

BUDAPEST, GET ENGAGED!

26 May, 2011 14:00 Committee of the Regions - Bâtiment Jacques Delors - Rue Belliard 99-101.

BUDAPEST – A EUROPEAN VISION – CITY BRANDING AND IMAGE

HUB OF INNOVATION – CITY TRANSPORT ON NEW GROUNDS

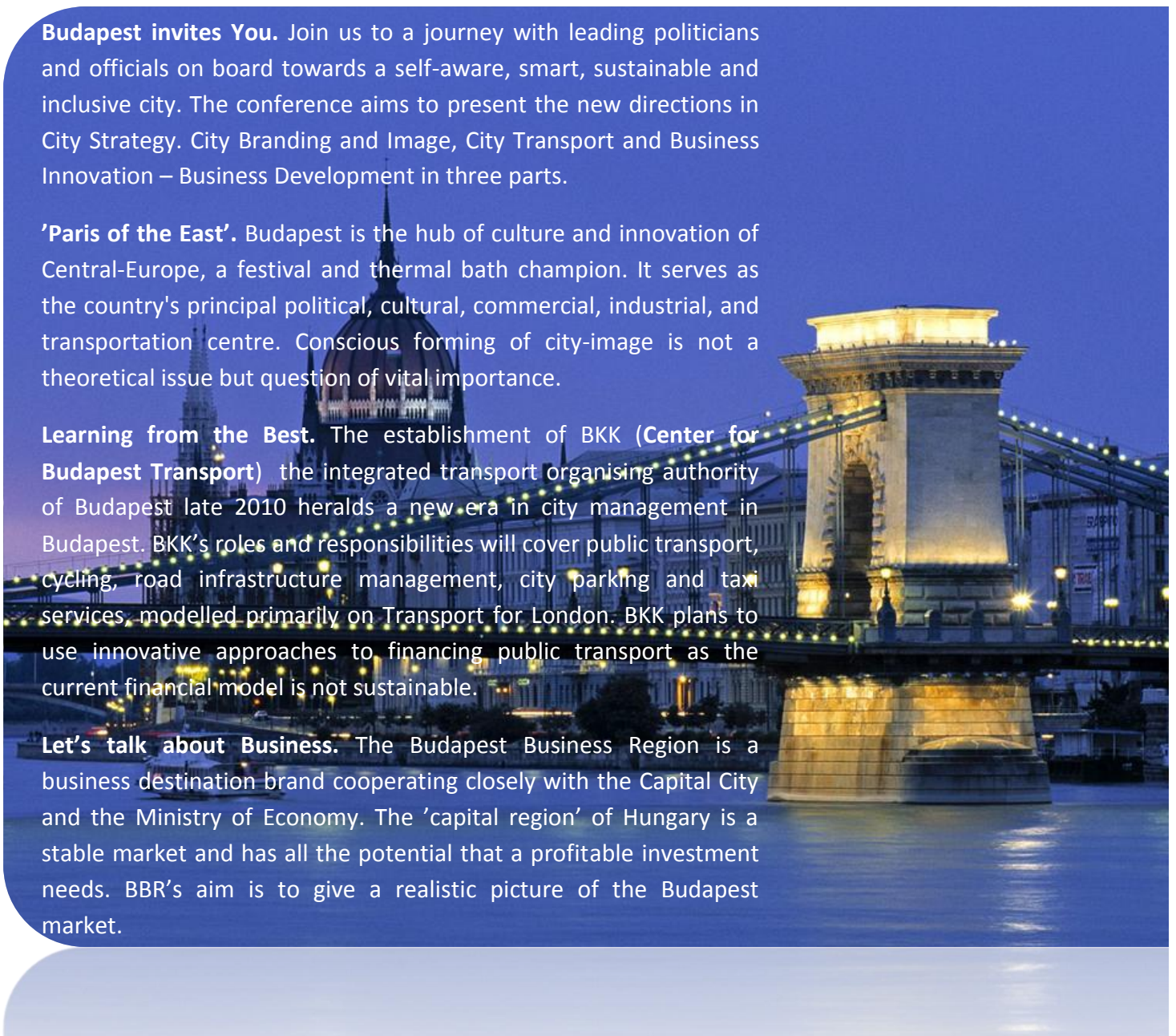
BUDAPEST BUSINESS REGION – VITALITY – CREATIVITY - ART

Budapest invites You. Join us to a journey with leading politicians and officials on board towards a self-aware, smart, sustainable and inclusive city. The conference aims to present the new directions in City Strategy. City Branding and Image, City Transport and Business Innovation – Business Development in three parts.

'Paris of the East'. Budapest is the hub of culture and innovation of Central-Europe, a festival and thermal bath champion. It serves as the country's principal political, cultural, commercial, industrial, and transportation centre. Conscious forming of city-image is not a theoretical issue but question of vital importance.

Learning from the Best. The establishment of BKK (Center for Budapest Transport) the integrated transport organising authority of Budapest late 2010 heralds a new era in city management in Budapest. BKK's roles and responsibilities will cover public transport, cycling, road infrastructure management, city parking and taxi services, modelled primarily on Transport for London. BKK plans to use innovative approaches to financing public transport as the current financial model is not sustainable.

Let's talk about Business. The Budapest Business Region is a business destination brand cooperating closely with the Capital City and the Ministry of Economy. The 'capital region' of Hungary is a stable market and has all the potential that a profitable investment needs. BBR's aim is to give a realistic picture of the Budapest market.



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PROGRAM

14:00-14:30 REGISTRATION

14:30 -15:00 OPENING SESSION

Welcome Address and Introduction

David Bencsik, Head of Representation of Budapest to the European Union

Key Note Speech

András Gyürk, Member of the European Parliament, EPP

István György, First Deputy Mayor of Budapest for City Management

15:00-15:45 BUDAPEST CITY STRATEGY, CITY BRANDING AND IMAGE



György Kerekes, Chief Architect of Budapest
Elemér Eszter, Director, Studio Metropolitana
Zsófia Vitézy, Director, Budapest Festival Center
Bálint Németh, Director, Aera



15:45-16:10 COFFEE BREAK

16.10-16.30 NEW SPEED FOR BUDAPEST, TRANSPORT-ORGANIZING ON NEW GROUNDS



Dávid Vitézy, CEO, Center for Budapest Transport

16.30-17.30 BUDAPEST, HUB OF INNOVATION – BUDAPEST BUSINESS REGION



Gergely Gulyás Kovács, Chairman, Budapest Business Region
Eszter Zimonyi, Head of Commercial Service, Embassy of Hungary
József Molnár, Director, Tourism Center of Budapest



17.30-17.40 CLOSING SESSION

David Bencsik, Head of Representation of Budapest to the European Union

17.30-19.00 RECEPTION

BUDAPEST

RSVP

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Please register before 20th May, 2011

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