



# JOURNAL



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

## AmCham, HIPA Team Up For Digital 'MythBusting' Conference



By Nathan Johnson

AmCham Hungary first vice president Péter Csucska opened a conference on digitalization in Budapest on May 3 by asking everyone in the audience to think about their first kiss.

"At the time, you don't know how to do it," Csucska said, "but it's something that everyone is talking about. I think this is similar to what we face in terms of innovation and new technologies. In all the excitement and confusion, how can we tell a buzzword from the real thing, or a snake-oil salesman from a genuine merchant?"

In an effort to generate more excitement and clear up some of the confusion surrounding new

technologies, AmCham Hungary and the Hungarian Investment Promotion Agency partnered to organize "Digital Mythbusting: Buzzwords and the Reality", a half-day event that took place at Boscolo Budapest, drawing around 150 participants. Sponsoring the event were digital technology company ABB, law firm CMS Hungary, Continental Automotive, DXC Technology and consultancy firm KPMG.

The other principle aim of the conference was to help clarify Hungary's position in the context of the "digital transformation" and to help lay the groundwork for strategies that could help to shift the Hungarian economy to a new dimension. HIPA, for its part, aims to draw company's attention to the new incentive scheme supporting R&D projects and the so-called technology intensive investments,

which focuses on innovation, R&D activities and the level of technology, as HIPA vice president Tünde Kis explained in her opening remarks.

The conference featured three keynote speakers and a five-person panel discussion, after which participants could attend one of five 90-minute breakout sessions, which were held simultaneously.

### The 'Day After Tomorrow'

The morning's first keynote speaker was Bernd Gill, head of digital service innovation at DXC Technology, Central North Europe. Addressing the question "How do you get your business ready for the day after tomorrow?", Gill stressed the importance for companies in understanding how a new product will work on the market prior

to its full development and introduction. He also urged startups not to be afraid of failure, "so long as you learn from your failures and make the changes necessary to overcome them".

In what was to be something of a mantra repeated throughout the day, Gill's simple strategic advice for new tech companies is to "think big, start small and move fast."

Up next was Zoya Alexeeva, solutions portfolio manager at Digital ABB. Arguing that innovation is simply part of being human, Alexeeva detailed several of the projected benefits of technological innovation and advance. Citing modularity, robotization and AI, and digital retro-fitting among key innovation trends for the future, she claimed that digital operations will not only boost productivity worldwide (by up to 200%), but also use up to 30% less energy.

"Even the shift to renewable sources of energy will require a great deal more data in order to use them most efficiently," Alexeeva added.

The concluding keynote speaker was Jens Brüning, head of the Deep Machine Learning Competence Center at Continental Automotive, who stressed the urgent need to develop autonomous driving technology to radically decrease the number of road crash fatalities worldwide, which currently stands at 1.3 million people each year — or, 3,287 per day.

"Sensing is essential for automated driving technology," Brüning explained. "And we hope to be able to introduce 'Stage-5' — that is, full automation — by 2025. But safety absolutely comes first. Every pilot technology we develop is put through a minimum of two million kilometers of road testing prior to its introduction on the market."

### Hungary's Role In The 'Digital Revolution'

In order to discuss a variety of perspectives on Hungary's current and future position as a technology innovator, discussion moderator Péter Sere from KPMG welcomed four panelists to the stage: Zoltán Czibók (DXC Technology), Róbert Keszte (Continental Automotive), Dóra Petrányi (CMS) and Mihály Szabó (ABB).

With interactive input from audience members it was quickly established that technology

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### COMING UP

#### Smart Machines-Industry 4.0 Seminar with Rockwell Automation AmCham Conference Room » Monday, May 28

Primarily targeted at companies in the machinery, automotive, electronics and manufacturing sectors, this seminar covers: "Industry 4.0 - Building Smarter machines in the connected Enterprise"; "Smart automation devices and intelligent conveyor systems"; "Machine built project realized with Rockwell Automation"; and "Factorytalk Analytics - Machine performance". The event is free, and will be held in English, with no translation.

#### IV. HR Dream Day: Disruptive vs. Classic Google Ground » Wednesday, May 30

AmCham's traditional, biannual HR conference/workshop returns, championed by the chamber's HR Committee. Are disruptive, new HR technologies the future or should we stick to the good old classics? What will the next few years bring in terms of recruitment, employer branding and development tools.

#### AmCham Annual Sports Day 2018

Global Hotel, Telki » Saturday, September 15

Annual sports day featuring small-field-soccer, basketball, and table tennis competitions, penalty kicks, ball juggling and free throw shooting games, and hiking in the Telki area. Email peter.kovacs@amcham.hu by Friday, September 7 at the latest to register. Tickets cost AmCham members HUF 8,500 including VAT/person (non-members: HUF 12,000 ).

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# Advocacy Update



Photo by Future: Hungary

## Hungary's Competitiveness And Job Market Debated In Cambridge

On March 17, the third annual Future: Hungary Careers and Future Prospects Conference was organized to build an information link between Hungarian students in the United Kingdom and the Hungarian labor market. Competitive Workforce PTF co-lead Andrea Juhos, managing partner of Lee Hecht Harrison Hungary, was one of the guest speakers. This year's Future: Hungary's event in Cambridge attracted around 150 Hungarian students enrolled at various U.K. universities. Students were most interested in the

economic arena of Hungary, the trainee and job opportunities the country can offer them and tips and suggestions on how to look for a job after graduation. Juhos was invited to open matters in a joint speech with the president of Future: Hungary, Gergely Horváth. They discussed developments in Hungary's competitiveness based on the World Economic Forum's annual Global Competitiveness Report, followed by an inspiring speech by Erik Bogsch, deputy R&D director of Gedeon Richter's Biotechnology Division. Bogsch is also a Cambridge graduate whose personal story on why he decided to move back to Hungary resonated very well with the audience. This was followed by a startup pitch competition with four teams competing for a prestigious prize. Participants spent the afternoon attending various workshops delivered by company representatives from Morgan Stanley, Hiventures and Graphisoft. Juhos delivered two workshops on job search techniques and job opportunities in today's Hungary.

## Ongoing Consultations With Government

Since AmCham sent the latest "Cooperation for a More Competitive Hungary" recommendation package to Prime Minister Viktor Orbán and his cabinet in January of this year, the chamber has been engaged in ongoing consultation with various ministries.

## Feedback: Letters

In February, Minister for National Economy Mihály Varga and Deputy State Secretary Antal Nikolett

sent a letter and a comprehensive, position of the Ministry for National Economy as feedback on the AmCham recommendation package for 2017. This detailed letter gives an indepth overview of the government position on the topics discussed. Also that month, president of the National Research, Innovation and Development Office József Pálkás wrote to AmCham president Farkas Bársony emphasizing that the objectives described in AmCham's Policy Agenda and 2018 recommendation package include very similar

goals to those in the renewed version of the National Research, Development and Innovation Strategy. On March 5, then Minister of Agriculture. Sándor Fazekas wrote wishing much success to AmCham and confirming his cabinet's support of the chamber's objectives in the fields of competitive workforce, competitive education, digitalization and innovation.

On March 7, Attila Péterfalvi, the president of the National Authority for Data Protection and Freedom of Information, wrote confirming that the General Data Protection Regulation-related point raised by AmCham in its package is of high importance. He also emphasized the role AmCham has played in public discussions about the harmonization of Hungarian law with that of the EU.

## Feedback: Meetings

At the eighth quarterly strategic working group meeting of the Ministry for National Economy and AmCham in February, State Secretary István Lepényi stated that the chamber's annually published recommendation packages and the working group meetings provide a stable and efficient framework for regular dialogue. Participants discussed taxation-related recommendations, and AmCham delegates also talked about the importance of the correct interpretation of the Basel Convention for companies providing electronic repair and testing services.

On March 21, István Szabó, head of department of the Ministry of Human Capacities, attended the AmCham Innovation Policy Task Force meeting with several colleagues. Based on the "Business Meets Universities" project launched by the PTF in 2017, and advocacy recommendations formulated as a result of the project, the ministry requested the Innovation PTF support the organization of a Visegrad Group regional conference covering

Higher Education and innovation networks. The aim is to collect regional best practices and working models for creating a supportive entrepreneurial university ecosystem in Hungary. Earlier in March, AmCham met with Ádám Horváth, director of the Center for Digital Pedagogy Methodology (Digitális Pedagógia Módszertani Központ or DPMK) to learn more about the center's educational plans for enhancing digital competencies and to discuss possible areas of cooperation.

Prior to that, the DPMK had presented the DIGCOMP and IKER systems at AmCham's "Digital Competence Mapping Workshop". The workshop is part of a project that aims to identify the most important digital competencies for the labor market and summarize how these are measured in practice.

To keep abreast of updates, feedback and progress, check out AmCham's dedicated page on the chamber website.

## Members Meet Academic Responsible For New National Curriculum

A roundtable was organized for AmCham members on March 13 with Valéria Csépe, the academic responsible for developing the new National Curriculum (NAT), and former Ministry Commissioner of the project. She gave a detailed overview of the main priorities and current status of the NAT reform, highlighting the need for a modern national curriculum that flexibly accommodates our changing world and which brings technical developments into schools including the teaching of digital skills. The discussion, moderated by PTF co-lead Andrea Juhos, touched upon issues such as the development of skills and competencies, including digital skills, the reduction of student workloads, the measurement of results, the transformation of teacher training and others.

# President Bársony: Progress Has Been Made, But More Needs To Be Done

AmCham Hungary president Farkas Bársony participated in a roundtable discussion entitled "Repositioning Hungary" on February 28, at Világgazdaság's annual conference about the business climate in Hungary.

We have made progress recently; corporate income tax and the labor tax burden have been reduced, and there have been great decisions on the R&D front, Bársony noted. However, the improvement of competitiveness is a dynamic process, and we have lot of work to do to be able to sustain this in the long run, he said, according to a report by Melitta Kotroczó, in leading Hungarian business news daily newspaper Világgazdaság (the title translates as World Economy).

The labor pool must be widened, workforce mobility for families must be promoted and a heavier emphasis put on the development of key skills and competencies in public education. It is an absolute must to be able to keep up with the challenges of the digital world and the government needs to step up on that issue; for instance, the preparation of tax forms still takes too much time, the newspaper reported.

All participants agreed that the Hungarian Investment Promotion Agency attracts many new investors to Hungary, but there must also be a focus on reinvestments as well; companies will only reinvest in Hungary if the conditions are satisfactory.



Photo by Endre Vásey, Ministry of Justice

# Regulatory Committee Chair Gábor Orosz Awarded The Gold Cross Of Merit

On the 170th anniversary of the Hungarian Revolution and War of Independence of 1848-1849, Minister of Justice László Trócsányi recognized several individuals for their remarkable achievements on behalf of János Áder, President of Hungary. Included among them was Gábor Orosz, chair of AmCham's Regulatory Committee and the legal director of NI Hungary, who received the Hungarian Gold Cross of Merit for his outstanding contributions to the improvement of Hungarian-American trade relations.

attorney at international law firm Erős Ügyvédi Iroda, Squire Patton Boggs LLP, a former vice president of the Hungarian Competition Authority (GVH) and an associate professor at the Faculty of Law at the University of Pécs. His honor was in recognition of his exceptional work and expertise in the fields of civil procedure law, competition law and consumer protection, in addition to his involvement in the codification of the new Code of Civil Procedure.

Also honored with the Gold Cross of Merit was another lawyer, Lajos Wallacher, senior

AmCham is proud to work with both awardees and appreciates their hard work and dedication to the chamber's mission.

Photo by György Kalus



# CEO At Annual AmChams In Europe Conference In Washington D.C. And Chicago

AmCham Hungary CEO Írisz Lippai-Nagy travelled to the United States for the annual AmChams in Europe Conference on April 16.

As one of the highlights of the visit, the delegation attended the Transatlantic Business Works conference organized by the U.S. Chamber of Commerce and BusinessEurope, to promote the immense value of transatlantic trade and investment between Europe and the United States.

The U.S. Chamber also hosted a series of meetings to share best practices and briefings with key officials and insiders in D.C.

Shortly after, the delegation moved to Chicago where it had the opportunity to visit the facilities of Underwriters Laboratories, AbbVie, Motorola Solutions, Inc., Northern Trust and 1871: Chicago's Technology & Entrepreneurship Center. The delegation had a breakfast meeting at World Business Chicago, a non-profit organization with a mission to drive economic growth, job creation and to promote the Windy City. The AmCham CEOs were also able to visit City Hall and meet with Mayor Rahm Emmanuel, who was White House chief of staff to President Barack Obama before being elected Mayor of Chicago in 2011, and reelected in 2015.



## Top row from left

**Dr. Farkas BÁRSONY**  
President  
PWC CEE

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

**Dr. Andrea JÁDI NÉMETH**  
Second Vice President  
bpv | Jádi Németh Attorneys at Law

**Csaba LÁSZLÓ**  
Secretary Treasurer  
Corvinus University of Budapest

**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**  
Microsoft Magyarország

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

**Írisz LIPPAI-NAGY**  
Chief Executive Officer

Ex officio member

**Jennifer Kane**  
Commercial Counselor,  
US Embassy in Hungary



# FDI In Hungary

## BMW May Choose Hungary To Build Plant

After Sandra Schillmöller, spokesperson for BMW, said that the company is looking for places to establish production capacities in various countries, people in Hernádnémedi (192 km northeast of Budapest, and just 14 km east of Miskolc) are hoping that the plant will be built in their village, autopro.hu reported. The mayor of the small village cannot disclose any information as he has signed a confidentiality agreement. It is known that an investment in Hernádnémedi has been declared a national priority investment, Csaba Kilian, general secretary of the Association of the Hungarian Automotive Industry (MAGE) said. BMW would not have a problem finding qualified workforce, he said, as the reputation of the company would attract people from all over the country. Already at least 50 Hungarian companies supply car parts to BMW and there is a reliable supply chain in the country.

## Bosch Builds R&D Center For Self-driving Cars

The local unit of German engineering giant Bosch will start building a transport R&D center in Budapest in the summer, vg.hu reported on March 29. A government decree has designated the project a strategic priority, conferring faster and easier regulatory procedures. Robert Bosch Kft. will build the center close to its existing R&D campus in District X in Budapest on a 60,000 sqm plot. "Campus II", to be built over three years, will have a 10,000 sqm test track suitable for self-driving vehicles. The paper speculated that once the R&D center is complete by 2021, Bosch could employ as many as 5,000 engineers.

## Burger King Opens First Store In Zalaegerszeg

Fast food chain Burger King opened its 40th store in Hungary, which is also its first in Zalaegerszeg (227 km southwest of Budapest), 24.hu reported on March 20. The investment cost about HUF 450

mln, said János Makkay, marketing director for Fusion Befektetési Zrt., which operates the Burger King brand in Hungary. About 1,200 people work at Burger King restaurants in the country. The test track for self-driving cars which is being built in Zalaegerszeg means that more and more people will be working in the town, a government representative said. The investment has created 40 new jobs.

## CooperVision To Create 400 New Jobs In Gyál

U.S.-based contact lens maker CooperVision will spend more than HUF 8 bln (USD 30.5 mln) to turn its production base in Gyál (22 km southeast of Budapest) into a distribution center for the region, Minister of Foreign Affairs and Trade Péter Szijjártó announced on March 26, napi.hu reported. CooperVision will add 30% to the area of the base over two years, creating 400 jobs, Szijjártó said. The investment will double annual output at Gyál to 1.2 billion contact lenses. CooperVision says it wants to expand the production capacity of its Clariti contact lenses to meet increased global demand. The company's products are sold in more than 100 countries.

## Erbisloh Hungária To Become Eastern European Production Hub

Erbisloh Hungária, a unit of German automotive group WKKW located in Győr (121 km west of Budapest), will spend HUF 14 bln (USD 53.3 mln) to build a 1,500 sqm production hall and install a new surface treatment technology in order to increase its capacity, autoszektor reported. Thanks to the investment, the company will become the Central European center of the German company. Erbisloh Hungária sells its products to car makers such as Jaguar Land Rover, Audi, Volvo and BMW. After the investment is completed, the Daimler group is expected to be one of the biggest customers.

Hungary's government will support the project with a grant of HUF 3.05 bln. Managing director Zsolt Bene said headcount at the company is expected to rise by at least 190 by 2023, up from 162 in 2017.

## Flex Plans HUF 3 bln Expansion In Hungary

Contract electronics manufacturer Flex is spending about HUF 3 bln (USD 11.4 mln) to expand its base in Zalaegerszeg (227 km southwest of Budapest) that supplies the automotive industry, Minister of Foreign Affairs and Trade Péter Szijjártó announced on April 6. The government is supporting the investment, which will create 100 jobs, with a HUF 769 mln grant. Flex, formerly known as Flextronics, has been in Hungary for 25 years. The company's production base in this country is its largest in Europe; it employs more than 3,000 people in Zalaegerszeg.

## GE To Boost Value Of Supplier Purchases In Hungary

General Electric (GE) purchases goods and services worth USD 900 mln a year from 1,300 certified Hungarian suppliers, which it plans to increase in future, GE Europe chairman-CEO Peter Stracar said at a supplier forum initiated by GE, held in Budapest on March 20, Hungarian news agency MTI reported. The forum, organized by the Ministry of Foreign Affairs and Trade, the Ministry for National Economy, the Hungarian Chamber of Industry and Commerce, the Hungarian Investment Promotion Agency and the state secretariat responsible for the Paks nuclear power plant expansion project, was attended by more than 150 company managers, owners and purchasing managers. State secretary of the Ministry of Foreign Affairs and Trade Levente Magyar said GE has been active in Hungary for almost 30 years, and the cooperation with the company has been successful. Hungary is one of GE's production bases in Europe, which shows the appreciation of the Central and Eastern European region, he added.

## Magyar Suzuki Spends HUF 5.3 bln To Make Its Factory Smart

Magyar Suzuki has launched a HUF 5.3 bln (USD 20.2 mln) R&D project to make vehicle prototypes and to automate and robotize

production technologies in its plant in Esztergom (52 km northwest of Budapest), mmo.hu reported. The project is being supported with HUF 2.6 bln in European Union and state funding. Magyar Suzuki CEO Yoshinobu Abe said the scheme would wind up with the transformation, in 2020, of the Esztergom plant into a smart factory. Suzuki is rolling out 20 new models worldwide between now and 2020, he added. Deputy-CEO László Urbán said the four-year project, launched in 2016, aims to produce efficient, environmentally-friendly vehicles. Suzuki's partners in the project are Bay Zoltán Applied Research Public Nonprofit, PEMU Műanyagipari and Pázmány Péter University.

## Modine Opens HUF 6.2 bln Expansion

The Hungarian unit of U.S.-based automotive company Modine Manufacturing has inaugurated a HUF 6.2 bln (USD 23.6 mln) expansion at its base in Mezőkövesd (132 km northeast of Budapest), autoszektor.hu reported. The government supported the investment with a HUF 3.1 bln tax benefit, Minister of Foreign Affairs and Trade Péter Szijjártó said at the ceremony. Thomas Marry, executive vice president of Modine Manufacturing said the investment has created 200 jobs, adding that the company has further plans to expand the Hungarian unit. The new plant will make cooling equipment for commercial vehicles. Modine Hungária also has a plant in Gyöngyös (78 km northeast of the capital).

## Siemens Signs New Agreement With BME

German engineering giant Siemens signed another cooperation agreement with the Budapest University of Technology and Economics (BME) on April 25, profileline.hu reported. Siemens has supported BME for 20 years. The agreement, signed in the presence of Siemens CEO Joe Kaeser, involves internships, a student competition, the development of electric aircraft and support for innovative student ideas and programs. The new cooperation agreement with the university comes into force in the fall semester. Students who participate in the Siemens programs often go on to start their career at the company.

## Stadler To Invest HUF 10 bln In Szolnok

Swiss rolling stock maker Stadler will invest HUF 10 bln (USD 38.1mln) to double its capacity at its train body and bogie plant in Szolnok (119 km southeast of Budapest), chairman of the supervisory board of the Hungarian unit Zoltán Dunai said on March 28, magyaridok.hu reported. HUF 1 bln of the total costs will be spent on technological developments. The expansion will be implemented at the site of a former sugar refinery in the town. Stadler will first build an 8,000 sqm plant, 7,000 sqm of which will be dedicated to production and the remainder to office activities. Later, it will construct a warehouse building to serve the unit that has been operating since 2013 in the local industrial park. The investment will be completed by the third quarter of 2019. Headcount is expected to be increased by 15.

## Zoltek Plans HUF 30.8 bln Expansion

Japan's Zoltek plans a HUF 30.8 bln (USD 117.4 mln) expansion at its carbon fiber plant in Nyergesújfalu (62 km northwest of Budapest, near the border with Slovakia), Minister of Foreign Affairs and Trade Péter Szijjártó announced on April 5. The state is supporting the investment with an HUF 8.1 bln grant, Szijjártó said; the expansion is expected to create 357 jobs. Zoltek will add eight production lines at the base, raising annual capacity to 15,000 tons, up from 10,000 tons, Szijjártó added.



March 8: Artificial Intelligence Seminar hosted by Science Park.



March 13: Competitive Workforce PTF meets Valéria Csépe, Ministry Commissioner of the new national curriculum.



March 19: Former Ambassador to the United States Réka Szemerényi (left) accepts the Iván Völgyesi Award from CEO Írisz Lippai-Nagy at our Career School.



March 26: Extraordinary Investment Policy Task Force Meeting hosted by K&H Bank.



March 27: Morning Seminar with K&H Bank about economic challenges we are facing globally and in Hungary.



March 28: Board Simulation at Corvinus University of Budapest.



March 29: Salva Vita Foundation's Disability Friendly Employer Workshop featuring Autista vagyok, Kockacsoki Manufaktúra and best practices from IBM.



Photo by Kovács Tamás/MTI

## LOT Launches Budapest-New York Direct Flight

Polish airline LOT launched a direct flight between Budapest and New York City on May 3, placesprofit.hu reported. LOT will operate the flight between Ferenc Liszt International Airport and

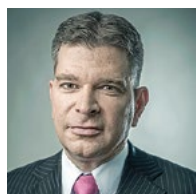
JFK in New York City four times a week year-round. LOT is using a Boeing 787 Dreamliner for the flight; the aircraft can seat 252 passengers and carry 12 tons of cargo. Jost Lammers, CEO of Ferenc Liszt operator Budapest Airport, said the airport had served almost half a million

passengers on connecting flights to and from the United States last year. The airline also launched its first flight to Krakow from Budapest on April 29, hvg.hu reported. There will be five flights a week until May 20, and six flights a week between May 21 and October 27.



# New Members On Board

PATRON



4iG Nyrt.



**CEO:** Dr. Gábor Felső  
**Address:** 1037 Budapest, Montevideo u. 8.  
**Web:** www.4ig.hu

4iG is a listed company focusing on IT system integration, providing services to medium and large enterprises. The corporate group involves three subsidiaries, most founded 28 years ago. The consolidated income of 4iG is EUR 56 mln and the group employs approximately 390 people in Hungary, mainly IT engineers. Excellent services, complex solutions and high quality engineers make 4iG one of the outstanding players in the Hungarian IT market. Main activities: application development, system integration, IT and network operation, IT security solutions, data warehousing, business intelligence and planning solutions, document management, mandatory reporting solutions (for the banking sector), innovative, cutting-edge solutions (e.g. mobile device management, 3D precision survey and visualization) and reselling the products of top IT manufacturers. 4iG and its employees received certificates from major IT manufacturers and vendors.

CORPORATE



Cpl Integrated Services



**Managing Director:** Mr. Olivero Simone  
**Address:** 1062 Budapest, Teréz krt. 55.  
**Web:** www.cpl.com/services/outsourcing

Established in 2011, CPL Integrated Services Hungary specializes in IT and Business Processes Outsourcing (BPO) solutions to customers worldwide. CPL Integrated Services in Hungary, Ireland, Tunisia and Netherlands provide multinational companies with IT support, customer service, order processing, sales, lead generation, claims management and back office administration services. Organizations come to us because they know we will take on board their commitments, meeting the demands of their end users, minimizing risks and controlling costs, while at the same time leveraging technology innovations. CPL Integrated Services enables companies to adapt to changing business conditions through flexible workforce models. We recognize the fact that increased global competition means that firms need to continuously improve and strive for workforce innovation while simultaneously lowering cost to remain competitive. Over the past seven years we have developed strong strategic partnerships in Hungary to provide service desk and user support to a wide range of corporate customers. Today CPL Integrated Services employs more than 700 people in three locations across Hungary.

PATRON



BlackRock Hungary



**Managing Director:** Ms. Melanie Seymour  
**Address:** 1138 Budapest, Népfürdő utca 22.  
**Web:** www.blackrock.com

BlackRock is a global leader in investment management, risk management and advisory services for institutional and retail clients. BlackRock's AUM: USD 6.3 trillion. BlackRock helps clients around the world meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, iShares® (exchange-traded funds), and other pooled investment vehicles. BlackRock also offers risk management, advisory and enterprise investment system services to a broad base of institutional investors through BlackRock Solutions®. The firm had 14,000 employees as of 30<sup>th</sup> April, 2018 in 30 countries in more than 75 offices and major presence in global markets, including North and South America, Europe, Asia, Australia and the Middle East and Africa.

BUSINESS



Actionlab



**Managing Directors:** Mr. Péter Vitézy & Mr. Marcell Kardos  
**Address:** 1022 Budapest, Bimbó út 39. 2. emelet 2.  
**Web:** www.actionlab.hu

You have two strong pairs in your hand, and your only opponent just made a big raise. Does she really have a winning hand or is she just bluffing? You need the contract to increase cash flow and expand the company. You know that you have the best solution. Your competition is competing with very aggressive pricing. Do you trust your expertise or go even lower in price? Decisions, decisions! How do you decide when information is limited, or when the decision is between multiple solutions? Passion is a fragile thing. It changes focus often, and the results aren't always what we expect. We focus on those passions, which we have held for a long time, motivate us, and are enduring. We play poker to make better decisions. We watch, analyze, and talk things over. We strive to understand people, the environment, and most importantly emotions. We quit smoking to understand what causes people to change, and why it's so difficult. We seek out and meet strangers to become savvy in the methods of attraction and charisma and to validate the legitimacy of trust. We research and practice how we can best transfer our passions over to you. We are Actionlab, and we turn managers into leaders, make salespeople the ones that are remembered and liked, help negotiators get the best deal possible, and show you how you can make better decisions. We are Actionlab, a consulting company specializing in soft skill education.

PATRON



LeasePlan Hungária Zrt.



**CEO:** Ms. Tímea Pesti  
**Address:** 1113 Budapest, Bocskai út 134-146.  
**Web:** www.leaseplan.hu

LeasePlan is one of the world's leading Car-as-a-Service companies, with 1.8 million vehicles under management in over 30 countries. Our core business involves managing the entire vehicle life-cycle for our clients, taking care of everything from purchasing, insurance and maintenance to car re-marketing. With over 50 years' experience, we are a trusted partner for our corporate, SME, private and mobility service clients. Our mission is to provide what's next in mobility via an 'Any car, Anytime, Anywhere' service - so you can focus on what's next for you. We are taking a leadership role in the transition to alternative powertrains, targeting net zero emissions by 2030 on global level.

BUSINESS



PL3 Services



**Managing Director:** Mr. Péter Paróczai  
**Address:** 7630 Pécs, Finn utca 2.  
**Web:** www.pl3.hu

PL3 Ltd. is dealing with repair, refurbishment of and LW/HM and prototype manufacturing of electronic and electro-mechanical devices. Furthermore it provides engineering services and manufacturing of testing and repair processes. The company had been established based on the legacy of Elcoteq, then Jabil and at last iQor in 2016. Key customers are multinational companies worldwide. Our team has 17 years After Market Services technical and business related experience. Capabilities: - L0-L4 repair HUB services for mobility, consumer electronics, telecommunications and computing sector - Repair turn-around time is ~3 days - Daily worldwide distribution of devices - SWAP management and other parts logistics services - Engineering support services - Proto build, Assembly services (low-medium volume/high mix) Strategic Directions Asset Recovery - Special displays - Electric component harvesting Surface recovery - High glossy plastic surface recovery - High quality untouched surface printing Repair of devices with high security level requirements Configuration and repair of devices used in extreme conditions Assembly services - Proto-type assembly - Low Volume - High-Mix products assembly PL3 - Solution is our Passion



# Spring Buzz: Voluntary Workers Given Rare Insight



By Erika Bosnyák

Volunteering is a wonderful idea. Improving another human being's quality of life – many times that of a stranger – without any gain is a grateful service. But we need more, a lot more.

Volunteer work has many nuances and there are plenty of important questions we need to answer before we get involved with someone else's life: What is our mission? How can we engage? In what form? What ideas do we have? What are the expectations?

These are especially true when one decides to volunteer in a children's home. When you arrive at one of these facilities, perhaps you don't really understand or see why things happen the way they do.

The education of the children is a long and difficult process, but they have an ordinary life inside the home. When we visit them, we disrupt this routine, we try to make a difference even in the smallest possible ways. Our enthusiasm and care may influence them; their eyes can light up for a moment.

Since 1968, the Lajos Kossuth Children's Home and Primary School has looked after

and educated children who need special care because of their psychological and sometimes physical disabilities.

The institution functions as a primary school where children are guaranteed reduced class size, constant supervision and monitoring of their mental and physical state, offered physiotherapy, individual treatment if needed and a chance to develop at their own pace.

On April 14, under the pleasantly warm rays of the sun, a couple dozen enthusiastic volunteers prepared for a day at the Lajos Kossuth Children's Home located in Budapest's District XI. However, they had no idea what was waiting for them.

Broken doors, shattered windows, damaged furniture, signs of escape attempts, litter everywhere... the main entrance of the home was in a depressing state, promising nothing more than a harsh lesson about the life of

children in these homes and the work cut out for the social workers.

The staff put a lot of heart and soul into the efforts to make the institution feel like a home, but there is only so much these devoted people can do. The situation seemed almost hopeless, but we came here to try to make things better.

After a rapid task allocation, the group went to work: we tidied up the place, painted fences, planted flowers, built furniture, distributed snacks and held creative workshops.

At the end of the day, we were all exhausted both physically and emotionally. The dark clouds of the uncertain future of these kids overshadowed the satisfaction of a hard day's work, all the laughter and those happy faces. However, we all agreed it was worth getting to know these children, to make them laugh and do something nice for them because, even though it is just a day for our volunteers, it could mean a whole lot more for the kids.

We would like to express our appreciation to those AmCham members who participated in this initiative; all the volunteers who gave up their free time or supported the program with material donations.

Thank you: AVIS Group, BME Kéttannyelvű Gimnázium, ExxonMobil BSC, Kürt Alapítványi Gimnázium, MAPI Zrt., NCR Hungary, Lexmark, and TATA Consultancy Services

Consultancy and individual supporters: Ilona László, Ildikó Bryják, Andrea Nagy and their partners.



# ACF Code Theater Gets 'Entangled' With Tech 'Trinity'

In late March, the spectacular 19th century Secession-style Nádor Hall of the Elementary School of the Blind hosted the latest AmCham Foundation Code Theater Drama Show where the students of Sándor Weöres Grammar School gave a performance titled "Entangled" about one of the most determinative topics of recent years: how our lives were changed by the internet, smart phones, applications, and especially the Facebook-Instagram-Snapchat "Trinity".

The company consisting of young girls performed with unbelievable energy, enthusiasm and professionalism delivering a clear message. The Internet and the digital transformation is not just about technology,

this process has affected and will continue to influence our relationships, habits, family life, friendships, free time, skills, health and our way of thinking.

The program does not end after the grand finale, the children create groups and proceed to dissect the experience and the subjects with help from experts.

The AmCham Foundation launched its new ACF Code Theater program with the purpose of teaching safe internet and IT usage to children living in state and foster care in Hungary. The program discusses the power of new tech, trends, digital skills, cyberbullying

and addiction while moving the kids out of their comfort zones and encouraging them to work together.

Code Theater provides a creative and entertaining way to highlight the challenges of our time through the power of the stage. We believe kids are more comfortable to engage in discussion and activities with their peers, therefore we ask young theater groups to perform plays about the various aspects of digital transformation in a way which is easy to process – with a little twist.

Normally, theater etiquette dictates that the audience should refrain from using

their phones and other electronic devices. Patrons are put in the dark and requested to remain still and silent. At Code Theater, we encourage the kids to become an integral part of the play and use technology by providing them the opportunity to influence the story.

The ACF Code Theater will return on June 10 at the TEMI Community Center (1119 Budapest, Fehérvári út 47) to discuss addiction to the internet and new technologies. The event is open to the AmCham membership and their families free of charge. If you would like to learn more and register, send an email to foundation@amcham.hu.



## PATRON PROFILE

## Guardian Orosháza Kft.

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

Hungary is a political llystable country with the successive governments understanding the importance of foreign and local investments. The whole framework for business to thrive in Hungary is positive. Also, Hungary has an excellent education system and therefore a multilingual highly educated workforce.



**Dr. Sándor Kis,**  
Plant Manager.

and the government of Hungary. The chamber's endeavors put U.S. investors in a positive light with the authorities and the public.

**About Guardian Orosháza**

Guardian Orosháza has been in business in Hungary since 1991, with a total workforce of 342; it is a subsidiary of Guardian Industries Corp. Guardian Orosháza manufactures extra clear flat glass in thicknesses ranging from 1.6 mm to 10 mm, for

use in various fields including automotive, building and construction and heat insulating applications. It also produces coated glass (low-emission, so called Climaguard glass) and special anti-reflective glass (Clarity). A new production line which will produce laminated glass will be launched in the middle of 2018.

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

Hungary is somewhat a victim of its own success. The country has managed to attract so many investments that it is lagging behind with some infrastructure, certainly in some regions. I am particularly thinking of road and train accessibility. Also, the authorities should seek ways to keep talents in the country.

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

As an American company, we value having through AmCham a forum to debate common business issues. We also particularly appreciate AmCham's excellent relations with the authorities

## PATRON PROFILE

## ExxonMobil Business Support Center Hungary

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

Hungary is an excellent location to support ExxonMobil's businesses in the EAME region and globally, thanks to professional, highly qualified and educated employees. ExxonMobil BSC Budapest is a mature business support center, where we offer high complexity, value-added positions in finance, IT, and commercial support. Our motto is "Powering ExxonMobil's global business".



**Romke Noordhuis,**  
Lead Country Manager.

connecting to the government and stakeholders on key matters such as digitalization, competitive workforce and education.

**About ExxonMobil BSC Hungary**

ExxonMobil Business Support Center Hungary was established in 2004 and has expanded rapidly to become one of the biggest support centers in Budapest. We employ 1,580 professionals, working in various functions: controllers, IT, customer service, upstream commercial, and tax. The center provides a wide range of services to ExxonMobil businesses regionally in Europe,

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

Our business support center has been in Hungary since 2004, and we have been continuously growing since then, by migrating new activities and functions, most recently what we call upstream commercial. From our point of view, it is very important that Hungary keeps investing in high-quality education and continues to provide a stable and business-friendly environment in order to keep up the excellent performance level in our office in the long-term.

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

We greatly appreciate AmCham's support in helping us to increase the company's visibility; it provides various forums, events for networking with other companies and the possibility of

Africa and the Middle East, while some services are provided across the globe. Through the years, our office has been continuously expanding, with new functions and activities, and in 2018 we are continuing this trend with additional controllers, upstream and IT positions. With more than 50 nationalities present in our office, we enjoy an open, inclusive and supportive work environment and aim to provide an exciting, long-term career to all our employees. We've been recognized for the second consecutive year by the Jól-lét Foundation for having an inclusive environment for working and returning parents.



## AmCham, HIPA Team Up For Digital 'MythBusting' Conference

*Continued from page 1.*

means different things to different people, and that a precise definition of "digitalization" is quite difficult to pin down. The discussion and audience feedback also revealed multiple outlooks on Hungary's current position in the technological playing field and its possible roles in the future.

Asked to assess the current state of "tech readiness" in their workplace on a scale of one-to-ten, audience member responses came to an average of 5.3.

"This is a classic example of people believing that the glass is either half-full or half-empty," Petrányi commented. "But I would also stress that there is no industry that hasn't already started down the road to digitalization."

Asked to conclude by identifying the most important needs for Hungarian companies, the panelists suggested, among others: understanding problems and identifying solutions, assessing the best ways to handle new ideas, and — no less importantly — listening to the next generation.

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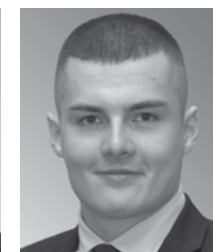
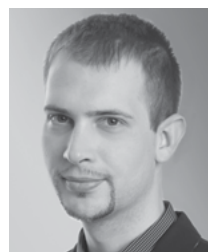
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