GDPR: High Season for Preparation

With the introduction of the General Data Protection Regulation (GDPR) of the European Union due in about half a year, the business community needs to speed up measures for timely compliance. A recent conference hosted by AmCham provided a platform to address the most important aspects related to the preparatory phase.

By Levente Hőrömől-Tőth

A recent survey by the chamber found that 78.7% of its members believe that the core business of their company will be affected by GDPR. This is yet another indication that preparation for the new data protection legislation is gaining in importance, with the date of implementation approaching quickly.

Dr. Gábor Orosz, chairman of AmCham’s Regulatory Committee highlighted in his opening remarks that B2B challenges are often ignored, because the focus tends to be on consumers in terms of data issues. “However, a large number of the members of our organization act in the B2B sphere, so this aspect must be borne in mind as well,” he said.

Additionally, data flow between U.S. and Hungarian companies is key, so it is a matter of competitiveness whether data can be transmitted freely across borders. The adjustment of relevant laws is therefore absolutely imperative so that local companies won’t lag behind in the global competition,” concluded Orosz.

Data protection reform reaches well beyond the scope of the GDPR, though, warned Dr. Attila Péterfalvi, President of the National Authority for Data Protection and Freedom of Information (NAIH) in his keynote speech. As a matter of fact, even if GDPR is the main pillar of the newly established regime, there are also changes in the sphere of criminal law to consider. “The ultimate goal here is to respond to digital development and set up a uniform regime of legal protection across the European Union,” said Péterfalvi.

Mark the Date

He further emphasized that the period for preparation will end on May 25, 2018, which marks the date the new EU legislation becomes applicable. The result should be a more consistent and solid legal framework, smoother implementation, elevated legal certainty and a strengthened right to information self-determination. Most importantly, those involved in data processing at legal entities must be aware what type of data they deal with, and whether their data protection policies comply with the new regulations.

From left: Dr. Attila Péterfalvi, President of the National Authority for Data Protection and Freedom of Information (NAIH); Dr. László Péter Salgó, Deputy State Secretary of the Ministry of Justice and Dr. Gábor Orosz, chairman of AmCham’s Regulatory Committee. Photo: AmCham/Lázár Todoroff.

Continued on page 7.

AmCham-Tgi Fridays Super Bowl Party
At Tgi Fridays WestEnd » February 4, 2018

Super Bowl LII, the 52nd Super Bowl and the 48th modern-era National Football League championship game, will be held at the new domed U.S. Bank Stadium in Minneapolis, Minnesota. The half-time show is scheduled to be performed by Justin Timberlake. It will be the second Super Bowl to be staged in Minneapolis, which previously hosted Super Bowl XXXI on January 26, 1997, when the Washington Redskins defeated the Buffalo Bills, 37-24, at the old Metrodome. This will be the sixth Super Bowl to be staged in a “cold weather” city. The party is open to AmCham Members only. More information will follow.

AmCham Mini Morning Seminar
At AmCham Conference Room » January 18, 2018

Péter Csillag, CEO of software technology startup VirtDB Inc., will speak about the fundamentals of GDPR, its effects on the existing technology landscape of organizations and how to address challenges with data analytics. A great opportunity to learn about the necessary actions to take and tools to use on the road towards GDPR compliance. Registration and breakfast run from 8:30-9 a.m., the presentation and discussion from 9-10:30 a.m. The mini-seminar will be held in English (no translation) and is free to members.

AmCham Board gains new blood following annual assembly

Records shattered at annual Thanksgiving Dinner

AmCham Foundation launches digital age Code Theater
Advocacy Update

AmCham gains a new first vice president, a returning secretary-treasurer and two new board members at-large at its annual assembly at the Budapest Marriott Hotel on December 7.

Earlier, in his report of the past year, AmCham President Bécskei Balázs noted that “this year saw a number of achievements and also had a number of challenges, but the AmCham community never believed that it would not be successful, that things were still working.”

The award for the first time in 2017 was won by Texas-based in-house counsel at a capital company in the country. Bécskei said that he had been the chairperson of GE Hungary’s business relations at the chamber’s annual assembly, “This is not only the second best, but it is the number one in our community.”

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**FDI in Hungary**

Audi To Start Manufacturing E-Engines In Győr

Audi Hungaria is preparing to launch mass production of electric engines in Győr, reported vg.hu. The manufacturing of e-engines will lead to the creation of a new area of competence, which will guarantee the long-term competitiveness of the company for added value. The factory will also be the first in Europe to produce electric engines on a completely automated assembly line. The manufacturing of e-engines will also lead to the production of a new type of drive, which is set to revolutionize the industry. The factory will also be the first in Europe to produce electric engines on a completely automated assembly line.

**Invitech Solutions Opens Data Center In Hungary**

Invitech Solutions opened its new data center in Budapest on November 22, reported vg.hu. The company is planning to open 20 centers across Europe over the next ten years. The international Uptime Institute said that the new center meets the security standards required by the Tier III category. Belgium Solutions, which built the center, before it sold its retail and small business clients to Digi and Telia, employs more than 500 professionals and has some 7,000 business partners in 186 cities. Telecommunications, banks, and IT firms.

**Krones gets HUF 5.5 bln Gov’t Grant**

German packaging and bottling machine maker Krones AG is getting a HUF 5.5 bln government grant. The HUF 5.5 bln grant will fund a development program, which will include the introduction of a new IT platform at Krones’ headquarters, said Billing. The company is planning to invest more than HUF 20 billion, which could realistically reach HUF 30 bln. The company says it is expecting the loan because it sees no other way to increase its market share.

**Siemens Celebrates 130 Years In Hungary**

German engineering giant Siemens celebrated the 130th anniversary of its operations in the Hungarian market at an event in Budapest on November 22, reported magyar-idok.hu. The celebration was held in the framework of EE Hungary’s project to promote investment in the country. Siemens employs more than 2,500 people in Hungary, which represents high added value, determining role among foreign investments in the country.

**The AmCham Hungary Wall Of Fame Winter 2017**

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**Nestlé Opens HUF 20 bln Expansion At Pet Food Plant In Bük**

Swiss-owned Nestlé Hungária Kft. inaugurated its HUF 20 billion expansion at its pet food plant in HUF 55 bln in Debrecen. The company employed more than 110 people, with annual wages of more than HUF 55 bln since its foundation in Hungary in 1991. The company is planning to invest more than HUF 20 billion, which could realistically reach HUF 30 bln. Siemens employs more than 2,500 people in Hungary, the Siemens name means high quality, dependability and the newest technical solutions. The company has invested more than HUF 100 bln since its foundation in Hungary in 1991. Siemens employs more than 2,500 people in Hungary, which represents high added value, determining role among foreign investments in the country.

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New Members
On Board

Address:
Mr. Ottó Vég
and AmCham members
prosperous New Year.

New Members

Address:
Mr. Balázs Szecsy
and AmCham members
prosperous New Year.

Address:
Mr. Zoltán Balogh
and AmCham members
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Address:
Mr. Johan Stromsater
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High Season for Preparation

What do you most value about being an AmCham Patron member?

Péter Rehus,
Chief Operating Officer,
PAG-Professional Administration Group

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6DP! High Season for Preparation

Continued from page 1

Another novelty is the possibility to issue a code of conduct and, additionally, to establish a national coordination body for the effective implementation of the GDPR. In this way, the European data protection authorities will be able to cooperate more closely, thus establishing a European network for data protection. Furthermore, the GDPR also provides for the establishment of a European data protection authority (EDPBA), which will be responsible for supervising the implementation of the new law across the EU. The EDPBA will ensure that the data protection authorities in each member state are fulfilling their obligations under the GDPR.

In this regard, Act CIII of 2017 on the right to data protection and information rights, as well as the right to receive information from public authorities, was introduced. This act establishes the rights of data subjects to obtain information about data controllers and processors, as well as the conditions for processing personal data.

If you have any questions regarding the future of work, the needs and skills of the workforce, or how to design and customise your interaction with the workforce, please feel free to contact us. We would be happy to help you in your efforts to improve the business climate here.

What would you like to see change in order to improve the business climate here?

We believe that a well-educated and motivated labor force is the key factor in order to further improve the competitiveness of the country. We are committed to making Hungary a more attractive destination for foreign direct investment, and we are working hard to ensure that all aspects of the business environment, including education and training programs, are up to international standards.

About IBM Hungary

IBM has been operating in Hungary without interruption since its foundation in 1948. IBM is a leader in a wide range of IBM products and services, and it has an extensive partner network covering all regions and industries in the country. IBM’s Storage Business Unit has been established within IBM Budapest Lab, which is one of the largest employers of the country. IBM Budapest Lab is dedicated to developing new technologies for IBM Global High Value Business. The unit has a team of experts in various fields, including software engineering, product development, and system integration.

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On November 18, with nearly 100 children participating, the AmCham Foundation launched its latest program: ACF Code-Theater. The idea behind the project is to teach safe internet/IT use to children living in state and foster care in Hungary.

Children and teenagers are flooded by information and communication technology. It has become an essential part of their daily life. Unfortunately, they don’t question the pros and cons, they don’t read the manuals; they simply use the technology.

**Lifestyle And Identity**

Social media has become an extension of their social life, and a platform to meet one another. It’s how they acknowledge each other. Information and communication technology offers a broad scope of sources for informal learning. It is part of their lifestyle and identity. They use ICT (information and communications technology) to meet, to play, to date, to connect, to explore the world and to construct [multiple] identities.

This too ready acceptance of the online world can present huge problems, especially for children living in state and foster care. The majority of them come from the poorest regions and these special foster families often live in isolated small rural communities.

Just by using these devices, these vulnerable children and teenagers are more exposed to internet abuse and/or crime, simply because of their lack of education or awareness.

Our program aims to educate them about the proper, safe use of new technologies, empowering them with 21st century skills. With a series of interactive rehearsals, our aim is to move kids out of their normal comfort zones, enable them to meet with others facing similar problems and give them solutions and approaches for solving and addressing these challenges together.

Our program will touch upon internet bullying, internet addiction, and the use of reliable online help pages.

ACF is grateful to KPMG for providing the site and an IT expert!