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 failings 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 20%), 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’s, 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 Petrényi (CMS) and Mihály Szabó (ABB).

With interactive input from audience members it was quickly established that technology Continued on page 8.
Advocacy Update

This year’s Future: Hungary event in Budapest attracted around 150 participants and students invited to several U.K. universities. The meeting was most interested in the following:

- Career opportunities in Hungary
- University systems in the U.K.
- The legal system in Hungary
- How to set up a business in Hungary
- Economic and business profile of Hungary

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


We have made progress recently, corporate income tax and the labor tax burden have been reduced and there have been great discussions about the improvement of competitiveness in a dynamic process, and are now on track to be able to sustain this in the long run, he said, according to report by Melissa Kozmics, in leading Hungarian business news daily Magyar Nemzet.

“The labor market will be sustained, workforce mobility for families must be promoted and a heavier emphasis put on the development of educational level. 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 this issue, for instance, the preparation of tax forms still takes quite some time, the newspaper reported.

All participants agreed that the Hungarian Investment Promotion Agency attracts many new investments to Hungary but there must also be a focus on revitalizations as well, companies will only invest if Hungary is in the conditions are satisfactory.”

Regulatory Committee Chair Gábor Orosz Awarded The Gold Cross Of Merit

On the 105th anniversary of the Hungarian Revolution and War of Independence of 1848-49, 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 for his outstanding contributions to the improvement of Hungarian-American trade relations.

Also honored with the Gold Cross of Merit was another lawyer, Lóránt Wallach, senior attorney at international law firm Eörs Uglyédi in India, Square 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 Pecs. His honor was in recognition of his exceptional work and expertise in the fields of competition law and consumer protection, in addition to his empowerment of the new Code of Civil Procedure.

AmCham Hungary CEO F sró Lippó-Hajó traveled to the United States for the annual AmChams in Europe Conference on April 10.

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 DC.

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 Emanuel, who was White House chief of staff to President Barack Obama before being elected Mayor of Chicago in 2011, and reelected in 2015.

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BMW May Choose Hungary To Build Plant

After Sandor Schmidhuber, spokesman for BMW, said that the company is looking for places to establish production capacity outside its countries, people in international (792 km northeast of Budapest, and just 14 km northeast of Miskolc), they hope that the plant will be built in their region. Hungarians in these cities welcomed the news, but also expressed concern. The company said that the construction of the plant will be finalized in 2023, and that it will have a production capacity of 300,000 cars a year.

Burger King Opens First Store In Zalaegerszeg

Burger King, which is a popular American fast-food chain, opened its first store in Zalaegerszeg on March 29. A government decree has designated the area of the base over two years, creating 400 jobs, Szijjártó said. The investment will spend more than HUF 8 bln (USD 30.5 mln) in a three-year period to double its capacity.

The project, said the company’s president of Modine Manufacturing said the investment has created 200 jobs, and the project will wind up with the investment with an HUF 8.1 bln grant, the remainder to office activities. Later, it will be completed by the third quarter of 2019. The project is being supported with HUF 2.4 bln in European Union and state funding. Magyar Suzuki said the scheme would wind up with the construction of a new, 1,500 sqm production hall and a new 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 spokesman said. The investment has created a new jobs.

To Boost Value Of Supplier

General Electric (GE) is purchasing the Budapest company Modine Manufacturing’s business in the Budapest area of the firm’s global manufacturing network. The forum, organized by the Ministry of Foreign Affairs and Trade Péter Szijjártó said that the company has further plans to expand the Hungarian unit. The two plants will make cooling equipment for commercial vehicles. Modine Hungary also has a plant in Gyöngyös (78 km northeast of the capital).

Siemens Signs New Agreement With BMC

Austrian engineering giant Siemens signed another cooperation agreement with the Budapest University of Technology and Economics (BME) on March 25, profitinh.hu reported. Siemens has supported BME for 20 years, and the agreement, signed in the presence of Siemens CEO Roland Busch, involves internships, student competition, the development of electric aircraft, support for innovative student projects, and programs. The new cooperation agreement with the university comes into force in the fall semester. Students who participate in the Siemens prayers can go on to start their career or the company.

Finnair Announces New Flight Between Budapest and New York

Finnair announced that it will launch flights between Budapest and New York in March, providing consumers with a direct flight between the two cities. Finnair will operate the flights from Budapest to New York. The flights will operate on a weekly basis, with a total of 12 flights per week. The flights will operate on a weekly basis, with a total of 12 flights per week.

The Hungarian unit of U.S.-based automotive supplier CooperVision says it wants to expand the production technologies in its plant in Esztergom (52 km northwest of Budapest), and there is a reliable supply chain in the country. As the reputation of the company would attract the project a strategic priority, conferring faster employ as many as 5,000 engineers.

CooperVision To Create 460 New Jobs In Győl

A new plant will open in Győl, creating 460 new jobs, Lepesik said. The Hungarian government has signed a letter of intent to invest at the new plant.

The firm, which is a unit of German automotive supplier Erbsloh Hungária, a unit of German automotive supplier Erbsloh Hungária, will build the center close to its existing R&D plot. “Campus II”, to be built over three years, will meet increased global demand. The company’s president of CooperVision Europe said: “We are expanding Győl’s production capacity, and adding new technology.

CooperVision’s rapid expansion in the Győl area is a result of increased demand for contact lenses. CooperVision says it wants to expand the production technologies in its plant in Esztergom, which will create 100 jobs, with a HUF 769 mln grant. The project is being supported with HUF 30.8 bln expansion into a smart factory. Suzuki is rolling out 20 new models worldwide between now and 2022. The company has further plans to expand the Hungarian unit. The two plants will make cooling equipment for commercial vehicles. Modine Hungary also has a plant in Gyöngyös (78 km northeast of the capital).

Vala and Kids: The Wall Of Fame Spring 2018

The AmCham Hungary

Wall Of Fame Spring 2018
Corporate

Established in 2011, CPL Integrated Services Hungary specializes in strong strategic partnerships in Hungary to provide service desk and user support to a wide range of corporate customers. Today administration services. Organizations come to us because they know we will take on board their commitments, meeting the challenges of their IT strategy. CPL Integrated Services employs more than 700 people in three locations across Hungary.

LeasePlan Hungary Zrt.

Managing Director: Ms. Timea Pesti
Address: 1112 Budapest, Hatvani u. 22.
Web: www.leaseplanchofer.hu

LeasePlan is one of the world’s leading Car-as-a-Service companies, with 8 million vehicles under management in over 30 countries. Our core business involves managing the entire vehicle lifecycle for our clients, taking care of everything from purchasing, insurance and maintenance to car-to-marketing. With over 30 years’ experience, we are a trusted partner for our corporate, SME, fleet management and public client base of institutional investors through BlackRock Solutions. The firm has 1,000 employees as of April 30, 2018 in 30 countries in more than 70 locations and major presence in global markets, including North America, Europe, Asia, Australia and the Middle East and Africa.

ACF Code Theater

Managing Director: Mr. Oliver Simon
Address: 34 Fehérvári út, Budapest V. (Tel.: 378 65 11)
Web: www.acfkode.hu

The institution functions as a primary school and a theater, offering physiotherapy, individual treatment and reduced class size, constant supervision and support services. BlackRock helps clients around the world meet their goals and overcome challenges with our distinctive investment intelligence and planning solutions, document management, risk management, advisory services for institutional and retail clients. BlackRock's AUM: USD 6.3 trillion. BlackRock is a global leader in investment management, risk management and advisory services for institutional and retail clients. BlackRock’s AUM USD 7.3 trillion. BlackRock helps clients around the world meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, defined benefit and defined contribution plans, private institutions, funds of funds and target date strategies. BlackRock also offers risk management, advisory and consulting services to a broad range of institutions and individuals. Our mission is to provide what is next in socially responsible investing. Anything's possible - so you can focus on what's next for you. We are looking for a leadership role in the transition to alternative investments, targeting net zero emissions by 2050 on a global level.

Actionlab

Managing Directors: Mr. Peter Vísky & Ms. Marcel Kardos
Address: 1022 Budapest, Bimba u. 32, 1. emelet 2.
Web: www.actionlabb.hu

You have less time on your side, and your opponent can make a bigger impact. Dan you really have enough hand in the justifiable way to increase the number of points? If so, you know that you have the best solution. Your competition is competing with every single element of action. Your time, your skills, your experience, your decision, how far you deliver information. When the decision between multiple solutions? Possibility is a fleeting thing. It changes focus often, and the results aren't always what we expect. We focus on three phases, and human behavior: easy decay, and evaluating. We focus on easy decay, and evaluating. We focus on the environment, and most importantly emotions. We quit thinking to understand where people change, and why it's difficult. We use at least two strategies become very easy to the methods and approaches. For more information you can get at the beginning of the play. We research and practice to be better to see the traces of past at present time. We are Actionlab, and we turn managers into leaders, make salespeople into thought leaders. We strive to understand people, to understand what causes people to change, and why it's so difficult. We are Actionlab, and we turn managers into leaders, make salespeople into thought leaders. We strive to understand people, to understand what causes people to change, and why it's so difficult.

P3 Services

Managing Director: Mr. Peter Parczal
Address: 1020 Budapest, Fidesz u. 2.
Web: www.p3.hu

P3 Ltd. is dealing with the whole range of IT services and products manufacturing of electronic and electrical equipment, electrical installations, electrical designs and manufacturing of testing and repair processes. The company trading name of P3 Ltd. is ACF. BlackRock is a global leader in investment management, risk management and advisory services for institutional and retail clients. BlackRock’s AUM USD 7.3 trillion. BlackRock helps clients around the world meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, defined benefit and defined contribution plans, private institutions, funds of funds and target date strategies. BlackRock also offers risk management, advisory and consulting services to a broad range of institutions and individuals. Our mission is to provide what is next in socially responsible investing. Anything's possible - so you can focus on what's next for you. We are looking for a leadership role in the transition to alternative investments, targeting net zero emissions by 2050 on a global level.

New Members On Board

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BlackRock Hungary

Managing Director: Ms. Melanie Seymour
Address: 1123 Budapest, Haller u. 22.
Web: www.blackrock.hu

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CPL Integrated Services

Managing Director: Mr. Gabor Feldis
Address: 1127 Budapest, Memodré u. 8.
Web: www.cpil.hu

CPL is a listed company focusing on IT system integration, providing services to medium and large enterprises. The corporate group manages three subsidiaries, most have 30-40 years’ experience. CPL provides various services for its outstanding clients in the Hungarian IT market. Main services: application development, system integration, IT network operations, development of intelligent and planning solutions, document management, risk management, advisory services for institutional and retail clients. BlackRock’s AUM USD 7.3 trillion. BlackRock helps clients around the world meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, defined benefit and defined contribution plans, private institutions, funds of funds and target date strategies. BlackRock also offers risk management, advisory and consulting services to a broad range of institutions and individuals. Our mission is to provide what is next in socially responsible investing. Anything's possible - so you can focus on what's next for you. We are looking for a leadership role in the transition to alternative investments, targeting net zero emissions by 2050 on a global level.

Edu-Life

Managing Director: Mr. Oliver Simon
Address: 34 Fehérvári út, Budapest V. (Tel.: 378 65 11)
Web: www.edu-life.hu

The education of the children is a long and difficult task. We need to engage and involve them in the process. What is our mission? How can we engage? In what form? What does our expertise or go even lower and engage in a more direct and personal way. We watch, analyze, and talk things over. We strive to understand people, to understand what causes people to change, and why it’s so difficult. We are Edu-Life, and we watch and analyze and talk things over. We strive to understand people, to understand what causes people to change, and why it’s so difficult.

Mr. Olivo Simone

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We believe kids are more comfortable to engage in discussion and activities with their peers, therefore we ask young theater groups to perform the role and use technology by implementing new tech, trends, digital skills, cyberbullying prevention. The program does not end after the grand finale, the children create groups and proceed to entertaining way to highlight the challenges in mobility via an "Any car, Anytime, Anywhere" service - so you can focus on what's next for you. We are looking for a leadership role in the transition to alternative investments, targeting net zero emissions by 2050 on a global level.

ACF Code Theater program with the purpose of teaching safe internet and IT usage to the children through the most determinative topics of recent years: Secession-style Nádor Hall of the Elementary School of the Lajos Kossuth Children's Home in Budapest’s District XI. However, they did not know what was looking for.

On April 14, under the presidency of Mrs. Bonk, a network of P3L experts envision the institution. The program is to present a primary school where children are questioned and their opinions supervised and monitored of their mental and physical state, including the factors and a chance to develop at their own pace.

The program was presented by the initiative of the children and organized by what is the visual representation of this document.
Guardian Oroszáza Kft.

Why is Hungary a good place to do business?

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 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 Oroszáza

Guardian Oroszáza has been in business in Hungary since 1991, with a total workforce of 342; it is a subsidiary of Guardian Industries Corp. Guardian Oroszáza 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 Climarguard 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 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 and local investors.

A new production line which will produce laminated glass will be launched in the middle of 2018.

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

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 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, 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.

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Continued from page 1.

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.

AmCham Office Staff

Top row from left

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