AmCham Breakfast Mini Seminar:
Speak Academy
» May 24
In business, we often find ourselves in a situation where our communication skills are being challenged, where we find it difficult to pass on our messages and thoughts properly. This event will give you an insight into the SPEAK Academy online training, best practices, examples, and advice. The presenters include Vilmos Benkő, chairman of the National Talent Board, and former AmCham president, Andrea Dintsér, marketing and communication manager at KPMG, and Bence Juhász, a SPEAK Academy alumnus. The event is held in Hungarian without interpreting.

Business Meets Universities:
Flagship event of AmCham’s Innovation Policy Task Force
» May 29
AmCham, through its Innovation Policy Task Force, is dedicated to building a stronger local innovation ecosystem, with transparent cooperation frameworks, in order to substantially enhance cooperation between large enterprises, SMEs and academia on large and strategic R&D projects, building on current momentum and best practices. This workshop will focus on how to enhance cooperation between industry and academia in research, development and innovation programs, and enhance the development of innovation ecosystem. The event will be held in English with no translation.

Family Social Event:
Independence Day Family Celebration 2017
» July 9
Gundel Restaurant (Gundel Károly út 4, District XIV) is again host to one of the chamber’s most important family events, the annual Independence Day celebrations. This includes an All American BBQ Buffet, children’s animation, full access to all the wonders of the neighboring Budapest Zoo, and many other attractions. Parking is free around the restaurant, but usually crowded during the weekend.
Meeting With State Secretary István Lepsényi
Secretary of State for Economic Regulation István Lepsényi and other high-level representatives of the Ministry for National Economy (NGM) met an AmCham delegation led by president Dr. Farkas Bársny on March 22, at a quarterly strategic working group meeting.

At the 5th AmCham-NGM working group meeting, ministry and AmCham representatives (also including Investment Policy Task Force leaders Ferenc Pongrác and Péter Gerendási and Electronic Manufacturing Committee chair László Abraham) discussed the achievements and results of recent professional meetings. Lepsényi gave a detailed evaluation about recent macroeconomic trends in Hungary. Participants covered topics including the electronic manufacturing industry, the fourth industry revolution, R&D, the health industry, vocational training and adult education.

Ministry experts also shared their feedback on AmCham’s recommendations related to the general business climate (the “Cooperation For A More Competitive Hungary 2017” package). Representatives of AmCham member companies (British Telecom, Citi, Enterprise Services Hungary and Morgan Stanley) gave an overview on the economic weight and importance of the SSC sector in Hungary, as well as about business development opportunities and challenges specific to this sector. The next meeting is targeted to take place in June.

The AmCham-NGM Strategic Working Group was established in 2015 with regular quarterly meetings to ensure more progressive and structured consultation between the two organizations.

Recommendations Sent To Justice Ministry
AmCham has filed written comments to support the preparatory work of the Ministry of Justice with its recommendations in selected legislative areas.

AmCham Regulatory Committee sent its comments as part of the public consultation procedure to the Ministry of Justice on the following three topics:

- Comments on the draft legislation regarding Private International Law
- Comments on the draft legislation regarding General Administrative Regulations
- Comments on the draft legislation connected to secret data collection, related to the new Act on Criminal Proceedings

The comments fall within the framework of the AmCham-Ministry of Justice Strategic Partnership Agreement, first signed in 2011 and renewed in 2015, which has the aim of formalizing cooperation and direct, structured consultation on legislative proposals.

Meeting With Gov’t Labor, Training Officials
AmCham’s Competitive Workforce Policy Task Force (PTF) held two meetings in April with the Ministry for National Economy (NGM) on the topics of training, vocational education and the labor market.

First the PTF’s delegation met Péter Cseresnyés, State Secretary for Labor Market and Training and Deputy State Secretary for Vocational Training and Adult Education, Mrs. Gáborné Pölöskei, to discuss areas of cooperation.

This was followed up by an open PTF meeting, where Pölöskei gave a detailed response to AmCham’s “Cooperation For A More Competitive Hungary 2017” recommendation package focusing on key areas for the Competitive Workforce. Discussions touched upon a variety of issues, ranging from suggestions related to the extension of labor market supply, a better recognition of corporate-established training programs and the revision of the training aid system, to the possibility of providing direct support to educational institutions by companies through vocational training contributions, and the transformation of the education and vocational training system by focusing on developing key competencies.

The meeting was also attended by István Szabó, Department Head of Higher Education and Research Strategy, Ministry of Human Capacities. Participants had a fruitful dialogue and agreed to continue consultations in selected topics.

AmCham President At The Hungarian State Treasury
AmCham president Dr. Farkas Bársny participated in a roundtable discussion at the Hungarian State Treasury on February 28, discussing the “prospects of industry policy in the current economic environment” together with State Secretary István Lepsényi from the Ministry for National Economy, and Dale A. Martin, President of the German-Hungarian Chamber of Industry and Commerce.
Consultations Between AmCham And Government Continue
To Seek To Enhance Hungary’s Competitiveness

Levente Hörömpoli-Tóth

Minister of Foreign Affairs and Trade Péter Szijjártó met with members of AmCham at a business forum at the Budapest Marriott Hotel on March 24, to discuss the most pressing matters relating to Hungary’s competitiveness.

AmCham has been working closely with the government to enhance the competitiveness of the country since 2016. Consultations take place on the basis of AmCham’s set of proposals, the latest version of which is entitled “Cooperation for a More Competitive Hungary 2017”. Before the forum, the minister met with an AmCham delegation to discuss proposals that came out of the second Business Meets Government Conference in September 2016, mainly about an investment-friendly business environment, R&D, innovation, digitalization and the labor market.

As Szijjártó said later at the forum, some of the suggestions have already been implemented, including potential game changers like the radical cut in the corporate income tax down to a record EU-low of 9%. “This should help enhance our competitiveness, especially against players from across the ocean with the new protectionist American economic policy in place,” he said. He went on to point out that the approach of the new US President is more “patricistic” than that of previous presidents, but instead of judging it, the Hungarian government should rather take it as a fact, and adapt its decisions accordingly.

He listed four specific topics of priority on the agenda. Firstly, the national economy should step into a new dimension. “We want to move from the concept ‘Made in Hungary’ to ‘Invented in Hungary’,” he said. “We want to become a more favorable destination for R&D, therefore, the incentive systems will be altered.” Accordingly, companies shall be eligible for grants not only based on the number of jobs created, but also subject to the level of technology installed. R&D investments in Budapest would qualify for funds as well, not only those in the countryside.

Another key requirement for change is to have a predictable tax environment. “The fact that the budget and tax laws will be voted on in a bundle as early as June is meant to make a difference,” Szijjártó stressed.

Labor Mobility

More measures are needed to tackle problems related to the labor market. “Unemployment can be challenged from both directions, in terms of quantity and quality as well,” the minister noted. Improvement should come from related tax benefits concerning labor mobility by subsidizing housing costs or building dormitories, whereas cutting social contributions for employers should have the same positive impact. The widespread introduction of the dual vocational training concept, built on the German example, is expected to deliver further results.

In addition, digitalization should be combined with manufacturing in order to raise productivity. That purpose is served by the cutting of the internet tax to 19%, and the access to high-speed internet in the entire country by 2020, which would put “the country ahead of most of Europe”, Szijjártó said. Further initiatives are in the pipeline, he added.

The growing economic significance of the United States in bilateral Hungarian-American relations was also praised. The United States became the second biggest investor in 2016 and the largest export market outside of EU for Hungary for the first time ever. That clearly shows that American companies are building out new strongholds here, a process to be welcomed. One of the recent examples of revitalized investment activity is related to BlackRock, the world’s leading asset management firm, which is setting up a new center in Budapest. It will create 500 high-skilled jobs and allegedly there is a lot of interest even among Hungarian professionals working in England to join the ranks of BlackRock in their Budapest headquarters.

Lastly, the potential impact of Brexit was discussed. “We want a fair Brexit – neither hard, nor soft,” the minister said. The goal of the Hungarian government is to keep the easiest possible economic cooperation running and to have the rights of EU citizens working there safeguarded. “We don’t want to see the British punished if they leave without a fair deal, they may sign new free trade deals, and the EU might end up in the backrow,” Szijjártó concluded.

The following Q&A session was taken over by Robert Esik, president of the Hungarian Investment Promotion Agency (HIPA), as the minister had a diplomatic event to attend in Belgrade a few hours later. Esik informed AmCham that the newly established National Competitiveness Council (on which AmCham president Bársony Farkas sits) is preparing decisions about the chamber’s proposal package, and it will be another platform for discussing those matters.

“Strategic agreements between select corporations and the government are going to continue to exist, as they enable the companies concerned to have a direct dialogue with the administration,” he said in answer to a question. “It is important to stick to the current practice that makes those agreements subject to certain conditions, such as a given amount of exports, revenues or a critical size. Luckily HIPA has the liberty to comment on any aspect of investments and policies affecting foreign companies seated here, and whether its efforts result in a fundamental change or small administrative improvements, any overall positive change should be appreciated,” Esik added.

AmCham Delegation Visits U.K.’s Cambridge Union Society


This was the second ‘Future: Hungary’ conference, and was organized by the Cambridge University Hungarian Society in collaboration with the ‘In London for Hungarian Talent’ project, and took place at the University of Cambridge, on March 18.

The aim of the conference is to bring students studying abroad closer to the biggest, best-known international and Hungarian employers and to familiarize those students with the various career opportunities within Hungary. The goal is clear: to persuade these top talents that they do not have to work abroad to find an interesting and challenging career; they can also find opportunities back home. It is also meant to be a great opportunity to meet fellow Hungarian students studying in the United Kingdom, and to have a memorable day together.

“We have all enjoyed spending time with young Hungarians studying in the United Kingdom,” says Juhos. “It was wonderful to see how interested they were in learning about work opportunities at the companies present, and we all felt that they would be ready to come back for the right job with a future.”

Participants at the conference were Boston Consulting Group (BCG), Nov Generation Center in London (which reports to the Hungarian Ministry of Human Capacities), Enterprise Hungary, PwC, General Electric, MOL, BP, Morgan Stanley, Hungarian Academy of Sciences, AmCham Hungary and Impact Training.
FDI in Hungary

Apollo Tyres inaugurates factory in north Hungary

A new EUR 475 mln plant producing tires for various vehicles in Győngyösgházasz was inaugurated by India’s Apollo Tyres on April 9, according to Hungarian news agency, MTI. The ceremony was attended by Prime Minister Viktor Orbán, who noted that the factory was the first greenfield development by Apollo Tyres outside India. Hungary’s government supported the investment with a HUF 16 bln (USD 54.5 mln) grant. The Győngyösgházasz facility is Apollo Tyres’ second in Europe. It is expected to make two million tires this year and will reach full capacity in the fall of 2018. On completion of the first phase of construction, the plant will turn out 5.5 million tires for cars and light commercial vehicles and 675,000 tires for buses and heavy commercial vehicles a year, the company said.

Audi Hungaria starts serial production of RS 3 Saloon

German carmaker Audi launched serial production of the RS 3 saloon at its plant in Hungary on April 5 of a gear plant it is building in the city of Gödöllő creating 104 new jobs, announced Szijjártó, according to a report by 24.hu on April 5 that the minister said. The 13,000 sqm plant is expected to start production next January with an annual output of more than 50,000 automotive gear units, Hungarian news agency MTI reported. The current staff of 600 is expected to be expanded by 200 as the result of the new investment.

Dana lays cornerstone of fourth plant in Hungary

The Hungarian subsidiary of US-based Dana Light Vehicle Driveline Technologies laid the cornerstone on April 5 of a gear plant it is building in the city of Győr through an investment of EUR 46 mln. The United States has become Hungary’s number one export market outside the European Union, with exports increasing by 11% in January of this year, Minister of Foreign Affairs and Trade Péter Szijjártó said in Győr at the ceremony, as reported by kormany.hu, the government’s website. Dana’s investment in Győr is being backed with EUR 47 mln in funding from the Hungarian government, the minister said. The 17,000 sqm plant is expected to produce components of diphtheria and tetanus vaccines, explained Christopher Huntley, director of GSK Biologicals Kft. in Gödöllő. GlaxoSmithKline has been present in Hungary for 15 years, and employs 13,000 people in the country. Its previous investment project, worth HUF 3 bln (USD 10.2 mln) ended in May of last year.

IBM to develop Cloud Video solutions in Budapest

IBM announced on its website on April 5 that it has opened an IBM Budapest Software Lab dedicated to developing new technologies for IBM Cloud Video, to support the increasing demand for streaming video technology by companies across all industries. A major focus will be collaborating with other IBM sites to infuse cognitive capabilities into IBM Cloud Video solutions, in order to unlock data and insights from video. IBM estimates that cloud-based video will be a USD 100 billion market by 2019. Gyula Fehérváralja, IBM Budapest Lab leader said that video is a fast-growing area in the cloud with companies across all industries using video to improve communications. Moreover, developers at the new IBM Budapest Lab are already cooperating with other IBM researchers to use Watson and other cognitive technologies to uncover new insights from video and to provide new opportunities to broadcasters and content owners. The IBM Budapest Lab expands on the work of the previous Ustream R&D Center in Hungary. IBM Budapest Lab offices will stay in the heart of Budapest on Andrassy út, where the Ustream Rad Center was located, and are being renovated and expanded to provide a high tech and inspirational workplace for IBM employees.

Nestlé Hungary invests HUF 20 bln in capacity expansion

Swiss-owned Nestlé Hungária is investing more than HUF 20 bln (USD 68.1 mln) ended in May of last year. The project in the Airport City logistic park in Vecsés, near Budapest’s international airport cost USD 2.1 mln. The 5,200 sqm base has tripled the size of UPS’s base near the airport, said Jim Kearney, head of UPS Magyarország. The Vecsés facility employs 140 people, and will also operate as a regional base. UPS already employs more than 810 people at seven facilities in Hungary and operates a fleet of 80 vehicles.

AmCham President Joins National Competitiveness Council

A National Competitiveness Council has been established by the government to advise the cabinet on the best ways to improve the competitiveness of Hungary, with AmCham president Farkas Bársányi among the business leaders invited to join.

"In order to catch up to the most developed countries, it is essential to improve the productivity and competitiveness of our country," said Minister for National Economy Mihály Varga, speaking after the council’s inaugural session.

"The foundation of the National Competitiveness Council is the realization that the rapidly changing international business climate, the arrival of the fourth industrial revolution and the commitment to further improve the effectiveness of the Hungarian economy may require additional measures," said AmCham president Bársányi. "Despite the major achievements of the Hungarian economy, such as steady economic growth and an exceptional employment situation, the government cannot afford to rest and lose momentum. The council is a forum established to address the challenges and the initiatives affecting the competitiveness of the economy and to provide suggestions to improve the competitiveness of Hungary."

Explaining how the system works, Bársányi added: "The council submits its proposals directly to the government through the Minister for National Economy. The council focuses on short-term issues as well as the tasks of the future. During the first meetings, the council discussed the means to improve the competitiveness of the business regulatory environment, competitive workforce, and digitalization, and the first proposals are being formulated."

The full council consists of: the minister who also acts as its chairman, Bársányi, president of AmCham Hungary and managing partner of GE Hungary, Robert Ésik, president of the Hungarian Investment Promotion Agency (HIPA), Dale A. Martin, president of the German Chamber of Commerce and Industry and CEO and chairman of Siemens, Zsolt Hernádi, chairman and CEO of MOL Group, Magdolna Csath, professor of Saint István University, Levente Jánoskuti, managing partner of the Budapest office of McKinsey & Company, and Dr. László Parragh, president of the Hungarian Chamber of Commerce.
The AmCham Hungary
Wall of Fame
Spring 2017

Meeting with State Secretary István Lepsényi (March 22)

Morning Seminar with motivational speaker and best-selling author Lisa Nichols (March 29)

Mini Morning Seminar on The Rules of Switching to International Financial Reporting Standards by IB Grant Thornton (April 4)

Patron Dinner with David J. Kostelancik, chargé d’affaires, ad interim of the US Embassy Budapest (April 4)

Board Simulation returned to Corvinus University of Budapest (April 11)

Career School 2017 Spring Series kicked off with Csaba László (April 19)

Two-time Olympic champion Áron Szilágyi, the second speaker of the new Career School semester (April 27)

Morning Seminar with CMS Budapest at the Hungarian Academy of Sciences (April 26)
The Digital Workforce Program, a joint effort by the government and stake holders of the business community, was launched at the Digital Labor Market 2017 conference organized by NSZ, the ICT Association of Hungary in partnership with AmCham Hungary, the German-Hungarian Chamber of Industry and Commerce, the Hungarian Chamber of Commerce and Industry, and the Big Four accountancy firms in order to call for a sector-wide cooperation addressing the growing issue of the digital labor shortage and the development of digital competencies.

The digital labor shortage affects all sectors, not just IT. Hundreds of thousands of employees with digital competence are needed.

In his address, State Secretary Péter Csorsz says the Digital Workforce Program presents significant and progressive short-term changes, such as new short-cycle training programs responding to the needs of the market. The state secretary believes a series of coordinated and effective measures will deliver great results in reducing the labor shortage and will enhance the digital competitiveness of Hungary.

Tamas Deutsch, Commissioner of the Digital Prosperity Program, argued that digital transformation offers a historic opportunity to build a knowledge-based innovation hub. Digital transformation is not the end for the future, it has already begun. “The goal of the Digital Prosperity Program is to create equal opportunities for all large and small companies in Hungary to embrace this transformation,” he said.

The labor shortage has reached a point where it hinders the economic performance of the country and it affects all levels of the labor market; as of now, more than a million Hungarians lack basic digital competencies. To address this complex issue, an integrated approach is required in every segment of the labor market and the educational and training systems.

Tobor Navracsics, the EU Commissioner of Education, Culture, Youth and Sport, warned that statistics show the regression of the EU’s economic importance. Some 20% of EU citizens have reading comprehension issues, 25% have difficulties solving simple math problems. While we are fighting to develop digital competencies, we must not forget about key competencies, he warned. These areas cannot be separated, digital tools make learning easier and provide access to knowledge. Some 75% of EU teachers believe digital tools are helpful in education, however, only 65% of all classrooms are equipped properly. Secondly, we must not forget that teachers are not to blame for this, they are our allies,” the commissioner said. “We need to motivate and train them as they should be at the forefront of this transformation.” Finally, digital culture needs to expand and spread, as every sector is affected.

The panel discussion (pictured), AmCham Hungary president Farkas Bánsony highlighted the role of education. “In order to remain competitive, effectiveness is quintessential. Digitalization and a flexible education system built to develop competencies are the key to produce future employees who are capable of adapting to new situations quicker. We need to focus on education and training first. Roboticization, automation and process simplification make way for high added value jobs, however, we need to produce the required skilled and effective workforce to fill these positions,” he said.

After the panel, Deloitte, EY, KPMG and PwC hosted breakout discussions addressing different issues such as digitalization in trade, digital transformation of training systems, “The US Digital Economy – Reality in Hungary” and digital transformation in manufacturing and industrial production.

### Continental Automotive Hungary Kft.

**Better social mood**

The country needs a vision that is inspiring and gives real options to the generations to come. It is essential to change the mood, pessimism, and general blame culture of Hungarians for the better. To become successful, you need to believe in the future, and you also need an environment around you that celebrates success and where you can enjoy the success of others.

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

I love AmCham for the values it represents, as well as for its clear mission to be a dedicated fighter for a better, more competitive Hungary. As a member of AmCham, I really appreciate meeting other executives and high-level professionals who are having similar challenges to mine, and that we can share our thoughts and ideas with each other I am convinced that together we are stronger.

Being an ordinary member, I am enjoying this friendly and supportive organization, and its continuous professional care for the members. Being a patron member is, I am adding another level of commitment from our side to support the mission of the organization, while enjoying the exclusive opportunities of the membership.

**Patron Profile**

**Company name:** Continental Automotive Hungary Kft.

**How many years doing business in Hungary:** 30 (since 1987)

**Total workforce in Hungary:** 8,299

Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner provides sustainable, safe, efficient, individual, and affordable solutions. In 2016, the corporation generated preliminary sales of around EUR 40.5 bln. Continental currently employs more than 220,000 people in 56 countries. One of the world’s leading automotive suppliers, Continental’s presence in Hungary includes six factories, a tire trading center and a regional distribution center for tires.

[www.continental-corporation.com](http://www.continental-corporation.com)

### ABB Hungary Kft.

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

Looking at the business environment in Hungary, there are a lot of opportunities for a company like ABB. Our customers are closely linked: transparency and predictability. It is important to adjust the education programs accordingly. The global environment requires highly skilled labor support for technical education, both in higher education and at secondary-school level. It is also needed, providing more up-to-date technical background, for example, modern machines, programs, robots, etc. which students can learn. In addition, even more emphasis should be given to the promotion of the transferred forms of education: professional experience connected with education, at least through one or two semesters, when students are working on site at a company.

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

Being an AmCham Patron member provides us the front line view on all the topics and events AmCham engages with. We see AmCham as an efficient representative of the business community and values in Hungary. We regularly attend its events that offer excellent networking opportunities for us. I personally appreciate the networking opportunity and the opportunity to influence decision makers, via AmCham programs, as well as the information and industry best practices we receive through the AmCham network. Our company’s internal values are in line with AmCham’s key values, such as business competitiveness and transparency.

**Patron Profile**

**Company name:** ABB Kft.

**How many years doing business in Hungary:** 40

**Total workforce in Hungary:** 4,200

ABB is a pioneering technology leader in electrification products, robotics, and motion, industrial automation and power grids, serving customers in utilities, industry and transport and infrastructure globally.

With a more than 125-year history of innovation, ABB today is the writing of the future of industrial digitalization and driving the Energy and Fourth Industrial Revolutions. ABB operates in more than 100 countries with about 140,000 employees. ABB’s ABK subsidiary ABB Kft. was founded in 1991 and has been one of the leading providers of the Hungarian Utilities- and energy sector.

www.abb.com
New Members On Board

Flowserve Hungary Services

General Manager: Ms. Maria Bartha
Address: 4034 Debrecen, Vágóhíd utca 2.
E-mail: kevoas@flowserve.com
Web: www.flowserve.com

Flowserve is one of the world’s largest manufacturers of pumps, valves and seals with over 19,000 employees in over 60 countries. Built on more than 50 world-renowned heritage brands, the equity and customer loyalty we have earned over the past 220 years in the foundation of our leadership position across the globe.

Hiflylabs Zrt.

Owner & President: Szilvi Virág
Address: 1114 Budapest, Bartók Bika utca 15A.
E-mail: hifly@hiflylabs.com
Web: www.hiflylabs.com

Hiflylabs is one of the fast growing independent software development and web design companies in the Hungarian market. In the last years we have grown significantly, and we have successfully completed several projects for international customers. We believe that our company’s future will be decided on the quality of our team. Our team is a mixed group of experienced developers, designers, and project managers. We specialize in web design, software development, application development, mobile technologies and more.

SHL Hungary

Managing Director: Ms. Juliana Kiss
Address: 2600 Kossuth Lajos utca 20.
E-mail: support@shl.hu
Web: www.shl.hu

SHL Hungary is a distributor of CEB SHL Talent Measurement Solutions’ competency measurement tools. We have been helping mostly large companies in selecting the candidates who will work most effectively. Turnover rate dropped significantly in organisations that have implemented SHL’s scientifically supported tests and simulation exercises. Either individually or as part of ADCC’s, our competency questionnaires are used for assessing about fifteen thousand persons each year. in the private and the public sector as well. SHL offers thorough training on the use of SHL tools for HR professionals. They will use their knowledge for selecting and developing managers and experts.

Work Force Kft.

CEO: Róbert Csákvári
Address: 1134 Budapest, Váci 49.
E-mail: titkarsag@work-force.hu
Web: www.workforce.hu

Work Force Ltd has been a key player on the recruitment and HR services market since 2003. Our basic goal is to contribute to our clients’ business goals in the increasingly complex market environment while continuously expanding and developing our services. Our services are available at our headquarters office in Budapest. Also you can find us at eight regional and six on-site offices. Our colleagues can provide a solution for any kind of problems, we have a wide experience in serving and developing customer’s employee demand operating several industries. During our operation, we do our best to increase the quality of our services. For this purpose, we have introduced quality management system ISO 9001:2001 in 2004, and regularly review and renew it.

333 Media

Managing Director: Lajos Péter
Address: 1118 Budapest, Társ utca 4.

333 Media is an independent audiovisual producing and production company. We specialize on commercials, corporate stories as well as developing and producing television shows. We work with the best in the industry and oversee production from the first idea to the final screen. Our company covers all audiovisual content needs of the Ministry of National Economy besides producing short stories for Hungarian Television and recently developing television format for channel TV2.

Analogy

Founder: Gergely Németh
Address: 9012 Körkemence utca 8.
E-mail: info@analogy.com
Web: www.analogy.com

Analogy has two disruptive products. (1) Practify is a gamified learning effectiveness software and methodology that enables long-term behavioural change, ensures training content becomes smoothly implemented into daily work practices and delivers tangible results. (2) GroupMind is a dialogical search and similarity engine that uses AI to help companies utilize their knowledge base to the fullest extent. As a learning virtual consultant API, GroupMind guides you in the search process to scabbly improve workflow efficiency.

Monster Code

Managing Director: Erik Bosnyak
Address: 1118 Budapest, Váci 49.
E-mail: office@monster-code.com
Web: www.monster-code.com

Monster Code Corporation is an innovative software development and web design company located in Budapest and San Francisco. We have a diverse team of design professionals, software engineers and web developers across California and Europe bringing high tech innovations and culture together. Leveraging a network of talented professionals, Monster Code can bring you world-class development and quality for unbeatable prices. We specialize in three main areas: Software development, Development Off Shoring and Start Up Incubation. Our mission is to help entrepreneurs who have spectacular ideas but require the technical resources to make it happen.
AmCham Changes Membership Fee Invoicing Policy

The membership invoicing cycle of AmCham Hungary changed with effect from May 1, 2017.

Following a decision of the AmCham board, the membership invoicing cycle is moving to a calendar-year based system. Currently, membership at AmCham Hungary is for a 365-day period, starting at any day of the year. Under the new system, every member company will receive their membership invoices for a January-December timeframe.

A transition period, running from May 1 this year until December 31 next year, will bridge the inevitable gaps between the two systems. From January 1, 2019, all members will be on the new system.

Members with a membership renewal date falling between January 1 and May 1, 2017 have already received their invoice for the next 365 days. In 2018, they will receive their invoice for the remainder of 2017 (i.e. a member with turning date in March will receive an invoice in March 2018 for nine months, ending the membership period in December 2018). In 2019, their membership invoice will be issued early in January covering the period January 1-December 31, 2018.

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We hope that this operational change will not raise any budget concerns, but should you have any questions, concerns, or comments regarding this, do not hesitate to contact us,” said AmCham CEO Írisz Lippai-Nagy. “We very much thank members for their flexibility and help.”

Questions or feedback regarding either the new system or the transition period should be addressed to membership manager Ilidiko Takács-Berka, via email at ilidiko.berka@amcham.hu, or by calling +36 1 428-2084.

AmCham Office Staff

Digitalization PTF Leadership Appointed

AmCham’s board of directors has appointed Barna Erős as lead and Péter Molnár as co-lead of the newly founded Digitalization Policy Task Force (PTF), with Krisztina Varga serving as the board pair of the PTF.

In preparing for the Policy Agenda 2017-2020, the AmCham Board sat down on February 2 with PTF and committee leaders and Patron members to analyze where the chamber is now, and where it is headed in the next three years, and also to reinforce its advocacy work.

One of the most important inputs was a greater need to focus on new trends, mainly positioning Hungary in the digital era. Therefore, it was decided to set up a new PTF named Digitalization. On March 28, the board elected the first leaders of the PTF.

Digitalization PTF Lead
Barna Erős, IT Operation Head at TATA Consultancy Services

Erős graduated from the University of Pécs as an economist with a major in IT and also achieved a master’s in management and consulting. He joined TATA Consultancy Services in 2008. He has been involved with IT operations for 18 years, with an overview of a wide range of technologies and industry practices, witnessing many transformation waves in the global IT environment and gaining significant experience in team management and leading change type initiatives.

Digitalization PTF Co-lead
Péter Molnár, CIO Regional Shared Services, GE Hungary

After attending the Technical Universities of Budapest, Vienna and Lappeenranta (Finland) and graduating with master’s in electrical engineering, Molnár started his career in the leadership program of GE’s Hungarian Tobacco (BAT). Later, he received a second degree as an enterprise economist. During his 20-year professional career, he has held numerous IT positions supporting a wide range of business processes including finance, manufacturing and logistics across multiple geographies. He also gained cross-functional experience in brand marketing, sales, and human resources. Molnár joined GE Hungary in 2009, drove IT project management and operations best practices and led the formation of GE’s Hungarian Digital Hub. He now serves as the regional CIO for GE’s cross-functional shared services, supporting centers from Shanghai to Monterrey.

Digitalization PTF Board Pair
Krisztina Varga, Regional Operations Director of DXC Technology

Varga is a member of the Central European management, leads strategic business planning and develops operational processes to meet rapid growth objectives. She has been a board member at AmCham for two-and-a-half years, in which capacity she actively advocated for a heavier focus on digitalization on the AmCham advocacy roadmap. She is also a co-chair of the Membership Committee and a volunteer Language Ambassador.