

# **INTERNATIONAL CONFERENCE ON THE CHALLENGES AND GOOD PRACTICES OF SMES IN V4 COUNTRIES**

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**SEPTEMBER 25-26, 2019  
BUDAPEST**

# ABOUT THE PROJECT

## V4 Network on Entrepreneurship

### Aim

The project is aiming to facilitate information-sharing in order to form new, cross-country knowledge and network about entrepreneurship and small business in the Visegrad countries.

### Partners

**HETFA Research Institute (HU)**

<http://hetfa.eu/>



**IDEA of Development Foundation (PL)**

<http://ideaorg.eu/en.html>



**University of Economics, Prague (CZ)**

<https://www.vse.cz/>



**Slovak Business Agency (SK)**

<http://www.sbagency.sk/>



### More information:



[hetfa.eu/v4-network-on-entrepreneurship/](http://hetfa.eu/v4-network-on-entrepreneurship/)



**V4 Network on  
Entrepreneurship**



# ABOUT THE EVENT

This 2-day international conference focuses on the sharing of good practices and common challenges of SMEs in the V4 countries along different aspects. Participants include academics, researchers, experts from public authorities as well as representatives of businesses and other organizations working on various aspects of entrepreneurship. Therefore this event is a special opportunity for getting involved in interactive and discursive knowledge-sharing and networking.

## More information about the conference:

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# PROGRAM

## DAY 1

- 13.30-14.00**      **Arrival and registration**
- 14.00-14.10**      **Welcome speeches**  
*Gábor Balás, HETFA Research Institute, Hungary*
- 14.10-14.30**      **Introduction of the project “V4 Network on Entrepreneurship”**  
• *General overview: Virág Zsár, HETFA Research Institute, Hungary*  
• *Partner's introduction*
- 14.30-15.00**      **Keynote speech: Importance of SMEs and cooperation in V4 countries**  
*Balázs Szepesi, Deputy State Secretary for Economic Development, Hungary*
- 15.00-15.30**      **Coffee break**
- 15.30-17.00**      **Plenary session: Competitiveness and innovation potential of SMEs in V4 countries**  
*Moderator: Gábor Balás, HETFA Research Institute, Hungary*
- *PhDr. Jan Oravec, CSc., The president of The Entrepreneurs Association of Slovakia*
  - *Mgr. Ing. Kim Králík, Head of the Research and Innovation capacities department at the Business and Innovation Agency of the Czech Republic*
  - *Rafał Trzcinski, IDEA Institute, Poland*
  - *Csaba Novák, Ministry of Finance, Hungary*
- 17.00-17.30**      **Summing up the day**



# PROGRAM

## DAY 2

9.00-11.00

### **European and regional context:**

#### **Trends in Europe – trends in V4: similarities and differences**

Circular economy, Young entrepreneurs, Start-ups: a trendy keyword or what is behind it?

*Moderator: Balázs Szepesi, Deputy State Secretary for Economic Development, Hungary (tbc)*

- Ing. Jana Bielíková, Slovak Business Agency, Slovakia
- Assoc. Prof. Martin Pelucha, University of Economics, Prague, Czech Republic
- Maciej Kolczyński, IDEA of Development Foundation, Poland
- Lilla Nedeczky, FIVOSZ - National Association of Young Entrepreneurs, Hungary

11.00-11.30

### **Coffee break**

11.30-13.00

### **Parallel sessions:**

#### **1) social entrepreneurship**

*Moderator: Luca Koltai, HETFA Research Institute*

- PhDr. Ing. Petra Francová, social entrepreneurship expert, P3 - People, Planet, Profit o.p.s., Czech Republic
- Piotr Stronkowski, Poland
- Zsuzsa Lackó, NEEsT, Hungary
- Zuzana Poláčeková, Forecasting Institute at the Slovak Academy of Sciences, Slovakia

Method: round-table discussion

#### **2) female entrepreneurship**

*Moderator: Virág Zsár, HETFA Research Institute*

- Zsuzsanna Lakatosné Lukács, CEO of SEED – Foundation for Small Enterprise Economic Development, Hungary
- Eszter Szabó, Founding President of Women/Business/Angels
- Dipl. Ing. Veronika Belíčková, SBA, Business Innovation Center Banská Bystrica, Slovakia
- Klaudia Keringer, Women in Business project
- Zsófia Kocsis, Danube Chance 2.0 project

Method: elevator pitch



# PROGRAM

## DAY 2

**13.00-14.00**      **Lunch and networking**

**14.00-15.30**      **Parallel sessions:**

**1) family businesses, generation changes**

*Moderator: Ágnes Mosolygó-Kiss, Budapest Business School*

- *Dr. Jana Kouřilová, University of Economics, Prague, Czech Republic*
  - *Maciej Kolczyński, Foundation IDEA of Development, Poland*
  - *László Borbély, Hungary, member of the presidency of the Association of Family Enterprises in Hungary*
  - *Ing. Filip Ondriš, Slovakia, SBA, entrepreneur leading family business*
- Method: pecha kucha presentations

**2) Business support, good practices, digitalisation in SMEs, industry 4.0**

*Moderator: Donát Magyari*

- *Adam Joura, director of the regional office of the CzechInvest Agency for the Vysocina region, Czech Republic*
- *Máté Gulyás, CEO of Datapao Ltd., Hungary*
- *Péter Bóna, CEO of Com-Forth Ltd., Hungary (tbc)*
- *Slovakia, tbc*

Method: round-table discussion with digital platforms

**15.30-16.00**      **Coffee break**

**16.00-17.00**      **Summary of parallel sessions**

What is next? – Life of the “V4 Network on Entrepreneurship” project after the conference

**17.00-17.30**      **Closing remarks and farewell drink**

