### Portfolio AI & Digital Transformation 2025 program

### Registration

# I/A session - AI and Business - Artificial Intelligence and Digitalization Strategies

How can we turn AI into the driving force of success? In this session, you can learn strategies to help companies integrate artificial intelligence into their operations effectively. How can investments in AI technologies and tools become a real competitive edge? Top managers share their insights.

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

#### 08:55 - 09:00 Greeting and foreword

Speaker:

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

# 09:00 - 09:10 Professional Opening - Artificial Intelligence in Hungary Message from László Palkovics via AI avatar

Speaker:

**László Palkovics**, Government Commissioner Responsible for Artificial Intelligence

## 09:10 - 09:40 Keynote speech - How Is Artificial Intelligence Reshaping the Future of Humanity?

Speaker:

**Tamás Dávid-Barrett**, Behavioural Scientist, Founder and CEO, University of Oxford, Future Human Systems Research

# 09:40 - 10:00 Digital Hungary Is Emerging - What Direction Is the Country's Digital Transformation Taking?

## 09:40 - 10:40 Panel Discussion - Digital and Al Innovation Competition - Where Are We Now, and Where Do We Need To Be?

Moderator: **Tamás Schenk**, Partner - Strategy & Operations Consulting, Deloitte Hungary

Conversation participants:

Tamás Giller, Deputy Chief Executive Officer, Neo Property Services Bence Horváth, Commercial Strategy Director, Telekom Hungary Roland Jakab, President, Managing Director, MI Koalíció/HUN-REN Krisztián Kurtisz, CEO, UNIQA Biztosító

### I/B session - Interactive Workshop

#### 08:55 - 09:40 Live Broadcast from Section I/A

# 09:40 - 10:50 Interactive Workshop - Vibe Coding - How AI Accelerates Corporate Innovation

At the Vibe Coding workshop, participants can implement, code, and test a jointly devised idea or business use case using AI tools. No prior technical knowledge is required—all you need is curiosity and openness to experimentation. The goal is to accelerate corporate innovation and test ideas with immediate results. Come and experience what it's like when coding becomes a playful, liberating, and surprisingly inspiring experience!

Speaker:

**Gergely Kiss**, Chairman of the Board, Attrecto

### **Coffee Break & Networking**

# II/A session - AI Agents in a Corporate Environment- What Does "Agentic AI" Era Mean for Companies?

"Agentic AI" elevates automation to a new level: intelligent agents that can make decisions and carry out tasks autonomously. Discover how these systems can reshape corporate processes and their possibilities for increasing efficiency. Where are we now in the corporate application of generative AI tools? What is this extremely transformative technology good for, and what is it not good for?

Moderator: Ádám Turzó, Analyst, Portfolio

#### 11:05 - 11:20 From R&D to Enterprise AI: Experiences in Innovation

Speaker:

Gergő Szathmári, Senior Product Owner, OTP Bank

### 11:20 - 11:40 Artificial Intelligence is Here - From Challenge to Secure Business Growth

Speaker:

Károly Barnabás Bozó, Cloud Solution Architect, Noventiq

## 11:40 - 11:55 The AI FoMO dilemma faced by CEOs: urgent action or cautious delay?

Speaker:

Edit Dévényi, Senior Data & Al Consultant, SMP Solutions

#### 11:55 - 12:05 Keynote Speech

Speaker:

Csanád Bánhegyi, Data & Al Commercial Portfolio Manager, Telekom Hungary

# 12:05 - 12:50 Panel Discussion - GenAl Solutions in Corporate Environments - Improving Internal Efficiency and Looking Ahead

Moderator: **Ákos Turny**, Principal, Boston Consulting Group Conversation participants:

Dr. Márton Attila Boda, Program manager - Innovation Directorate, K&H Bank

Balázs Fodor, Business Development Expert, One Solutions

János Horváth-Varga, Head of Al, Magyar Telekom

Gábor Prokob, IT-Business Intelligence Lead, EcoFamily

Lotár Schin, genAl domain architect, Nokia

# II/B session - Where Will the Funding for AI and Digitalisation Come From? - A Deep Dive Into the

### Sándor Demján Programme

Introducing AI and digitalisation requires expertise as well as significant resources. But how can the necessary capital be raised? In this session, you can learn about available financing opportunities, support programmes, and investment strategies that help companies achieve their digital ambitions.

Moderator: Kata Tóth, Conference project leader, Portfolio

#### 11:05 - 11:15 Keynote Speech

Speaker:

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

# 11:15 - 11:45 Panel Discussion - Direct Brussels Sources for Digital Development - Experiences and Opportunities

Moderator: **János Dászkál**, Senior Project Manager, Magyar Fejlesztésösztönző Iroda

Conversation participants:

**Edina Németh**, International Relations Coordinator, HUN-REN SZTAKI **Donát Posta**, Founder, CEO, Scoutlabs

**Dr. Viktória Zelena**, Head of Product Strategy, Idomsoft

#### 11:45 - 11:55 Keynote Speech

Speaker:

**Zoltán Ács**, Chairman, Deputy CEO, Hungarian Fintech Association, MKIK Fund Management

# 11:55 - 12:30 Panel Discussion - Deep Dive Into the Sándor Demján Programme - Who Can Access Funding, How, for What Purposes, and How Much?

Moderator: **Levente Hörömpöli-Tóth**, Journalist, Portfolio

Conversation participants:

**Zoltán Ács**, Chairman, Deputy CEO, Hungarian Fintech Association, MKIK Fund Management

**Ferenc Feigli**, Managing Director, Közép-Magyarországi Regionális Hulladékgazdálkodási Nonprofit Kft.

Sándor Juhász, Owner, 1otthon

#### **Lunch Break**

### III/A session - Security and Al

The use of generative AI models offers companies a huge competitive advantage, but keeping large language models under control is a tough challenge. How can this be achieved, and what tools are available? How can generative AI solutions be integrated into existing IT systems? And how can genAI technologies support IT operations? These are the questions this session will explore.

Moderator: Ádám Turzó, Analyst, Portfolio

## 13:30 - 13:45 Corporate Identity Management in the Age of Artificial Intelligence

Speaker:

**Gagan Delouri**, Partner Sales Engineering Team leader, Ping Identity

# 13:45 - 14:00 EU AI Act - What Should Companies Watch Out for When Using AI?

Speaker:

dr. Csaba Vári CIPP/E, CIPM, Lawyer, Baker McKenzie

#### 14:00 - 14:15 Keynote Speech

Speaker:

Tamás Darabos, Deputy CEO, Telvice

# 14:15 - 15:05 Panel Discussion - Al-Based Observability - How Artificial Intelligence Supports the Operation of Digital Organisations

Moderator: Ádám Turzó, Analyst, Portfolio

Conversation participants:

Barna Gaál, International Director, Digital Hungary Agency

**Gyula Gótzy**, Director, OTP Bank

**Ferenc Hegedűs**, Head of Customer, Integration & Devops Factory, Yettel **István Lakos Lambert**, CIO, National Tax and Customs Administration of Hungary

# III/B session - Deep Dive - AI Use Cases, Solutions, and Case Studies

Do you want to dive deeper into the practical application of AI? This session will present how companies in different sectors use artificial intelligence through specific examples and case studies. Learn about solutions that have delivered real business results and get ideas for your own projects!

Moderator: Kata Tóth, Conference project leader, Portfolio

### 13:30 - 13:40 Instead of a Victory Report: our own Failures in the World of Al

Speaker:

Bence Pruzsinszki, analyst, Portfolio Csoport

# 13:40 - 14:00 Whoever Enters Here... - those you Need to Put on Board for Successful AI Implementation

Speaker:

**Balázs Sólyom**, Chief Data Officer, Trendency

# 14:00 - 14:20 Generative AI Here and Beyond: Inspirations for Sustainable Competitive Advantage

Speaker:

Csongor Fekete, Managing Director, HolistiCRM

#### 14:20 - 14:40 Presentation

Speaker:

Tamás Nacsák, Enterprise Architect, Telcotrend

# 14:40 - 15:00 Two is better than one when it comes to AI - Invoice processing with artificial intelligence

Speaker:

János Lepesi, Project Coordinator, EconomySoft

#### Coffee Break & Networking

# IV/A. Session - How is AI Transforming Jobs and Organisations?

Al brings revolution not only at the technological level, but also within organisations. What new roles will emerge, and how will existing ones change? This session will discuss how Al reshapes the way companies operate, and what skills will be essential in the workplaces of the future. Prepare for change and discover how to adapt most effectively!

Moderator: Ádám Turzó, Analyst, Portfolio

#### 15:25 - 15:40 Why Soft Skills Will Never Be Replaced by Al

Speaker:

Ms Eszter Jacobs, Sales Director, TelcoTrend

## 15:40 - 15:55 Pulze Digital: Training Camp for Managers - Preparing for the Unpredictable

Speaker:

Péter Hegedűs, deputy CEO, Shiwaforce Pulze Digital

### 15:55 - 16:10 Keynote speech - Developing Digital Capabilities in the Al Era Speaker:

Viktor Bálint, Chief Growth Officer, Codecool

# 16:10 - 16:55 Panel Discussion - How AI Is Transforming the Labour Market - From Blue Collar to White Collar, Candidly

Moderator: Viktor Bálint, Chief Growth Officer, Codecool

Conversation participants:

Balázs Gál, Senior Director, Talent Acquisition EMEA, Flex

**Tibor Gulyás**, Chief Strategy Advisor, Ministry of Energy Hungary

István Lenk, President, ABSL Hungary

#### 16:55 - 17:00 Closing Words

### IV/B. Session Technology Deep Dive Workshop

The "technology deep dive" continues with use cases, case studies, and practical experiences.

After a short technical break, a renowned Hungarian AI expert will hold an interactive AI workshop in the section, involving the audience in the discussions and providing a deeper insight into how the technology works. We will develop a business system that can be sharpened with the help of an AI tool live.

Moderator: Kata Tóth, Conference project leader, Portfolio

#### 15:25 - 15:45 IT Development in Europe

Speaker:

Attila Nyul, Director of Logistics and Procurement, TMX Mobile Solution Service

#### 15:45 - 16:00 How to Boost our Customer Service Processes with Generative AI - Case Study

Speakers:

**Adorján Bortnyák**, Managing Director, Geomant/Graia **Kitti Ott**, Head of Digitalization IT, DPD Hungary

#### 16:00 - 16:15 AI from Google to Meta

Speaker:

Gábor Fuchs, Head of digital, IPG Mediabrands

#### 16:15 - 16:25 Short refreshment

# 16:25 - 17:35 Al Budapest workshop - Building a Working Business System Live with Generative Al Technology

Speaker:

Norbert Gaál, CEO, Co-Founder, First Principle Innovation, Al Budapest

### **Bubble time & networking**