



**1<sup>st</sup> Hungarian Investors' Day in Israel**  
**Conference and Round Table Discussion on the**  
**New Foreign Trade Strategy and Investment Opportunities in Hungary**  
**May 13<sup>th</sup>, 2015, 9 a.m. - 1.30 p.m.**  
**At the Dan Tel Aviv Hotel, 99 Hayarkon Street**

*Guest of honor: Dr. László Szabó, Deputy Minister of Foreign Affairs and Trade of Hungary*

**Planned Schedule**

- 9:00 – 9:30 Registration / morning gathering
- 9:30 – 9:50 Opening and presentation  
The New Foreign Trade Strategy of Hungary  
Dr. László Szabó, Deputy Minister of Foreign Affairs and Trade of Hungary
- 9.50 – 10:00 Welcome by the representative of the Ministry of Economy of Israel
- 10:00 – 10:15 Keynote: Mr. Frigyes Schannen, Managing Partner, Roland Berger
- 10:15 – 11:15 Panel I. Moderator: Dr. Gusztáv Bienerth, Chairman, Roland Berger Hungary  
Investment Climate in Hungary  
Areas of Investment and Business Opportunities Today and Tomorrow
- 11:15 – 11:30 Coffee break
- 11:30 – 12:30 Panel II.  
Successful Investments, Successful Investors. Lessons to Learn and to Consider
- 12:30 – 13:30 Buffet lunch and opportunity of bilateral negotiations (Sea Restaurant, Dan Tel Aviv)

**Panelists**

Mr. Robert Ésik, President, Hungarian  
Investment Promotion Agency (HIPA)

Mr. David Wiernik, Founding Partner, NNG  
Navigation Solutions, Honorary Consul

Dr. Endre Ascsillán, Vice President,  
General Electric CEE

Mr. Mati Gill, Senior Director of  
Legal Operations and Government Affairs, TEVA

Mr. Frigyes Schannen, Managing Partner,  
Roland Berger

Mr. Ofer Sachs, CEO, The Israel Export &  
International Cooperation Institute (IEICI)

Dr. Csaba Márkus, Director Tax and Legal,  
Deloitte Hungary

Ministry of Economy of Israel