# Digital Transformation 2023 program

## Registration

## Session I. - A paradigm shift in digitalisation – Don't miss out!

A paradigm shift is coming in IT development, digitalisation switches to a new gear. The appearance of ChatGPT and the boom in the AI industry reshaped previous digitalisation objectives within a few months practically in every sector; it turns out that artificial intelligence can do much more than anyone would have thought. The world's largest software companies invest incredible amounts of money into technological developments, the boom is creating new corporate tools that can rewrite sectors fundamentally, overturn taboos, and subvert market rules that were previously thought to be fixed. We will talk to top leaders of Hungarian large companies about how we can prepare for the changes and what the Hungarian reality is today when it comes to digitalisation.

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

**09:00 - 09:05 Welcome speech**
Speaker:
**Zoltán Bán**, CEO, Net Média (Portfolio Group)

**09:05 - 09:25 Brave New World – Global polycrisis or a systematic risk**
**As a result of the combination of numerous factors, our living conditions will change significantly in the near future, and, in order to sustain a liveable life, we have to adapt to the new conditions to our best knowledge and our best intent. Deal with the question, learn the facts, and accept the change. This is a prerequisite to understanding the challenge. And this will be the first step on the way to gaining awareness...**
Speaker:
**Balázs Stumpf-Biró**, collapse-researcher, Co-founder of the Cassandra Programme

**09:25 - 09:45 Financing digital transformation directly from EU funds – How is it possible?**

Speaker:

**Bernadett Petri**, Közigazgatási és Területfejlesztési Minisztérium közvetlen uniós források felhasználásának koordinációjáért felelős miniszteri biztos, ügyvezető igazgató Magyar Fejlesztésösztönző Iroda (MFOI)

**09:45 - 10:45 Executive panel: AI-boom and digitalisation in Hungary – Are those who lag behind really missing out?**

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

Conversation participants:

**Gábor Gonda**, Chief Commercial Officer, Telekom Hungary

**András Kuhárszki**, Managing Director, Omnichannel Tribe, OTP Bank

**Dr. Endre Spaller**, Chairman, Governmental Agency for IT Development

**Péter Szabó**, ügyvezető igazgató, Microsoft Magyarország

**István Takács**, Deputy Chief Operating Officer, Bonafarm Zrt.

# Coffee break & Networking

# Session II/A – Company Management and Digital Transformation - Practical Presentations, Use Cases

Digitalisation is not only a nice-sounding, abstract buzzword; concrete solutions, and not least, money and financing are needed to reach actual goals. In this session, we will talk about the digital transformation of the SME segment, the newest corporate governance tools, and applying for direct EU funding through case studies and presentations.

**Moderator: Ádám Turzó**, Analyst, Portfolio

**11:10 - 11:25 Artificial Intelligence and company efficiency improvement**

Speaker:

**Bálint Koródi**, CEO, Telvice Zrt.

**11:25 - 11:40 EU AI regulation in the pipeline – What do you need to know about AI Regulation?**

Speaker:

**Dr. Attila Menyhárd**, lawyer, VJT & Partners

**11:40 - 12:30 Panel discussion: AI, chatbots, and end-to-end digitalisation – Digital transformation levels up**

Moderator: **Ádám Turzó**, Analyst, Portfolio

Conversation participants:

**Georgiu Achilles**, innováció menedzsment szakértő, CEU

**Lotár Schin**, mesterséges intelligencia COE vezető, OTP Bank

**Gábor Tarnavölgyi**, Business Development Director, Virgo Systems

**Zsolt Vadócz**, Head of Innovation Directorate, K&H Bank

# Session II/B - Company management, RPA, back office digitalisation – Practical presentations and use cases

Digitalisation is not only a nice-sounding, abstract buzzword; to reach actual goals, concrete solutions are needed. In this session, we will talk about digitalisation background processes, robot technologies, and the newest tools for company management through case studies and practical presentations.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**11:10 - 11:30 Corporate management 4.0, which ERP does not solve**

Speaker:

**László Varga**, Director of Business Development, DMS One Hu

**11:30 - 11:50 We are growing out of a few things: Corporate service management case study on GLS**

Speaker:

**Anita Zakrzewski**, sales manager, TOPdesk Magyarország Kft.

**11:50 - 12:30 Panel discussion: They have succeeded already! – Digital transformation from EU funds: Three Hungarian success stories**

Moderator: **Péter Sere**, Senior Expert, Magyar Fejlesztésösztönző Iroda

Conversation participants:

**Dr. Vivien Bodnár**, Senior Public Affairs Manager/acting Head of Public Affairs, Vodafone Hungary

**Gabriella Simor**, leading expert, Neumann Nonprofit Közhasznú Kft.

**Balázs Weibel**,

# Lunch break & Networking

# Session III/A - Cloud, blockchain, robots – Innovative digitalisation technologies

Digitalisation's innovative technologies are already here and proving themselves in more and more areas. In this session, we will discuss choosing between cloud and traditional on-premise IT systems, advantages and disadvantages, process automatisation and blockchain possibilities.

**Moderator: Dániel Dojcsák**, Marketing Communications Director, Shiwaforce

**13:30 - 13:45 What is blockchain good for today and what will we use it for tomorrow?**

Speaker:

**Tamás Czeglédi MBA**, társalapító, Blockchaineum

**13:45 - 13:55 Panel introduction speech**

Speaker:

**Gábor Mádi**, CIO, Shiwaforce

**13:55 - 14:45 Panel discussion: Cloud vs. traditional IT – Business aspects in the focus**

Moderator: **Dániel Dojcsák**, Marketing Communications Director, Shiwaforce

Conversation participants:

**Péter Balogh**, Territory Manager, Google Cloud

**Béla Bodnár**, CEO, Shiwaforce

**Bence Buday**, Chief Transformation Officer, Wallis Asset Management

**Tünde Pataki**, Head of Sales Strategic and Development - Customers Group, Invitech ICT Services Kft.

# Session III/B - Digitalisation in practice – Practical presentations and use cases

The session will include case studies and practical presentations.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**13:30 - 13:50 Resilient, innovative, digital - The business of the future is the decision of today**

Speaker:

**Levente Czimbalmos**, projekt szakmai vezető, Magyar Kereskedelmi és Iparkamara, Modern Vállalkozások Programja

**13:50 - 14:10 The case of Erste Bank with chatbots – Experiences and lessons learnt**

Speaker:

**László Bek-Balla**, Head of Digital & Contact Center, Erste Bank Hungary

**14:10 - 14:30 Higher education's role in companies' digital transformation**

Speakers:

**dr. Tibor Dőry**, Director of Centre for University-Industry Cooperation, Széchenyi István University

**Dr. Károly Balázs Solymár**, Deputy State Secretary, Ministry of Energy

**14:30 - 14:45 Presentation**

Speaker:

**Csaba Lengyel**, CEO, Partner, Business Development Director, Vialto Consulting

# Coffee break & Networking

## Session IV. - Digital regulations, compliance, and e-administration

A significant part of IT projects is connected to regulation changes; we will discuss future compliance challenges, the coming domestic and EU regulatory environment, state digitalisation projects, and the challenges of the digital world connected to all of these.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**15:05 - 15:20 Handling personal data in the digital world – What must we pay attention to?**
Speaker:
**dr. Tamás Bendik**, chief advisor, NAIH

**15:20 - 15:35 Digital touristic ecosystem – Why is the National Tourist Information Centre the future?**
Speaker:
**Krisztina Szántó**, , Hungarian Tourism Agency

**15:35 - 16:15 Digital compliance roundtable**
Moderator: **dr. Andrea Megyeri**, Head of Innovation and Content Transformation, Wolters Kluwer Hungary Kft.
Conversation participants:
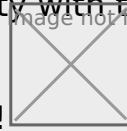**dr. Tamás Bendik**, chief advisor, NAIH
**dr. Judit Firniksz PhD, LL.M, MSc**, kutató, Pázmány Péter Katolikus Egyetem Versenyjogi Kutatóközpontja, felkért tudományos tanácsadó, Wolters Kluwer Hungary Kft.
**Dr. Péter Sükösd**, Director of Legal, Compliance and Government Relations, Extreme Digital-eMAG Kft.

**16:15 - 16:20 Closing marks**

## Networking & Champagne toast

Be our guest for a glass of champagne after the technical programme, and do not miss out on the networking opportunity with the conference's participants

and speakers!