



**HEPA**

Hungarian Export  
Promotion Agency

# DISCOVER **HUNGARY**

## HUNGARIAN EXPORT PROMOTION

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**Budapest** / Hungary

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# SERVICES

free of charge and tailored services for domestic enterprises based on their degree of export maturity.



Export promotion  
(exhibitions, B2Bs,  
business forums)



International  
partner search



Export advisory  
services



International  
trade trainings



Foreign market  
information



Tender

# REGIONAL PARTNER OFFICES



## Global coverage

International partner office network covering **27 countries** worldwide.

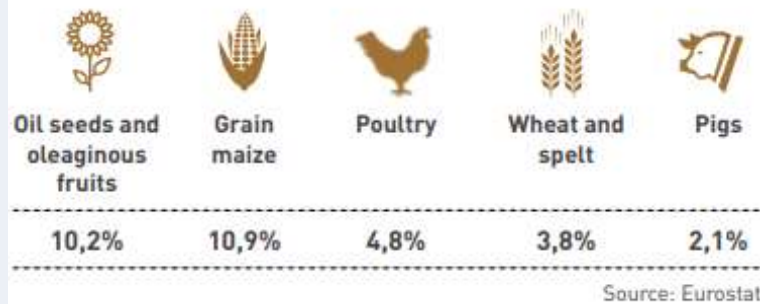




# FOOD & AGRO INDUSTRY

- 60% area used for agriculture
- 5400 food businesses, most are exporting
- Competitive companies – high standards, strict control
- GMO-free
- High-quality machinery
- Responsible for 8-10% of the global seed trade
- Third-largest corn and wheat seed exporter in the world

HUNGARY'S SHARE OF EU AGRICULTURAL OUTPUT IN 2019





# HEALTHCARE INDUSTRY

- 100 years & famous names in **medical research**
- 18th biggest exporters in global **pharmaceutics**
- 1.7 billion EUR exports in **medical devices**
- More than 40 new **patent applications** per year



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# FOREIGN MARKET GROWTH INCENTIVE

**Sponsor:**

**HEPA Hungarian Export Promotion Agency**

**Goal:**

**Supporting Outward Foreign Direct Investment**



Geographic scope is covered by the risk classification of EXIM Bank of Hungary. On a country risk scale, 1-5 are supported, country risk of 6 is supported if an Embassy or a General Consulate represents Hungary in those countries.



The long-term goal of the Government of Hungary is to facilitate the foreign investment of domestic companies into international markets. By doing so, internationally recognized Hungarian brands could emerge.

Hungarian companies can establish joint ventures outside of Hungary, with the ownership being at least 51% of Hungarian share. The minority share must be owned by a local, non Hungarian company.



# A, B & C CATEGORIES

## “A” component countries

### Greece

, Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Cyprus, Czech Republic, Denmark, United Kingdom, North-Macedonia, Estonia, Finland, France, the Netherlands, Croatia, Ireland, Iceland, Kosovo, Poland, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Germany, Norway, Italy, Portugal, Romania, Spain, Sweden, Serbia, Slovakia,

## “B” component countries

Algeria, Angola, Azerbaijan, Bangladesh, Bolivia, Botswana, Brazil, Costa Rica, South Africa, Dominican Republic, Egypt, El Salvador, Cote d'Ivoire, Ethiopia, Belarus, Philippines, Ghana, Georgia, Guatemala, Honduras, India, Indonesia, Jamaica, Jordan, Cambodia, Cameroon, Kazakhstan, Kenya, China, Colombia, Laos, Malaysia, Mauritius, Mexico, Myanmar, Moldova, Mongolia, Namibia, Nepal, Nigeria, Armenia, Pakistan, Panama, Paraguay, Peru, Sri Lanka, Senegal, Tanzania, Thailand, Turkey, Tunisia, Uganda, Ukraine, Uzbekistan, Vietnam, Cabo Verde

## “C” component countries

United States of America, Aruba, Australia, Bahamas, Bahrain, Chile, Curaçao, United Arab Emirates, Fiji Islands, Hongkong, Israel, Japan, Canada, Qatar, South-Korea, Kuwait, Macao, Morocco, Oman, Russia, Switzerland, Saud Arabia, Singapore, Trinidad and Tobago, New Zealand, Uruguay, Taiwan, China



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National Export Protection Program – Foreign Market Growth Incentive



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**THANK YOU FOR YOUR ATTENTION**

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