



CEE Automotive Forum 202

[Central & Eastern European Automotive Forum 2021](#) will bring together all the leading players of the automotive industry from 20+ countries **to discuss how to rebuild the industry after COVID-19 pandemic and what would be the new trends of our changed reality.**

OEMs, Tier suppliers, as well as solution providers and start-ups will all gather on **26-27 May in Hungary** for 2 days of news and networking.

AMONG KEY SPEAKERS:

- **ARTURO ACHARD**, Head of Project House Eastern Europe, **VW Group**
- **JAN BURDINSKI**, Executive Director, Head of European Government Relations, **Hyundai Motor Europe**
- **CHRISTIAN CAHN VON SEELEN**, Head of Global Regions, **SKODA Auto**
- **JUAN CARLOS GONZALEZ**, Senior Purchasing Manager Spain and Emerging Markets Sourcing, **Ford Motor Company**
- **MARGARET BEEVER**, Head of Purchasing Central and Eastern Europe, **Jaguar Land Rover SK**
- **VIOREL NUTA**, Snr Purchasing Manager Romania Ford of Europe Prototypes and Emerging Markets, **Ford Motor Company**
- **STEPHANIE VOX**, Managing Director, **Konnect with the VW Group, Israel**
- **ROBERT KESZTE**, General Manager and Plant Manager, **Continental Automotive Hungary**
- **SASHA CIORINGA**, General Manager, **Continental Automotive Serbia**
- **AXEL MALLENER**, Managing Director, **Brose Prievidza**

See the list of all speakers [here](#)

New hybrid model of the Forum allows both in-person and online participation

40+ speakers **300+** delegates **100+** B2B-meetings **20+** countries

HIGHLIGHTS OF THE PROGRAMME THIS YEAR

- **The OEMs / SUPPLIERS PANEL DEBATE**
- **B2B MEETINGS SESSIONS**
- Rewriting our future - **Automotive market in the new post COVID-19 reality.** Forecasts and strategies for the recovery of the CEE automotive industry
- The 2020 **OEM strategic panel debate:** Rebuilding the industry after COVID-19 pandemic
- **Manufacturing efficiency** – what would the ‘new normal’ be?
- The next era of transportation. **New opportunities for connecting auto markets of Europe and Asia.** New post-pandemic balance.
- Key **innovation trends helping a smooth recovery.** Which practices and solutions does the industry require these days?
- Suppliers’ strategies in response to the COVID-19 impact. **Current competitiveness and quality standards.**
- **Automotive software driven innovations and solutions.** Transformation of the industry into software-defined platforms. Discussing a path forward within the crisis
- The role of **START-UPS in the automotive industry** today. How can they help rebuild the industry and drive it forward?
- HR panel debate. Human **Resources challenges in automotive industry**

See the Forum agenda [here](#)

If you are planning to **BECOME A PARTNER OF THE FORUM AND RAISE YOUR PROFILE TO 250+ COMPANIES & INDUSTRY DECISION-MAKERS**, please [follow the link](#) or contact **Dmitry Srybny**: +44 777 400 6056, dsrybny@adamsmithconferences.com.

Stay safe and hope to see you in Budapest in May 2021!

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www.ceeautomotive.com

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