



**KÁRPÁTEXPOrt**

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# CARPATHIAN BASIN ECONOMIC EXHIBITION AND CONFERENCE

Budapest, 21-22 October 2019

Economic development without borders

**DRAFT PROGRAMME**

## DAY 1 (Monday, 21 October 2019)

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8:00–09:45 ARRIVAL, Building B, main stage  
Venue: Millenáris Park, H-1024 Budapest, Kis Rókus utca 16-20.

### PLENARY

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10:00–10:20 WELCOME NOTE  
Levente Magyar, Deputy Minister, Ministry of Foreign Affairs and Trade

10:20–10:40 KEYNOTE SPEECH 1  
Hungarian Multi Programme - Supporting the internationalization of SMEs with export potential  
Dr László Palkovics, Minister of Innovation and Technology, Ministry of Innovation and Technology

10:40–11:00 KEYNOTE SPEECH 2  
Export opportunities of the Hungarian agricultural sector and the food industry into the neighboring and further countries  
Dr. István Nagy, Minister of Agriculture, Ministry of Agriculture

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11:00–11:45 COFFEE BREAK

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11:45–12:00 VALOR HUNGARIAE-CED cooperation agreement signing ceremony

12:00–13:00 CED-HEPA ROUNDTABLE-TALK  
Achievements of economic development programs in neighboring countries and a vision for the future - from the Carpathian Basin to the global market  
Participants:  
István Pásztor, President, Alliance of Vojvodina Hungarians  
László Brenzovics, President, Transcarpathian Hungarian Cultural Association  
József Menyhárt, President, Party of the Hungarian Community in Slovakia  
Róbert Jankovics, President, Democratic Union of Hungarians in Croatia,  
Ferenc Horváth, President, Prekmurje Hungarian Self-Governing National Community  
Mónika Kozma, Managing Director, Pro Economica Foundation  
László Csík, General Manager, CED Central European Economic Development Network Nonprofit Ltd.  
Balázs Hendrich, CEO, HEPA Hungarian Export Promotion Agency

Moderator: Péter Kiss-Parciu, Deputy State Secretary for Cross-Border Economic Development, Ministry of Foreign Affairs and Trade

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13:00–14:30 LUNCH

## PANEL

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11:30-13:00	INAUGURAL MEETING OF THE VOSZ (National Association of Entrepreneurs) CARPATHIAN BASIN BUSINESS FORUM, Building D, session room
14:30-	BILATERAL TALKS, EXHIBITION, Building B, mezzanine
14:30-16:00	HEPA INTERREG PROGRAMME, Building D, session room
14:30-16:00	AGRO ICT CLUSTER GENERAL ASSEMBLY, Building B, session room
14:30-16:00	<b>STARTUP CAMPUS PANEL DISCUSSION</b> Prospects of Hungarian startups in the Carpathian Basin - opportunities and challenges, Building B, main stage Participants: Gergely Romhány, CEO, co-founder, Trustchain Sára Volom, CEO, co-founder, Photon Timur Csillik, CEO, Rendi Moderator: <b>Tamás Tossenberger</b> , head of communications and international programs, Startup Campus
16:00-17:30	<b>VADONVILÁG</b> - on the path of Count Zsigmond Széchenyi: screening of the documentary film The screening is opened by: <b>Levente Magyar</b> , Deputy Minister, Ministry of Foreign Affairs and Trade The screening will be attended by Margit Hertelendy, the widow of Count Zsigmond Széchenyi, Building D, session room

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## ONGOING PROGRAMME:

### Building B:

- Exhibition of enterprises from the Carpathian Basin, with 250 exhibitors
- Governmental stand, with 15 affiliated institutions
- B2B meetings, Building B, mezzanine of the upper floor

## DAY 2 (Tuesday, 22 October 2019)

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### PLENÁRIS

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HEPA EXPORT ACADEMY – Brand building on foreign markets  
Building D, session room

10:00–10:15

#### WELCOME NOTE

HEPA Hungarian Export Promotion Agency: services to facilitate access to external markets

Balázs Hendrich, CEO, HEPA Hungarian Export Promotion Agency

10:15–10:45

Perfect pitch – the power of professional speaking and presentation in sales  
dr. Zoltán Németh, presentation trainer and coach, TEDx coach and speaker

10:45–11:15

Be unique! – brand building at small companies: potential and advantages  
Barna Nagy, General Manager, brand and image design expert, Kreatív Vonalak Kft.

11:15 – 11:30

Naturtex Kft. – The road to becoming a global brand  
Bence Simonyi, international business development manager, Naturtex Kft.

11:30–11:45

Conscious brand-building and expansion in Hungary and abroad  
Zsolt Oltványi, owner, Vita Stilo Kft.

11:45–12:00

Employer branding and brand building in Hungary and on external markets  
László Gyimesi, Managing Director, Mystic Nails Hungary Bt.

### PANEL

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10:00–13:00

BILATERAL TALKS, Building B, mezzanine