



PwC Debrecen

# Invitation: Business Forum 2025

Dear Sir or Madam,

We cordially invite you to the business conference “Business Forum 2025” organised jointly by PwC Hungary and the Municipality of the City of Debrecen for the second time in Debrecen. The main objective of the event is to showcase the business and industrial achievements of the region and Debrecen, discuss current business trends, and share insights and messages from leaders of distinguished international and local companies operating in or originating from the region. This year’s slogan for the event is: “Success is born in Debrecen.”

At the Business Forum, we will present two professional awards – the “Excellence in Business Award” and the “Excellence Award for the Company of the Future”. The awards are crafted by the glass designer and artist Tamás Sipos.

The afternoon workshops are organised in collaboration with the German-Hungarian Chamber of Industry and Commerce (DUIHK), the American Chamber of Commerce (AmCham), and the Hajdú-Bihar County Unit of the National Association of Entrepreneurs and Employers (VOSZ)

We look forward to welcoming you to the “Business Forum 2025”.

**Date:** Tuesday, 29 April 2025, 8:30 AM  
**Venue:** Kölcsey Centre Debrecen (4026 Debrecen, Hunyadi Street 1-3.)  
**Languages of the event:** Hungarian and English (with simultaneous interpretation in English and Hungarian)

[Register](#)

## Programme

8.30-9.00	<b>Arrival and registration</b>
9.00-9.15	<b>Opening speeches</b> László Radványi, Country Managing Partner, PwC Hungary Tünde Kis, Director, PwC Hungary
9.15-9.25	<b>Welcome speech</b> László Papp, Mayor of Debrecen
9.25-10.15	<b>Pathways to success – International Business Leaders Circle    On economic processes, industry trends, and future outcomes (in English)</b>  Moderator: Enikő Könczöl, Partner, PwC Hungary Participants of the roundtable discussion: <ul style="list-style-type: none"><li>• Zoltán Kocsis, CEO, Kronos Hungary</li><li>• Alexander Holden, Senior Vice President, EVE Energy</li><li>• Péter Bárány, Group Owner and Managing Director, Master Good</li><li>• Richard Freiherr von Ketteler, CEO, Diehl Aviation Hungary</li></ul>
10.15-10.40	<b>Pathways to success – Athletes: Messages from Olympians</b> Moderator: Ádám Dallos, Senior Manager, PwC Hungary Participants of the roundtable discussion: <ul style="list-style-type: none"><li>• Luca Kozák, hurdler, Olympian, Hungarian Athlete of the Year (2022)</li><li>• Krisztián Berki, gymnast, Olympic Champion, three-time World Champion and six-time European Champion</li></ul>
10.40-11.00	Coffee break
11.00-11.45	<b>Pathways to success – Most inspiring leaders: Messages from PwC’s CEO Survey</b> Moderátor: Moderator: Szabolcs Mezei, Partner, PwC Hungary Participants of the roundtable discussion: <ul style="list-style-type: none"><li>• Orsolya Szabadné Kázmér, CEO, Swiss Krono Hungary</li><li>• Dr. Róbert Keszte, Global Production Manager, Continental Architecture and Networking</li><li>• Zoltán Gazsi, Company Executive, Eisberg Hungary</li><li>• László Radványi, Country Managing Partner, PwC Hungary</li></ul>
11.45-12.00	<b>Presentation of the ‘Excellence in Business Award 2025’ and the ‘Excellence Award for the Company of the Future 2025’</b>
12.00-13.30	Business lunch and networking
13.30-15.00	<b>Professional workshops running concurrently</b>  <b>Workshop I: Organised by the German-Hungarian Chamber of Industry and Commerce (DUIHK) and the American Chamber of Commerce (AmCham)</b>  <b>Connecting knowledge and business: Increasing competitiveness through collaboration</b>  <b>Welcome speech</b> <ul style="list-style-type: none"><li>• Barbara Zollmann, CEO, DUIHK</li><li>• Írisz Lippai-Nagy, CEO, AmCham</li></ul> <b>Talent shaping the future: Education as a catalyst for competitiveness</b> <i>This section discusses the role of education in shaping the workforce of the future and promoting a competitive business environment, as well as the related expectations of panel participants.</i> Moderator: Csilla Stéger, Senior Manager, PwC Hungary Participants of the panel discussion: <ul style="list-style-type: none"><li>• László Papp, Mayor of Debrecen</li><li>• Dr. Zoltán Bács, Chancellor of the University of Debrecen</li><li>• Ákos Janza, President of AmCham</li><li>• Markus H. Hilken - Managing Director SAP Labs Hungary, SAP Hungary Kft., Vice President at DUIHK</li></ul> <b>The state of cooperation between universities and the private sector</b> <ul style="list-style-type: none"><li>• Dr. Róbert Keszte, Global Production Manager, Continental Architecture and Networking</li></ul> <b>The strength of cooperation: Pathways to successful local collaborations</b> <i>The goal of the roundtable is to showcase successful cooperation-based solutions from Debrecen to the challenges identified in the region, which can serve as examples for the future.</i> Moderator: Csilla Stéger, Senior Manager, PwC Hungary Participants of the panel discussion: <ul style="list-style-type: none"><li>• Prof. Dr. Veronika Fenyves, Dean, Faculty of Economics, University of Debrecen</li><li>• Zoltán Kocsis, CEO, Kronos Hungary</li><li>• Csaba Juhász, Managing Director, Harro Höfliger Hungary</li><li>• Dávid Gerzsenyi, Business Operations Manager, Deutsche Telekom IT Solutions Hungary</li></ul> <b>Closing thoughts</b>  <b>Workshop II: Organised by the Hajdú-Bihar County Unit of the National Association of Entrepreneurs and Employers (VOSZ)</b>  <i>The key to economic growth: Competitive small and medium-sized enterprises and family businesses</i>  <b>Welcome speech</b> <ul style="list-style-type: none"><li>• Károly Balogh, President, VOSZ Hajdú-Bihar County Unit</li></ul> <b>Directions for Business Development 2025</b> <ul style="list-style-type: none"><li>• Richárd Szabados, Ministry for National Economy, State Secretary for the Development of Small and Medium Enterprises and Technology</li></ul> <b>Success factors and breakout points for the effective operation of Hungarian SMEs</b> Moderator: Gábor Farkas, Partner, PwC Hungary Participants of the panel discussion: <ul style="list-style-type: none"><li>• Richárd Szabados, Ministry for National Economy, State Secretary for the Development of Small and Medium Enterprises and Technology</li><li>• Lajos Barcsa, Deputy Mayor of Debrecen</li><li>• Károly Balogh, President, VOSZ Hajdú-Bihar County Unit</li></ul> <b>How can Hungarian SMEs be successful? Success stories firsthand</b> Moderator: Gábor Farkas, Partner, PwC Hungary Participants of the panel discussion: <ul style="list-style-type: none"><li>• Csaba Zajdó, owner, Innonic Group</li><li>• István Czírbusz, owner, Baromfiudvar 2002 Kft.</li><li>• Csaba Ábel, owner, ÁSZ Event House</li><li>• Gabriella Papik, owner-executive director, Papik Steel Group</li></ul> <b>Closing thoughts</b>
15.00-16.00	Wine, Bonbons & Business

We reserve the right to make changes to the programme.

**Participation fee:** Attendance is free of charge but registration is required. Please use the link below to register by 20 April 2025

[Register](#)

We hope to welcome you at the event.

Best regards,  
PwC Hungary  
Budapest, Bajcsy-Zsilinszky Road 78. 1055  
[www.pwc.com/hu](http://www.pwc.com/hu)

