

23.01.2025 - 15.00-16.00

## GLOBAL OPPORTUNITIES FOR SUPPLIERS IN THE CEE REGION POLAND AND HUNGARY IN FOCUS

ORGANISER:



MAIN PARTNER:



PARTNERS:



### Global Opportunities for Suppliers in the CEE region Poland and Hungary in the focus

Webinar series on market developments in CEE region with special focus on Poland and Hungary has been launched by the Polish-Hungarian Chamber of Commerce for 2025. If you're looking for information on latest trends in the automotive industry do not hesitate and register for this webinar!

**Global Opportunities for Suppliers in the CEE Region – Poland and Hungary in Focus** is a must-attend webinar for manufacturers and suppliers in the Polish and Hungarian markets looking to expand their global reach in the Central and Eastern European region. This engaging session will provide valuable insights into global opportunities and strategies for success in the CEE region's thriving automotive sector focusing on Poland and Hungary.

Key highlights include:

- **Global Procurement Network Access:** A presentation from **MESH Works**, a global supplier database system provider, detailing how manufacturers in Poland and Hungary can effectively participate in the international procurement network, opening doors to new business opportunities worldwide.
- **Automotive Suppliers in Poland:** Presentation by **Polish Automotive Group**, which will highlight the opportunities and advantages of partnering with Polish automotive suppliers. It offers insights into the strengths of Poland's supplier network, industry capabilities, and the potential for building efficient and competitive supply chain collaborations.
- **Automotive Suppliers in Hungary:** An overview from the **Association of Hungarian Automotive Component Manufacturers**, showcasing the strengths, trends, and potential of collaboration with Hungary's automotive market.

This webinar is tailored for manufacturers and suppliers seeking to:

- Innovate global procurement opportunities specific to their capabilities.
- Gain actionable market insights for Poland and Hungary.
- Position themselves strategically in the international automotive supply chain of CEE.

Join us to learn, connect, and take the next step in expanding your business into global markets through dedicated tools and expert guidance.

*23.01.2025 Thursday, 15.00-16.00*

## **PROGRAM**

**15.00-15.05 Introduction** – Webinar series 2025 of Polish-Hungarian Chamber of Commerce, Polish-Hungarian cooperation potential in Automotive sector *by Anna Wisniewski, General Director of the Polish-Hungarian Chamber of Commerce*

**15.05-15.20 Sales & Marketing for European Suppliers – Finding New Projects & Customers with MESH Works** *by Sahil Shah, Co-Founder & CEO, MESH Works*

**15.20-15.35 – The potential of cooperation with a network of Polish automotive suppliers** *by Bartosz Mielecki Managing Director, Polish Automotive Group (PGM Polska Grupa Motoryzacyjna)*

**15.35-15.50 – Automotive sector in Hungary perspectives, trends and initiatives** *by Zsolt Hajnalka, Supervisory Board Member, The Association of Hungarian Automotive Suppliers (MAJOSZ Magyar Járműalkatrészgyártók Országos Szövetsége)*

**15.50-16.00 Q&A, Discussion and Closing**