



JOURNAL



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

Record Number Of Candidates For AmCham Board



AmCham reelected Dr. Farkas Bársony as President, along with a new second vice president, and five members at large.

The December 13 event at the Budapest Marriott Hotel was AmCham's 29th annual general assembly, moved from its usual afternoon slot to the morning.

Bársony's election as president was uncontested, perhaps an indication of how well received his tenure has been since he emerged victorious from a three-way race for the position in 2017, but he still had to get the approval of the meeting.

"Thank you for the trust you truly demonstrated in the last couple of years along the actions I made, we made as a board, we made as an organization," he concluded.

"Thanks for all the volunteer hours [you put in] in contributing to make our goals. Without your help, we would not be where we are today as the most prestigious organization of our business community and beyond."

The other elections were far from one-horse races, however; there were four candidates for the second VP role, and 12 for the members at

large. As the chamber's CEO Írisz Lippai-Nagy said towards the end of the meeting, "In my time involved with AmCham, we have never had such a prestigious, big group of people as this, so many candidates."

Kevin Murray, country head for Citibank Europe in Hungary and CEO of Citi Central Europe won a close fought contest for the second VP's position. Banking is actually his second career: he is a decorated retired Lieutenant Colonel in the USAF. He has been with Citi for 32 years, during which time he has lived in six countries beyond the United States, and been on "ten boards, seven of which I have chaired".

The victorious board members at large were: Ákos Burján (PwC Hungary, who also contested the second VP position); Ildikó Beck (Beck to Nature, LLC.); Dr. Dávid Kóhegyi (DLA Piper); Taira-Julia Lammi (ABB Kft.) and Zoltán Szabó (BT Regional Operations Center).

Burján, a tax partner, was reelected to the board. He told the assembly "I like living in Hungary, but I'd like to make it a better place, not just for us [business people], but these two little ones [his children] and your kids." He particularly wants

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SAVE THE DATE

SUPER BOWL PARTY

TGI Friday's WestEnd » **Sunday, February 3, 2019**

Ribs, wings and gridiron football: what's not to like? Super Bowl LIII, the 53rd Super Bowl and the 49th modern-era championship game of the National Football League, will be held on February 3 in the Mercedes-Benz Stadium in Atlanta. But if that seems a

little far (and expensive) to go, you can also follow the game live at the traditional AmCham/TGI Friday's party in WestEnd. The event is only open to AmCham members. Stay tuned for more information.



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Ring Out The Remarkable, Ring In The Truly Special

Dear AmCham Members!

2018 was a remarkable year for all of us at AmCham Hungary and now we are entering a truly special year, the 30th anniversary of our organization.

At our business forum in September, Ambassador David B. Cornstein said that Hungary is the best kept secret. His thoughts keep ringing in our ears and I think I can say in the name of the board that we are more motivated than ever to help Hungary realize its tremendous potential and to take a leading role in moving our country up the business value chain.

We are currently finishing the "Cooperation for a More Competitive Hungary 2019" recommendation package, a collection of our proposals in the areas of "General Business Climate", "Competitive Workforce and Education", "Innovation and R&D", and "Digitalization". This document is a result of countless hours of consultations within our Policy Task Force and committee network, discussions with our partners and representatives of the government at minister and state secretary level at our flagship events, forums and exclusive meetings. The recommendation package serves as the foundation of our proactive advocacy work throughout the year.

We are committed to continuing our flagship events with our partners, the Hungarian Investment Promotion Agency. At the second "Digitalization Conference", we will promote the endless possibilities of the digital revolution and further explore potential competitive advantages.



We will also bring back the "Competitive Education Conference" to advance cooperation between decision-makers, representatives of educational institutions and companies to find solutions to the most pressing challenges we are facing nowadays, with the ultimate goal of improving the competitiveness of the job market.

At the 2017 conference, we launched our Career Orientation Program, a new long-term initiative aimed at building a better connection between the business sector and secondary schools and helping students learn about the labor market and competencies required to succeed. We are proud of the reception the project has received from you and we are currently working on expanding it, reaching

even more schools, more companies, more volunteers and of course, more students.

During the fall, the fifth "Business Meets Government Summit" will continue to facilitate the discussion between the membership, the business community and our government partners to find solutions to create an even more business friendly regulatory environment and to make Hungary an ideal destination for investment.

As the highlight of our year, the 30th Anniversary Gala will take place in November where the AmCham community gathers to celebrate three decades of memories, partnership and achievements. I, for one, cannot wait to share these moments with you.

Of course, the other professional and social events so many of you love, such as our seminars, the Leadership Masterclass, the annual Sports Day, the Independence Day party and the Thanksgiving Charity Dinner will return. Moreover, we have plenty of new event and project ideas in the pipeline.

As always, we are thankful for your dedication and support. Let's make 2019 the greatest year in the history of our organization.

Sincerely,

Írisz Lippai-Nagy
Chief Executive Officer



Board Of Directors

TOP ROW FROM LEFT

Dr. Farkas BÁRSONY
President PwC CEE
Péter CSUČSKA
First Vice President
Lexmark International
Technology
Hungary Kft.

Kevin A. MURRAY

Second Vice President
Citibank Europe PLC, Hungary Branch
Csaba LÁSZLÓ
Secretary Treasurer
Corvinus University of Budapest
Board Members at large
Ildikó BECK, PhD,
Beck To Nature, LLC
Edit BENCSIK
TATA Consultancy Services Ltd.

BOTTOM ROW FROM LEFT

Ákos BURJÁN
PwC Magyarország Kft.
Dr. Dávid KŐHEGYI
DLA Piper Poszt, Nemescsói,
Györfi-Tóth és Társai Ügyvédi Iroda
Taira-Julia LAMMI, ABB
Zoltán SZABÓ
BT Regional Operations Center
Dr. Judit ZOLNAY
MetLife Hungary

Írisz LIPPAI-NAGY

Chief Executive Officer
Ex officio members
Jennifer Kane
Commercial Counselor,
US Embassy in Hungary
William Benkő
AmCham President (2013-2014)
Ferenc Pongrácz
Tungsram
AmCham President (2015-2016)



Kevin Murray



Zoltán Szabó



Ildikó Beck

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to see reform to the local business tax and the pharmaceutical tax.

Beck built a business in the United States out of a personal crisis (at one point she thought she would have 30 days to leave the country), importing coconut mattresses from Hungary. "Nuts?" She asked. "No, coconuts!" She added: "Today I have a plan, I have my nuts and I have my running shoes, and I hope to put them to work for AmCham."

Kőhegyi built his presentation around a silent movie of his attempts to win support through making a video with a cute puppy, until his wife told him to remind voters of all his years' involvement with AmCham.

Lammi ("Yes, I have a monstrous first name; even the Finns can't get it") listed her watchwords as "Technology", "Diversity" and "Influencing". She said she represented diversity, being Finnish, a woman, an engineer, a leader and a mother of two teenagers. "My grey hair would show if I were not so blonde."

Szabó, general manager of the BT ROC, said he was passionate about improving the country's future. He told the assembly he had a friend who said he was the best skipper in the world, because he could not swim and so would never leave the boat.

"I am a father of four children and will never leave this country."

AmCham would like to express its thanks to the retiring board members and all those who stood for election.



Dr. Dávid Kőhegyi



Taira-Julia Lammi



Ákos Burján

Dr. Iván Völgyes Award

The annual assembly also sees the presentation of an award to recognize those individuals who have played an outstanding and exemplary role in developing Hungarian-American business relations over the past years.

The Dr. Iván Völgyes Award was launched in 2005, and is named for the man dubbed the father of modern lobbying in Hungary. "Born in Hungary, he moved to the United States in 1956, where he worked on John F. Kennedy's election campaign in 1959 and then followed him into the White House,"

AmCham CEO Írisz Lippai-Nagy said in introducing this year's winners.

"Later, 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, Mr. Völgyes also assisted in bringing six of GE's ten global core businesses, along with more than USD 1 billion in investment. Dr. Iván Völgyes lost his life in an airplane crash in June 2001."

This year the award, presented for the tenth time, was shared by two stalwarts of AmCham: Dr. László Ábrahám, head of the Electronic Manufacturers' Committee, and Dr. Gábor Orosz, who chairs the Regulatory Committee. Both are from National Instruments Hungary, and Lippai-Nagy said the company, too, deserved thanks for supporting the two men in dedicating so much time to AmCham. "I know whenever I call either of them I can be assured I will have

the most professional, proactive and helpful assistance," she said.

"I did nothing else, I did just my job," said a surprised Ábrahám, the firm's managing director. "When I finished university, my professor said to me: 'László, it is not enough to lay the egg, you also have to make some noise around it.' I think it is different today. I hear a lot of clucking, but I see very few eggs."

Orosz, Associate General Counsel and Legal Director of EMEIA for National Instruments, said he was "humbled". "If you are a lawyer, and you do not want to be in politics, how can you do your best for your country? That's how we came together eight years ago to form the regulatory committee."

Erika Sárközy, the widow of the late Dr. Völgyes, was also in the audience, and was presented with a bouquet by AmCham. "Thank you, everyone, for keeping alive Iván's memory," she told the assembly.



From left: Dr. Gábor Orosz and Dr. László Ábrahám, with AmCham CEO Írisz Lippai-Nagy

FDI In Hungary



Bosch To Invest USD 49 Mln At Miskolc Base
CEO of Robert Bosch Power Tool Kft., László Fűkő (pictured) announced a USD 49.2 million (HUF 14 billion) investment at its base in Miskolc (182 km northeast

of Budapest) on December 4, autopro.hu reported. The Hungarian unit of the German engineering giant will set up a European battery competence center and expand its power tool assembly capacity. Minister of Foreign Affairs and Trade Péter Szijjártó,

also speaking at the ceremony to announce the project, added that the government will support the investment with a HUF 3.4 bln grant. The construction of the hall has already started and is expected to end in late 2019.

Continental Tobacco In Major Expansion

The local unit of Germany's Continental Tobacco inaugurated a USD 3.8 million (HUF 1.1 billion) expansion at its base in Sátoraljaújhely (257 km northeast of Budapest) official state news portal kormány.hu reported. Continental Dohányipari was awarded a HUF 544 mln grant from the government for the project, the biggest the company has ever received, said CEO Csaba Fűzi. Minister of Finance Mihály Varga noted the grant was a type the government awards to big companies ineligible for European Union funding. The investment will broaden the product palette to include tobacco for water pipes as well as cigarillos. It will raise headcount by 20 to 420. Being the third largest employer, the role of the Hungarian owned company is very important in the region, kormány.hu quoted Varga as saying.

Number Of Starbucks In Hungary To Reach 27

U.S. coffee shop chain Starbucks is opening three more units in Hungary this year, bringing the total number to 27, kamaraonline.hu reported. Starbucks is opening two shops in Szekesfehervar (62 km northwest of Budapest close to Lake Velence) and one on the Pest side of the capital. Starbucks is operated by Amrest Holding SE, the biggest independent operator of restaurant chains in Central and Eastern Europe. Amrest operates 850 fast food restaurants, among them Pizza Hut, KFC, Burger King and Applebees restaurants.

GE Healthcare, Hiventures Partner Up

The healthcare division of General Electric, GE Healthcare, and Hiventures, the venture capital fund manager of the Hungarian Development

Bank (MFB), signed a strategic agreement that will support innovation in the healthcare industry, tozsdeforum.hu reported. A significant share of the startups in which Hiventures invests are in the healthcare sector, and accessing GE Healthcare's global network can accelerate their development, said Hiventures CEO Kornél Kisgergely. GE Magyarország vice president Endre Ascsillán said GE Healthcare and Hiventures will try together to find the best ways to help the most promising startups get the funding and professional support necessary to bring their projects to fruition in the shortest time possible

Hanon Systems To Invest USD 129 Mln

South Korean thermal and energy management solutions company Hanon Systems will invest USD 129 million (HUF 36.7 billion) to expand its

operations in Hungary, Minister of Foreign Affairs and Trade Péter Szijjártó announced on November 29, index.hu reported. Hannon Systems Hungary will expand capacity at its base in Szekesfehervar (65 km northwest of Budapest) and set up new bases in Pécs (230 km southwest of Budapest) and Rétság (65 km north of Budapest), the minister said. The government is supporting the investments, which will create 516 jobs, with a HUF 7.5 bln grant, he added. According to Szijjártó, similarly to previous years, this investment was also won in a strong international competition. Hanon System has long been present in the country and opened its first unit in 1990.

Palletways Launches Business In Hungary

Pallet supplier Palletways, a unit of South Africa's Imperial Logistics, launched its business

in Hungary in October and is partnering with 15 freight forwarders, the company said, gazdasagportal.hu reported. Palletways is delivering some 500 pallets a day at present, but that number could rise to 600-900 if the company adds two or three more business partners. Palletways has invested half a million euros in its business in Hungary, based in Batorbágy (21 km west of central Budapest).

5 New Fashion Brands To Start In Hungary

Czech entrepreneur Michal Micka is investing EUR 4 million to open stores for his clothing brands Pietro Filipi and Karat in Hungary, business daily vg.hu reported. Micka will introduce another three brands, among them ones from the United Kingdom and France, later on, the paper said. He plans to open altogether 20 stores.

Mining Concessions For O&GD Central, MOL

According to an announcement of the Ministry for Innovation and Technology, Hungary has awarded hydrocarbon exploration and production licenses to American-owned O&GD Central Kft., a unit of Sand Hill Petroleum, based in the Netherlands, and Hungarian oil and gas company MOL, in a tender for mining concessions, napi.hu reported. O&GD Central won licenses in Békéscsaba (209 km southeast of Budapest), Körösladány (206 km southeast of Budapest) and Tiszafüred (146 km east of Budapest, close to Lake Tisza). The concessions are for 20 years. The latest tender for the mining concessions was the sixth such called since 2013. A total of 29 concessions have been awarded in the series of tenders, and concession winners have committed to making investments of a combined HUF 55 billion, the ministry noted. Concession fees bring in HUF 13 bln to the central budget, it added, napi.hu wrote.

Jeep Presents Upgraded Models In Hungary

Iconic American marque Jeep, a brand of FCA Fiat Chrysler Automobiles, has presented upgrades of its Renegade, Wrangler and Cherokee models in Hungary, MTI reported. Jeep is the fastest growing brand in Europe at the moment, and it aims to keep this position next year, too, said FCA Fiat Chrysler regional head Andrew Higgins. Jeep sales in Hungary reached 1,016 in January-November, up one-third from the same period a year earlier. Sales of the Renegade model accounted for 751 of the total.

TDK Launches USD 3.5 Mln R&D Project

Japanese-owned TDK Hungary Components announced the launch of a more than USD 3.5 million (HUF 1 billion) project to develop the next generation of aluminum electrolytic capacitors, nyugat.hu reported. TDK Hungary won HUF 258 million in European Union and state grant money for the project, which will run until next April. TDK Hungary employs 2,700 people at its base in Szombathely (221 km west of Budapest).



Vestfrost To Spend USD 15.4 Mln On Expansion
The Hungarian unit of Danish appliance manufacturer Vestfrost will spend USD 15.4 million (HUF 4.4 billion) to expand capacity to make and store refrigerators in Csongrád (145 km south of Budapest), Minister of Foreign Affairs and Trade Péter Szijjártó said, portfolio.hu reported. The investment is supported with a HUF 1.05 bln government grant, Szijjártó noted. The plant exports 98% of its products, the minister said, adding that the base conducts R&D activity as well. The Hungarian unit employs 175 workers, which will rise by 93 as a result of the investment.



November 19: AmCham x Marriott Thanksgiving Charity Dinner



The AmCham Hungary

Wall Of Fame: Winter 2018



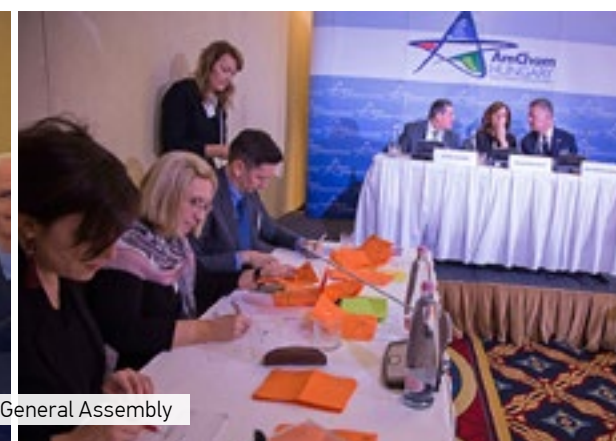
November 27: Cross-Cultural Competency – A Morning Seminar with Cultural Bridge



December 2: Career Ambassadors from TATA Consultancy Services Hungary, OTP Bank and Budapest Bank visited the students of Kispesti Deák Ferenc Gimnázium



December 13: Annual General Assembly





Six AmCham Companies Earn Disability-friendly Workplace Award

A total of more than 30 companies received the "Disability-friendly Workplace Award" on December 3, the International Day of Persons with Disabilities, at the Salva Vita Foundation's annual gala at the National Theater. AmCham is particularly proud that among them were six chamber members: Flextronics; Sanmina-SCI; Vodafone; Eaton Enterprises; Philip Morris; and Trenkwalder.

The "Disability-Friendly Workplace Award" was initiated by the Salva Vita Foundation in 2010. In

partnership with AmCham Hungary, Hungary's Ministry of Human Capacities, and the Alliance for Excellence Association, it recognizes employers who are committed to improving their practices concerning the recruitment, employment, and retention of people with disabilities.

"The demand for the employment of people with reduced working capacity is increasing year by year," said Katalin Vég, managing director of Salva Vita.

"Every year there are 10-to-15 new applicants that have committed to reach out to this target group or that have implemented programs they want to have evaluated by our experts and jurors. Of course, the current labor shortage and the increasing rate of rehabilitation contribution stimulated this progress," she added.

"Those who have been nominated or received an award tonight are now part of a community," she said, speaking at the event. "This team is open

to share best practices, success stories and discuss challenges. We are looking forward to meeting new applicants, even those who have just committed to start their journey towards inclusion, and we are eager to support them with the launch of their programs," Vég added.

For the first time, a "Role Model Award" was presented to disabled workers for their outstanding performance, which can serve as an example to their peers.

Established in 1993, the Salva Vita Foundation pledged itself to contribute to the creation of social equality for people with intellectual disabilities and to the building of a multicolored, inclusive society. AmCham Hungary remains committed to support this initiative and congratulates all the winners for their outstanding achievements.

Journal,
the Voice of AmCham Hungary,
wishes all our readers, partners
and AmCham members
a peaceful,
prosperous New Year.



PATRON PROFILE

PWC HUNGARY

Why is Hungary a good place to do business?

It is an essential part of our business to assist companies investing in Hungary, and our experience is that the business environment is getting better by the day. Hungary has an excellent workforce and talent pool combined with a competitive tax environment and a central geographic location within Europe. This makes the country a prime location for services, manufacturing, and innovation-based businesses. And we ourselves are no exception; in fact, our Budapest office will effectively serve as the head office for the 29 countries in the region, with our former Hungarian CEO, Nick Kós recently taking the role as PwC's CEO for the CEE-CIS region.

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

I expect digital skills, soft skills, and STEM education to be crucial in Hungary's transformation into an innovation-based economy. Corporate leaders and policy makers already understand that economic and technology changes, the approaching AI revolution, mean we need to prepare our people, our companies, and the country for permanent change and learning. Each year we invite Hungarian CEOs to share their perceptions and expectations on their companies' future via PwC's global CEO Survey. Last year, Hungarian CEOs across all industries told us that they find it increasingly difficult to find skilled workforce, and that they also see an increasing need to invest in their employees' soft skills and digital skills. I expect that this year's survey will reinforce this strong need and I trust that policymakers do listen. There is no better time to act, and at PwC we are happy to show the way.



Tamás Lőcsei
CEO, PwC Hungary

What do you most value about being an AmCham Patron?

It is in our best interest to make Hungary a regional business champion and an innovation-based economy. AmCham is the most active international business community, and it does a great job in providing the platform for strengthening business networks and in providing the channel to shape policies to improve the business climate. Via AmCham all like-minded market players can contribute to making Hungary a better place to do business, and this is why

PwC is proud to be a Patron member.

Company description:

PwC is one of the world's leading business consultancy firms. We help our clients achieve their goals through our industry-specific professional services. With offices in 158 countries and more than 250,000 people, we are among the leading professional services networks in the world. We help organizations and individuals create the value they are looking for, by delivering quality in assurance, tax, advisory and technology advisory services. In our operation, we combine decades of accumulated experience and knowledge with cutting-edge technologies. Our purpose is to build trust in society and solve important problems.



PATRON PROFILE

RANDSTAD HUNGARY

Why is Hungary a good place to do business?

Randstad supports people and organizations in realizing their true potential and we have a lot of potential in Hungary. We employ 400 people here with two entities: the CC half is serving the EMEA region with state-of-the-art recruitment sourcing services (SSC), the other half is delivering HR services in Hungary. Together with my manager colleagues, we supervise part of the CEE region. We reinforced our leading role in the market in permanent recruitment in Hungary during the last few years: we managed to find thousands of people with our "tech & touch" strategy.

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

In Hungary, the demographic situation is difficult: we have a flourishing economy but we have only 1.5 children per family (like most of the other EU countries). So how do we find reserves in the labor market? Our main message is change: let us stop the undeclared work. It is not only bad for the employee due to the lack of social insurance, it is bad for the government who receive less income tax and also bad for the



Sándor Baja
Managing director Czech, Hungary, Romania

"white economy" due to the insufficient labor supply.

What do you most value about being an AmCham Patron?

Two things: We have many clients and potential clients who are members. We can meet them out of the strict daily business context and we can display our labor

market related competence. Second, we appreciate the lobbying power of the chamber. We want to influence labor and economic regulations.

Company description:

Randstad is a global leader in the HR services industry. By combining our passion for people with the power of today's intelligent machines, we support people and organizations in realizing their true potential. Randstad Hungary is the Hungarian office of the operation, the leading recruitment company on the market.



PATRON PROFILE

BRIDGESTONE TATABÁNYA MANUFACTURING LTD.

Why is Hungary a good place to do business?

From the point of view of Bridgestone, the world's largest tire manufacturer, Hungary and neighboring Slovakia, are the "new Detroit", since nearly all the leading international car manufacturers are present and car production per capita is among the highest in the world and still on the rise. Bridgestone Tatabánya, with its excellent logistical capabilities, highly skilled Hungarian team and digital production technologies, is well positioned to serve this growth.

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

We think that the business climate in Hungary is good; the government and the local authorities are really investor friendly. We also think, however, that the supply of talents – well educated, skilled and trained professionals – might become an issue and a barrier to future growth. We see the efforts taken by the decision makers to prevent such a case, but it certainly requires more attention and actions that are sustainable in the long run as well.

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

AmCham is certainly the most effective and most impactful business chamber in Hungary, with a very diverse membership. We value the opportunities that AmCham offers for its members to connect with each other, regardless of their size and industry. Being an AmCham member also



Topolcsik Melinda
VP & Managing Director

allows us to make our voice heard more effectively and to facilitate collaboration between industry and education institutions, which is of utmost importance to face the challenges of the current labor market.

Company Description:

Bridgestone Tatabánya Manufacturing Ltd. has been operating in Hungary since 2006, and today is one of the largest tire plants in the country. Since its foundation, the number of its employees has more than tripled.

Production began in 2008 with 361 employees. Today, close to 1,200 people are engaged in the production of Bridgestone's world-famous brands. The company manufactures ultra-high performance car and SUV tires in more than 230 sizes for vehicles mainly in the premium category. The range of products manufactured at the 144,000 sqm Tatabánya plant includes DriveGuard, Turanza and Potenza from the Bridgestone brand and Roadhawk, Winterhawk and Destination from the Firestone brand. We have approximately 750 suppliers, mostly Hungarian SMEs, from which the company procured goods and services worth HUF 4.6 billion last year. In 2017, the company's annual sales exceeded HUF 53 billion, 99% of which was derived from exports. Bridgestone Tatabánya Manufacturing Ltd. is part of Bridgestone Europe, which is a wholly owned subsidiary of Tokyo-based Bridgestone Corporation, the world's largest tire and rubber company.



PATRON PROFILE

GE HUNGARY

Why is Hungary a good place to do business?

Europe is a strategic region for many GE businesses, including several business headquarters in the region. We have a strong local footprint in Hungary with all GE's core businesses actively present, based on the availability of highly skilled workforce, developed infrastructure, innovative business environment, manufacturing and digital capabilities and last, but not least, on its central location and time-zone – all within the European Union, which allows us to compete globally.

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

GE currently purchases goods and services for more than USD 900 million in Hungary and aims to increase the volume significantly by 2020 to supply global, regional and local infrastructure projects. The development of the competitiveness and digital capabilities of SMEs is a priority and mutual interest of the country and global companies such as GE, which can absorb more goods and services. GE actively supports the development of strong and future-safe SMEs via the supplier development program. Partnership with academia is another vital part of our activities in Hungary and I'm proud that GE in Hungary has excellent relationships with several educational institutions, universities and colleges. Via our partnerships we can further support the development of practice-orientated education in the field of engineering, technology, economics, business management and IT, based on market needs to provide future generations with a competitive knowledge. We appreciate all support and initiatives enhancing a common growth.

What do you most value about being an AmCham Patron?

GE is one of the founding members of AmCham in Hungary and we have created a partnership that has helped to reshape Hungary's



Endre Ascillán
GE Vice President

industrial and economic landscape. Through our long-term cooperation, we jointly work on the improvement of Hungary's competitiveness on the global market. AmCham is an excellent partner in regulatory affairs, policy shaping, boosts innovation and provides outstanding opportunities for multi-stakeholder discussions through its various professional events. We are looking forward to our joint celebration of the 30th Anniversary of our partnership with Hungary.

Company Description:

GE (NYSE:GE) drives the world forward by tackling its biggest challenges. By

combining world-class engineering with software and analytics, GE helps the world work more efficiently, reliably, and safely. For more than 125 years, GE has invented the future of industry, and today it leads new paradigms in additive manufacturing, materials science, and data analytics. GE people are global, diverse and dedicated, operating with the highest integrity and passion to fulfil GE's mission and deliver for our customers. GE has been present in Hungary for more than 28 years and is not only one of the largest U.S. investors but also one of the largest Hungarian companies. Based on GE's digital investments, well-established supply chain and the country's manufacturing and digital capabilities, it produces state-of-the-art health, oil and gas, aviation and power generation equipment and machines in its Hungarian plants. GE employs nearly 4,000 colleagues in Hungary, where we have four manufacturing facilities, three research and development centers (GE Power, GE Healthcare, GE Aviation) as well as a regional business center. www.ge.com



GE imagination at work



ACF: Code Theater Reveals The “Unknown”

On November 21, ACF's Code Theater, a program dedicated to promoting safer internet usage to children through relatable plays, premiered a new show, “Unknown”.

In fact, only the title of the show is unknown; the themes it discusses, unfortunately, are issues we all face every day. The story, presented in three parts, introduces a new couple who become acquainted online and the bitter ex-girlfriend who becomes a bully.

The sparking relationship of the teenagers sets the scene, but the audience quickly learn that reality is vastly different from the image that our friends, followers, influencers and even we project of ourselves.

In the next scene, the newfound relationship takes a bad turn with the appearance of a bitter and bullying ex-girlfriend. In the final act, the ex-girlfriend starts snoops around the new girlfriend's social media profiles to find information she can use to humiliate or harass her rival.

After the performance, psychologist and advisor Gergő Villányi, journalist at Modern Iskola Hajnalka Fülöp, and Kati Baracsi, a family and child law expert analyzed the play and the children had the opportunity to share their own stories or to ask questions from the guest speakers.

Code Theater will continue to provide creative and entertaining solution to highlight the challenges of our digital experiences through the power of the stage in 2019.

CAREER ORIENTATION PROGRAM

AmCham proudly launched its nationwide Career Orientation Program to provide a platform for corporate volunteers and secondary school teachers to get in touch and organize orientation classes, to help students make informed decision about their future career paths.

If you feel the urge to inspire and want to share your knowledge to help prepare the next generation for one of the most important decisions of their lives, join the 80+ companies, 165+ dedicated volunteers who have already signed up to make a difference.

Scan the QR code to visit our site and register now to become an Ambassador!



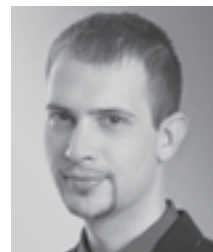
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