

EXPORT SUCCESS WORLDWIDE

Creating opportunities, building competences!



**Hungarian
National
Trading House**

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National
Trading House**

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Zsanett Oláh
CEO
Hungarian National Trading House

Dear Partners,

The Hungarian National Trading House - in line with the Eastern and Southern opening strategy of the Hungarian government, as well as new foreign economy policy guidelines - has made significant efforts in the past three years to improve the export capability of Hungarian businesses. Due in part to these efforts, Hungarian export has broken all previous records, and contributed significantly to the results and successes of the Hungarian economy.

As an export development institution, it is our strategic objective to provide access to new markets, thus increasing export and improving the export capabilities of economic players that serve Hungary's interests.

Our promotional activities include creating opportunities for internationally competitive domestic products and services to access the global market, and continuously improving the export capabilities of Hungarian businesses.

As a first step we made our service portfolio available to all industry players. We then customised our services to our partners' specific needs, then extended our services to Hungarian businesses and economic players beyond our borders.

By identifying international business opportunities, offering export-oriented business development training, and achieving export successes together with our partners, we have opened the way for the domestic small and medium-sized enterprise (SME) sector to efficiently enter foreign markets.

Our professional achievements are reflected in numerous figures, best practices and good examples, which are rightfully represented in this summary issue.



Gábor Kun
Deputy CEO
Hungarian National Trading House

2014

28 November
Prime Ministerial visit to South Korea

- Business Forum

103

Participant



11-14 November
Electronica / Munich

12

Co-exhibitors



26-29 January
Arab Health Dubai
/ United Arab Emirates

17

Exhibitors



27 April Mexico, 29 April Brazil
Mexico-Brazil GVB meeting
and Business Forum

8+11

Participant



30 November
Prime Ministerial visit to Iran

- Business Forum

100

Participant



Photo: Balázs Szecsődi/Cabinet Office of the Prime Minister

2015

08-12 February
Gulfood / Dubai

16

Co-exhibitors



18-22 October
GITEX / Dubai

12

Co-exhibitors



2016



12-15 April
Food and Hotel Asia
/ Singapore

7
Exhibitors



28-30 November
Budapest Water Summit

- Water conference and expo

12
Exhibitors

2017



27-30 March
Big 5 Saudi / Jeddah

6
Exhibitors



20-24 March
CeBit / Hannover

21
Exhibitors

+5
Represented
company



25-29 October
Indagra

10
Exhibitors

22 January
Prime Ministerial visit to Slovenia

- Business Forum

120
Participant



Photo: Balázs Szecskódi/Cabinet Office of the Prime Minister

11-14 November
Medica / Düsseldorf

17
Exhibitors

+6
Represented
company



5-9 December
Midest / Paris

12
Exhibitors

+1
Represented
company



28 February
Masters of Business

94
Participant



28 March – 1 April
Agrosalon

10
Exhibitors



25 September Vietnam, 27 September Singapore
Prime Ministerial visit to Vietnam-Singapore

- Business Forum

58
Participant



Number of negotiations during business forums and business meetings

9215

Number of companies participating in business forums and meetings

6800

3727

Number of business opportunities managed

9 BILLION 942 MILLION HUF

Value of successful deals

590

Number of successful deals

Number of business forums and meetings

308



Number of professional training events and courses

113

Number of companies participating in expos

1835

Number of companies participating in professional training events

3087

277

Number of expos

656

Number of companies represented at expos





Hungarian
National
Trading House

SUCCESSSES



AGRICULTURAL TECHNOLOGY AND FOOD PROCESSING

The traditions of Hungary’s agriculture date back more than a thousand years, thanks to the country’s geography and climate. Companies in the Hungarian food industry are leading the way in technological development, offering solutions that are competitive even on the global market. Hungarian agricultural innovations cover production and processing procedures across a wide spectrum, from integrated agricultural business governance systems and process management systems through robotics, imaging and recognition devices, drones and sensors to processing technology and agricultural IT solutions. These technologies can drive significant efficiency increase in agriculture. Given the significance of the Hungarian agricultural sector to the national economy and the relevant technological developments, our country’s agricultural exports are on the verge of a significant growth.

The Hungarian National Trading House, building on the experiences of recent years, as well as responding to international market needs, offers an integrated

solution package to foreign markets, primarily consisting of agricultural IT software for efficient land cultivation, high-quality fertilizer in line with local regulations, seeds as well as irrigation, harvest and processing technologies.

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Our professional achievements are reflected in numerous figures, best practices and good examples, which are rightfully represented in this summary issue.

Yugagro 22-25 November 2016, Krasnodar, Russia

Yugagro - 22-25 November 2016, Krasnodar, Russia
Yugagro is Russia’s largest agricultural event regarding the number of exhibitors it attracts, presenting modern agricultural and food industry technologies, related machinery and equipment. The expo attracts up to 15,000 visitors from the global industry each year, which means that participating in the event in person is indispensable for being able to make successful connections in the Russian market. In 2016, the Hungarian National Trading House provided Hungarian manufacturers a national booth where they could present their products. During the course of the expo, 8 Hungarian businesses had the opportunity to represent our domestic agricultural solutions, for which there was strong demand from not only Russian players but also companies from other regions and countries.



Agricultural technology and knowledge transfer in Tatarstan

The Hungarian Horticultural Propagation Material Nonprofit Ltd. (MKSZN) and the Center for Agricultural Innovation and Investment of the Republic of Tatarstan have established a Hungarian-Tatarian joint venture with the cooperation of the Hungarian National Trading House in order to help Hungarian agricultural technology solutions enter foreign markets. In the countries of the Commonwealth of Independent States, demand for high quality Hungarian food products, horticultural propagation materials and agricultural technologies is traditionally high. Our centuries-old agricultural expertise, know-how and experience is acknowledged in the region, which means a competitive edge for Hungarian businesses producing for export. The Russian economic policy of import substitution gives Hungarian technologies further opportunities for spreading. The localization of Hungarian production solutions in the region would greatly contribute to the large-scale production of high quality local products. MKSZN and the Center for Agricultural Innovation and Investment of the Republic of Tatarstan continued negotiations for over a year, resulting in the decision to establish a joint venture in order to ensure extensive long-term cooperation. Thanks to the establishment of the Hungarian-Tatarian joint venture and the export promotion activities of the Hungarian National Trading House, the product and service portfolio of the Hungarian agricultural industry was directly exported to Tatarstan. As a first step, the joint venture established 4 hectares of orchard and 1 hectare of strawberry planation, with the plan of planting further orchards, tree nurseries and potato plantations. The cooperation agreement includes the creation of joint research projects for the adaptation monitoring of fruit and potato varieties, and the local application of natural technologies with the involvement of both Hungarian experts and Tatarian professionals. Moreover, the close cooperation will give other Hungarian companies the opportunity to enter foreign markets, not only in the Republic of Tatarstan, but also in other countries within the Commonwealth of Independent States and the Eurasia region.

Hungarian dairy industry technology transfer to Algeria

A widely known industry player of Algeria contracted Agrometal Ltd. for the establishment and technological development of a new production plant. Thanks to the cooperation of the Hungarian National Trading House and the foreign economy attaché delegated to Algeria, a technology deal worth close to 1.5 billion HUF may soon be realized.

The most important competitive advantage of Agrometal Ltd. in foreign markets is that their product portfolio includes production units for both artisanal and large-scale dairy processing. The production lines are capable of producing high-quality dairy products from simple (drinking milk, kefir, curd) to more complex products (e.g. cottage cheese deserts, ricotta, etc.), with highly advanced technology, while seamlessly blending tradition with 21st century solutions. Agrometal Ltd. supports its partners with a prominently customer-oriented approach, as their strategic objective is the development of long-term business relationships and increasing their presence in certain foreign markets.

The Algerian customer first contacted the flagship company of Hungarian dairy processing in 2015. At the request of the Hungarian company, the Hungarian National Trading House and the foreign economy attaché delegated to Algeria contributed to the series of negotiations lasting several years with their presence, proposals for solutions and supportive correspondence.

The investment totaling almost 1,5 billion HUF includes the design and installation of a dairy plant with a capacity of 100,000 liters/day. The plant is expected to start production at full capacity within 1 year, producing milk, butter, ricotta, mozzarella, processed cheese and the Túró Rudi cottage cheese desert. The installation and successful operation of the plant will serve as an excellent reference for Agrometal Ltd., facilitating further expansion in the region.



MEDICAL TECHNOLOGY

The Hungarian health industry is among the world leaders due to the historic traditions of medicine, state-of-the-art procedures and cutting edge technological applications, as well as the high standards of university education. The strict control of health care procedures, the highly qualified workforce and the competitive prices ensure that Hungarian health care companies go into foreign markets with a competitive advantage. There is intense and constant international interest towards Hungarian products and services. As a result of the above, there's constant interest from foreign markets towards Hungarian health care products and services.

Digitalization, smart solutions, health care data network moving to virtual space have become commonplace, and they ensure the ability to keep up with scientific advancements.

As a response to these new trends, there is a general global growth in demand for medical instruments and pharmaceutical products.

The Hungarian National Trading House participates in prominent international expos with our national stand, presenting the flagship companies of the Hungarian health care industry in order to help them achieve success in the international market. As examples for such expos are Arab Health in Dubai or Medica in Germany, which are two of the most prominent international health industry expos.

ArabHealth 2015/2016/2017, Dubai, United Arab Emirates

The ArabHealth health industry expo is an outstanding industry event in the Persian Gulf. The market needs of the region far exceed global market expectations, which means that only those health industry manufacturers and service providers can be competitive in the region who are able to create only the highest quality, innovative medical equipment and related services, with high added value.

Hungary participates in ArabHealth each year with a national booth with over 10 co-exhibitors. In addition to being a great opportunity for international presentation and promotion, participation in the expo can also bring about specific business deals and agreements.

Hungarian neonatal incubators in the Middle East

Incubators developed and manufactured in Hungary are more and more commonly used in Hungarian neonatal care for premature infants. Life-saving equipment, due to their excellent value-for-money ratio are globally competitive health care products. Several foreign markets have been targeted with the cooperation of the Hungarian National Trading House, of which the Middle East region appears to be a priority.

Medicor Elektronika Plc. is a 100% Hungarian-owned company. The company plays an exceptional role in Central Europe in the development and manufacturing of equipment for neonatal care, which are sold in many countries around the world.

The Hungarian National Trading House decided that the manufacturer of this excellent product was eligible to participate in the ArabHealth health industry expo. Thus Medicor was present at the expo as a co-exhibitor in January 2017, to significant interest from industry actors. In the year following the event, the Hungarian company received orders from the countries in the region in the amount of 150 million HUF.

Saltpipe export to South Africa

The products of the Hungarian health industry have caught up with the world leaders both in terms of quality and technological solutions, and have become more and more sought after in international markets. One notable example is the saltpipe, a Hungarian development, which thanks to the cooperation of the Hungarian National Trading House is now also available to patients in South Africa.

The products of Saltpipe Pharma Ltd. have been proven to reduce respiratory symptoms, asthmatic reactions, bronchitis and unpleasant symptoms of allergy. The active agent used in this patented health preserving device comes from the most famous salt cave in Europe, so users of the saltpipe can use this product any time for therapeutic purposes.

The manufacturer has been a prominent actor in the industry for many years, but had not known the markets of the African continent. The Hungarian National Trading House first assessed market needs, then identified foreign partners matching the product. Secondly, the Trading House provided comprehensive professional support to contribute to the successes of the two parties' business agreements. Our colleagues provided effective help throughout the entire trading process including price negotiations and transport, minimizing the foreign market risk of the manufacturer.

The manufacturer has successfully fulfilled the orders, and has realized a turnover of almost 50 million HUF in South Africa. The company is committed to continue their foreign market activity with the support of the Hungarian National Trading House.



FOOD INDUSTRY

Hungary is traditionally a net food exporter. Hungarian food products, produced in large quantities and high quality, are widely sought after in not only in the traditional European markets, but also in more remote ones. The fact that our agricultural production is GMO-free, the use of modern technologies and the high level expertise add up to a significant competitive advantage in international markets.

The Hungarian National Trading House prioritizes the foreign market launch and sales of companies active in this sector. The Trading House, through its export promotion activities, ensures Hungarian producers the opportunity to

participate in the leading food industry expos of the world. Using its relationship network, the Trading House organizes networking meetings, helping Hungarian companies find foreign customers as soon as possible. With the help of its contracting partners, their dairy, meat and confectionary products, honey, fresh and dried fruits, flour, pasta, spices, oils, various tinned products, herbs, nutritional supplements, mineral waters, soft drinks and frozen food products can reach consumers in foreign markets.

Indagra 2017. október 25-29., Bukarest, Románia

INDAGRA International Agricultural and Food industry expo is a leading event in the Central European industry. Moreover, it is an indispensable forum for Hungarian producers and merchants to be able to successfully enter the Romanian market.

The Hungarian National Trading House provided Hungarian agricultural and food companies the opportunity to present themselves in a national booth and in the open air. Thanks to the simultaneous presentation in two locations, the 10 co-exhibitors made deals on site in the amount of close to 100 million HUF, with a further 1.2 billion HUF worth of orders being foreseen in the medium term.

Hungaricum – Hungarian food specialty products are in demand worldwide

The high quality products of the Hungarian poultry sector are available in many European countries. Goose foie gras is considered one of Hungary’s most important export goods and it is no coincidence that it can be found in almost every renowned restaurant in the world. In addition to goose, duck foie gras is also considered a delicacy in the culinary arts, and it is also the object of great international demand. The Hungarian National Trading House has partnered with several Hungarian producers so that we can fulfill the high demand even in the case of large quantity orders for goose and duck liver. Being able to continually guarantee the quality of the food produced and the preservation of its condition is of a great priority in the food industry. It is especially true in the case of far-away markets such as South Korea or Thailand.

The Trading House, through its representatives in Asia, is able to continuously guarantee the quality of Hungarian goose and duck liver, in frozen packaging. Although France is considered the global leader in the production of goose liver, the Trading House has been able to take advantage of its excellent connections to help sell Hungarian products also on this market. Marinated products are supplied to France on a weekly basis. The volume of duck and goose liver export facilitated by the Trading House is nearing 100 million HUF in total value.

Regular Hungarian corn grits supplies to Macedonia

The Hungarian company entered the market in 1992 with its high quality flour-milling products. They have been constantly expanding their product portfolio, and they are now conquering Hungarian and international customers with high-fibre, gluten-free food products. The company is consciously striving to cover the entire production chain, and produce their own high quality food products, including corn grits. There is an ever-increasing demand for ground corn on both the domestic and foreign markets. On the one hand, it is a product that people with coeliac disease can consume, while on the other hand it has become a dietary staple for health-conscious consumers due to its high vitamin and nutrient content. The consumption of the product stimulates liver function, reduces cholesterol, and regulates blood sugar levels. Mixed with rice flour it is becoming an increasingly popular alternative to traditional white wheat flour.

Civita Food Kft., driven by their domestic success, turned towards international markets in 2017. The company has solicited the business partner mediation service of the Hungarian National Trading House to find new buyers in the Republic of Macedonia.

This Hungarian food producer now transports several trucks worth of corn grits to Macedonia, realising 50 million HUF in revenue.



CONSTRUCTION INDUSTRY, ENVIRONMENTAL INDUSTRY

According to international studies, 70% of the world’s population will be living in cities by 2050. Beyond changing consumer needs, climate change and environmental catastrophes warrant new technologies in the construction and environmental industries. Smart solutions in transport, health care, education, and housing are not only becoming more and more important, but are also advancing at great speed.

Hungarian expertise in city development is internationally known and renowned, thanks to the services’ high standard and favorable value for money. Hungarian businesses in this field offer visionary, innovative products and services that provide expert solutions to the technical, environmental, and social challenges of city development - with regard to both newly built constructions and rehabilitated areas.

This sector, which also includes water and waste management, plays a key role in the modern global

economy. Sustainable, modern solutions developed in Hungary, which at the same time meet even the strictest environmental requirements, are also available on foreign markets. The rightfully famous Hungarian engineering solutions - affecting all areas of water management such as flood control, flood protection, water purification, waste water treatment, irrigation, hydroelectric and geothermic energy production, geological research, water consumption, balneology, and well drilling - are sought after on every foreign market.

Hungarian waste processing solutions have also found important export markets in neighboring, European and more remote countries. Due to exceptional expertise and valuable innovation, Hungary can boast competitive solutions with favorable value for money in the areas of waste collection, transportation, recycling and disposal, as well as the construction and operation of landfills.

Budapest Water Summit 28-30 November 2016, Budapest, Hungary

Hungary hosted the World Water Summit for the third time in 2016. The event was given extra weight by the official support of the UN and the personal participation and support of János Áder, President of the Republic of Hungary.

In addition to the presentations and roundtable discussions, the actors of the water industry presented their products, developments and solutions in the show room. The Hungarian National Trading House invited 12 Hungarian businesses to showcase their products, providing a comprehensive picture of the broad spectrum of water management technologies available in Hungary.

Smart City bid package

A key objective of the Hungarian National Trading House is to support the products, services, know-how and innovative solutions of Hungarian businesses - which have proven to be successful domestically - to find foreign markets. City development projects nowadays take a complex view of infrastructural issues. To help answer market demands, the Hungarian National Trading House offers Hungarian technologies in packages to foreign partners, making them more competitive by increasing their added value.

The “Smart City” concept developed by the Trading House is a constantly expandable, open system, able to adapt to the development needs of individual cities, as every city needs its own customised solutions.

The Smart City package offers a wide range of products and services as solutions to the technical, environmental and social challenges of developing cities. The solutions of the nearly 100 businesses included in the package deliver high added value. Each item in the package can be selected individually, or can be combined and optimised according to specific needs.

Wellis Kft. is opening a show room in Saudi Arabia

Since its establishment the Dabas-based Wellis Hungary Kft. has become a dominant figure in the Hungarian wellness market. In light of global trends and the increasing popularity of health-conscious lifestyles, the company is continuously expanding its international market presence. Currently around 300 international trading partners sell the company’s product worldwide.

Big 5 Saudi is a prominent construction industry expo in the Persian Gulf, attracting over 10,000 visitors from the sector every year. The Hungarian National Trading House provides Hungarian construction businesses the opportunity to present their solution in national booths each year, with the aim of helping our businesses successfully join the dynamically growing real estate development in the Middle East.

Wellis Hungary Kft. appeared as an exhibitor for the first time in 2015, in the booth of the Hungarian National Trading House. The CEO of Lamar Est. showed interest in their jacuzzi bath during the expo. As a result of bilateral negotiations, Wellis Hungary Kft. and Lamar Est. concluded an exclusive contract for the region during Big 5 Saudi. Since the agreement, the Hungarian company has sold wellness products for an amount of 133 million HUF in the region.

As another significant result of the successful bilateral cooperation, Wellis has opened a show room with its business partner in Jidda.



MECHANICAL ENGINEERING, ELECTRONICS AND THE AUTOMOTIVE INDUSTRY

Mechanical engineering
The history of the Hungarian mechanical engineering industry dates back more than 100 years, and still has significant intellectual capital to this day. This is reflected in the excellent quality of engineering education and the high number of mechanical engineering patents. Due to our engineering creativity and expertise, our developments and unique solutions are in high global demand. The Hungarian mechanical engineering industry is heavily export-oriented, with 90% of production aimed at foreign markets. We are leaders in the development and production of mechanical parts, special-purpose machines, handling systems, hydromechanical solutions, agriculture, cereal technology, food processing, pharmaceuticals, timber processing, packaging and forestry machines and machine tools.

Electronics industry
The electronics industry has become one of the leading sectors of the national economy, mostly due to the financially strong foreign investors appearing in Hungary in the 1990s. Similar to the mechanical industry, electronics is also expressly export-oriented, with 100% of products manufactured in Hungary being sold abroad.

Electronica 11-14 2014. november, Munich, Germany

The biannual Electronica expo is the international meeting point for the electronics industry. Many important industry players and pioneering corporations participate in the expo, both as exhibitors and visitors. One of the prominent activities of the Hungarian National Trading House is the international promotion and successful foreign market launch of domestic developments, given that Hungarian electronic solutions represent high added value and are in demand both in Central Europe and around the world. The Trading House represented Hungary with 12 exhibitors in 2016, providing Hungarian SMEs with the platform for a successful international presence.

The sector is divided in terms of export destinations. While electronics manufacturers mass-produce products for primarily the traditional Western-European markets, it is non-EU countries that represent the most significant market outlet for custom-developed products produced in small or medium series. A good example of this trend is measuring instruments and lighting technology.

Automotive industry
Hungary can be considered an automotive giant in the Central European region. Multinational automobile companies manufacture a vast number of high-tech vehicles in Western and Central Hungary. A key objective of the national economy is to help Hungarian SMEs that are able to adapt to the needs of these large corporations to become certified suppliers and exporters to many countries worldwide. The automotive industry is on the cusp of a significant breakthrough, in the sense that domestic production is becoming more and more important, such as the manufacturing of buses, railway vehicles, ships, and other special-purpose vehicles. In addition to the above, another area to highlight is the export capability of electromobility and other innovative technologies related to the automotive industry.

Hungarian show brewery in Montenegro

A show brewery is under construction in Montenegro, based on the technology of the Miskolc-based ZIP Technologies Kft. With the cooperation of the Hungarian National Trading House, the Hungarian business successfully sold its internally developed brewery technology and the related products and services for 135 million HUF.
ZIP Technologies has been manufacturing their own brewery systems since 1993. The business is able to serve every need with over 50 types of world-class equipment. The company's portfolio also includes relevant brewery products and services to support sales of the final beer products. In addition to Hungary, the company is also present in numerous foreign markets with more than 150 satisfied customers worldwide.

The company recognised the market opportunity in the Montenegro office, recommended by colleagues in Budapest. In addition to partner mediation, the consultants contributed to the successful completion of the negotiations with their know-how.

As part of the agreement process prior to the deal, the customer visited a foreign reference plant as well as the production unit in Miskolc. Negotiations went on for almost a year before the parties concluded their supplier agreement in October 2017. The Montenegro company chose the Hungarian technology out of several other international bids. ZIP Technologies agreed to custom-manufacture the equipment in line with the customer's needs, and deliver and install the equipment for an amount of 135 million HUF. According to the contract, the first kegs are to roll out of the show brewery in one year. This access to the Montenegro market will serve as a great reference for expanding sales to other markets in the region.

Hungarian sport aircraft in demand in the Baltics

The purpose of the AERO Friedrichshafen aircraft expo is to present and promote innovations and new products in the industry. The Hungarian National Trading House provided favorable terms for many Hungarian industry players to participate in the 2017 expo, facilitating international awareness of their products and services, and the expansion of their customer base. Halley Kft., the flagship company in Hungarian sport aircraft manufacturing, participated in our national community booth as a co-exhibitor with their Apollo line of aircraft.

After the conclusion of the expo, the company received orders for aircraft and aircraft wings from Poland, Lithuania, Latvia, and Estonia, for an amount of 20 million HUF in total. Furthermore, there was significant interest from Chinese, Iranian, Turkish, American, and Portuguese clients.



INFOCOMMUNICATIONS

The number of market actors is continually increasing in this dynamically growing industry, thanks to global economic processes. The value of the sector, and the engine of its growth, is the fact that the knowledge created can be easily accessed and adapted in the global market space. Furthermore, capital financing particularly favors this industry on account of the constant increase in demand and the opportunity for fast returns. The expertise of Hungarian development engineers is internationally competitive, providing them with many opportunities to join foreign projects, which in turn increases the significance of technology export. In addition to the human element, the well-developed infrastructure also promotes the development of ICT companies in Hungary.

The percentage of innovative project promoters (startups) is growing in this sector. Hungary pays special attention to promoting the global market success of these infocommunication companies - from helping market launches, to product development, mentoring, or expanding their international network of relationships.

Thanks to the interconnectedness of the sector on the global market, Hungarian businesses are exporting to almost 50 countries across four continents. Current exports show the dominance of EU countries, but Hungarian companies are also expected to achieve great success in developing markets.

GITEX 8-12 October 2017, Dubai, United Arab Emirates

GITEX is one of the three highest-ranking infocommunication expos in the world. In 2017 the event connected international exhibitors and visitors for the 37th time. Hungary has been participating as an exhibitor since 2006, helping Hungarian companies get to know their competitors as well as international market trends, and to achieve success and increase their export revenue.

A total of eight Hungarian businesses had the opportunity to successfully present their products and services in the booth of the Hungarian National Trading House, with the Trading House representing other companies at the event. Due to the high quality of Hungarian products and the global increase in demand, by the end of the expo the total value of the expected deals amounted to 1 million USD.

Cyber Security Conference in Kuwait

With the cooperation of the Hungarian National Trading House, Quadron Kft. - one of the most prominent Hungarian businesses in cyber security - concluded a strategic cooperation agreement with the leading internet service provider in Kuwait. With the spread of the internet and cloud-based applications, the number of IT attacks and the abuse of corporate and personal data is growing exponentially. With that in mind, protection, secure storage and processing of online user data has become a priority.

Quadron Kft. has developed a cyber security services portfolio specially designed for the needs of the Arab region. Quadron Kft., with the help of the Bahrain office of the Hungarian National Trading House, started specific business negotiations with QualityNet from Kuwait. The preparations phase of the project was concluded with a strategic agreement, which includes comprehensive IT security consulting, after Quadron Kft. has finished the security checks of the entire system of the client.

Hungarian GPS tracking system in Sudan

A Sudanese electricity provider was looking for a reliable technology supplier partner in the international market for the tracking of their car fleet. The Hungarian National Trading House received and forwarded this business opportunity to all its partners. The most competitive bid came from WM Rendszerház Kft. With the successful conclusion of the deal, the Hungarian technology supplier company signed a contract for the development of complex product and service packages, device security, server side program development and support, as well as the training of local workforce - meaning that the Hungarian GPS tracking technology will provide comprehensive tracking service for all of the 500 cars in the Sudanese company's fleet.

Stored data is easy to analyze with the help of the workforce management solution, facilitating the work of corporate governance. The resulting revenue of the Hungarian company exceeds 180 million HUF.

LIGHT INDUSTRY

Hungarian light industry production is diverse, covering the textile and clothing industry, the chemical industry, the packaging industry, the porcelain and glass industry, forestry, and furniture production. The Hungarian light industry is characterised by a high percentage of small and medium-sized enterprises, while there seems to be a great demand for their products both domestically and abroad. More than half of the production volume is sold on export markets, which is a fine indicator of international demand for the product portfolio of this dynamically developing industry.

The chemical industry is a fast-growing sector of the processing industry, accounting for 15% of all Hungarian exports. This is expected to further increase due to industry expansions and investments in technological development. The packaging industry is showing the same trends. Forestry and furniture exports are expected to increase by 3-4%, with the parquet sector reaching export growth of up to 8%.

A+A 17-20 November 2017, Düsseldorf, Germany

The A+A international expo is a great platform for presenting OSH tools, clothing and equipment on an international level. Close to 2000 manufacturers and distributors get to present their products to visitors each year.

Thanks to its export promotion activity, the Hungarian National Trading House has supported the market launch of many Hungarian manufacturers. 6 Hungarian companies exhibited at the 2017 expo in our national booth, to great international interest.

In the textile industry the export of home and technical textiles remains strong and is constantly on the rise. A new, strong sector emerged in the clothing industry with the appearance of reputable Hungarian designer brands, with the creative industry also gaining ground in the economy due to their innovative solutions, meaning that their exports are also expected to grow.

Hungarian producers can remain competitive internationally, with high quality products and good value for money.

The foreign offices of the Hungarian National Trading House are continuously working on identifying business opportunities where the local partner is looking for products of reliable origin and good quality at a competitive price. After assessing market needs, the Trading House puts the relevant Hungarian companies directly in touch with the customers, and monitors the entire negotiation process.

Hungarian goose down in great demand globally

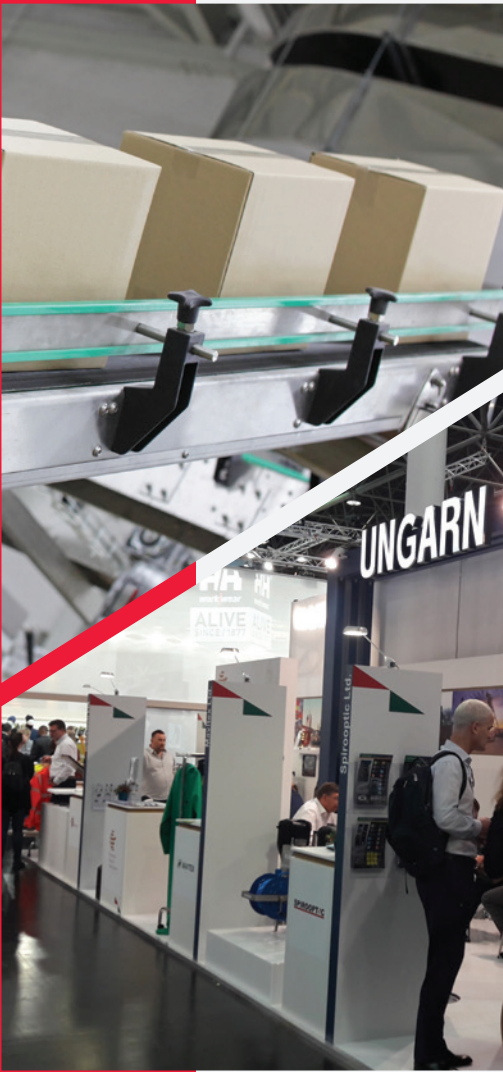
The purely Hungarian-owned Naturtex Gyapjú és Tollfeldolgozó Kft., in cooperation with the Hungarian National Trading House, has made deals to export goose feather and down to countries across three continents.

Hungarian goose feather and goose down are well-known and sought after basic materials of the global textile industry. Because of their outstanding and reliable quality, they are almost considered uniquely Hungarian products – Hungaricums - both in Hungary and abroad. A multinational corporation, manufacturing and distributing textile products for the hotel industry in South Africa, contacted the local office of the MNKH looking for a supplier for its top quality products. Naturtex Kft., a partner of the MNKH, met all the requirements set by the buyer, as it can deliver significant quantities and reliable quality goose feather and goose down to the foreign market, at a competitive price, and by the agreed date. According to the business plan, after the first test shipment consignments from Hungary will arrive in South Africa every 6-8 weeks.

Prompted by the success in South Africa, the staff of the Trading House started to search for other prospective buyers, and found another business opportunity for the Hungarian enterprise, this time in Turkey. Thanks to the Turkish distributor referred by the Trading House, Hungarian products are now included in a range of 300 local home furnishing stores. The orders placed at Naturtex Kft. by the Turkish partner doubled in 2017.

The upcoming free trade agreement between the European Union and Canada will allow for the duty-free trade of a wide range of products, so this key foreign market will be directly accessible to Hungarian manufacturers as well. The price advantage that can be reached under this agreement will contribute to the successful introduction of Naturtex's finished products - pillows and duvets - to the Canadian market. The manufacturer uses thermal water to clean the goose feather and goose down used for filling its products, which is an additional advantage for the environmentally conscious Canadian market.

The Hungarian National Trading House called the attention of a major overseas importer to the reliable Hungarian enterprise. In addition to mapping out the business opportunity, the MNKH actively participated in the preparation of the first test shipment, which also involved the design of packaging and labelling to comply with local regulations. The importer wishes to list the top quality Hungarian product portfolio in chain stores in Canada, which will lead to a long term and mutually beneficial business relationship.





CREATIVE INDUSTRY

The significance of the cultural and creative industries in national economies is increasing worldwide. The number of employees in this sector is the third largest in Europe.

The active employees in the industry are under 30, so the willingness to open to foreign markets is above average here. Share of employment in the cultural and creative industries in Hungary is over 5%, and these industries produce 4% of the total Hungarian GDP. Analysis has shown that growth in this sector is significantly higher than the average growth rate of the Hungarian economy.

The continuous and global expansion of the sector has led to an increasing international interest in Hungarian products and services in this industry, from product design to graphic and fashion design.

Vendome Luxury 2017. Spring / Summer, 30 September 3 October 2016, Paris, France

Vendome Luxury is a major satellite event of the Paris Fashion Week, where, in keeping with the tradition of the fashion industry, renowned designers present their luxury and high-end collections for women for the next season.

The operators of the Hungarian creative industry, and the international promotion of their products, are in the focus of attention of the Hungarian National Trading House. Participation in the Vendome Luxury trade show was an exceptional opportunity to reach out to international markets. In September 2016 ten Hungarian designers presented their designs with support from the Trading House.

Hungarian fashion accessories on the Italian market

It is a great professional achievement for a Hungarian designer to be present in Milan, one of the fashion capitals of the world. The MICAM exhibition is the leading international footwear fair. The 84th exhibition was held this year, and still attracts an increasing number of visitors. A new collection of Hungarian-designed Dorko shoes was brought to the attention of international footwear vendors in the autumn of 2017, with support from the Hungarian National Trading House. Several orders were placed during the fair already, and interest in the trainers - designed with the help of creative artists - has not waned since.

The ornaments of the porcelain factory in Hollóháza are renowned globally, yet its porcelain jewellery is less well-known. The Hungarian National Trading House organised a fashion show in Rome in November 2016, where the audience could see elegant yet modern accessories that suited the dresses on show. Representatives of the Italian-Cuban Chamber of Commerce noticed the unique porcelain jewels at the event, and the order they placed for several hundred heart-shaped medals shows how much they appreciated them.

International success for Hungarian fashion designers

Many European designers dream of finding a way into the fast-moving world of the American fashion industry. There is significant prestige attached to being recognised in the US, both for emerging and established clothes designers. Personal introduction is extremely important in this sector. The Hungarian National Trading House provides support to fashion designers so that they can present their work at major international events in the industry. The Whyhoys collection by Lilla Pápai was very popular at the 2016 Vendome Luxury trade show, and some of her designs have already been sold at the event. With professional support from the Trading House, the creations of the young designer have been introduced to several European markets. Asian markets are also open to the luxury felted collections made using a unique process.

Márta Makány is well-known on the Hungarian market. Using the services of the Trading House, the designer presented her bridal dresses at major events of the industry in the US in 2016:

- New York Fashion Week
 - New York Bridal Week
 - Los Angeles Fashion Week
 - New York Fashion Week Winter 2017
- Export support services included fashion shows and the organisation of a Pop-up Day. The event had international significance, which was clear from the major orders that were placed at the renowned designer house, not only from the US but from Ireland as well.



EDUCATION AND SPORTS

Education

The significance of education in the modern global economy is unquestionable. The number of students enrolled in college and university programmes is predicted to increase from the current 170 million to 262 million globally by 2025. In developing regions, especially in Asia, the number of people who seek to gain internationally competitive expertise is rapidly growing, as they want to be able to face the challenges of the global economy and the constantly changing labour market needs. The significance of education goes beyond training professionals with up-to-date knowledge. Higher education institutions play an active part in many research and development programmes. Academics verify the innovations developed by the corporate sector, and they work as experts in the development and implementation of new regulations.

International cooperation among institutions ensure that global trends and innovations are introduced locally, and also that Hungarian scientific achievements can reach foreign markets. Through its network of relationships, the Hungarian National Trading House contributes to

the internationalisation process of Hungarian educational institutions, supporting the growth of technology export among the target countries and within Hungary.

Sports

Sport is the most popular leisure activity. A diverse industry has developed to meet all needs in this sector. The sport economy is now a dynamically developing and rapidly growing global industry. The products of Hungarian sports goods manufacturers are internationally competitive. An innovative approach is becoming increasingly important in this sector as well. Mostly it is marketable solutions, based on the achievements of research and development, that can be an opportunity for a breakthrough for Hungarian sports goods manufacturers. These include IT and infrastructure technologies, sports analytics and decision support systems, and solutions for the effective operation of sports facilities. Sport is a strategic priority sector in Hungary, so through its activities in the sport economy the Hungarian National Trading House puts great emphasis on the development of export in sport-related industries, and the role they play in promoting the image of the country.

FSB 7-10 November 2017, Cologne, Germany

FSB Cologne is the leading sports trade fair in Europe. The biennial event attracts over 25,000 visitors on average. Global trends have affected the sports economy as well, which means that as a result of continuous development and innovation, these products and services have more and more added value. Responding to international needs, the Hungarian sports sector provides solutions with cutting edge technology on the international market. It is a stated task of the sports diplomacy division of the Hungarian National Trading House to present tradable Hungarian products, and support their introduction to foreign markets. The Cologne trade fair is a great opportunity to reach out to a wide professional audience. In 2017 four Hungarian manufacturers exhibited their products at the Hungarian stand as co-exhibitors.

Exporting Hungarian sports flooring to Chile

The Hungarian National Trading House helped the flooring manufacturer Graboplast Zrt. to export its high-quality products to Chile, for a value of 14 million HUF. The Győr-based company is a major Hungarian manufacturer of commercial and sports flooring. The company's history goes back more than 100 years, and has a lot of experience in exports, as its products are available in more than 70 countries.

Expanding into a distant market and identifying local operators is a very time-consuming task. Due to their knowledge of the local market and their extensive business network, the offices of the Hungarian National Trading House in foreign markets can provide significant help, so that Hungarian businesses can avoid pitfalls. The staff of the MNKH worked together with the Embassy of Chile in Budapest to compile a list of reliable Chilean importers in the sector, and also provided the company with useful information about the market so that it could start exporting its products. After the business negotiations, Graboplast concluded an agreement with one of the most renowned Chilean importers. Once the agreement was signed, two orders were soon fulfilled by the Hungarian company: commercial and sports flooring products were shipped to South America for a value of 14.2 million HUF.

This successful cooperation will continue in the future, and MNKH has started exploring additional markets for the internationally competitive products of the company.

High School Olympics in the US with technological support from Hungary

The Southworks Robotics Olympics, a competition organised for high schools in the Chicago area, chose a product by VengIT Kft. as a part of the official toolkit of the 2018 competition. The competition is for high school students learning about engineering and robotics solutions.

SmartBrick (SBrick), a Hungarian product, is a brick that can be programmed and built in LEGO® constructions. With this extra piece, LEGO® Power Functions® parts can be controlled remotely with a mobile phone or a tablet. The two devices communicate using Bluetooth® technology. With this Hungarian-developed product, children can learn about the basics of programming while they play.

The educational tool can also be used perfectly in schools, and with help from the Chicago office of the Hungarian National Trading House (MNKH), it was submitted to the spring competition of Southworks. The organisers bought and tried the starter pack, and as they got first-hand experience about the quality of the product, they decided to use it. Every team entering the 2018 Engineering and Robotics Olympics can use a contraption equipped with an SBrick.

As the state of Illinois is an important centre of the EdTech market, this competition is a great opportunity for VengIT Kft. to gain visibility in the IT communities in Chicago. Another benefit is that the Southworks event can capture the attention of businesses, teachers, and future professionals in robotics and electronics at the same time.



Hungarian
National
Trading House

KEY PROFESSIONAL PROJECTS





ÁLDOMÁS

Consumers in developed markets are increasingly conscious, and the demand for healthy, valuable and nutritious top quality food products is growing rapidly. Many Hungarian producers have internationally competitive food products, but without integrated sales and marketing tools, these producers have only limited access to export markets. The Áldomás brand provides a comprehensive solution for this challenge. This initiative has filled a gap, as it has made the top quality food products of certified Hungarian producers available to sophisticated international consumers.

The community brand, created as a result of a broad cooperation among professionals led by the Hungarian National Trading House, aims to create a professional image and provide marketing support so that Hungarian food producers can access foreign markets through coordinated sales channels.

166 products of 58 producers have so far been authorised to use the brand name and the related trade mark, which is only possible if a list of stringent requirements is met. The best Hungarian producers keep joining the Áldomás brand with their top quality products, so the range is expanding every day. Every product is subjected to a strictly controlled certification process, from the field to the table, which ensures the high quality of food products. Excellent ingredients, gentle processing methods, a complete lack of GMOs, and the least possible amount of chemicals, flavour enhancers and additives used - as a result of all this, dishes made from Áldomás products are not only nutritious but have a beneficial effect on the body, and help develop health-conscious eating habits.



Cooperation between Áldomás and the MBA programme of Georgia Tech

Students at the university in Atlanta took a study trip to Hungary to explore the opportunities in exporting Hungarian wine. As part of their practical training, students at the Scheller College of Business at Georgia Tech learned about business mechanisms in Central Europe, and consulted representatives of special international projects that target international markets, have unique best practices, and create a bridge between American and European business culture.

The students were accompanied by John E. Parkerson, lecturer at the Scheller College of Business and Honorary Consul of Hungary in Atlanta, on their study trip. Mr. Parkerson, the former president of the World Trade Center Association, is committed to strengthening relations between the US and Hungary, so it is of great significance that as an experienced professional he follows the Áldomás project, and the student group relies on the Áldomás team members as consultants.

On their visit to Hungary, students of the Scheller College of Business got to know the excellent wines of the Hernyák Estate, met the members of the Áldomás team, and learned about the set of criteria being developed specifically for wines of the umbrella brand. Special award from the Ministry of Agriculture to the Áldomás organic sandthorn cocktail with pulp

In September 2017 the Áldomás brand reached a new milestone, as one of its popular products - the organic sandthorn cocktail with pulp - received a special award from the Ministry of Agriculture at the 78th National Agriculture and Food Exhibition and Fair (OMÉK). Minister of Agriculture Sándor Fazekas presented the award to Dr. Zoltán Berta, Managing Director of Bio-Drog-Berta Kft., at the gala event.

The company sells approximately 70 products in Hungary. The awarded cocktail is made from organic sandthorn with added apple and honey. The ingredients are exclusively from organic farms, and the product contains no sugar, has a beneficial effect on the immune system, and has an antioxidant effect. The excellent features of this product can easily make it popular in several markets.

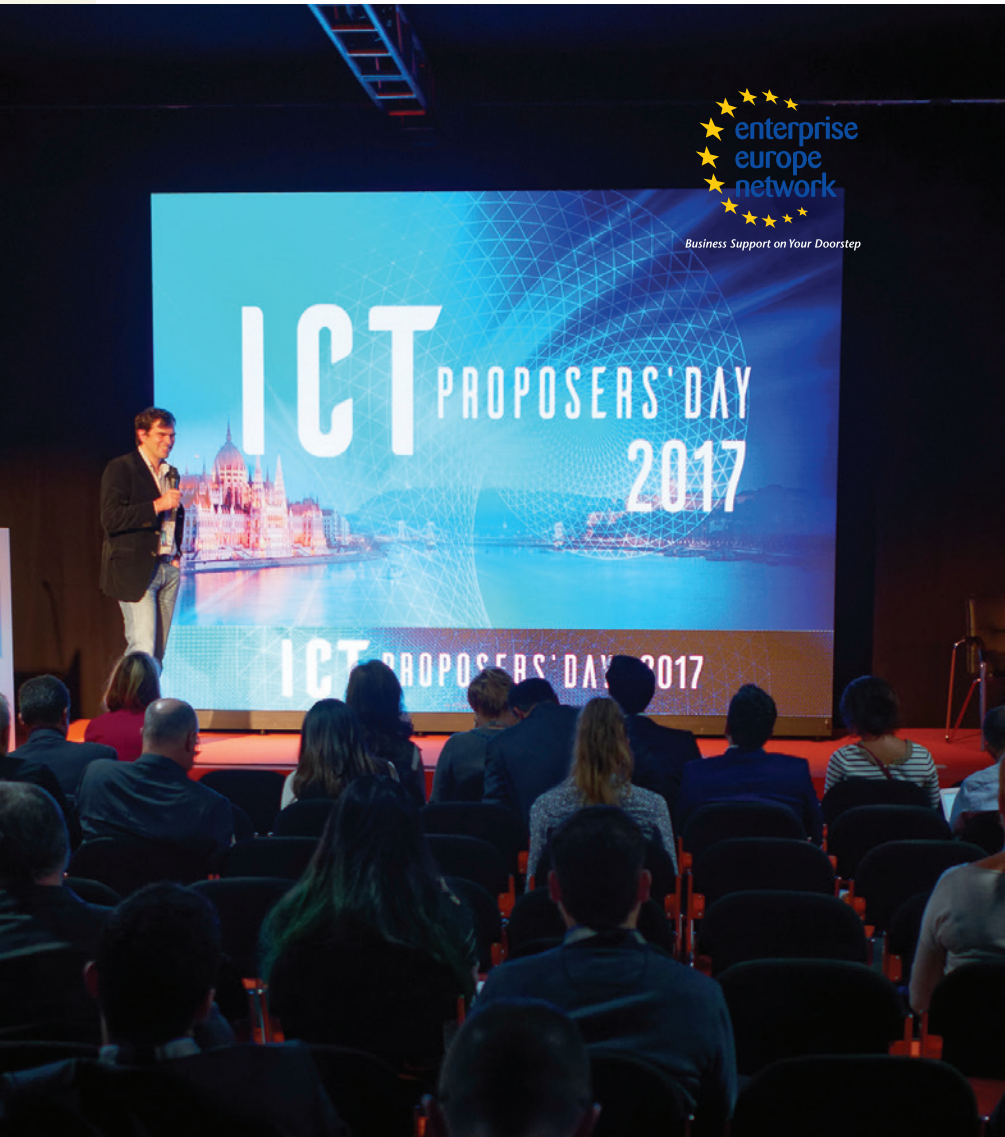


Photo: Ideal-ist

ENTERPRISE EUROPE NETWORK

Enterprise Europe Network (EEN) is the only business development network in the European Union, and the largest of its kind in the world. As an institution of the European Commission, the primary aim of EEN is to help European small and medium-sized enterprises to expand their international business network and learn about the potentials of the common market. Going beyond the borders of the EU, the network helps enterprises expand their international business network in over 60 countries. Thanks to co-financing from Brussels, services are available to local SMEs free of charge.

To foster the growth of Hungarian SMEs, the staff of the network provide up-to-date information, practical advice, and an active network of relationships in every field of business development - from financing and R+D, to introducing innovative products on the market, to protecting intellectual property rights or spreading well-established products and services internationally.

In Hungary the seven organisations and 60 employees of the consortium cover the whole area of the country, and provide quality service everywhere. The Hungarian network is managed and coordinated by the Hungarian National Trading House, and in two regions (in Central Hungary and Northern Hungary) it provides the services of the Network directly.

R+D funds for a Hungarian IT company from Brussels

With support from Enterprise Europe Network (EEN), the Hungarian software developer Netis Informatikai Zrt. joined an international consortium. The consortium has received funding of over 1 billion HUF for a research project directly from Brussels.

The main activities of Netis Informatikai Zrt. are custom software development and system integration, with a special focus on IT solutions in health care, public administration, and business. The company continuously looks for opportunities to take part in international grant projects. The service provided by the Enterprise Europe Network to help find international business partners has created great added value for them, as members of the company have participated in several international events, and their company profile is now available in the partner search database of the network. The profile of the company, devised in cooperation with consultants at the Enterprise Europe Network, attracted the attention of several foreign organisations, and the partners established a consortium and took part in the Horizon2020 funding programme organised by Brussels. Members of the EEN team provided professional support throughout the process, from establishing the consortium to submitting the application.

The international consortium received funding of over 1 billion HUF for its 3-year research project. Their aim is to develop an innovative, integrated care model for older people with cognitive impairment occurring e.g. in the early stages of dementia, Alzheimer's disease, or Parkinson's syndrome. Netis engages in software development and integration tasks as well as associated testing. The results of its work provide partners assistance in analysing the scientific data obtained from the project.

Assignment to the development of mobile applications from Sweden

Attrecto Zrt. is the flagship of Hungary's information and communication industry. In addition to domestic industry needs, it can also fulfill important export market orders. The team plays an essential role in the industry of mobile application development, and received its first order from Sweden with the support of the Enterprise Europe Network (EEN). The first Swedish-Hungarian ICT Brokerage Event was organised by the EEN Management of the Hungarian National Trading House, the Embassy of Hungary in Stockholm and the Stockholm Office of the EEN. Ten Hungarian companies participated in the 2016 event.

The ICT sector is one of Sweden's leading industries, characterised by outstanding development and innovation. Several world-famous inventions have been launched from Sweden (e.g. Skype, Spotify) and global companies have established R & D & I Centres such as Intel, Google, Apple, Huawei, Microsoft, Sony, Samsung, EA, Facebook, and Nokia. The international innovative environment of the Swedish market thus has many possibilities for participants in the Hungarian IT sector.

In addition to the professional presentations, the attending executives contacted the previously agreed negotiating partners and two Hungarian companies had the opportunity to present themselves to an international professional audience. The event was an excellent opportunity for Attrecto Zrt., based in Győr, to enter the Swedish market, from where they received a specific order worth millions of HUF. After the first joint job they are looking forward to the sequel and building further business relationships in the Swedish market.





EXPORT ACADEMY

The Hungarian National Trading House prepares Hungarian business leaders for entering foreign markets successfully, through its export development training program. The program's top priority is to provide small and medium-sized enterprises with basic knowledge of foreign trade, and the economic and cultural characteristics of international markets. One of the flagships of the MNKH's extensive training portfolio is the Export Academy, which has been organised 11 times since its launch in 2012, with a total of 282 companies and 330 decision makers participating. The training course comprises foreign market strategy, market analysis, product positioning, foreign trade promotion, presentation and negotiation techniques, financing and risk management, foreign trade security, intellectual property protection, international distribution, and competition law.

Renowned Hungarian trainers and successful Hungarian exporters share their knowledge and experience in the program. Participants also attend theoretical and practical training courses in smaller workshops. By the end of the Export Academy course, business executives prepare their own foreign trade entry strategy with the help of their trainers. The Trading House also pays special attention to the economic development of Hungarian enterprises beyond the borders, to strengthen and stimulate cross-border Hungarian-Hungarian economic relations. Training has been available in Hungarian-speaking areas beyond the borders since 2016. The events provide an excellent opportunity for both acquiring professional knowledge and building personal business relationships. Another value of participating in the training can be the cooperation created between participating companies.

In September 2017 the Trading House launched its e-learning program, enabling business executives to take part in the basic training courses of the Export Academy without limits on time and space. Online training is an excellent tool for executives to improve their knowledge flexibly with tailored conditions. A multi-module program is available free of charge after registration. The themes fit into Export Academy's curriculum.

László Gyimesi
Mystic Nails, Export Manager

Mystic Nails is the leading beauty supplier in Hungary. In addition to the production and distribution of raw materials for artificial nails, it also holds many professional training courses for employees in the industry. Thanks to the export knowledge acquired and the export strategy created at the training courses of the Trading House, many foreign market success stories can be associated with their name.

"The beauty industry is a rapidly changing, dynamic and innovative sector, so international expansion is a major challenge for Hungarian small and medium-sized enterprises. As an experienced and responsible manager, I know that the key value is time. Therefore I must constantly consider in which new knowledge I should invest resources for myself and my colleagues. Following my participation in the MNKH training, I came to the conclusion that every minute I spent there would be useful in the future.

The success of Export Academy in my reading lies in two key factors

- 1) Authenticity: The trainers and presenters share all their knowledge, gained from many years of experience, with the participants of the Export Academy. It is apparent that they set up their training programs, collect topics, and select presenters in line with the actual and practical needs of the Academy's participants.
- 2) Development: The training structure of Export Academy is progressing steadily based on participants' feedback. Numerous examples can be mentioned - above all I am thinking of the B2B negotiation training in English, or the training on international distribution agreements, initiated upon the feedback of the participants.,,

László Regőczy, Managing Director of Bonaventura Gold Kft., dreamed up the Primus mineral water brand in the early 2000s. Meanwhile, this dream has come true, as Primus mineral water is an exportable Hungarian product present on the world market. The high-quality mineral water, of unique composition and excellent taste, rises from the 200,000-year-old Triassic karst to the surface in the area of Zsámbék, about 27 km from Budapest. The mineral water, marketed under the name Primus, enjoys unrivalled popularity beyond the borders of Hungary, in China, South Korea and the United States as well. With the knowledge gained at MNKH training courses, the young company was able to enter foreign markets confidently.

"The MNKH Export Academy's training series contributed significantly to Bonaventura Kft's success on international markets. During the training I acquired new, specific professional knowledge that I used in practice to expand my business into the Chinese and American markets. Thanks to the basic and advanced level training at the Export Academy, we can find answers to all questions related to export activities, be it brand building, effective trade fair presentation, foreign market risks, business culture, or negotiation techniques. Our successes in China are also due to the knowledge gained through the Export Academy.

I consider it important to emphasise the direct, collegial atmosphere of the Export Academy events, which is a prerequisite for creating new business relationships between individual participants. ,,



INNOTRADE

In 2016 the Hungarian National Trading House launched a startup program called InnoTrade, in cooperation with key state and market participants. The main objective of the program is to support innovative Hungarian enterprises and project promoters in entering foreign markets. We believe that innovation can only be successful if it integrates well into the global ecosystem. The program offers promising Hungarian startup companies, selected on the basis of professional aspects, the opportunity to attend special events in the respective industry, to present their products and services and to promote them internationally.

Mentoring within the program includes tailor-made training for candidate companies on how to introduce themselves to the international market, and how to build their corporate communications. Candidates are given the opportunity to attend renowned industry events, to present their products and services to potential professional, institutional or equity investors. The services available under the program also include the organisation of targeted business meetings, increasing the chances for domestic startup companies to build an international customer base and raise capital for growth.

The Hungarian team took bronze in the Canadian startup competition

Aeriu’s team earned a bronze medal with its revolutionary inventory control system at the startup competition, organised as part of the Global Forum in Canada.

The Global Forum connects the actors of the digital world, from government decision-makers to startup companies. Its ranking is reflected in the fact that the event is considered by the ICT sector as the “Davos Summit” of the industry. In the autumn of 2017 this prestigious event was hosted in Winnipeg. This city and its inhabitants are considered to be one of the seven “most intelligent” communities in the world.

The Aeriu team also entered the startup competition through the InnoTrade program of the Hungarian National Trading House. For young entrepreneurs from Veszprém, participation and sales presentations have proven to be a unique opportunity to establish personal business relationships.

The revolutionary new business solution of the young Hungarian team makes inventory easier and eliminates possible mistakes from human intervention. The program developed by software developers can be easily integrated into commercially available drones, providing a cost-effective solution for users anywhere in the world.

The business plan of the enterprise and the novelty of the technical solution convinced the international jury of the marketability of the development, which was recognised by a bronze medal. With the award, the team could also enter the CES Matchfest startup competition in Las Vegas in January 2018.

Hungarian innovation Talk-a-Bot was also introduced at TechCrunch

The inspirational goal of Talk-a-Bot, developed in Hungary, is to revolutionise corporate communications. The young entrepreneurs have also debuted overseas under the InnoTrade program of the Hungarian National Trading House in 2017. The TechCrunch Disrupt Conference is the meeting place for technology innovators connected to the world of the internet. The event provides an opportunity to gather market intelligence, identify competitors, and address potential business investors.

The Hungarian-developed chatbot is an intelligent communication channel through which messages reach the recipient with 95 percent certainty. The recipient receives the messages based on their habits and interests, so they are relieved from countless unsolicited bids. The technology has proven its worth in Hungary, as the communication solution developed using Hungarian know-how was tried by more than 2 million users over the course of a year.

Participation in TechCrunch has proven that this technology is competitive not only in Central Europe but also in Silicon Valley. Representatives of the company received six specific business inquiries during the event, and held promising negotiations with professional and financial investors.



FOCUS ON BOOSTING HUNGARIAN-HUNGARIAN ECONOMIC RELATIONS

In line with the national and foreign economic objectives of the Hungarian Government, the strategic goal of the Hungarian National Trade House is to strengthen cross-border Hungarian-Hungarian economic relations, to boost cooperation between Hungary and the countries of the Central European region. To reach this goal, the Trading House has established its Carpathian Basin office network in the Hungarian-speaking areas of neighbouring countries and in Poland. The organisation of the Central European Trade Development Network, consisting of 22 representations, is complemented by the 13 MNKH offices in the county capitals of Hungary, which ensures full coverage for Hungary and the surrounding countries.

In addition to cross-border economic development, the main task of the office network is to impart the knowledge and contact network to Hungarian enterprises required for starting a successful export business. The medium-term plan is the creation and development of a strong, export-oriented Central European economic region with consistent economic power.

Available resources are used to analyse the market needs of neighbouring countries, and to identify the sectors in which domestic companies can achieve export success. Another priority is to market the products of the Carpathian Basin in the international markets by establishing common product bases and following individual export strategies. Moreover, its service portfolio also covers participation in trade fairs as well as organisation of business meetings and training sessions.



Hungarian winegrowers of the Carpathian Basin are targeting foreign markets with a common export strategy

In April 2017 the Hungarian National Trading House (MNKH) organised the PANNON VINERSITAS Free University for grape wine growers and winemakers for the first time, with the participation of nearly 100 Hungarian wineries from the Carpathian Basin. Junibor - the Association of Young Hungarian Winemakers - provided the professional background for the event.

The purpose of the new professional forum and training, established as a tradition, is to create a platform that will stimulate cooperation between Hungarian wineries within and beyond the borders of Hungary, as well as to support the identification of common product bases required for joint entry into international markets.

At the Free University, renowned Hungarian and foreign experts and respected winemakers supported the future activities and the product path approach of the young winemakers with their expertise and professional knowledge. The aim is to provide young winemakers with the professional basics in line with the principle of "from vineyard to glass" in the different areas of the wine industry (growing methods, variety selection, protection of origin, marketing, modern oenological technologies, and competitive exportability).

In this context, the tenders of the Economic Development Program in the Carpathian Basin launched by the Hungarian Government contribute significantly to the development of wineries abroad. Due to this program of historic significance, Hungarian companies beyond the borders can modernise their business and buy land, work equipment, machines, and technology.

The organisers of the event believe that the success of Hungarian wines depends on the successful cooperation of Hungarian winemakers. A common and like-minded thinking leads to the production of wines that carry a Hungarian taste and character.



CARPATHIAN BASIN ECONOMIC CONFERENCE AND FAIR

The Hungarian National Trading House hosted the Carpathian Basin Economic Conference and Fair for the first time on 16-17 March 2017, in Hajdúszoboszló. Almost 200 exhibitors from the Carpathian Basin and almost 500 professional visitors attended the event.

The main objective was to create as many business relationships as possible, outline common business and tendering opportunities, and multiply the number of cross-border transactions to further strengthen economic cooperation between Hungary and the Central European countries.

During professional presentations connected to the exhibition, representatives of major public and professional organisations in the field of foreign trade and export development shared their experiences and observations with the audience. The office managers of the MNKH Közép-európai Kereskedelmi Hálózat Kft. provided specific business opportunities and up-to-date market information to interested visitors. At the event, participants also received a comprehensive overview of the progress achieved by the Economic Development Programs in the Carpathian Basin, the EU funds available in 2017, and the regional and international financing and investment opportunities.

Successful exports to Romania valuing over 460 million HUF

WPA Packaging Kft, a VIP partner of the Hungarian National Trading House's regional representation in Oradea, exported packaging materials for a value of more than 460 million HUF to the Romanian market in 2017.

The company, specialising in the design and manufacture of packaging materials, is among the market leaders in the domestic market. It also offers its products on foreign markets; its customers include market players in the electronics, automotive and furniture industries. The overwhelming successes achieved on the Romanian market are also largely due to the Oradea office of the Hungarian National Trading House. In addition to the acquisition, organisation, and transmission of legal and economic information necessary for the establishment of the company, the employees of the office contributed to the successful entry of the Hungarian company into the foreign market through, among other things, site search, business partner brokerage, organisation of negotiations, enabling participation in business meetings, and the recommendation of an accountant and legal adviser.

With the entry into the Romanian market, WPA Packaging Kft. has achieved an export turnover of more than 460 million HUF. Moreover, it has created new jobs for active employees of the Transylvanian-Hungarian community with the establishment of the company.

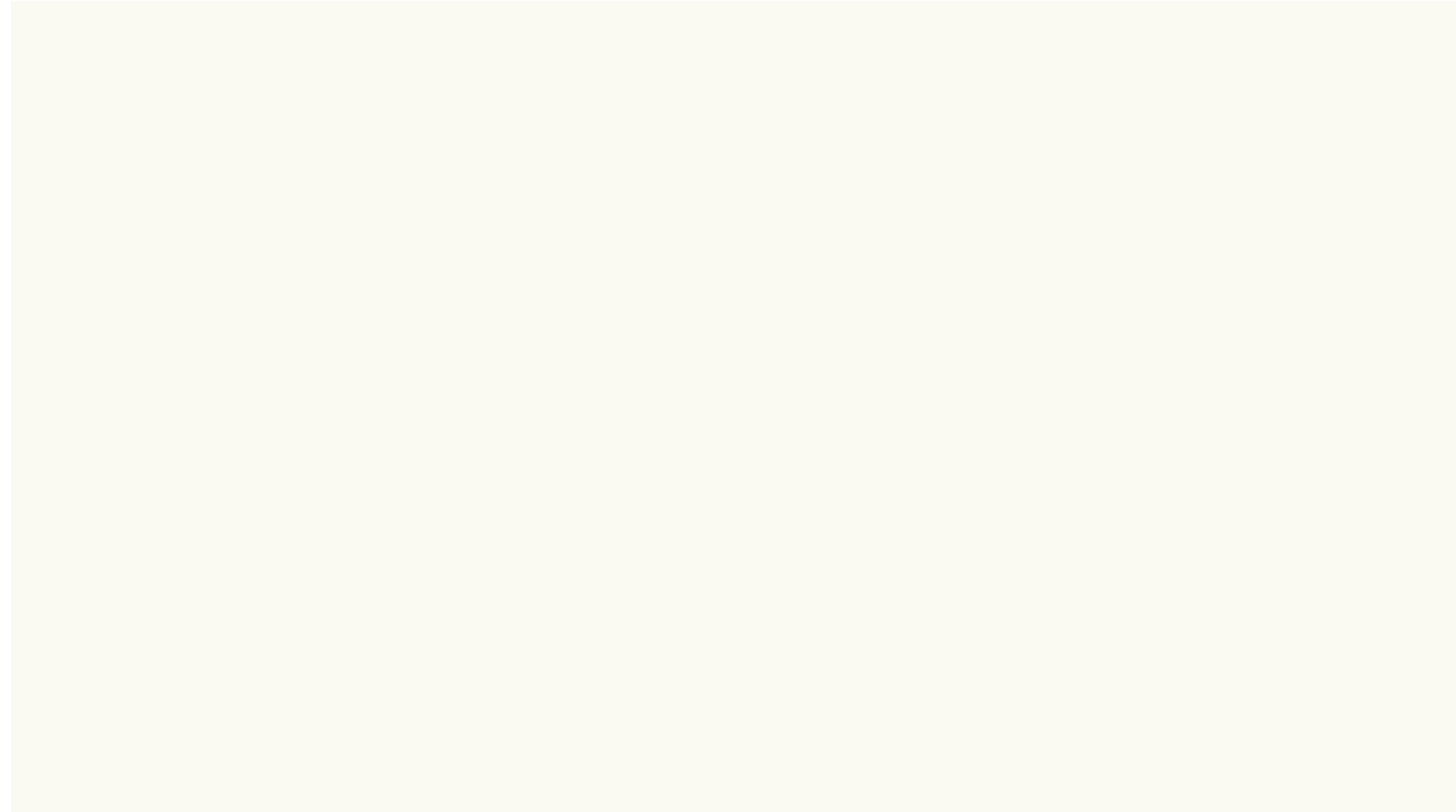
A Hungarian rice retailer conquers Romania

Yano Food Kft's export turnover in Romania reached almost half a billion Hungarian forints in 2017. The Oradea office of the Hungarian National Trading House has made a significant contribution to the success of the company. It has supported the appearance of the Hungarian company in Romania, starting from the research of the market at the beginning.

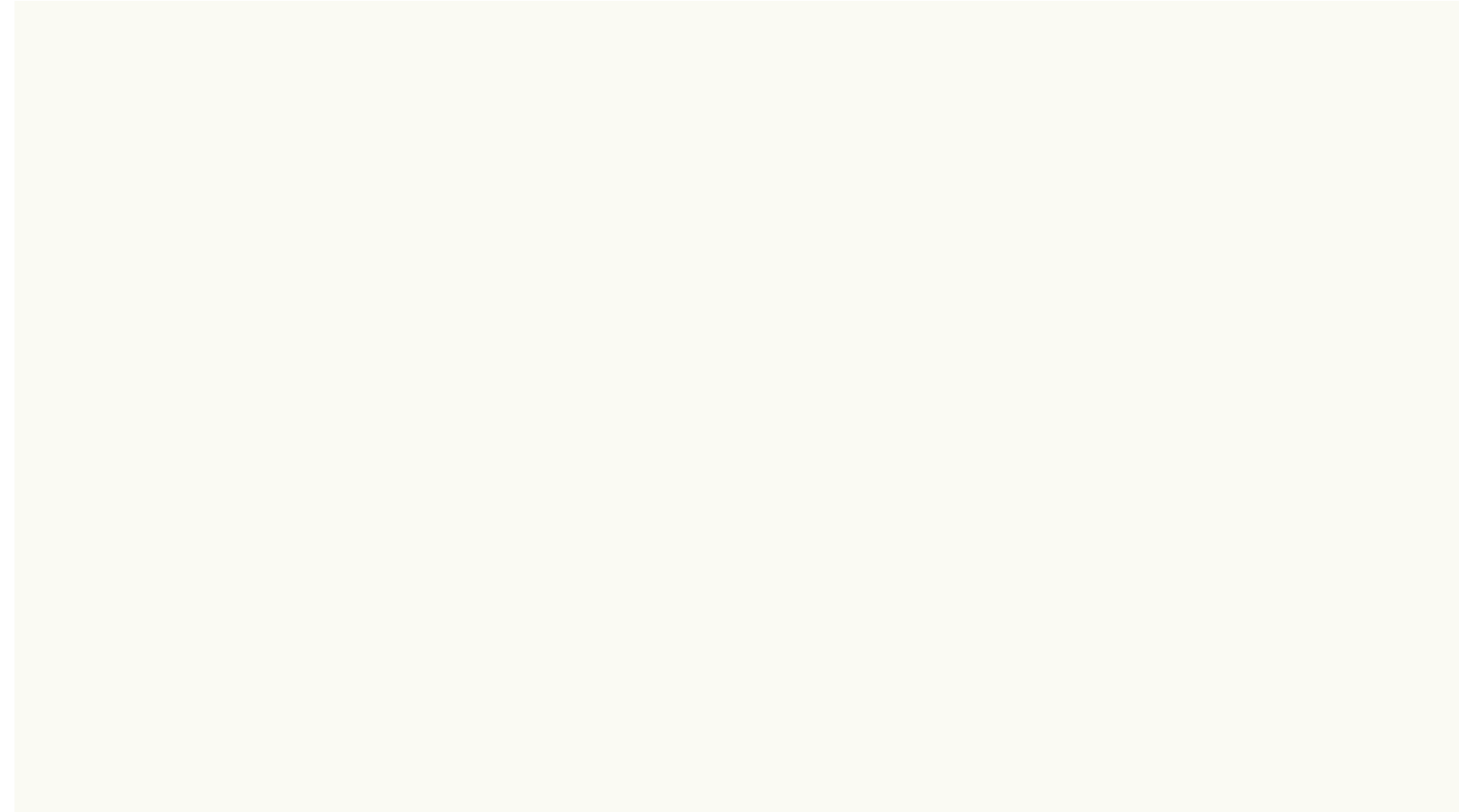
The Hungarian Yano Food Kft, which specialises in rice trade, is committed to creating and promoting a culture of diverse rice consumption, which is why the company's product range covers a broad spectrum. The various types of rice from Suriname, Myanmar, and Cambodia, are packed following inspection and cleaning in the plant at Lajosmizse. The company reviews its supplying partners from time to time, to guarantee the right value for money and high quality. According to the owner of the company, the domestic market is already saturated, so no further growth can be realised. Therefore, the management has decided to expand abroad. Due to geographical proximity and similar consumer habits, Romania became the primary target market.

The manager of the Hungarian National Trading House's office in Oradea assisted Yano Food Kft. in the selection of the site, the establishment of the company, and the start of the commercial activity. In addition, the company participated as a co-exhibitor at the national joint booth of the Trading House in the Indagra Food Fair in Bucharest. During the expo and fair, there was tremendous interest in the company's products, which resulted in a turnover of almost half a billion Hungarian forints in 2017 on the Romanian market.

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