



EISENHOWER FELLOWSHIPS

Changes and Relationships

Eisenhower Day of Fellowship
in Budapest

6th October 2010

Óbuda University

Doberdó út 6, 1034 Budapest, Hungary
Room 103

9.30-10.00 Registration

Part 1 Working language is English broadcasted via Internet <http://www.uni-obuda.hu/>

10.00 – 10.30 Welcome speeches

János Fodor, Vice Rector of Óbuda University

John S. Wolf, President, Eisenhower Fellowships (*video message*)

Edward Loo, Public Affairs Officer, U.S. Embassy Budapest

Peter David, CEO, AmCham Hungary

10.30 – 11.45 Fulbright – Long lasting bridge building

Huba Bruckner CEO, Hungarian-American Fulbright Commission

Fulbright Educational Exchange Program – Good examples – Partnership between the USA and Hungary in the spirit of mutual understanding

Hungarian Fellows at Glance

István Simonics Associate Professor, Óbuda University **EF MNP 1993**

Eisenhower Fellowships Program – History and introduction of Hungarian Fellows

Digital Millennium

Kálmán Kovács Director, BME Federated Innovation and Knowledge Centre **EF MNP 2001**

Unforgettable 66 days – The story of the international group of "Digital Millennium" – The challenge of the "Net-World" – The adventure in the New-World with my wife

Eisenhower experience from the USA

Marge L. Kilkelly Deputy Director, Eastern Regional Conference Council of State Governments **EF Central Europe 1999** (*video conference*)

The Eisenhower experience is both life changing and life long – Unique perspective of watching and listening to the growth and development of nations struggling with new governance – Benefit of experience

11.45 – 12.00 Coffee break

12.00 – 13.15 Looking for New Road of Economic Development: Lock-In or Creating New Path of Modernization in Hungary

Csaba Makó Professor, Institute of Sociology Hungarian Academy of Sciences *EF MNP 1987*

Key factors of the successful modernization and the sustainability – Result of individual and collective learning process – Constraints and enablers of the more balanced economic modernization strategy for Hungary

Is the European farm model sustainable?

György Raskó CEO, Csopak Holding Ltd. *EF MNP 2000*

Professional market oriented agriculture versus traditional (family) farming – Subsidies related to the European agriculture and rural development – Needed to rescue the European farming?

Culinary traditions and reforms in Hungary

János Gundel Professor, Budapest Business School *EF MNP 1996*

Hungarian cuisine – Changes in the Hungarian culinary – Reforms and traditions

Integrated land development

Béla Borsos UNDP Technical Advisor *EF MNP 1994*

Program to improve land use and water management efficiency in the Tisza basin – Controlled discharge and return of river water from and to the main regulated river bed

13.15 – 14.00 Lunch

Part 2 Working language is Hungarian

14.00 – 16.00 Experience in the USA

Zsófia Cseh Project manager, Organica Ltd. *EF MNP 2009*

Introduction of new Hungarian Eisenhower Fellow

Tünde Tátrai Assistant professor, Corvinus University of Budapest *EF MNP 2011*

News and results by Fellows

16.00 End of Eisenhower Day of Fellowship in Budapest