might labour market processes evolve in 2025?

What are the key characteristics of employment in the food industry?

What is the employment situation in the food industry, and what are the sector's most significant labour market needs?

What alternative employment opportunities are available to businesses in the sector?

How can HR service providers assist in developing effective employment strategies?

What employment benefits and support can industry players access?

**Moderator: László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

### **13:20 - 13:30 Szekciómegnyitó**

Speaker:

**Ágnes Tóth**, CEO, Prohuman Ltd.

### **13:30 - 14:10 Roundtable Discussion: The Key Trends in the Domestic Labour Market - Employment Opportunities for Food Businesses, Vocational Training Needs, and Labour Market Support**

Moderator: **Viktor Göndöcs**, Chief Strategy Officer, Prohuman Ltd.

Conversation participants:

**Ágnes Fábri**, HR manager, Gallicoop

**Géza Hitka**, Head of Food Technology Centre, Hungarian University of Agriculture and Life Sciences

**Gyöngyi Kántor**, HR Director, Master Good

## **Session IV: Food Packaging: Regulatory and Sustainability Trends**

There have been significant regulatory changes in domestic food packaging recently, among which the provisions related to extended producer responsibility (EPR) and the deposit return system (DRS) have been particularly impactful. The session will discuss the experiences with the new regulatory requirements so far, as well as outline the expected further regulatory steps and how the costs related to compliance with regulations may evolve for food industry businesses. The session will present how the new EU regulation on packaging and packaging waste, which was introduced at the beginning of the year, will impose additional obligations on industry players in the coming years. Special emphasis will be placed on sustainability considerations, highlighting the importance for the food industry of adopting new products and technologies to meet modern packaging requirements.

What are the most significant experiences with regulatory changes related to food packaging (EPR, DRS)?

What additional regulatory changes are expected, and how might the costs for food industry players related to these changes evolve?

What does the new EU regulation on packaging and packaging waste (PPWR) stipulate?

How do they intend to enforce sustainability considerations in food packaging, and what obligations might this impose on industry players?

What are the key trends in sustainable food packaging, and what new products and technologies can food industry companies use?

**Moderator: Balázs Ásványi**, Associate Dean, Széchenyi István University

**14:10 - 14:50 Roundtable Discussion: Experiences With Food Packaging Regulatory Changes - Further Proposed Amendments, the Latest Products and Technologies in Sustainable Food Packaging**

Conversation participants:

**Gábor Arató**, Executive Director, Manupackaging Hungary

**Katalin Haidu**, Material Flow Manager, MOHU

**Miklós Nagy**, General Secretary, Hungarian Packaging Association

**Szilvia Szőke**, Sales Director, LC Packaging

**Coffee break**

**Session V: Digitalisation, Artificial Intelligence, Short Supply Chains: Efficiency as a Matter of Survival**

It has become essential in today's food economy for businesses to collect an adequate quantity and quality of data about their activities and to use the information in a way that allows them to improve the effectiveness of their operations. The session provides examples of how food industry businesses can significantly enhance their competitiveness through technological and digital developments, data collected from their operations, and the use of artificial intelligence. In addition, the discussion will cover the role short supply chains can play in the food chain, as well as how sales chains can be shortened in an economical and viable way in the domestic market.

What digital developments should domestic food industry players implement?

How can businesses collect an adequate quantity and quality of data about their operations through the technological developments they have implemented?

How can data collected from business operations be utilised to significantly improve agricultural performance?

What role can artificial intelligence play in improving the efficiency of food industry companies?

What do short supply chains mean in the domestic market, and what roles might they have in the food chain?

How can sales channels be shortened in the domestic food supply chain?

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

### **15:10 - 15:20 The Use of Technology and Digitalization in Food Logistics and Trade**

Speaker:

**Róbert László**, CEO, Logbord 2021

### **15:20 - 16:05 Roundtable Discussion: The Role of Short Supply Chains in the Food Market - Breakthrough Points for Local Production and Sales, Development and Support Programmes**

Conversation participants:

**Zsolt Balog**, CEO, Supp.Li

**Krisztián Németh**, Data & Insights Director, Auchan Hungary

**Beáta Orosz**, CEO, Béta Fresh

**Zsolt Páger**, Business Development Director, Hungast

**István Rédei**, President and CEO, Co-op Star

**Tibor Zoltán Szólláth**, Hajdú-Bihar county chairman, Hungarian Chamber of Agriculture

## **Session VI: A Bright Future for "Free-From" Foods**

The demand for special foods is significantly increasing in Hungary, as a growing number of consumers suffer from diseases – such as gluten intolerance, milk protein allergy, lactose intolerance, or diabetes – that fundamentally affect their dietary options. Due to the importance of establishing a healthy lifestyle, it is essential that individuals suffering from nutritional allergies follow the appropriate diet, for which various "free-from" foods can provide support. The session will present the market opportunities for free-from products and how



food industry companies can prepare to meet the growing demand. It will also explore the business opportunities this offers, as well as the manufacturing technologies and other developments they need to implement to meet the specific consumer needs with high quality.

How are consumer demands for free-from foods changing in Hungary?

What types of foods are needed to satisfy the specific consumer demand?

How can food industry companies prepare to successfully perform in the growing market for free-from foods?

What developments need to be made to produce high-quality free-from foods?

What legal regulations and standards apply to the production of free-from products?

What additional costs and business benefits could the production of free-from foods bring to industry businesses?

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

### **16:05 - 16:15 Is the “Free-From Diet” a Passing Trend or a Modern Nutritional Science Shift?**

Speaker:

**Attila Kiss**, Director, Innovation Centre, University of Debrecen

### **16:15 - 17:00 The Market Opportunities for "Free-From" Foods in Hungary - Consumer Demands, Manufacturing Technology Developments, Key Research and Innovation Directions**

Conversation participants:

**Tamás Bori**, Foreign Trade Director, Nagykun 2000 Mezőgazdasági Zrt.

**Kitti Sipos**, , Biokontroll Hungária

**Péter Szabolcs**,

**Csaba Traier**, Commercial Director, Bennovum

### **17:00 - Champagne toast and networking**