



JOURNAL



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

30 Years Of AmCham Bridge Building



It was a night for recalling personal memories and institutional milestones as the American Chamber of Commerce in Hungary celebrated its 30th anniversary at a gala event in the House of the Nation, the Hungarian Parliament.

Some 430 guests attended the event on November 14, including businesspeople, politicians, diplomats and past and present presidents and board members from the chamber. Patron sponsors were GE, also celebrating 30 years in Hungary, and the

newly reborn Tungsram Group, a Hungarian multinational that has brought back a pioneering, innovative Hungarian brand.

Current AmCham President Farkas Bársony set the tone in his opening address. He made the

point that time rarely stands still. "Thirty years ago we used a yellow phone book and watched VHS tapes. 30 years ago, when the killer app was Lotus 1 2 3, the Nintendo Game Boy and AmCham

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COMING UP

Super Bowl LIV Watch Party

TGI Friday, Westend Shopping Center » February 2, 2020

Ribs, wings and gridiron football. Super Bowl LIV, the championship game of the National Football League's 100th season,

will be held at the Hard Rock Stadium in Miami Gardens, Florida. Follow the game live at the AmCham and TGI Friday's

traditional watch party at Westend Shopping Center. The event is only open to AmCham members. Stay tuned for more information.



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Dear AmCham Members, Dear Friends!

2019 was quite a year for all of us at AmCham Hungary, crowned by the wonderful 30th Anniversary Gala where we celebrated three decades in the service of Hungary and the business community with more than 430 members, business leaders, decision makers and partners in Parliament's stunning upper house.

As I stepped up to the lectern and looked around that spectacular room full of history, I saw a strong community bonded by a common cause and I realized how far this organization, and our country has come since 1989. It was a truly humbling and inspiring moment. We cannot wait to start another exciting year at AmCham.

We are in the process of finalizing the next "Cooperation For A More Competitive Hungary" recommendation package, a collection of our proposals in the areas of general business climate, innovation and R&D, competitive education and workforce and digitalization. The fifth package is a

result of our minister and state secretary level consultations, the ideas you have provided at our events and the work of the policy task forces and committees, which will roll on under new leadership, appointed in the spring.

Once finished, the document will be shared with the membership as well as Prime Minister Viktor Orbán and his cabinet, kickstarting a new cycle of consultations with our professional partners to deliver tangible results and provide solutions to make Hungary more competitive.

Preparations are also underway on the new "Policy Agenda" which will outline our strategy for the 2021-2025 period.

Of course, our joint conferences with the Hungarian Investment Promotion Agency, such as the Business Meets Government Summit and the now repurposed Competitive Workforce Conference will serve as a platform for the business community,



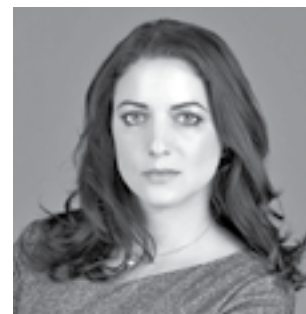
decision makers and other stakeholders to provide answers to the most pressing challenges we face today.

We will also build on the momentum of the successful BSS Hungary and U.S. Financial Institutions projects and the HR Dream Day event will also return.

Trust me, we have a lot of new ideas and projects coming for you.

As always, we are thankful for your support. We wish you all a prosperous 2020!

Sincerely,
Írisz Lippai-Nagy,
Chief Executive Officer



Board Of Directors

TOP ROW FROM LEFT

Dr. Farkas BÁRSZONY

President;
Kondor Holding

Edit BENČSIK

First Vice President;
TATA Consultancy
Services

Kevin A. MURRAY

Second Vice President;
Citibank Europe PLC, Hungary Branch

Mike CARLSON

Secretary Treasurer;
KPMG Hungary
Board Members at large

Ildikó BECK, PhD,

Beck To Nature, LLC

Ákos BURJÁN

PwC Magyarország Kft.

BOTTOM ROW FROM LEFT

Dr. Dávid KÖHEGYI

DLA Piper Poszt, Nemescsói,
Györfi-Tóth és Társai Ügyvédi Iroda

Taira-Julia LAMMI, ABB

Tímea PESTI,
LeasePlan Hungária

Zoltán SZABÓ

BT Regional Operations Center

Melinda TOPOLCSIK,

Bridgestone Tatabánya Manufacturing

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

Tungram

AmCham President (2015-2016)



William "Mo" Cowan



Joerg Bauer



Péter Szijjártó

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were born. Of these history-making moments, only AmCham is still around. Everything else has been replaced by something better."

As he sees it, AmCham has always served as a bridge, he explained, "Strong, firm, withstanding the test of time, weathering storms and connecting important sides that would be separated or difficult to reach otherwise." The chamber has been a bridge between the country's past and its future, the business community and the government, and between people, Bársony said. "I am proud that I got the chance to walk on this bridge with you."

Representing the government, Minister of Foreign Affairs and Trade Péter Szijjártó described 1989 as "one of the most significant dates of our history", when the country "became free and sovereign again." Over the past 30 years the country had walked a long path, and come a long way, he said, but it had not done so alone. "The Americans, especially American businesses proved to be good workers, allies and friends."

AmCham members have provided key input, he said. "We have always relied on your advices.[...] We never had the goal to reinvent the wheel or hot water; it was always much easier to ask you and then listen [...]. Many of our major economic decisions have been based on the proposals

and advice made by AmCham or the member companies of the chamber. And this is something that we would like to continue, to rely on your advices, to rely on your insights."

The path has been long, but it continues onward. "I would like to express the government's appreciation to all of you, to AmCham and the American businesses here and the leaders and your employees and colleagues for the achievements, for the performance you have made during the past 30 years. Without you Hungary definitely could not have been a success story; our cooperation has been a success story as well, and we are ready to continue."

Extraordinary

William "Mo" Cowan, GE's president for global government affairs and policy, was full of praise for Hungary's rebirth and the strength of AmCham and his company's partnership with the government.

"A famous Hungarian inventor, physicist and Nobel Prize winner, Dennis Gabor once said: 'Futures cannot be predicted but futures can be invented.' I look forward to the next 30 years of GE in Hungary and am eager to see the new ways in which our joint future is invented. Judging from our history, it is sure to be nothing short of extraordinary," he concluded.

Joerg Bauer of Tungsram described 1989 as "life changing for the world, and also personally, for me." He talked movingly of how his father, as a child at the end of the war had relied on U.S. aid food parcels.

That generosity of spirit had stayed with Bauer junior, who first worked at Tungsram, then part of GE, in 1999. Now that it is independent again, he says he is determined to build on the innovative spirit on which the lightbulb company was founded by moving into other areas such as sustainable agriculture, with the aim to "make a difference from here in Hungary as we used to."

AmCham CEO Írisz Lippai-Nagy also drew on her past: 30 years ago, she was just leaving university and moving into a tiny flat. Dreams of work and travel and a bigger home were there, but seemed far off; 1989 changed all that.

"Thirty years ago I only had limited dreams. Now I know that our dreams can be as unlimited as our beliefs, efforts and dedication to make them come true. I can promise we will continue working hard to keep earning your trust and support, and I know we in AmCham have many successful years to come."



Roundtable discussion on 30 years of investment in Hungary.



XXXI General Assembly Brings Traditional Period Of Renewal



The new AmCham board (from left to right): Írisz Lippai-Nagy, CEO; Zoltán Szabó (BT); Taira-Julia Lammi (ABB); First Vice President Edit Bencsik (TATA CS); Dr. Dávid Kőhegyi (DLA Piper); Ildikó Beck PhD (Beck to Nature); Secretary Treasurer Mike Carlson (KPMG); President Farkas Bársony (Kondor Holding); Ákos Burján (PwC); Tímea Pesti (LeasePlan); and Melinda Topolcsik (Bridgestone). Missing from the photo: Second Vice President Kevin A. Murray (Citi).

term, and for that to be extended for a further two years once. The first vice president's position was vacant because Péter Csucska, the head of Lexmark, was standing down after two years in the role, having spent the two years prior to that as a board member-at-large.

Mike Carlson, a partner at KPMG Hungária Kft., was elected secretary treasurer in an uncontested election, replacing Csaba László of Corvinus University Budapest (and a former finance minister) who was standing down after two terms in the position.

The two new board members-at-large are Tímea Pesti, CEO of LeasePlan Hungária Kft., and Melinda Topolcsik, CEO of Bridgestone Tatabánya Manufacturing Ltd., and vice president of Bridgestone EMEA. They replace Edit Bencsik (who, as stated above, steps up to first vice president) and Dr. Judit Zolnay, head of MetLife Hungary, who steps down after two terms as a board member.

Standout Items

In addition to the usual important aspects of any annual assembly, such as the voting on reports into the chamber's finances and activities and the work of the AmCham Foundations, there were two standout agenda items.

The Dr. Iván Völgyes Award is presented every year to a person (or persons) deemed to have excelled in the promotion of Hungarian-American business relations. This year, in an extremely popular choice, it went to the man who served AmCham Hungary for more than 18 years, and was its first CEO: Péter Fátth.

The award is named for the man credited by many as being 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 and later as an external consultant to the White House on Central and Eastern Europe. After the fall of the Iron Curtain, he became instrumental in bringing numerous U.S. based businesses to Hungary including GE, the Gallup Organization and Reader's Digest.

The other piece of particularly important news was the adoption of new by-laws for the chamber to bring it into line with everyday operational practice and changes to the Civil Code. Similar changes had been proposed at last year's annual assembly and, although passed, did not get the 75% supermajority needed for such changes.

Introducing the item, David Dederick, managing partner of Bird & Bird, which provides pro bono legal services to the chamber, said the process of updating the regulations went back to 2017 and he likened it to "Star Wars", referring to the "Return Of The By-laws." This time there was no such problem, and the 75% supermajority was easily reached.

Normally, we think of spring as being a time of renewal, but by long standing tradition, that process at AmCham is centered around the annual assembly in December, when new members are voted onto the board, bringing with them new ideas and energy. And so it is that the chamber has a new first vice president (though not a new face), new secretary treasurer, and two new board members at large.

Edit Bencsik, head of government relations at Tata Consultancy Services (and who has been a AmCham board member at large for the past couple of years, and is also the curator of the AmCham Foundation), won a close-fought contest to be elected first vice president, defeating Sándor Baja, managing director of recruitment company Randstad in Czech Republic, Hungary and Romania.

Of course, the welcome of new people goes hand-in-hand with saying goodbye to more familiar faces. AmCham's bylaws allow for a person to be elected to the board for a two-year



Gundel, the *Legendary* CULINARY HERITAGE OF HUNGARY



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AmCham Members Honored At HIPA's Business Services Hungary Ceremony



The Hungarian Investment Promotion Agency (HIPA) and the Hungarian Outsourcing Association (HOA) organized their fifth sectoral conference and award ceremony on November 28.

HIPA and HOA, in cooperation with the Corvinus University of Budapest, had conducted a

comprehensive survey among BSCs to get an overview of the sector, the key industry trends and tendencies. The conference summarized the results of that study and inspired several discussions on challenges and opportunities. Some new initiatives were introduced as well, including AmCham's Business Services

Sector Project, as great examples of industry cooperation with the aim of raising the awareness of the potential of both the sector and Hungary.

Recognized Companies, Manager Of The Year

The **Center of Excellence** of the year award was given to **MSCI** based on the Business Services Survey 2019, last year's results, and the complexity of its operations. MSCI prominently embodies the dynamic development of the domestic BSC sector.

The **Best in Educational Cooperation** award was given to **IT Services**, as the company places special emphasis on education in Hungary and has made significant efforts to promote cooperation between the BSC sector and educational institutions.

The **BSC Manager of the Year** title was awarded to **Emese Szakács**, of AGCO for demonstrating professional excellence in her skills, exhibiting ethical behavior towards her employees, and for promoting cooperation between sector players and proactively contributing to the sector's future development.

BSS On Stage

AmCham's business services sector initiative took the stage at the conference in a panel



discussion with Máté Fazekas (BT), Romke Noordhuis (ExxonMobil), Anita Szabó (Eaton) and Irsz Lippai-Nagy (AmCham), who shared the BSS Project's vision for raising the awareness and attractiveness of the sector and introduced the project and its results to conference participants, while encouraging them to join this inspiring cooperation. The moderators of the discussion were Tünde Kis (HIPA) and Petra Polgár (Randstad).

BSS At ELTE Career Day

Following an invitation from ELTE University, AmCham had the chance to open the ELTE Career Day with an exciting discussion about the career opportunities the business service sector offers. Viktor Morandini (Celanese), Katalin Somogyi (CPL Integrated Services), Péter Dunai (Corning) and Tamás Molnár (IBM) talked about their own experiences in BSCs, encouraging students to explore the sector and its benefits.



Regulatory Committee Welcomes Justice Ministry

As part of AmCham's annual dialogue with the Ministry of Justice, an extraordinary Regulatory Committee meeting was held on November 21, 2019, with Deputy State Secretary Dr. Zoltán Nemessányi and Government Commissioner Dr. Tibor Bogdán to discuss the ministry's legislative agenda and priorities for the remainder of the year and into 2020.

Deputy State Secretary Nemessányi thanked AmCham for its outstanding professional

input and the support that has been regularly provided within the framework of the Strategic Partnership Agreement over the years and invited the committee members to the ministry to discuss some new legislation early next year.

The meeting was moderated by Regulatory Committee lead, Dr. Gábor Orosz. AmCham is grateful both to the for guests and its members for their keen interest in the work of the committee.

Risk Mitigation Strategy Presentation For Electronic Manufacturers' Committee

AmCham's Electronic Manufacturers' Committee held an extraordinary meeting on November 6, 2019, where the guest speaker was Tibor Halász, a staff component engineer at National Instruments Hungary.

He gave a presentation on NI's risk mitigation strategy on capacitor commodities that included the present conditions of the MLCC

(multilayer ceramic capacitor) market, risk assessment, impact for existing designs and a guidance for future designs.

Committee members discussed current supplier related issues in the electronic industry. AmCham would like to thank Tibor Halász for sharing his experiences with the committee





FDI Roundup

Bosch To Move Steering System Production To Hungary

German engineering giant Bosch plans to move production from its steering systems plant in Bremen to Hungary, state news wire MTI reports, citing regional daily Weser Kurier. Commenting on a meeting of leaders of the Huchting district council, where the plant in Bremen is based, Bosch executive Gilles Dubois told the paper on November 27 that Bosch aims to shut down the facility by the end of 2020 and move production to Hungary. He added that the plant in Bremen has been loss-making "for at least six years"

BMW To Start Building In Debrecen In Spring 2020

German carmaker BMW said on December 3 it will start construction of its EUR 1 billion factory on the northwestern outskirts of the city Debrecen (195 km east of Budapest) in the spring of 2020, according to a report by Hungarian news agency MTI. The local council of Debrecen is finishing up groundwork at the site of the plant, BMW said. The German automaker was to launch a recruitment campaign in Debrecen before the end of December and extend it to the whole of Hajdú-Bihar County in 2020. Michele Melchiorre, managing director of BMW Manufacturing Hungary, said Debrecen was the "perfect choice" for the new plant. In July 2019, the company announced that it is launching a dual vocational training concept based on the German model, together with two educational institutions of the Debrecen Vocational Training Center, forbes.hu added.

Coca-Cola Hungary To Reduce Plastic Use

After reducing the bottle weight by 4% in 2018, Coca-Cola Hungary says in 2020 it will reduce the amount of plastic used by another 4%, the company announced on December 5. As a result of the USD 100 million investment, the company will use 600 tonnes less plastic a year, equivalent to 24 million PET bottles. Today, the company only produces 100% recyclable beverage packaging, and by 2030 the proportion of recycled plastic in bottles should increase to 50%.

LOT Opens Directs Flights From Budapest To Varna, Dubrovnik

LOT Polish Airlines will launch direct flights from Budapest to Varna, in Bulgaria, and Dubrovnik, Croatia in summer 2020, chief commercial officer Michal Fijol said, piacesprofit.hu reports.

The direct flights will operate once a week on Sundays, starting from June 7 and run until September 27. LOT will use Brazilian Embraer E195 aircraft on the routes. The carrier also said it will raise the number of its direct flights between Budapest and Seoul from three to four from May, citing high demand, piacesprofit.hu added.

Lufthansa Systems To Set Up Base In Szeged

The local unit of German airline Lufthansa's software development business is establishing a base in Szeged (170 km southeast of Budapest), profitline.hu reports, based on an announcement by Lufthansa Systems Hungária Kft. The base will be staffed with 10-15 people initially, but headcount will rise by an annual 15-20, the company said. Lufthansa Systems Hungária employs about 450 IT professionals at its base in Budapest, supplying software solutions to more than 300 partners in the aviation industry. The company had net revenue of HUF 6.8 billion last year, public records show.

Schaeffler To Build HUF 23.5 Bln Factory

German automotive industry supplier Schaeffler will build a HUF 23.5 billion factory in Szombathely (222 km west of Budapest), company and government officials announced, according to state news service MTI. Construction of the plant, with 15,000 sqm of production area, will start in February 2020 and finish by yearend, said Tibor Szigeti, managing director of local unit Schaeffler Savaria. The plant is being constructed at a greenfield site about 3 km from Schaeffler's existing base, he added. Minister of Foreign Affairs and Trade Péter Szijjártó said the government is supporting the investment, which will create 150 jobs, with a HUF 5 bln grant.

Spar Renews 3 Rural Stores For HUF 1.2 Bln

Retailer Spar has modernized its supermarkets in Szántód (118 km southwest of Budapest), Szolnok (120 km southeast) and Harkány (250 km south of the capital), reports uzletem.hu. All units reopened in November and were equipped with environmentally friendly, energy-efficient lighting and cooling technology. "The main purpose of our development, driven by growing purchasing power and changing customer needs, is to welcome those who enter our stores with a comfortable, home-like shopping experience," said Márk Maczelka, head of communications

Hybrid Production Begins At Győr Audi

Audi Hungaria Zrt. announced on December 5 that production of the "mild-hybrid" Q3 and Q3 Sportback has begun in Győr (120 km west of Budapest). Both models feature a 1.5 liter TFSI engine, also made in Győr, that works in collaboration with a 48 volt onboard network and a so-called Riemen-Starter-Generator (RSG). The production line for the hybrid models has been finalized and the e-competencies of the staff were also upgraded to take on the new vehicles.

"The electric era has reached Audi Hungaria in every area. After our engine production, we also electrified our vehicle production. We are proud of the history of our MHEV Q3 and Q3 Sportback models: they are the first electric-powered cars made in Hungary," said Alfons Dintner, chairman of the Board of Directors of Audi Hungaria Zrt. "We have built the necessary competencies in the field of electromobility for their manufacture, which enables our company to anticipate the challenges of the future," Dintner added.



at Spar. The retail chain is a Dutch multinational, although the units in Hungary belonging to Austria SPAR International AG.

Suez In HUF 9.6 Bln Expansion at Oroszlány

French company Suez is expanding its site in Oroszlány (76 km west of Budapest) through a HUF 9.6 billion investment, creating 85 new jobs in a water purification membrane plant, said Péter Szijjártó, Minister for Foreign Affairs and Trade. The minister said that the government will support the investment with HUF 1.7 bln due to the new jobs created and high added value produced. Szijjártó said the fact that one of the world's leading companies is expanding its production here is recognition of the Hungarian water industry. Due to global population growth and contamination of water bases, the water technology market is expanding and the products of the Oroszlány factory are already being used worldwide, including during UN peacekeeping missions and in numerous NATO actions.

EUR 100 Mln Of Asian Capital Entering Hungarian SME Market

The MFB Group subsidiary, MFB Invest Zrt., and the Chi Fu Investment Group, are establishing a common equity fund, reports novekedes.hu. The private equity fund of EUR 200 million is intended to finance the further development and investments of mature Hungarian small- and medium-sized enterprises in the range of EUR 5 mln-25 mln on average. After nearly two years of preparatory work, an agreement regulating cooperation between the two investors was recently reached. As a result of the cooperation, EUR 100 mln of new capital will flow into the Hungarian economy. Any company may be eligible for a fund investment if the business objectives include optimizing their capital structure, introducing new technologies, products or services, or starting or expanding their international or domestic market; or just promoting the launch of the business on the open market. The Chi Fu Equity Fund is designed with a maturity of seven years: four years for investment and three years for exit, writes novekedes.hu.

New Flights Launched Between Budapest And Moscow

Russian carrier Ural Airlines (Uralskiy Avialinii) was due to launch a flight from Moscow to Budapest from December 28, according to azuzlet.hu. The airline, based in Yekaterinburg, (1,785 km east of Moscow) will fly an Airbus A320 to the Hungarian capital three times a week on Tuesdays, Thursdays and Saturdays at 12:30 p.m. and return at 6:55 p.m. The minimum price for a one-way ticket from Moscow will be RUB 4,475 without checked-in baggage, RUB 6,935 with checked baggage; from Budapest those prices are RUB 4,985 and RUB 7,500, respectively. At the time of writing, one ruble was worth HUF 4.69.



Szjijártó: South Korea Invests HUF 70 Bln In Hungary

Four South Korean companies are investing a total of HUF 70 billion in Hungary, creating 300 new jobs, said Péter Szijjártó, Minister of Foreign Affairs and Foreign Affairs in Seoul on December 13 after discussions with his South Korean counterpart Kang Kyung Vha. According to Szijjártó, the new investment projects in Hungary were agreed with four South Korean companies. Due to investments in the state-of-the-art electric car and health industries, the total value of South Korean FDI in Hungary was expected to increase to HUF 900 bln in 2019.



Microsoft Brings Digital Sustainability Forum To AmCham

AmCham and Microsoft held the kickoff seminar of the Digital Sustainability Forum event series focusing on artificial intelligence on December 5.

The Digital Sustainability Forum is a platform initiated by Microsoft CEE in various countries in the region featuring stakeholders discussing technology issues, sustainability and the impact of new developments from society's perspective; the aim is to make sure the benefits outweigh the risks.

The topic of the first roundtable discussion was "The Impact Of Artificial Intelligence On The Workforce In Hungary." Business leaders, government representatives, start-ups and university professionals were invited to discuss how we can enhance digital development in the country by ensuring the supply of digitally skilled workforce.

AmCham would like to thank Dóra Petranyi from CMS Budapest for moderating the roundtable discussion and Microsoft for making the event possible.

ThalesNano Energy's Smart Hydrogen Generator Technology Wins R&D Top 100 Award

Often referred to as the "Oscars of Innovation" or "the Nobel Prizes of Technology", the R&D Top 100 awards are presented each year to the most significantly innovative and ground-breaking technologies brought to market. The H-Genie® is the only lab hydrogen generator capable of reaching 100 bar (1,450 psi) from water without a compressor using a patented disruptive electrolyzer technology, developed in collaboration with the University of Szeged.

When combined with other functions, such as hydrogen consumption monitoring and compatibility with all types of reactors, the H-Genie® was praised as the first real hydrogen cylinder replacement for chemistry labs that makes significant advances for both lab safety and chemistry capability.

The three founders, Richard Jones, CEO; Prof. Csaba Janáky, Chief Scientific Advisor; and Dr. Ferenc Darvas, President, released a joint statement. "We are extremely proud to receive this prestigious award. Only a small number of companies outside the United States win the award, and we are only the second Hungarian company to do so in its history. The H-Genie® is already improving lab safety and enabling chemistry in many countries worldwide and this is only the first of many innovative technologies



we have planned in the next five years. With our strategic partner, the University of Szeged, our technology is already being scaled-up and adapted for the conversion of waste carbon dioxide to valuable products both here on Earth and in Space. Exciting times are ahead, and we hope this award will be the first of many as we continuously seek to improve lab safety, save the environment, and advance chemistry discovery."

AmCham believes this technology and the success of this collaboration are a testament to the immense potential business and university collaborations can have on the Hungarian innovation ecosystem. The chamber has invited the founders to discuss the project in detail at an upcoming Innovation PTF meeting in 2020.

THE JOURNAL WISHES ALL OUR
READERS, MEMBERS AND PARTNERS
A HAPPY AND PROSPEROUS

New Year



HUF 6.2 Mln Raised To Help Children In Need At Annual Thanksgiving Charity Dinner

Roasted turkey dripping in gravy and cranberry sauce, finger-licking good chicken, homemade oak-smoked salmon, a pumpkin pie to live for and a great community; that is the recipe for an amazing Thanksgiving Charity Dinner where AmCham members raised HUF 6.2 million to support children in need.

As per tradition, AmCham and Budapest Marriott Hotel teamed up on Thanksgiving to support the work of the AmCham Foundation and the SOS Children's Villages

Former AmCham president William Benkő, the traditional host of the evening, started off events by talking about the history and the spirit of Thanksgiving with some of the guests. This special holiday is a time for togetherness and gratitude. It is a moment to reflect, think about family, friends and the community and help the less fortunate.

In short films, board members and the volunteers from the AmCham Foundation gave a glimpse into the organization's three-decade-long history of volunteering and the audience learned about the foster parents of the SOS Children's Villages Foundation.

Before the roasted turkey was carved up, Hungarian-American singer-songwriter Viktor Király treated the crowd to a performance, starting with his hit song "Solo".



Thanks to some wonderful donors, guests had the opportunity to bid on more than 50 items, from Lego kits to luxurious cosmetics, gadgets, restaurant vouchers and accommodation from five-star hotels around the world at the silent auction.

As always, the raffle was one of the highlights of the evening. Patrons purchased hundreds of tickets to have a chance to win some amazing weekend getaways, motorboat sightseeing trips on the Danube, high-end fitness club

membership, autographed Formula One items and the main prize, a roundtrip to New York City for two courtesy of LOT Polish Airlines.

The mixers from TGI Fridays paired the delicious meal with the most tempting cocktails and guests absolutely loved taking pictures at the Selfie Me photo station.

Naturally, there were some surprises for the little ones too. Volunteers from the SOS Children's

Villages and the AmCham Charity Foundation entertained the children with arts and crafts, face painting, Thanksgiving-themed games and plenty of toys as well, but at the end of the day, Santa Claus stole the limelight once again, bringing every little one a gift.

AmCham would like to express its sincere appreciation to all partners and donors for their support to make this evening even more remarkable.



PATRON PROFILE

ALBEMARLE

Why is Hungary a good place to do business?

Albemarle established its Business Services Center in 2010 with 60 people because of the availability of a qualified workforce speaking multiple languages, good infrastructure as well as a proven track record for successful business services setup by other corporates including some main competitors. Hungary was also supporting, incentivizing investments, and growth was also a significant factor. Since then, our operation has grown to 230 people, from a regional to global scale and from transactional scope to high value add, including supply chain and logistic services as well as global business analytics due to competitive cost environment.

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

I can't and do not want to reinvent the wheel; like everybody else, we would also benefit from an improvement in the labor market and by having a more competitive education system in place that is more in line with the practical expectations of the 21st century. While this was and still is one of the factors for business services to come to Hungary, there are huge changes going on that Hungary must keep up. Within Albemarle, we also pay special attention to providing opportunities for our colleagues to learn and develop both hard and soft skills.

What do you most value about being AmCham Patron?

AmCham for us is an opportunity and offers a lot of potential, a platform where we can work together with other members mutually not only for a more competitive economy in Hungary



Attila Hernold
Managing Director,
Site Manager

but also to influence regulation or market conditions either via recommendation packages, task forces or committees. It is also a platform where you can build a network, meet other leaders – even “competitors” – to discuss openly about our challenges and successes, leveraging those in our daily business. As a patron member, we can be part of key initiatives and events influencing even closer the economic decisions.

Albemarle is a fortune 1000 chemical company with our headquarter in Charlotte, North Carolina. It is a specialty chemical manufacturing enterprise with 6,000 employees globally and annual revenue of USD 3.8 billion. It has four business units, the primary product is Lithium where, based on supply, Albemarle is the #1 leading lithium company in the world, supplying e-mobility batteries, batteries for the automotive industry as well as the pharmaceutical industry. The company also manufactures bromine and is the global leader in flame-retardant chemicals technologies. Our catalyst business is one of the world's largest producers of hydro processing catalysts (HPC) and fluidized catalytic cracking (FCC) catalysts used in the petroleum refining industry. In Hungary since 2010 we have a global Business Services Center serving the Latin America, North America and EMEA markets with financial and supply chain services with 230 highly qualified colleagues.





November 14: 30th Anniversary Gala at the Parliament.

The AmCham Hungary

Wall Of Fame: Winter 2019



November 14: Presidents' Lunch.



November 21: BSS Hungary goes to ELTE Job Fair.



G&T Committee Meeting at Szecskay Attorneys at Law.



November 26: Thanksgiving Charity Dinner with Budapest Marriott Hotel.



November 28: Start Your Business! returns to Corvinus University of Budapest.



December 5: Digital Sustainability Forum with Microsoft.



December 5: HR Committee meeting at Fundamenta.



December 10: End of the year BSS Hungary project meeting.

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New Members On Board

CORPORATE



Biogen Hungary



Country Director: Dr. Ákos Kókai-Nagy
Address: 1113 Budapest, Bocskai út 134-146. C. ép. 1. em.
Web: www.biogen.hu

At Biogen, our mission is clear: we are pioneers in neuroscience. Biogen discovers, develops and delivers worldwide innovative therapies for people living with serious neurological and neurodegenerative diseases as well as related therapeutic adjacencies. One of the world's first global biotechnology companies, Biogen was founded in 1978 by Charles Weissmann, Heinz Schaller, Kenneth Murray and Nobel Prize winners Walter Gilbert and Phillip Sharp, and today has the leading portfolio of medicines to treat multiple sclerosis, has introduced the first and only approved treatment for spinal muscular atrophy, and is focused on advancing neuroscience research programs in MS and neuroimmunology, Alzheimer's disease and dementia, movement disorders, neuromuscular disorders, acute neurology, neurocognitive disorders, pain and ophthalmology. Biogen also commercializes biosimilars of advanced biologics.

CORPORATE



Jankovits Engineering



General Manager: Dr. Richárd Jankovits
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Web: www.jankovits.hu

27 years' experience. Started in 1992 as a family run business, we filled a gap in the market of repairing spare parts for hydraulic machines and production equipments. Later, as our partners' requirements became more complex, we were involved in solving process problems, together with manufacturing subassemblies, as well as complex and simpler parts. We offer our clients a comprehensive service from conception to implementation. Over the past few decades we have successfully completed nearly 500 individual projects in almost every sector of the industry. We consider the requests to be solved as a challenge or an opportunity, and we always strive to create the most perfect technical solutions.

CORPORATE



JCDecaux Hungary



CEOs: Ms. Tímea Samu, Mr. Szilárd Szelei
Address: 1027 Budapest, Ganz utca 16. IV. emelet
Web: www.jcdecaux.hu

JCDecaux is the world's largest Out-of-Home advertising company, reaching relevant audiences of 800 million people in over 80 countries and 4 000 cities every day. JCDecaux as the global industry leader has been the only international player focused exclusively on outdoor advertising as street furniture, transport advertising and billboard advertising created scalable and consistent messaging for our partners. JCDecaux designs, installs and maintains a range of free or low-cost services for the benefit of cities, residents and travellers, including bus shelters, automatic public toilet, kiosk, self-service bicycle schemes, passenger information panels. These services are financed by advertisements that are located in busy thoroughfares, offering brands maximum visibility.

BUSINESS



Hammel & Hochreiter Kft.



Managing Directors:
 Ms. Györgyi Kristóf, Mr. Rajmund Virágh
Address: 1122 Budapest, Székács utca 9./a
Web: hammelhochreiter.com

Hammel & Hochreiter, the management service provider, quickly adapts to changes and provides on-demand manager resources, experience and knowledge in any company culture and industry, using a lean approach and interim managers. Hammel & Hochreiter is excellent at preparing fast and thorough diagnoses, providing support to companies in crisis management, business development and turnaround tasks, performance improvement projects and succession management for family businesses.

TAKE-OFF



ASB Hungary



Managing Director: Mr. Attila Szedmák
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Web: asbgroup.eu/en

ASB is a professional provider of high-quality services. A true "ONE STOP SHOP" for all corporate outsourcing services under one roof. Established in 2002, with offices in the Czech Republic, Poland, Slovakia and Hungary, ASB employs nearly 250 experienced and highly skilled professionals. We specialize in comprehensive outsourcing advisory, where we actively cooperate with clients on their administrative agenda. The client thus receives qualified specialist from the ASB team who look after all consultancy matters, search out the most effective routes, solutions and processes. ASB is a member of the INAA Group (INAA - International Association of Independent Accounting Firms). Our domestic and international clients can get instant access to experienced accountants and tax advisors around the world. INAA has members in more than 50 countries across 6 continents. The Association was founded more than 25 years ago to facilitate international trade. The membership criteria are very strict and any potential member of INAA is subject to long-term and comprehensive evaluation of the association. ASB state-of-the-art IT platform significantly simplifies interactions, business processes with clients using advanced scanning, and data capture technology, document approval system and shared document libraries, all available on various devices. New comprehensive solutions are at the heart of our company philosophy: "Always Smart Business".

TAKE-OFF



Knowledge Pyramid



Managing Director: Ms. Monika Slomska
Address: 1007 Budapest, Danubius Grand Hotel Margitsziget
Web: www.knowledgepyramid.hu

We offer essential support needed when it comes to managing change and transformation in organizations or finding the perfect match when it comes to executive search. Our personalized management consulting services are based on more than two decades of operational hands-on experience.



Gala Marks 30 Years Of ACF Volunteerism

The AmCham Foundation held its own anniversary gala and jubilee theatrical performance in the Palatine Hall of the School for the Blind celebrating 30 years of giving back to the community and helping children in need on November 7.

After a brief ceremony, the AmCham Foundation recognized the companies, organizations and individuals who have been the most dedicated and supportive in recent years.

The Budapest Marriott Hotel and AmCham Hungary received the Generosity Award for outstanding support.

The Volunteer Corporate Team of the Year titles were awarded to ExxonMobil Business Support Center, Ford Hungary and NCR Hungary, while BME International Secondary Grammar School

and the Kézzelfogható Foundation were thanked for their cooperation.

The foundation also honored some of the most dedicated volunteers who have set a great example for the community: Bálint Tóth from Lexmark, Orsolya Csátary from Tata Consulting Services, Tímea Szabó from ExxonMobil, Ilona László from Urmet Hungaria, Tamás Bosnyák and Andrea Nagy.

Guests were treated to a fantastic performance by pianist Ákos Török, one of the foundation's mentored artists. Born in Kézdiszentlélek, Transylvania, the 18-year-old is a student of the Béla Bartók Secondary School of Music, Instrument Making and Repair at the Liszt Academy. An outstanding talent, who has attended several masterclasses despite his young age, he also enrolled the Adam György Castle Academy and Masterclass



with the foundation's backing and entered the Danubia Talents International Music Festival & Competition in Rome last year, which he ultimately won.

Once again, the Code Theater team provided an unforgettable experience with another powerful performance about cyberbullying, earning a standing ovation at the end.

The play, "Strangers", has been performed for children living in foster homes since 2018. It is followed by a discussion with a psychologist and IT security professionals who help the kids analyze the scene they have seen acted out and learn about safe internet use.

ACF announced a brand-new digital language learning program called "English Click", which uses DynEd, a dynamic learning method with a heavy emphasis on speech and vocabulary.

To top off a wonderful evening, guests shared a fantastic cake made by Danubius Hotels Hungária's confectionery unit.

The AmCham Foundation is proud of its dedicated volunteers and will continue to promote the merits of social responsibility in the business community. If you feel the urge to make a difference in the lives of disadvantaged young people, contact ACF at info@amchamfoundation.hu.

Code Theater

On December 5, ACF hosted the final Code Theater program of the year at the Movement Development Primary and Secondary School of the Standardized Special Education Methodological Institute. One of the most interactive and exciting

shows yet, the performance was followed by a lively discussion about communication, cyberbullying and social networking. Thanks to Menedzsmenitor – and most appropriately, given the date – Mikulás (St. Nicholas) even popped in to give presents to the children.

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 120 companies, 230+ 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!



JOURNAL is published on behalf of the American Chamber of Commerce in Hungary by Business Publishing Services Kft., Madách Trade Center, 1075 Budapest, Madách Imre út 13-14, Building A, 8th floor

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