

We are inviting you to join the **BoschxRichter Innovators Day** **GENERATION Z | THE NEW GENERATION OF INNOVATORS**

DATE:

Wednesday, 25 September 2024, 9.30-14.00

LOCATION:

**Bosch Budapest Innovation Campus,
1103 Budapest, Robert Bosch Street 14.**

[Registration](#)

**The event is free to attend, but due to limited seating, registration is required.
The registration deadline is 10 September 2024.**

This year's conference on innovation is focusing on Generation Z. The event will address some of the most pressing and future-defining issues of our time, with leading national and international experts from Bosch and Richter, Generation Z role models, and future innovators all seeking answers together. Attendees will have the opportunity to learn about the winners of the inaugural BoschxRichter Industrial Innovation Award, explore the latest megatrends in the pharmaceutical and automotive sectors, and, in collaboration with renowned generational researcher Krisztián Steigervald, be the first to see a new study examining generational attitudes towards innovation.

The conference was established last year by Hungary's two leading corporations, in honor of the iconic founders, Robert Bosch and Gedeon Richter, who were pioneering innovators of their time.



Programme

Moderated by Szilvia Krizsó and Dávid Miller

8.30 GATE OPENING

9.30 TOGETHER FOR A BETTER WORLD

Dr. István Szászi, representative of the Bosch Group in Hungary and the Adriatic region

Gábor Orbán, CEO of Gedeon Richter Plc.

9.50 TOMORROW IS BORN TODAY

Dr. Steffen Hoffmann, Managing Director Bosch United Kingdom and President Northern and Eastern European Bosch Group

Tamás Szolyák, Director of Global Regulatory Science & Portfolio Management, Gedeon Richter Plc.

10.10 TRENDSETTING COLLABORATION: UNIVERSITIES AND CORPORATIONS IN THE INNOVATION ECOSYSTEM

Henrietta Gellén, student of University of Pécs

András Kemler, head of real estate management of the Bosch Group in Hungary and the Adriatic region

Szilárd Pércsi, Head of Office for Innovation and Scientific Relations, Gedeon Richter Plc.

Bori Varga, student of ELTE ITK

10.40 COFFEE BREAK

11.10 THE INNOVATORS OF THE FUTURE – THE BOSCHxRICHTER INDUSTRIAL INNOVATION AWARD CEREMONY

Zsuzsa Beke, Head of Public Relations and Public Affairs, Gedeon Richter Plc.

Teodóra Bodó, director of communication and governmental affairs of the Bosch Group in Hungary and the Adriatic region

Dr. Balázs Lendvai, DSc, PhD, MD, Head of Richter Department, Semmelweis University; Head of Pharmacology and Drug Safety Research, Gedeon Richter Plc.

Judit Polgár, international chess grandmaster

Mátyás Pótsa, director of Innovation Ecosystem at Bosch Group in Hungary

12.00 THIS IS HOW GENERATION Z SEES THE FUTURE – FRESH BOSCHxRICHTER RESEARCH AMONG HUNGARIAN YOUTH

Katalin Erdei, HR Director, Gedeon Richter Plc.

András Somogyi, vice president of human resources of the Bosch Group in Hungary and the Adriatic region

Krisztián Steigervald, Generation Researcher, SteiGen Consultancy Ltd.

12.30 GENERATION Z INNOVATORS

Zsófia Borbála Dombi, Senior Global Medical Advisor, Gedeon Richter Plc.

Fanni Gyarmati, co-founder of Diverzum

Ádám Horváth, graduate electrical engineer, JMP Technical Engineering

Silur – Endre Ábrahám, ethical hacker

Albert Wettstein, founder of Munch

13.00 STANDING RECEPTION

13.00 BOSCH REXROTH CU.BE AND RICHTER VISITORS CENTRE TOURS

Limited number of participants – on a first come, first served basis – and visits are subject to pre-registration.

WE HEREBY CORDIALLY INVITE YOU TO THE BOSCHxRICHTER INNOVATORS' DAY
EVENT.

WE LOOK FORWARD TO YOUR ESTEEMED PRESENCE.

[Registration](#)

Sincerely,

Dr. István Szászi

representative of the Bosch Group
in Hungary and the Adriatic region

Gábor Orbán

CEO of Gedeon Richter Plc.