

**“KNOWLEDGE TRANSFER - COOPERATION OF GENERATIONS  
IN THE FAMILY AND AT THE WORKPLACE”**

**International Conference  
at the 14th Personal Hungary Exhibition for Human Resource Management**

**Within the frameworks of the conference:  
“BEST WORKPLACE FOR WOMEN 2016” AWARD CEREMONY**

**Date and Time: 16 November 2017, 14:40 pm. – 17:30 pm.  
Venue: Personal Hungary Exhibition for Human Resource Management  
Millenaris “B” Building (H–1024 Budapest, Kis Rókus u. 16–20.)**

**Sponsors:  
Nemzeti Együttműködési Alap (National Cooperation Fund)  
Personal Hungary**

## **PROGRAM**

**14:00 - 14:40 Registration**

**“BEST WORKPLACE FOR WOMEN 2016” AWARD CEREMONY  
Venue: “Gyakorlati Fórum 1”**

**14:40 - 14:55 Opening, greeting:**

*Ms. Andrea Ferenczi President of the AWCDH, Chair*

*Ms. Mónika Dunai, MP, Chairman of the Subcommittee for Women's Dignity – Honorary Guest*

**14:55-15:10 “Best Workplace for Women 2016” Award Ceremony**

*Evaluation and laudation: Ms. Ildikó Modláné Görgényi, chairwoman of the Evaluation Committee of AWCDH's Best Workplace for Women Award*

*Prize Giving Ceremony: Ms Andrea Ferenczi, Ms Mónika Dunai, Ms. Ildikó Modláné Görgényi and Ms. Katalin Hajós, in the name of the Best Workplace for Women Award Evaluation Committee*

**15:10 - 15:20 Technical break – accompanying guests to the conference venue “Corporate Health Fórum”**

**”KNOWLEDGE TRANSFER – COOPERATION OF GENERATIONS  
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**Venue: “Corporate Health Fórum”**

**15:20 - 16:25 Speeches**

**15:20 - 15:40 Welcome and Opening at the new venue, opening**

**“Knowledge Transfer – Cooperation of Generations in the Family and at the Workplace”**

*Ms. Andrea Ferenczi, President of the AWCDH, Chair*

**15:40 - 15:55 “Life Management of Generations” – key note**

*Prof. Dr. Imre Semsei, Dean, Faculty of Health, University of Debrecen – Honorary Guest*

**15:55 - 16:10 “A Dutch Best Practice – the 50 Company”**

*Ms. Anne-Marije Buckens Director, 50 Company – Honorary Guest*

**16:10 - 16:25 “Knowledge Transfer and Lifelong Learning in Digital Age”**

*Mr. Bence Zuti, Economist, PhD student at the University of Szeged Doctoral School of Economics*

**16:25 - 17:25 Panel**

**Speakers:**

*Ms. Tünde Fűrész, Ministerial Commissioner, Ministry of Human Capacities*

*Ms. Kinga Joó, Member of the European Economic and Social Committee, Vice Chair of the National Association of Large Families*

*Ms. Katalin Hajós, Founding Board Member of the AWCDH, responsible for the “Be the Change” EU Erasmus+ project media relations*

*Ms. Kőváriné Ildikó Vida PR Expert, Chamber Counselor, Győr-Moson-Sopron Megyei Kereskedelmi és Iparkamara (Chamber of Commerce and Industry for Győr-Moson-Sopron County)*

*Ms. Ildikó Modláné Görgényi, Expert for Vocational Education and Adult Education*

*Dr. Luca Szegletes, PhD, Assistant Professor, Budapest University of Technology and Economics, Faculty of Electrical Engineering and Informatics, Department of Automation and Applied Informatics*

*Software Engineer/Researcher, ADWEKO Consulting GmbH (Stuttgart, Germany)*

**17:25 - 17:30 Comments, closing remarks**

**INFORMATION**

**Aims of the Conference**

Maintaining in the workplace those men and women over 60 and who feel themselves still active and willing to work and whose knowledge and experience often gets lost because of sudden retirement from one day to the next. As the Hungarian labor market struggles with a significant labor shortage, it would be desirable if they could continue their work, perhaps part time or in other flexible forms of employment, thus enabling them to experience a happier, contented, active ageing. At the same time, needless to say, the next generations and society as a whole would also benefit.

We would like to draw special attention to women over the age of 60 as a valuable but untapped resource. They are needed both in the labor market and in the family at the same time. These women, popularly called the “sandwich generation”, must continue to care for their children on the one hand, and their parents and grandchildren on the other. Therefore it is important that the possibility for lifelong learning and flexible working possibilities should also be available for them.

**Rationale**

**Employment and the challenge of demographic change are important issues both in the European Union and in Hungary.**

**The Europe 2020 strategy** has identified that the employment rate of the population aged 20 to 64 should increase from the current 69% to at least 75%. This increase assumes the greater involvement of women, older workers and the better integration of migrants in the work force.

**Situation in Hungary**

**As with other countries, the proportion of elderly people in society is growing in Hungary.** Nearly forty percent of the Hungarian population is over fifty years old – we should not consider them as a burden but as a valuable resource in society, in the economy, and naturally in the family as well.

From an employment perspective, now and in the longer term, the biggest challenge for companies is to find, attract and retain a good and qualified workforce. Due to shortage of such a workforce it is necessary to mobilize and to develop “the reserves” of different groups in society. From these social groups “women” and “older workers” can mean the highest business value for companies; therefore specific strategies should be developed in view of the special aspects of their employability.

**Further information: Mrs. Andrea Ferenczi (+36 30 9827093) Email: [ferenczi@t-online.hu](mailto:ferenczi@t-online.hu)**

**Szervező: Magyar Női Karrierfejlesztési Szövetség**

**Organizer: Association for Women's Career Development in Hungary**

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