



# JOURNAL

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T H E V O I C E O F A M C H A M H U N G A R Y

## 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 Hörömpöli-Tóth

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.



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.

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.

*Continued on page 7.*

### COMING UP

#### 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 XXVI on January 26, 1992, 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.

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# Advocacy Update

## Advocacy Success On Procedure For Licensing Of Third-Country Employees

Recognizing our member companies' problems in finding the required labor supply in Hungary, AmCham has been advocating for the further facilitation of the employment of non-EU (third-country) residents. AmCham sent its position to the Ministry for National Economy in October and recommended that the employment licensing procedure of third-country employees be simplified and sped up. A simplified licensing procedure is currently applied when less than 5% of employees are from a third-country. AmCham sent several suggestions on the current licensing procedure, including the elevation of the aforementioned threshold to 10%. On November 21, the ministry sent its feedback to AmCham, which confirmed that a government decree (345/2017) has been published, changing the threshold to 10%. AmCham welcomes this policy success and will continue its advocacy work in order to make the licensing procedure even more favorable for companies.

## AmCham Meets Representatives Of Site Selectors Guild

AmCham was invited to a business dinner with representatives of the Site Selectors Guild (SSG), an association of professional site selection consultants, as a professional partner of the Hungarian Investment Promotion Agency (HIPA), to jointly present Hungary's potential as an investment location. A video-endorsement was sent by European Hungary was the first country outside of North America to be visited by the SSG location selection forum. The guild was invited by HIPA, and eight consultants of the organization came to Hungary between November 9 and 10.

SSG provides location strategies to companies in various industries and sectors, cooperating strongly with investment promotion agencies like HIPA. The SSG Advisory Forum aims to promote Hungarian investment opportunities among the consultants to improve the reputation of Hungary as a potential location when they are searching for sites in the region." President Farkas Bársorny and AmCham CEO Írisz Lippai-Nagy met the SSG consultants to discuss the Hungarian business environment and provide information on the advantages of Hungary as a location.

## Attending The European Vocational Skills Week

AmCham Hungary was invited to the European Vocational Skills Week in Brussels on November 23, 2017 as part of the Pact for Youth initiative. The aim of the week is to improve the attractiveness and image of vocational education and training (VET), to showcase its excellence and quality, and to raise awareness of the wide range of opportunities it presents. The accompanying summit was opened by European Parliament Antonio Tajani and Pact for Youth co-chairs: European Commissioner Marianne Thyssen and CSR Europe President Etienne Davignon. A video-endorsement was sent by European Commission President Jean-Claude Juncker, who reinforced the message that, in order for Europe to remain competitive globally, more focus needs to be placed on education, training and business-academia partnerships at both the EU level and the national level.



European Vocational Skills Week.

A summary of the policy findings of the European Pact for Youth was also published at the event. For the last two years the Pact for Youth has worked to improve opportunities for young people across Europe. Business and civil society leaders have together built the following joint policy proposals:

- Make vocational education and training/apprenticeships an equal choice for youth;
  - Make business-education partnerships the new norm across Europe;
  - Mainstream entrepreneurship education in learning.
- The Hungarian delegation, led by Lilla Nedeczky, of the National Youth Council of Hungary, and also including Deputy State Secretary of the Ministry of Human Capacities Boglárka Illés and AmCham Hungary's very own Communications Manager, Zsófia Juhász, were able to have a short discussion with Tibor Navracsics, the Commissioner for Education, Culture, Youth and Sport (and a former Hungarian Justice Minister and Deputy Prime Minister) and to present the current version of the Hungarian National Action Plan. AmCham would like to thank the National Youth Council of Hungary for coordinating the delegation and also the Hungarian National Action plan. A full video of the program is available on the AmCham website.

## Innovation PTF Presentation To Academics

AmCham Innovation Policy Task Force co-lead Joerg Bauer (President of GE Hungary) gave a presentation at the "MAGEOSZ Day at Budapest University of Technology and Economics" on increasing the efficiency of business-academia cooperation. AmCham perceives the R&D&I based university-industry cooperation as a competitiveness issue, therefore the Innovation PTF launched the Business Meets Universities (BMU) project in January 2017 to initiate a dialogue that creates a mutually beneficial advantage, and to facilitate cooperation with measurable benefits for both the academic and the business spheres.

Bauer gave an overview of the BMU project and shared GE Hungary's examples of the successful university cooperation projects. He also shared the AmCham recommendations collected during the BMU workshop, including the importance of establishing a supportive ecosystem for R&D&I.

He pointed out that for the successful "Invented in Hungary" paradigm shift to work, we need universities that excel both in academic activities and in research.

# AmCham Board Gains New Blood

AmCham gained 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.



## By Robin Marshall

While Péter Csuscka (first vice president) and Csaba László (secretary-treasurer, re-elected to the position after his previous two-year term expired) won their posts uncontested, new board members Judit Zolnay and Edit Bencsik were in a three-way race for two seats with Christian Wulff Sondergaard, who had acknowledged it was a "strong field".

Csuscka had joked during his election speech: "Having been born in the Soviet Union, I was used to seeing only one name for a position." He thought he only had to turn up to win, but then broke his leg and

realized nothing is ever that simple. He later blamed his three children for that injury. "Having children is a dangerous occupation; I broke my leg at a children's playground," he said to laughter.

He did spend part of his speech urging others to compete for board and executive board positions at the next elections, saying there was nothing to be scared of and much to be gained.

László, a former finance minister, tax partner at KPMG and banking industry executive, promised members that, with him: "The budget will be under control."

Earlier, in his report of the past year, AmCham President Farkas Bársorny noted that "Perseverance pays off, and we are persevering." He added that there had been dozens of advocacy recommendations from the AmCham community since 1989" and vowed the chamber would continue to fight to make sure members' views are expressed before government.

CEO Írisz Lippai-Nagy echoed that, saying that even when the government told the chamber an issue members believed strongly in was not a priority, the chamber would continue making recommendations until it "gained critical mass". 2017 has been "a very exciting year, full of success stories and others that I would not say were failures, but things we are still working on."

She also outlined a number of new initiatives for the coming year, including the relaunched language and career ambassador programs, and a new "Future Leaders' Program", based on best practice learned from AmCham Slovenia, but built on the successful AmCham Hungary Career and Communications Schools to create something new.

Presenting the AmCham Foundation's annual report, Edit Bencsik said it offered member companies a "small but well established and transparent organization" through which to channel their CSR activities. "Volunteers do not necessarily have time, but they do have heart," she noted. The "Generosity Award" was presented to ExonMobil BSC and NCR Hungary, two companies that between them had committed 90 people and 500 hours to volunteer work, along with both in-kind and financial donations.



# Board Of Directors



## Top row from left

**Dr. Farkas BÁRSORNY**  
President  
PwC CEE

**Péter CSUSCKA**  
First Vice President  
Lexmark International Technology Hungary Kft.

**Dr. Andrea JÁDI NÉMETH**  
Second Vice President  
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**Csaba LÁSZLÓ**  
Secretary Treasurer

**Board Members at large**

**Ákos BURJÁN**  
PwC Magyarország Kft.

**Edit BENCsik**  
TATA Consultancy Services Ltd.

## Bottom row from left

**Liam CROW**  
First Med Kft.

**Bea ELŐD**  
Citi Service Center Budapest

**Péter GERENDÁSI**  
Deloitte Hungary

**Krisztina VARGA**  
DXC Technology

**Dr. Judit ZOLNAY**  
MetLife Europe Limited Magyarországi Fióktelepe

**Írisz LIPPAI-NAGY**  
Chief Executive Officer

Ex officio members

**Ferenc Pongrácz**  
**William Benkő**  
**Jennifer Kane**



## Dr. Iván Völgyes Award

Joerg Bauer, the President of GE Hungary, became the latest winner of AmCham's Dr. Iván Völgyes Award for the promotion of Hungarian-American business relations at the chamber's annual assembly.

The award was a surprise to the winner ("Thanks for the heads up!" he joked) but particularly apt, given that Völgyes was instrumental in bringing so many GE businesses to Hungary, and had become something of a mentor *in absentia* for Bauer.

"This is a really great honor. I remember I was at Audi, working towards my pilot's license, when

I heard the news of the crash," Bauer recalled. When he became President of GE Hungary four years ago, the position had been vacant for a period and he had no predecessor to learn from. But he said he began "to get to know Iván" through talking to colleagues, and was impressed by his "win-win" mentality. "Sadly, I never got to meet him, but he became something of a guiding star for me, so thank you very much."

The award was presented for the first time in 2005. It was created after Völgyes and several other executives from his computer company Synergon Rt. lost their lives in an aircraft crash in 2001.

The man the award is named for is credited by many as being the father of modern lobbying in this country. Born in Hungary, he moved to the United States in 1956, where, after acquiring a BA, MA and PhD in International Politics, he worked on John F Kennedy's election campaign in 1959 and then followed him to the White House. After the fall of the Iron Curtain, he became instrumental in bringing numerous U.S.-based businesses to Hungary including the Gallup Organization and Reader's Digest. As the chief advisor to General Electric in Hungary, Völgyes also assisted in bringing six of GE's ten global core businesses, along with more than USD 1 billion in investments.

## ADVERTISEMENT



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# FDI In Hungary

## Audi To Start Manufacturing E-Engines In Győr

Audi Hungary is preparing to launch mass production of engines for electric cars in Győr, reported portfolio.hu. The first equipment, workstations and robots have been integrated into the production process. Audi will have three electric model ranges running by 2020, and Audi Hungary will produce the engines for them, said Achim Heinfling, chairman of the local company. 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, he added.

## GE Installs 19 'Robots' In Budapest Center

There are 19 "robots" helping the work of 2,000 employees in GE Hungary's service center in Budapest, reported mfor.hu. The computer applications are used by employees to perform repetitive work processes and transactions, data analysis and data requests, said Jörg Bauer, Chairman of GE Hungary. Automation increases productivity, and the standard of living, he added. GE will become a digital industrial company, and employees are being prepared for the challenges arising from digitization and automation, he said. GE has spent HUF 33 billion on developments in Hungary in the past two years. The company estimates that some 40% of financial and administrative processes will be automated soon.

## Invitech Solutions Opens Data Center

Invitech Solutions inaugurated its latest data center in Budapest on November 22, reported vg.hu. The "DC10-III" data center is the most modern in Hungary. The company says it plans to spend HUF 4 bln on the center's operation and upgrades over the next

ten years. The international Uptime Institute said that the new center meets the security standards required for the "TIER III" category. Invitech Solutions, called Invitel before it sold its retail and small business clients to Digi Távközlési, employs more than 650 professionals and has some 6,000 business partners to whom it delivers telecommunications, data center, cloud and IT services.

## 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 for a HUF 15 bln plant it will build in Debrecen (230 km east of Budapest), which will create 500 jobs, reported vg.hu. Krones' head of international production and logistics Pascal Mannche acknowledged the help of the Hungarian Investment Promotion Agency (HIPA) and the EDC Debrecen Urban and Economic Development Center. Krones picked Debrecen as the site of the plant for the Central and Eastern European market because of its logistical advantages, excellent infrastructure and the engineering and vocational training programs at the local university, he said. The plant is set to start production in 2019, he added. About one-quarter of the world's beverage bottles and packaging are made by Krones machines.

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

Swiss-owned Nestlé Hungária Kft. inaugurated a HUF 20 billion expansion at its pet food plant in Bük (210 km west of Budapest) on November 10, reported tozsdeforum.hu. Minister for National Economy Mihály Varga said at the ceremony that the 5,000 sqm plant shows Nestlé's commitment



Photo: Ministry of Foreign Affairs and Trade

## Ames Hungaria Plans HUF 3.5 bln Expansion In Szentgotthárd

Spanish-owned automotive industry supplier Ames Hungaria is undertaking a HUF 3.5 bln capacity expansion at its base in Szentgotthárd (275 km southwest of Budapest), Minister of Foreign Affairs and Trade Péter Szijjártó announced in Budapest on November 15, reported magyaridok.hu. The investment will create 75 jobs. The government has awarded the company a HUF 349 mln grant for the expansion.

Once completed, the base in Szentgotthárd will be Ames' biggest production center, Szijjártó added. The minister also explained that some 90% of the plants products are exported, meaning Ames is also contributing to the success of Hungarian exports, which could realistically reach EUR 100 bln by the end of the year, breaking last year's record of 93 billion euros. Ames Hungaria managing director Cesar Molins said Ames is expanding the base because it sees an opportunity to grow its markets.

to Hungary. In addition to its pet food plant, Nestlé Hungária makes cocoa and coffee products in Szerencs (210 km northeast of Budapest) and chocolate figurines in Dösgyőr (also in the northeast of Hungary). In 2016, Nestlé had revenues of HUF 125 bln. The company employs more than 2,400 people and has invested more than HUF 100 bln since its foundation in Hungary in 1991.

## Schafer-Oesterle Starts HUF 300 mln Expansion In Hungary

Germany's Schafer-Oesterle, which makes leather car interiors, laid the cornerstone of a

HUF 300 million production hall at its base in Bonyhád, reported the Hungarian news agency MTI. Construction of the 1200 sqm hall is being entirely funded with European Union and government funds. Schafer-Oesterle will make 50 new hires to make interiors for Lamborghini SUVs in the new hall, said managing director István Frei. At present, 350 people work at the base in Bonyhád. The new hall will be completed in Q1 2018 and production will start in the second half of the year. The added capacity will lift the units revenue by one-third, Frei said.

## Siemens Celebrates 130 Years In Hungary

German engineering giant Siemens celebrated the 130th anniversary of the beginning of its operations in the Hungarian market at an event in Budapest on November 24, reported origo.hu. Dale A. Martin, who heads Siemens' local unit, said the company had in the past – and would in the future – positively impact the development of Hungary's economy and society. He noted that Siemens employs some 3,500 people in Hungary, its operations extend to energy production, energy distribution, industrial automation, building technology, transport and infrastructure, healthcare and software development. Minister for National Economy Mihály Varga said that Hungary's most significant business partner is Germany, and for Hungarians, the Siemens name means high quality, dependability and the newest technical solutions. The government will count on Siemens as its strategic partner in meeting the challenges of industry 4.0 in the future, he said.

## SK Innovation to build EV battery plant in Komárom

South Korea's SK Innovation plans to build a plant making lithium batteries for electric vehicles in Komárom (95 km west of Budapest), reported magyaridok.hu. The company apparently aims to start construction in February 2018; test operation is due to begin in summer 2019, and commercial production in January 2020. The first phase of the investment is expected to be implemented on an area of 66,000 hectares in the Komárom industrial park. The plant is eventually expected to operate 24 hours a day, year-round. Samsung SDI's HUF 100 bln battery plant began operating in May this year in Göd, 25 km north of the capital. South Korean online business news service The Investor earlier said SK Innovation plans a USD 779 mln investment in Komárom to better meet European market demand. The report said the plant will have annual capacity to produce 250,000 EV batteries.



Photo: Ministry of Foreign Affairs and Trade

## HIPA Recognizes Positive Impact Of SSC Sector On Investments

The shared services center sector (SSC) "will be the most important sector in the transition of Hungary's economy to a new dimension", Minister of Foreign Affairs and Trade Péter Szijjártó said on November 2 in Budapest at the Hungarian Shared Services Gala, organized by the Hungarian Investment Promotion Agency (HIPA), reported government news portal kormány.hu. "The SSC sector is a young sector of the Hungarian economy, but has developed 'by

leaps and bounds' in recent years and plays a determining role among foreign investments in Hungary," Szijjártó said. The SSC sector is the second most important when it comes to the sectoral distribution of newly created jobs, with almost 2,500 new work places created in 2016 across 12 projects. There are 110 SSCs operating in Hungary, employing some 46,000 people, primarily young people with university degrees, he indicated. "The SSC sector... represents high added value, and a host of projects that involve a high level of

technological and intellectual value have arrived in the country in recent years within this field. If the SSC projects planned for this year are all realized, it will mean the creation of over [sic] 1,600 new jobs requiring a high level of training," he added. Szijjártó and President of HIPA Róbert Ésik presented the SSC Gala Awards. This year, awards for excellence among enterprises were presented to Nokia and MOL, while the award for best company director went to the managing director of the Lexmark Budapest Competence Center, Péter Csucska.

# The AmCham Hungary

## Wall Of Fame Winter 2017



November 8: Hungarians and Self-confidence Morning Seminar with Önizzalom Akadémia



November 9: Board Simulation: Solid Glass Case Study at CEU



November 8, 16: Career School fall semester with Márk Bencsics, MOL, and quarterback of the Budapest Wolves, &amp; Zsófia Mautner, gastroblogger



November 16: Patron Dinner with Zoltán Cséfalvay



November 21: AmCham-Marriott Thanksgiving Charity Dinner



November 22: Start Your Business! at Budapest University of Technology and Economics (BME)



November 28: Ready, set... GDPR! Conference



November 22: HR roundtable: Agile HR - Design Thinking with Hari Abburi (November 28)





# New Members On Board

CORPORATE



**ManpowerGroup Hungary**



**Country General Manager:**  
Mr. Ottó Vég  
**Address:** 1133 Budapest, Váci út 76.  
**Web:** www.manpowergroup.hu

A Suite of Innovative Workforce Solutions ManpowerGroup delivers workforce expertise and talent-related capabilities that companies need to unleash the power of their people. Manpower is the global leader in contingent and permanent recruitment workforce solutions. We provide the agility businesses need with a continuum of staffing solutions. Experts provides professional resourcing workforce solutions which accelerates organizations growth by intensely attracting, assessing and placing specialized expertise primarily in IT & Engineering. ManpowerGroup Solutions provides clients with human resources outsourcing services primarily in the areas of large-scale recruiting and outcome-based workforce-intensive initiatives. Proservia is specializing in infrastructure, network, workplace management and end-user support. With a shared focus on organizational effectiveness, individual development and career management, Right Management provides tailored solutions that help companies and individuals succeed.

CORPORATE



**Sodexo Hungary**



**Managing Director:**  
Mr. Zoltán Balogh  
**Address:** 1146 Budapest, Hermina út 63.  
**Web:** husodexo.com

Founded in 1966 by Pierre Bellon in Marseilles, France, Sodexo is now the worldwide leader in Quality of Life services. With nearly 425,000 employees in 80 countries across the globe, Sodexo is the only company to integrate a complete offer of innovative services based on more than 100 professions. We develop, manage and deliver On-site Services, Benefits & Rewards Services and Personal and Home Services. Our experiences with our over 75 million customers enable us to develop Quality of Life services that reinforce the well-being of individuals, improving their effectiveness and helping organizations to improve performance...every day.

BUSINESS



**Ecolab Hungary**



**RESS Manager, CEE:**  
Mr. Balázs Szecsy  
**Address:** 1139 Budapest, Váci út 81-83.  
**Web:** www.ecolab.com

A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2016 sales of \$13 billion and 48,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world. For more Ecolab news and information, visit [www.ecolab.com](http://www.ecolab.com). Follow us on Twitter @ecolab or Facebook at facebook.com/ecolab.

BUSINESS



**PAG-Professional Administration Group**



**Managing Partner:**  
Ms. Annamária Varga  
**Address:** 1031 Budapest, Városlát köz 3.  
**Web:** www.pagroup.hu

We believe that the backbone of a successful company is a seamless operating back office, a pillar you can trust and expect to be as flexible as the circumstances require it to be. Setting up SSC offices in Hungary (like Morgan Stanley) with 25 years professional experience we learned to provide professional services for companies of all sizes and all industries. Our flag-ship service is Outsourced administration: Administration, reception and operation - all these from one partner, who introduced this type of outsourcing to the Hungarian market 11 years ago! Business Activities Office management in outsourcing + Organising & supporting the work of reception/secretaries/ administration + Making suppliers compete and selecting them, cost analysis + Operation: maintenance, administration, H&S, cleaning, office remodelling, office construction works and moving, + Full-scale administration system audit, setup and management + Real-estate tenant representation + Recruiting admin staff Invoice scanning in outsourcing Sell and buy high-quality used office furniture

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**CEO:** Mr. Johan Stromsater  
**Address:** 1148 Budapest, Nagy Lajos király útja 1-9.  
**Web:** www.metroplitan.hu

Budapest Metropolitan University (METU) is Hungary's largest private university - offering transformational education to more than 6,500 domestic and international students. Existing core program areas are Business, Communication, Tourism and Arts, but METU also offers postgraduate and adult education programs in IT, as well for its customers and business partners.

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PATRON PROFILE

## IBM Hungary

**Why is Hungary a good place to do business?**

IBM has been operating in Hungary since 1936 without interruption. The thousands of skilled and dedicated "IBM-ers" employed in Hungary represent world class skills and work ethic. This has enabled IBM to build up globally-relevant delivery capacities in the country. We are also proud of the so-called IBM Budapest Lab, a research and development center focusing on cloud and artificial intelligence solutions based on the strong local competencies IBM gained access to with the acquisition of Ustream.

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

We believe that a well-educated and motivated labor force is the key factor to further improve the competitiveness of the country, and it is also a key competitiveness factor of IBM. We would welcome further improvement in the area of the language skills of the population. This is true both for graduates and experienced professionals. Encouraging digital transformations in the public administration and across all industries is also essential, in our view.



**Péter Rehus,**  
Country Leader



**Péter Szalay,**  
Chief Operating Officer

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

AmCham is a great platform for advocacy, networking and sharing best practices. It is a lively community. IBM has been playing active role in AmCham from the beginning, we are happy to continue this practice.

### About IBM Hungary

IBM Hungary has been operating in Hungary without interruption since its foundation in 1936. It offers the full range of IBM products and services, and has an extensive partner-network, covering all regions and industries in the country. Since 1999, IBM Storage Enterprise Servers have been manufactured on the premises of Zollner Elektronik Kft. in Vác for IBM Data Storage Systems Kft., which is one of the biggest exporters of the country. IBM Budapest Lab is dedicated to developing new technologies for IBM Cloud Video to support the increasing demand for streaming video technology by companies across all industries.



# Records Shattered At Annual Thanksgiving Dinner

**It was a night for the ages! The annual AmCham-Marriott Thanksgiving Charity Dinner broke multiple records as more than 350 guests attended the celebration to raise HUF 4.6 million for SOS Children's Villages and the AmCham Foundation.**

Close to 500 raffle tickets and 61 plush reindeers were sold, and the tables for the silent auction were busy all night as guests from all walks of life gathered to help the less fortunate. All proceeds from the charity dinner will go to the SOS Children's Villages (the Budapest Marriott Hotel's charity partner) and the AmCham Foundation organizations, which support institutions working with underprivileged children.

More than 75 prizes were offered by donors including two tickets to New York City, Miami, or Boston from TAP Air Portugal, two tickets and a three-night stay at the Marriott County Hall Hotel by Budapest Marriott

Hotel, and two flight tickets to the Turkish Riviera in the summer of 2018, courtesy of Neckermann.

The evening was opened by a truly amazing performance by the world-renowned Attraction shadow theater group (which first came to widespread public prominence when it won the "Britain's Got Talent" TV show in 2013; the artists took a bow to a standing ovation from the ballroom audience.

The volunteers of SOS Children's Villages entertained the children, who could also play with Neckermann's Lollo and Bernie. Santa Claus even stopped by early to hand out gifts.

As always, the mixers from TGI Fridays were busy all night making delicious cocktails, and people gathered around the SelfieMe camera to take the funniest selfies.

AmCham would like to thank our amazing partners and sponsors for making this event possible; what is more, we are thankful for our guests and their donations.



### ACF Names Award After Zsuzsa Rajki

In 1989, during a business trip to the United States, Zsuzsa Rajki participated in a Thanksgiving Charity Drive. The sophistication and spirit of this event left such a deep impression on her that, upon returning to Budapest, she decided to establish a Thanksgiving Charity Drive for AmCham in Hungary that same November. The donations, including medical equipment and toys, from the very first AmCham Thanksgiving Charity Drive went to benefit the MÁV Hospital's children, maternity and gynecological ward.

In 2001 the AmCham Foundation was established with the help of Ádám Terták, amongst others.

ACF would like to thank Ms. Rajki for everything she brought to the Foundation, for the time and work she gave during the 16 years she served as a representative of AmCham Foundation, and the 28 years she has worked on the AmCham Charity Drives.

To ensure that her work will continue to inspire future generations as well, ACF has introduced a new award: the "Zsuzsa Rajki Award for Young Talent". It is named for her, because ACF wants her example to shine and remain as long as the foundation is in operation. The award will be granted through a charity tender for the first time in 2018.

# GDPR: High Season for Preparation

*Continued from page 1.*

Another novelty is the possibility to issue a code of conduct, which will serve as a substantial tool based on self-regulation to ensure enforcement of compliance. However, it remains to be seen to what extent it will be bent to the needs of different industries, the expert added.

Simultaneously, the main guiding principles of the legislation are the protection of natural persons, free flow of personal data, and cooperation between authorities. Whilst the powers of those authorities will change partially and be expanded, the European Data Protection Board and the European Court of Justice will assume a crucial role in dispute settlement, and their opinions will also contribute to establishing a uniform case law.

Péterfalvi also stressed the importance of having standardized penalties across the EU. "The idea is not to impose maximum penalties of billions of forints, though," he noted. "NAIH will continue to function as a service providing authority."

An extended obligation to report data breach incidents will be introduced under the new regime, where the self-reporting element might cause some concern. "In this respect, a climate of mutual confidence will be important," noted Péterfalvi. It was also pointed out that all parts of an entity processing data should be made aware of the importance of incidents; such matters cannot be treated as issues that concern only the legal department.

### Awaiting guidelines

The direct applicability of the GDPR is only one of many obligations the Hungarian legal system must fulfill, Deputy State Secretary of the Ministry of Justice Dr. László Péter Salgó highlighted. Apart from that, the relevant EU Directive 2016/680 on the criminal law implications of the regime must be transposed as well.

In this regard, Act CXII of 2011 on the right to information self-determination and freedom of information, colloquially referred to as the "Info Act", is significant; apart from the directly applicable GDPR, it is the Info Act that will need to be invoked, in particular with regard to criminal law-related data processing issues.

Unfortunately, the long-awaited guidelines from NAIH that would certainly make the life of corporations easier are still being prepared. "Indeed, we are delayed in providing them, but the national rules have not been completed yet," explained Péterfalvi. "NAIH will provide information on its website as soon as possible."

Drafting a legal commentary can also get started only after the relevant bill has been tabled for vote in Parliament, which hopefully won't be torn apart by individual petitions. "The bill should be ready for adoption by February and plenary adoption by the Parliament is foreseen in the spring," Salgó said in an overview of the legislative schedule.



# Career Orientation Program To Be Launched

**By AmCham Staff**

In 2017, the Competitive Workforce Policy Task Force (PTF) and the Digitalization PTF initiated a joint project as a reform of the successful Language Ambassador and Career Ambassador programs.

The reform is driven by the agenda to help students discover career opportunities and to better connect their education to the needs of businesses. The new initiative is based on the feedback we have collected from our Ambassador programs since 2011. This shows that students are generally more interested in the Ambassador's work and career, and more easily acknowledge the importance of language learning.

In order to better meet schools' and students' needs, we would like to put more emphasis on career orientation, while also keeping the importance of language learning on the agenda. In the framework of this new initiative, a digital matchmaking platform will be created where schools and company volunteers can find each

other and make connections in an easy and efficient way. The development of the website will be a pro-bono project with TATA Consultancy Services, which has kindly offered to host and develop the digital platform.

As we would like to establish a quality-control for the school visits, a working group has recently been established within AmCham to elaborate on the content and flow of the visits.

Once presented, volunteers would be able to use these modules as a source of inspiration for designing and customizing their interaction with the students. The modules are designed to address questions regarding the future of work, the needs and requirements of the labor market, career opportunities and self-understanding.

The new program will be launched in 2018; we encourage members to participate in AmCham's new Career Orientation Program. Together, we can make a difference!





## ACF Code-Theater

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!

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