

## **Introducing the jury member from the Hungarian University of Agriculture and Life Sciences: Mr. Ferenc Szabó from Embedded Systems Hungary Ltd.**



<https://www.linkedin.com/in/szabof/>

As a child he wanted to be an air traffic controller. How nice that is to choreograph the flow of airplanes on the ground and in the sky, whether that means using radar and other tools to direct aircraft at take-off, communicating with pilots about flight paths and weather, or helping pilots land their planes safely. Or eventually UFO seeing ;)

Actually he studies aircraft engineering but did not become an air traffic controller. He got caught by the gear of innovation, the area where he is working nowadays.

Ferenc' favourite food is pancake. There are a dozen delicious and unique pancakes from around the world that one can serve for breakfast. What a variety!

Ferenc's motto: if they say it's impossible it's impossible for them not for you! Ferenc is the director of product development of ESH Ltd. (Embedded Systems Hungary). The company's main focus is Electronic & digital product development, offering Electronic product creation, Digital product creation, Market entry, production services. (<http://www.esh.hu/index-en.html>) The company as one of the best Hungarian technological innovator has been invited for the Focus on Central Eastern Europe – Applied Technology in Food Processing and Manufacturing international event organized by the Central and ESTREN European Chamber of Commerce and the Singapore Business Federation.

In March, 2021 the company has been invited to participate on the Innovation Thursday: Hardware Edition event, an international business Hackathon looking for solutions to presented company problems. (<https://gems.gevme.com/innovation-thursday-4-march-21>)

Ferenc has participated on an international Hackathon, the Hack4Health event, where he mentored a Slovenian and Jordanian team. (<https://hack4health.openup.education/welcome>)

Ferenc is often invited to innovation competitions for students of secondary schools or universities, and regularly presents on scientific innovation events.