



**November 18, 2015 Budapest**  
**Bank Center Conference Hall**  
(1054 Budapest, Szabadság tér 7.)

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Partners/Sponsors



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The conference language is **English**, no translation will be provided!

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**István SZABADFÖLDI**

President

**BIBCA - Budapest International Business Center Association**

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**THE CENTRAL & SOUTH-EASTERN EUROPE INVESTMENT SUMMIT 2015 © BANCRAFT**

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Direct investment — whether from foreign or domestic firms — leads to economic growth and job creation.

Central and Eastern Europe – despite diversity in culture and differences in economic output of individual countries – often considered as one large economic zone by both economic analysts and corporate executives.

The 2015 Investment Summit will address challenges and opportunities of investment in the region. The forum will consider lessons drawn from the Greek crisis, strategic factors to improve and open the region for inward investment in the context of contemporary geopolitical and socio-economic realities, including the opportunities represented by developing North Atlantic Free Trade with the EU.

Foreign investors and multinational companies expected to be embedded into national economies, involve local businesses into supply chain, and play leading role in Corporate Social Responsibility.

In search of new pathways, the purpose of the summit is to highlight policy objectives and mechanisms to unleash the potential of this emerging region of Europe to achieve the long-desired economic convergence. Through the participation and networking of top-level corporate executives, investors and policymakers from throughout the region and round the world engage with senior experts and academics for robust exchange of views on the investment climate in the region.

The forum seeks to aggregate the opinions of stakeholders and underscore viable pathways for policymaking to gain a responsible foothold on global competitiveness and sustainable growth.

The Summit provides excellent opportunities for high profile patronage with exhibiting option.

## Who Should Attend

- International and domestic businesses and investors
- Financial services companies
- Entrepreneurs, financiers
- Representatives of FD Promotion Agencies from Central & South-Eastern Europe
- Representatives of Chambers of Commerce & Industry (national and foreign)
- Economic development professionals, Consultants, Advisors
- Representatives from EU Commission, Member States, Regional and Local governments
- Representatives from pre-accession Countries' Governments
- Academics

## Networking

- Directly connect Participants to promote investment projects
- B2B meetings with FDI Promotion Agency representatives on issues of policy and regulations
- Interact with other investors from around the world
- Learn from industry experts from case studies, success stories

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# The CENTRAL & SOUTH-EASTERN EUROPE INVESTMENT SUMMIT 2015

## 1. Plenary Session:

### 09.00 – 13.00 Plenary sessions

#### 09.00 – 09.10 Opening of the Summit

Mr. István Szabadföldi, President, BIBCA

#### 09.10 – 09.40 Key-note

**The Transatlantic Trade and Investment Partnership (T-TIP) and How SMEs Can Benefit**

H.E. Ms. Colleen Bell, US Ambassador to Hungary

#### 09.40-10.10. Cyprus national policy for attracting FDI

Mr. Arne Gobert President, Deutscher WirtschaftsClub Ungarn

#### 10.10-10.40 Corporate Centers – selection criteria and procedure

Mr. Ferenc Pongrácz, Director, IBM

#### 10.40-11.10 Non-Performing Loans – a niche investment opportunity in Central & Eastern Europe

Mr. Gergely Fábián, Director National Bank of Hungary

### ***11.10 – 11.20 Coffee Break***

#### 11.20 – 11. 50 Private equity investments in the Region – success stories

Mr. David Keresztes, Principal, Central European Trust

#### 11.50-12.20 - National policy for Corporate Social Responsibility

Ms. Gabriella Tölgyes Chief Counsellor, Ministry of National Economy of Hungary

#### 12.20-12.50 Immigration, Refugees and the Socio-Economic Impact

Mr. Erik Almquist, Former Member of the Swedish Parliament

### ***Lunch Break***

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## 2. Panel discussions

### 14.00-15.00 Panel Discussion

#### **The Business Climate - Promotion of FDI –Investment opportunities Panel**

*Attracting foreign investments, Legal Framework, Protection of investments, Court of Arbitration,  
Emerging investment opportunities: NPL - managing bad banks, workout servicing  
SME and corporate finance, renewal in retail banking, the emerging role of private equity investments, M&A s*

Dr. Arne Gobert President, **Deutscher WirtschaftsClub**

Mr. Marios Tannousis Senior Investment Promotion Officer, **Invest Cyprus Agency**

Mr. Ferenc Pongrácz, Director, **IBM**

Mr. David Keresztes Principal - **Central Europe Trust**

Mr. Imre Balogh, Acting CEO and Member of the Board of Directors, **Bank Asset Management Company, Slovenia**

Mr. László Bocskárdi, Managing Partner **ecoMATRIX Consulting**

### 15.00-16.00 Panel Discussion

#### **Corporate roles in societal challenges Panel**

*Combating unemployment, embedding into national economy, subcontracting with local businesses – regional and local strategy of global industrial players*

*Business Integrity - combating corruption*

*Environmental challenges*

*Corporate Social Responsibility*

*Shortage of skilled workforce – brain drain-migration*

Mr. Zoltán Gábor CSR Manager, **GE Hungary**

Mr. Mihály Helfy President, **European Social Responsibility Association/Hungarian Product Fund**

Mr. Michele Orzan President, **EUCHAM CEE**

Ms. Gabriella Tölgyes Chief Counsellor, **Ministry of National Economy/ Department for Labour Market**

Mr. Michael Lee Secretary General, **World Alliance of Young Entrepreneurs**

Mr. Nicholas Sarvari CEO, **CNS Risk Ltd.**