



III. Hungary – Latin America Forum

Knowledge and Development: Investment in the Future

Preliminary Program

14 November 2017, Tuesday (Venue: Eötvös Loránd University, H-1088, Budapest, Múzeum krt. 4/C room: A39)

17:30-18:00	Award Ceremony of the Latin America Competition in the presence of GRULAC Ambassadors <i>Competition published for students of bilingual secondary schools and faculties of Spanish and Portuguese linguistics and Ibero-American Studies about Latin America.</i>
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15 November 2017, Wednesday (Venue: Ministry of Foreign Affairs and Trade, H-1027, Budapest, Bem rkp. 47.)

08:15 – 09:00	Registration
09:00 – 09:55	Opening Ceremony Welcome speech by Péter Szijjártó , Minister of Foreign Affairs and Trade of Hungary <u>Keynote addresses:</u> Leonel Fernández Reyna , President, EU-LAC Foundation (tbc) María Ángela Holguín Cuéllar , Minister of Foreign Affairs, Colombia (tbc) Pablo Campana Sáenz , Minister of Foreign Trade, Ecuador
09:55 – 10:30	Session I. – high level political panel discussion <i>New Ways – New Means – New Alliances</i> <u>Moderator: Pál Varga Koritár</u> , Goodwill Ambassador, EU-LAC Foundation - Edita Hrdá , Managing Director Americas for EEAS (tbc) - Fernando Simas Magalhães , Undersecretary General for Multilateral Political Affairs, Europe and North America of the Ministry of Foreign Affairs, Brazil (tbc) - Paola Amadei , Executive Director, EU-LAC Foundation - Orsolya Pacsay-Tomassich , Deputy State Secretary for International and EU Affairs of the Ministry of Human Capacities, Hungary (tbc) -further panellist TBCL <i>Brief summary: The panel presents the advantages and methodology of cooperation between Latin American countries and Hungary as a new European partner. From among the different forms of cooperation, the panellists will exchange ideas in the field of politics, economy, education and new technologies, as well as cooperation between the two regions and multilateral issues. The added value of Hungarian expertise in engineering, education and technology transfer as assets enhancing relations between Hungary and Latin America will be discussed as well.</i>
10:30 – 11:00	Coffee break



11:00 - 12:30	<p>Session II. – panel discussion <i>Triangular for South-South Cooperation</i> <u>Moderator:</u> Csaba Csáki, Professor emeritus, Corvinus University of Budapest, former senior agricultural adviser of the World Bank</p> <ul style="list-style-type: none">-Santiago Irazabal Mourão, Undersecretary General for International Cooperation, Trade Promotion and Cultural Themes of the Ministry of Foreign Affairs, Brazil (tbc)-Norbert Somogyi, Deputy Director General, National Agricultural Research and Innovation Center, Hungary-José Miguel Zeledón Calderón, Director, Directorate of Water Resources - Ministry of Environment and Energy, Costa Rica-László Váradi, President, Hungarian Aquaculture Association (tbc)-László Örlös, Senior Advisor in International Finances, Ministry for National Economy, former Senior Advisor to Executive Director of the World Bank Group <p><i>Brief Summary:</i> The panel focuses on presenting the role of modern technologies and solutions primarily from the point of view of sustainability – agriculture, water management and natural resources in particular. „South-South Cooperation”, that is, cooperation between developing countries, can also be realised in practice in the form of a traditional triangular cooperation when technology and solutions tailored to local needs come from an old-new partner, in this case from Hungary. The panel will also provide an excellent opportunity to present and discuss cross-border projects with international or mixed funding, realised with a new approach in mind and through new technologies.</p>
12:30 – 13:30	Lunch
13:30 - 15:00	<p>Session III. – panel discussion <i>„It is health that is real wealth...”</i> <u>Moderator:</u> András Csontos, Head of Latin American Operations, Gedeon Richter Plc. Hungary</p> <ul style="list-style-type: none">-Csilla Pozsgay, Director General, National Institute of Pharmacy and Nutrition, Hungary-Julio Sánchez y Tépoz, Comisionado Federal, Comisión Federal para la Protección Contra Riesgos Sanitarios, México (tbc)-further panellists TBCL <p><i>Brief summary:</i> The discussion focuses on healthcare industry, primarily on medical technology, biotechnology and on pharmaceutical industry. The quotation of the panel title truly reflects the idea that healthcare industry could bring higher added value in modern economy than the export of raw materials and primary products. Hungary’s experiences and best practices in the health sector regarding R&D&I and other methodologies could be extremely interesting for Latin American countries aiming at increasing productivity through new forms of cooperation. Potential opportunities for development, issues of regulation, supervision and security will be discussed too.</p>
15:00 – 15:20	Coffee break



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15:20 - 16:50	<p>Session IV. – panel discussion <i>Engineering digitality</i> <i>Moderator: Dávid Vitézy, General Director, Museum of Science, Technology and Transport (tbc)</i> -Luiz Augusto de Souza Ferreira, President, Brazilian Industrial Development Agency (tbc) -Rocio Medina, Director of Product Marketing, Prezi Inc. (tbc) -further panellists TBCL</p> <p><i>Brief summary: In the globalised world, infocommunication companies have an increasingly important role. Maybe this is the most straightforward breakthrough opportunity for both enterprises and start-ups. The panel will focus on best practices, the role of innovation and education, funding, and on the field of economic development, as well. As the creative and infocommunication industries are highly important sectors also for the Latin American countries, particular importance is attached to this panel. A discussion is foreseen on the journey of products and services based on innovative ideas as they reach customers. Building on its intellectual capabilities and firm basis in education Hungary has a leading position in the ICT sector with plenty of success stories.</i></p>
16:50 - 17:00	Closing remarks by Szilveszter Bus , Deputy State Secretary for Opening to the South (tbc)
17:00 - 17:30	Networking event: wine tasting (Ministry of Foreign Affairs and Trade lobby)

20:00 - 22:00	Standing Reception (on the River Danube)
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16 November 2017, Thursday (Venue: Hungarian National Trading House, H-1095, Budapest, Ipar utca 5. – except for the study tour and the dinner!)

08:00 - 12:15	Study Tour 1.: Innovative Hungarian Enterprises (Budapest – Gedeon Richter Plc., Prezi Inc., 77 Elektronika Ltd.)
12:15 – 13:00	Lunch
13:00 - 15:00	Latin America & V4 Trade Workshop Introduction of the trade promotion agencies from Latin America and the Visegrád Group (V4) – discussion, best practices
15:00 - 18:00	Latin America B2B Business Forum (with the participation of Latin American, Hungarian and other companies from the V4 countries)

Venue: Aria Hotel Skybar, H-1051, Budapest, Hercegprímás utca 5.

19:30 - 21:00	Dinner for Heads of Delegations <i>Focus on Budapest – business opportunities in CEE region</i> Welcome speech by Asztrik Várszegi , OSB, bishop, Abbot of Pannonhalma
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17 November 2017, Friday (Venue: Nematik Győr Ltd., H-9027, Győr, Ipari Park - Nyírfasor, departure from Budapest!)

08:30 - 13:00	Study Tour 2.: A Latin American investor's Hungarian experience (Nematik Győr Ltd.)
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