



## Invitation

*Dear Sir/Madam,*

The Ministry of Foreign Affairs and Trade of Hungary, in cooperation with the Embassy of Denmark, the Embassy of Finland, the Embassy of Iceland, the Norwegian Embassy and the Embassy of Sweden, has the pleasure to invite you or your representative to the following event:

### **Nordic Green Light: Hungary and the Nordic countries promoting green economy**

A sustainability business forum with partners from Denmark, Finland, Iceland, Norway, Sweden and Hungary

**Monday, 8 May, 2017**

Venue: Council of Europe Youth Centre, Zivatar utca 1, 1027 Budapest, Hungary

*Please save the date and find a draft program below. A more detailed program will follow in due course.*

You are kindly requested to cover your travel and accommodation costs.

Hotel room accommodation is available at the venue and other hotels in Budapest.

Companies registering will receive the following package of services and opportunities:

- Participation in the complete programme of the conference and side events.
- Participation in the networking reception hosted by the Ambassador of Norway.
- Company presentation in sessions, marketing coverage, match-making, professional audience on the potential local customer side.

For further information on the conditions of participation, including the fee and registration, please contact the **Embassy of Denmark in Budapest**. Head of Commercial Department: Balazs Szendrei at [balsze@um.dk](mailto:balsze@um.dk)

*Dear Sir/Madam, Dear Friends,*

**The notion of Green Economy has reached Hungary.** We are going through a gradual policy change with more and more attention to environmental sustainability, renewable energy and other green solutions. This is the single most important underlying reason for us to organize Nordic Green Light, a sustainability business forum, in cooperation with our Nordic friends for Hungarian business ventures and other interested stakeholders.

Generally speaking, national energy policies inside the European Union have three priorities: 1. sustainability, 2. affordability, 3. security of supply. Individual Member States highlight various aspects of these objectives according to their own choice based on their needs. **Hungary has traditionally underlined the security of supply aspect** due to its historical high gas import dependence on a single source. Getting rid of this dependency, especially from the consequences of the conflicts between Russia and the Ukraine, has always been in the focus of Hungarian energy policy in recent years.

**Our new focus on environmental sustainability is also a part of this approach.** A more diverse energy mix with more energy from renewable sources can contribute to a drop in our gas consumption in a similar way as energy saving measures or more efficient energy use.

**Compared to our Central and Eastern European neighbours, Hungary has had a relatively clean energy mix** with a high share of low-carbon energy production for several decades now, thanks to, first and foremost, our Paks nuclear power station. More recently, we have also embraced climate change mitigation and adaptation policies in order to contribute to international action against climate change. This is yet another reason for our policy change towards sustainability and Green Economy.

We have reformed the subsidy system of renewable energy sources in accordance with the latest EU legislation. **Hungary is particularly rich in biomass and geothermal potential and business opportunities are out there – in abundance.** We also have much room for improvement for example in the district heating sector and our aging power stations need to be refurbished as well, albeit we can rely on a quite developed energy transmission system.

**We also see great potential in the development of green transport.** Our public road infrastructure is modern but the private car stock is outdated, not to mention our really old public transport bus fleets. The Hungarian economy is highly dependent on the automotive industry so a successful transition to electromobility and other innovative alternative technologies is vital from a national economy perspective, too.

**Innovation is also a key to decrease dependence.** Our state-owned power company MVM Zrt has recently published a new strategy focusing on regional ambitions towards the Western Balkans and innovation promotion. Hungary has always been a country of creativity and original way of thinking so we very much hope to be able to highlight some innovative solutions at Nordic Green Light as well.

**I am looking forward to meeting you in Budapest in May.**

Sincerely yours,

*Pál Ságvári*  
*Ambassador-at-large for Energy Security*

**Draft programme**

**Monday, 8 May, 2017**

- 08.30 Registration, coffee
- 09.00 Welcoming words  
Ambassador-at-large for Energy Security H.E. Mr. Pál Ságvári (*confirmed*)
- 09.10 Welcoming words  
on behalf of the Norwegian Presidency of the Nordic Council of Ministers  
Ambassador of Norway H.E. Olav Berstad (*confirmed*)
- 09.20 **Keynote speech**  
**Deputy Minister of Foreign Affairs and Trade Mr László Szabó** (*confirmed*)  
Questions and Answers
- 09.50 **Keynote speech**  
**Deputy State Secretary for the green economy Ms Martina Makai** (*confirmed*)  
Questions and Answers
- 10.20 **Keynote speech**  
**CEO of MVM Zrt Mr Péter Csiba** (*TBC*)  
Questions and Answers
- 10.50 Coffee break. Press Conference
- 11.10 **Plenary session**  
**Financing sustainability projects in Hungary**  
**Presentations and discussions.**  
Participants: Public and commercial financial institutions and bodies.  
*The main driving force behind sustainability projects is a special mixture of market-based and political considerations. Financing green economy projects is a highly complex exercise as most initiatives are only partly bankable. In order to assess to feasibility of individual projects, one has to consider the pros and cons of commercial bank credits, refundable and non-refundable EU funds, financing through international financial institutions like EBRD or the Green Climate Fund and Member States public financing as well. The Hungarian government has committed itself to support the development of green economy and government actors have recently been gradually more and more involved in financing sustainability projects. This session aims to provide a helping hand in mapping the various opportunities in financing green economy initiatives.*
- 12.30 Networking lunch  
Hosted by Deputy Minister of Foreign Affairs and Trade Mr László Szabó

## Thematic sessions

### Session 1: Green transport (e-mobility, CNG, LNG, transport, logistics, etc.)

#### Presentations and discussions

*The Paris Agreement has led to a shift of focus for flagship Hungarian energy firms. Now it is time to determine those areas that may be part of a boom in investment soon. Green transport will definitely be among them as the automotive sector is of utmost importance for the Hungarian economy. In the context of Hungary's technology neutral approach, can electromobility, CNG and other alternative propulsion systems be all competitive? How to proceed with state support for the purchase of alternative propulsion cars and for setting up a network for filling/charging stations? How can competitive methods be turned into complementary solutions? How can the value chain be optimized? What do the changes mean for the logistics sector and transport companies? What is the role of car sharing?*

### Session 2: Smart cities, smart solutions (energy storage, green electricity, IT solutions, digitalization, etc.)

#### Presentations and discussions

*Industry 4.0, Internet of Things, digitalization and smart gadgets keep on transforming our daily life to an extent never seen before. The most up-to-date innovations will inevitably shape the future. The electric power industry is in the limelight as it creates new opportunities for other businesses yet at the same time undergoes profound transformation itself as well. How do operational and planning arrangements between various Transmission and Distribution System Operators affect the playing field of other businesses? What do smart grids have to offer for consumers? With increasing amounts of renewable energy sources (RES) displacing conventional forms of generation, how can the increase in complexity of grid management be kept under control? What are the new opportunities offered by breakthroughs in energy storage and IT development and how to make the most of them? What can we learn from smart meter reading pilots and how to implement smart city concepts?*

### Session 3: Green district heating (waste-to-energy, geothermal energy, large-scale heat pumps, biomass, biogas, etc.)

#### Presentations and discussions

*District heating is still dominated by gas combustion power plants in Hungary, yet the winds of change are already blowing. Local governments are increasingly under pressure to shift towards renewable energy sources to meet EU guidelines and to rein in costs. In theory, Hungary has huge yet underutilized opportunities in waste-to-energy solutions and in the use of geothermal energy – just like many other countries in the Central and Eastern European region. How to change this for the better? What does the district heating development strategy envisage? Could Hungary serve as a springboard towards investments in the Western Balkans or in the Ukraine?*

### Session 4: Sustainable buildings and construction (Architecture, building materials, energy and ecological design, etc.)

#### Presentations and discussions

*Green buildings represent an increasing share of commercial real estate development in Hungary and there are a number of examples for public sector investments assuming a leader role in sustainable design, but the notion of green construction in general has just recently taken off. The holistic approach of green buildings goes far beyond the energy efficiency and many Hungarian small and middle size enterprises are searching for proven best practices. Business considerations also play a key role in green real estate development and delivery of sustainable projects. Who are the key players when it comes to delivering sustainable construction projects? What are the most*

*up-to-date solutions in building management systems, landscaping and plants, comfort and user control, etc? How to establish the best matches for projects in Hungary?*

16.00-18.00 **B2B meetings**

**Tuesday, 9 May, 2017 -- Optional: Public stakeholder meeting with selected local partners.**