

# Financial and Corporate IT 2020 program

## 8:20 - 9:00 Registration

### Section I. - Digitalization in banking

Regulators, the banking sector and fintechs are working on a number of projects supporting digitalisation in the background. Some are already preparing for the second wave of the outbreak, while others are riding the digital momentum found during the pandemic. We will take a look at Deloitte's large-scale banking digitalisation survey, while the vice president of the Hungarian Banking Association will present the results of the digitalisation proposal package and its next steps at the event. What can we expect from market players with regard to digitalisation? Top executives will be telling us.

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

#### 09:00 - 09:05 Welcome and keynote speech

Speaker:

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

#### 09:05 - 09:25 The digital proposal package of the Hungarian banking sector - News and results

Speaker:

**András Becsei**, alelnök, vezérigazgató, Magyar Bankszövetség, OTP Jelzálogbank

#### 09:25 - 09:45 The digital maturity of the Hungarian banking sector in international comparison

Speaker:

**Michael Wodzicki**, Partner, Strategy, Analytics and M&A, Deloitte Digital Poland

**09:45 - 10:35 Executive panel: Digitalisation in the Hungarian banking sector - How to go on?**

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

Conversation participants:

**András Becsei**, alelnök, vezérigazgató, Magyar Bankszövetség, OTP  
Jelzálogbank

**Ádám Egerszegi**, transzformációért és operációért felelős vezérigazgató-helyettes, MBH Bank

**László Harmati**, Deputy CEO, Erste Bank

**Máté Jendrolovics**, vezérigazgató, GB Solutions

**10:35 - 11:00 Coffee break**

**Section II/A - Cloud solutions and artificial intelligence - Banking digitization in practice**

This section will focus on banking digitalisation. The big question is whether the momentum of a paradigm shift and the abandoning of old legacy can be perceived in this area. Can we expect significant progress in this regard in the near future, or will we see the slower but steadier development typical of the banking sector? Which new technologies are the most promising? How much have AI technologies and the cloud entered banking, and in what areas can they be useful? What innovation is going on in the sector and at individual banks?

How can the regulatory environment support these? Representatives of Hungary's central bank and the banking and IT sectors will share their views and experiences on the topic.

**Moderator: Tamás Schenk**, Partner, Strategy & Operations, Deloitte Digital

**11:00 - 11:15 How is the Hungarian central bank helping the development of the domestic FinTech sector and the digitalisation of banks?**

Speaker:

**Anikó Szombati**, Chief Digital Officer, National Bank of Hungary

**11:15 - 11:30 The future of the banking sector and cloud technology**

Speaker:

**Christopher Mattheisen**, Country General Manager, Microsoft Hungary

### **11:30 - 11:40 Panel introduction presentation**

Speaker:

**Tamás Schenk**, Partner, Strategy & Operations, Deloitte Digital

### **11:40 - 12:30 Banking digitalisation and innovation - How does IT support these?**

Moderator: **Tamás Schenk**, Partner, Strategy & Operations, Deloitte Digital

Conversation participants:

**Gergely Czimer**, CDO, Takarékbank Zrt.

**Péter Fáykiss**, Director, Digitalization Directorate, Central Bank of Hungary (Magyar Nemzeti Bank, MNB)

**László Popovics**, Head of Distributed Systems Development Directorate, OTP Bank Nyrt.

**Gábor Strén**, Customer Director, Financial Sector, Microsoft Hungary

### **12:30 - 13:40 Lunch break**

## **Section II/B - Agile and digital transformation**

In the corporate sector, swift reaction to changes has also come to the forefront during the pandemic in addition to digitalisation. One of the key tools for that is the appearance of agile methodology at large, heavily regulated businesses. Agile methodology does not solve all problems, but it can improve the efficient operation and reaction capability of companies in important areas, which could have enormous significance during a potential second wave of the outbreak.

Leading experts in the field will be speaking on the topic.

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

### **11:00 - 11:15 Modular platforms in practice**

Speaker:

**Zsolt Balogh**, Executive Director, Liferay Hungary

### **11:15 - 11:30 RPA - There is no universal tool, so what's the right solution?**

Speakers:

**Mihály Handtuch**, Lean/RPA advisor, Novacon Zrt.

**Helena Požgaj**, Manager of Digital office & Master data, INA Group

**11:30 - 11:45 Channel-independent communications: The alpha and omega of digital customer experience**

Speaker:

**Péter Porosz**, értékesítési igazgató, DBX Kft.

**11:45 - 11:55 Változások viharában: Hányszor kell újjászületnünk azért, hogy kiválóak legyünk?**

Speaker:

**Anton Kovach**, CEO, Shiwaforce

**11:55 - 12:40 Agile transformations - How does the internal working of organisations change?**

Moderator: **Dániel Dojcsák**, marketing communications director, Shiwaforce

Conversation participants:

**István Bartl**, Director of Digital Innovation, K&H Csoport

**Béla Bócsi**, Director of Corporate Development, E.ON Hungária Zrt.

**Bence Kisfalvi**, Director of Agile Methodology and Business Development, OTP Bank Nyrt.

**Anton Kovach**, CEO, Shiwaforce

**Andrea Nagy**, Head of Agile and Portfolio Management, NN Biztosító Zrt.

**János Perczes**, ügyvezető igazgató, Digitális üzletfejlesztés, MKB Bank

**12:40 - 13:40 Lunch break**

**Section III/A - Innovations in the payment industry  
- Instant and card payment trends**

The instant payment system has launched, and starting from next year, offering electronic payment opportunity will be mandatory for all retailers who have online registers. The PSD2 regulation has also been live for almost a year, and a market-based terminal installation programme has also been under way in Hungary. Due to all of the above, we can expect lots of innovation and changes in the electronic payment market. Experts from the banking and payment markets will share their thoughts on these trends.

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

### **13:40 - 14:10 Solutions built on instant payment**

Conversation participants:

**Ákos Gáborjáni Szabó**, project manager, digitalisation expert, finste.com

**Zoltán Kozma**, Chief Executive Officer, Takarékinfo

**Lóránt Varga**, főosztályvezető, Magyar Nemzeti Bank

**János Zátanyi**, Head of Department, GIRO Zrt.

### **14:10 - 14:30 Why should payment be an experience? - A comprehensive survey of current retail trends**

Speakers:

**Krisztián Kománcsi**, Consultant, Frontira Strategic Design Consultancy

**Péter Mondovics**, Marketing Manager, Mastercard

### **14:30 - 15:20 The country of interrupted purchases - Can online growth be sustained without satisfied customers?**

Conversation participants:

**Dr. Attila Horváth**, CEO, Associate Professor, BIG FISH Payment Gateway, Budapest Metropolitan University

**Judit Kertész**, Strategy Consultant, Co-founder, Frontira Strategic Design Consultancy

**Sándor Nagy**, Chairman, Ecommerce Hungary

**Tamás Racskó**, Business Development Manager, Mastercard

## **Section III/B - What is driving the domestic IT market? - Outlook and trends**

The corporate IT market has been heavily transformed by the coronavirus crisis. The question now is, what technologies and solutions will gain prominence as the outbreak is easing off in Hungary? How will 5G, one of the most important new technologies, be useful for businesses? What trends can the biggest, publicly traded Hungarian IT service providers see in the market?

**Moderator: Viktor Nagy**, vezető elemző, Portfolio

### **13:40 - 14:00 Hungary and 5G**

Speaker:

**Ákos Mácz**, Professional Lead, 5G Coalition

**14:00 - 14:20 Nonstop digitalisation and the latest corporate IT trends**

Speaker:

**Balázs Balogh**, Technical director, Gloster Nyrt.

**14:20 - 14:50 Interview**

Speaker:

**Péter Farkas**, műszaki vezérigazgató-helyettes, 4iG Nyrt.

**Closing coffee break, Networking**