

# Portfolio-MAGE Automotive Industry 2021 program

## **Terasz, élmény, szakma, konferencia**

Teljes konferenciaélmény a teraszon is, egész napos élő közvetítés, kültéri networking várja!

Kezdje velünk újra együtt beindítani az életet 2021-ben.

Találkozzon ismét a szakmával már a teraszon is:

- a konferencia helyszínén hatalmas privát terasz áll csak a résztvevőink rendelkezésére
  - a teraszon kivetítón követheti élőben a konferenciát egész nap
  - a szabad levegőn töltheti a kávészüneteket és az ebédszünetet is
- a teraszon megbeszélés, tárgyalás vagy kötetlen networking lehetőség áll rendelkezésére

**Registration: 08:15- 08:45**

## **Section I: The show must go on!**

The global automotive industry has undergone major changes in recent years, and the bigger part is yet to come. What are the key challenges that will also influence operations in Hungary in coming years? How do market players see the global market situation and its impact on production in Hungary in 2021? Electrification is probably among the most defining megatrends currently. What steps are industry players taking to maintain competitiveness in this area (reducing CO2 emissions, flexible manufacturing, online sales, developing batteries, solid batteries and charging stations, hydrogen technology, etc.)?

### **08:45 - 08:50 Greeting, opening**

Speakers:

**Zoltán Bán**, CEO, Net Média Zrt. (Portfolio Csoport)

**Csaba Kilián**, CEO, Association of the Hungarian Automotive Industry (MAGE)

**08:50 - 09:10 Energy efficient production and utilization of renewable energies at AUDI HUNGARIA Zrt.**

Speaker:

**Zsolt Zentai**, Head of Planning Building technology / Plant infrastructure, Audi Hungaria Zrt.

**09:10 - 09:30 Sustainability in manufacturing: renewable energy, operation efficiency, security of supply**

Speaker:

**András István Tóth**, Solution sales director, E.ON Energiamegoldások Kft.

**09:30 - 10:30 Executive roundtable**

Moderator: **Csaba Kilián**, CEO, Association of the Hungarian Automotive Industry (MAGE)

Conversation participants:

**Jenő Csanaki**, Production Manager, Opel Szentgotthárd

**Marc Eckstein**, CEO, thyssenkrupp Components Technology Hungary Kft.

**Elvira Hajdárné Molnár**, President-CEO, PEMÜ Plc

**István Kis**, GM, Vice President Operations Hungary, Harman/Becker Automotive Systems

**Róbert Krisztián**, Executive General Manager, Magyar Suzuki Corp.

**Péter Macsotai**, Managing Director, Federal Mogul Hungary Kft - A TENNECO Group Company

**Szilvia Weisz**, Manager, Production ramp-up, Audi Hungaria Zrt.

**10:30 - 11:00 Coffee break**

## **Section II: Production efficiency and Industry4.0 in practice**

One of the primary ways to improve production efficiency is to implement industrial digitalisation technologies, while using green energy in manufacturing is another important pillar, When planning a development project, what requires attention in terms of manufacturing technology innovations, energy and production efficiency solutions, and sustainability? Case studies and best practices from the SME and corporate sectors.

**11:00 - 11:15 Used Industrial Machinery? - Don't waste the last 20 years because of the digitalization**

Speaker:

**Aladár Virág**, Professional Consultant and Sales, 4iG Ltd.

**11:15 - 11:30 Metrology solutions for increased efficiency and sustainable operation**

Speaker:

**Tamás Godány**, CEO, Carl Zeiss Industrielle Messtechnik Austria GmbH  
Magyarországi Fióktelepe

**11:30 - 11:45 Smart Factory**

Speaker:

**Péter Balán**, branch manager, Mitsubishi Electric Europe B.V. Magyarországi Fióktelepe

**11:45 - 12:45 Using innovative and digital technologies to improve the efficiency of manufacturing and logistics**

Moderator: **István Ács**, Managing Director, Bosch Rexroth Kft.

Conversation participants:

**László Tisza-Kiss**, Plant manager, Dana Hungary Kft.

**Péter Balán**, branch manager, Mitsubishi Electric Europe B.V. Magyarországi Fióktelepe

**Péter Éliás**, Leading manager, Environmental Management, Audi Hungaria Zrt.

**Tamás Godány**, CEO, Carl Zeiss Industrielle Messtechnik Austria GmbH  
Magyarországi Fióktelepe

**Csanád Makkai**, Manufacturing Engineering Director, NI Hungary Kft.

**Csaba Purgel**, Managing Director, Continental (Vác)

**Aladár Virág**, Professional Consultant and Sales, 4iG Ltd.

**12:45 - 13:50 Lunch break**

**Section III: Challenges of a new era in manufacturing, in supplier development and in the job market**

Market players are struggling with raw material shortage due to the pandemic, high prices, and logistical difficulties amidst the breaking of supply chains, all while trying to retain valuable workers. What measures have they implemented

to protect their employees and business processes? Is there a visible rearrangement in the supply chain? Are they planning to replace overseas suppliers with closer sources, or to use several suppliers for a given product in order to reduce risks?

What works better or differently in HR in 2021? Home office / Hybrid office – Experiences and expectations; Changes in individual and leadership competences, commitment; Recruiting and maintaining employees efficiently.

This section aims to sum up challenges involving labour, supplier relations and the operation of the supply chain from recent times and the near future.

### **13:50 - 14:40 A reordering in the supply chain - How will it affect customers and what will be the consequences on suppliers?**

Moderator: **László Thierry**, Managing Director, ElringKlinger Hungary Kft.

Conversation participants:

**János Bálint**, Managing Director, Bálint Kft.

**Ferenc Bolyki**, Perfect Execution Manager, Emerson Automation FCP Kft.

**Dr. Péter Dobos**, miskolci telephelyvezető és európai termelési igazgató, Starters E-Components Generators Automotive Hungary Kft. (S.E.G.A. Hungary Kft.)

**Balázs Kalmár**, Logistics Director, SMR Automotive Mirror Technology Hungary Bt.

**Péter Mátyus**, Business Lead Hungary, P3 Group - Independent Automotive Expert

### **14:40 - 15:30 On an even more difficult track - Challenges in HR during and after the pandemic**

Moderator: **Tibor Bányai**, Managing Director, Bányai & Partners Consulting Kft.

Conversation participants:

**Andrea Cservenné Boros**, HR Manager, Flextronics International Kft.

**Anna Dedéné Novotni**, Vice President of Board, CEO of HAJDU Autotechnika Plc.

**Balázs Pinczés**, President, Hungarian HR-Network Association

**Mária Szüle**, Head of HR Management, BMW Manufacturing Hungary Kft.

**Szilvia Varga-Papp**, KECT/L-HR HR Manager, Knorr-Bremse Fékrendszerek Kft.

### **15:30 - 15:50 Coffee break**

## **Section IV: Thematic roundtable workshop**

**You may select OFFLINE Table 1-2-3 in case of OFFLINE registration,  
ONLINE Table 1-2 in case of ONLINE registration!**

**15:50 - 16:40 OFFLINE Table 1: Labour market trends in 2021, future HR solutions**

**Change management as a major HR task - lessons learnt in 2020-21**

**Home office / Hybrid office - experience and expectations, transformation of individual and leadership competencies, maintain commitment now and in the future**

**Effective recruitment and retention - what works well/differently in 2021?**

**Future HR trends**

Speaker:

**Edina Tóth**, Personnel Manager, Opel Szentgotthárd Ltd., Stellantis Group

**15:50 - 16:40 OFFLINE Table 2: Production efficiency and Industry 4.0 in practice**

**FULL!**

Speaker:

**Zoltán Rigó**, SUA Manager, Sheldon Invest Kft.

**15:50 - 16:40 OFFLINE Table 3: New energy efficiency solutions and sustainability in manufacturing**

**FULL!**

Speakers:

**Gábor Bobál**, Complex energy solutions engineer expert, E.ON Hungária Group

**Zoltán Tóth**, Head of Solution Sales, E.ON Energiamegoldások Kft.

**15:50 - 16:40 OFFLINE Table 4: New energy efficiency solutions and sustainability in manufacturing**

**FULL!**

Speakers:

**Ádám Kozula**, Head of complex energy solutions, E.ON Hungária Group

**Gábor Mészáros**, Complex energy solutions team lead, E.ON Hungária Group

**15:50 - 16:40 OFFLINE Table 5: The future remains green: impact of alternative drives and electrification in manufacturing**

Speaker:

**Tamás Rózsa**, Managing Partner, Top Tier Consultants

**15:50 - 16:40 ONLINE Table 1: Production efficiency and Industry 4.0 in practice**

**FULL!**

Speaker:

**Sándor Petó**, Lean trainer, consultant and coach, PS Management Solution Kft.

**15:50 - 16:40 ONLINE Table 2: The future remains green: impact of alternative drives and electrification in manufacturing**  
**The emergence of electric and autonomous cars are transforming the global automotive industry. How will players adapt the new trends?**

Speaker:

**Tamás Rózsa**, Managing Partner, Top Tier Consultants

**16:40 - 16:55 Summaries from facilitators**

**16:55 - 17:00 Closing remarks**