



North West England



Business Support on Your Doorstep

**Doing Business in Hungary**  
Alderley Park Conference Centre  
Alderley Park, SK10 4TG  
25<sup>th</sup> March 2015

**10:00** - Registration and Tea/Coffee

**10:30** - Welcome and Opening Remarks, Michael Jones, Leader Cheshire East Council

**10.45** - Introduction of main guest, HE Péter Szabadhegy, Ambassador to the Embassy of Hungary

**11.00** - Keynote speaker, "Market Overview and Business opportunities", Dr Andras Aradszki, Minister of National Development responsible for energy

**11.30** - Case study, "Road to Success in Hungary", Paul Szeman, Managing Director, Maltacourt Hungary

**11.45** - Business support and Mission to Hungary in June 15, Rodolphe Soulard, Enterprise Europe Network

**12.00** - Q&A and panel discussion, chaired by Rt. Hon Bob Neil

**12.30** - Lunch and Exhibition



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## Baron Frankal



### Honorary Consul of Hungary - MAG Director of Corporate Strategy (Chair)

Baron Frankal is the Honorary Consul of Hungary, as well as MAG Director of Corporate Strategy for the airports group that includes Manchester, Stansted and East Midlands. Baron is a qualified solicitor, who practiced in London and Budapest with CMS Cameron McKenna and at the ECB in Frankfurt where he was UK rapporteur and then senior economist in International Relations, publishing, "How will the Treaty of Lisbon affect EMU". Baron has published over 50 articles, including in national newspapers, and appeared on national TV and radio. He is a recognised economic commentator and prior to MAG Director of Strategy at New Economy, where he prepared the way for Greater Manchester's devolution settlement. Baron managed the Manchester Independent Economic Review, was involved in the establishment of the UK's first Combined Authority and set up the Manchester-China Forum. He has also been an NHS non-executive director at Trafford Hospitals and Bridgewater Community Foundation Trust. <http://baronfrankal.com>

## Michael Jones



### Leader of the Cheshire East Council

After graduating from Strathclyde University with a master's degree in urban planning, Michael spent a couple of years working for other people before establishing his own international consultancy specialised in headhunting senior staff for investment banks. One of his biggest projects entailed advising on restructuring the German banking industry following the end of the Cold War. Michael also worked for an array of international investment firms, conducting business in every major financial market in the world before retiring in 2004.

Since then, he has turned his business skills towards charity work and public service, becoming both a magistrate and local councillor. After being elected to represent Bunbury in 2011, Michael was quickly promoted to become Cheshire East's Cabinet member for resources, dealing with a £16m deficit and bringing in a balanced budget. He has undertaken a radical restructuring designed to reduce costs and improve public satisfaction. Under his leadership, the council's priority is 'putting residents first'. Michael has also played a key role in work to turn the former AstraZeneca site at Alderley Park into a hub for the biosciences industry.

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## Speakers' biography



**HE Péter Szabadhegy**

**Ambassador of Hungary**

HE Péter Szabadhegy, Ambassador of Hungary, received a summa cum laude BS degree in accounting from the State University of New York (Binghamton), an MSc from the London School of Economics, and an MBA from the University of Chicago. He was the youngest vice president of Chemical Bank (predecessor of JP Morgan/Chase) and the youngest partner of Deloitte & Touche Central Europe. He served in a number of other supervisory and executive positions as he invested in and steered numerous businesses. He continues to hold a non-executive Supervisory Board membership at the Tokaj Wine Trading House Co. His community and public service experience includes board position at the Fulbright Commission in Hungary, founding member of the Family Business Network-Hungary, as well as continued membership of the Sovereign Military Order of Malta. He is married with five children and enjoys competitive tennis, contract bridge and wine tasting.



**Dr. Andras Aradszki**

**Minister of National Development responsible for energy.**

After graduating from the Jozsef Attila University's Law Faculty in 1982, Dr. Andras Aradszki joined MOL Rt where he was Legal Manager between 1988 and 2014. He has been a member of the Christian Democratic People's Party since 1990 and a founding member of both the Organization Szazhalombatta and READY Erdi Bureau since 2003. He joined the Fidesz Hungarian Civic Union in March 2004 and was elected President of the Pest County District Council no 8 where he serves on the Legal and Procedural Committee. In 2006, he was elected as a Member of the Hungarian Parliament for the Fidesz Party. He retained his seat in the 2014 general election and was made Minister at the Energy Ministry of National Development in June 2014. As an ex-basketball player in the Premier League, Dr. Andras Aradszki is still a keen sportsman.

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**Rt. Hon. Bob Neill**

**MP for Bromley & Chislehurst**

The Rt. Hon. Bob Neill MP studied law at LSE and was a noted barrister prior to entering Parliament since 2006, where he beat the insurgent candidacy of one Nigel Farage of UKIP. Bob first served on the Commons Justice Select Committee and was appointed first Shadow London Minister and then Shadow Local Government Minister before becoming a Minister in the Department and Deputy Chairman of the Conservative Party. He is Chair of the All-Party Parliamentary Group on Hungary and a convinced European, being a member of the EU Committee of the Regions and strong supporter of fellow Conservative MP Kenneth Clarke.



**Rodolphe Soulard,**

**Senior European Business Adviser, Enterprise Europe Network**

After graduating from the Institute of Professional Studies in International Trade and Marketing of Clermont-Ferrand (France) and from the Manchester Metropolitan University (BA Hons. Business in Europe), Rodolphe worked for 5 years for an energy consultancy where he was responsible for implementing its International Marketing strategy enabling the company to expand from 8 to 19 markets worldwide. Rodolphe also worked for Tyco International and Element Six, part of the De Beers family, as Product Marketing Manager. Rodolphe joined EEN in 2013 and has been working with a variety of SMEs to help them commercialise their products, secure UK and European funding and find relevant commercial and technology partners to develop their businesses further.