

HUNGARY

Your Partner in **BUSINESS, RESEARCH and TRADE**



Embassy of Hungary
in Wellington



HUNGARY &
NEW ZEALAND
DIPLOMATIC
RELATIONS



Photos from: [MTÜ.GOV.HU](https://mtu.gov.hu)

HUNGARY



Population
9.6 million



Time zone
GMT +1 hour



Currency
Forint
1 NZD ~ 224 HUF



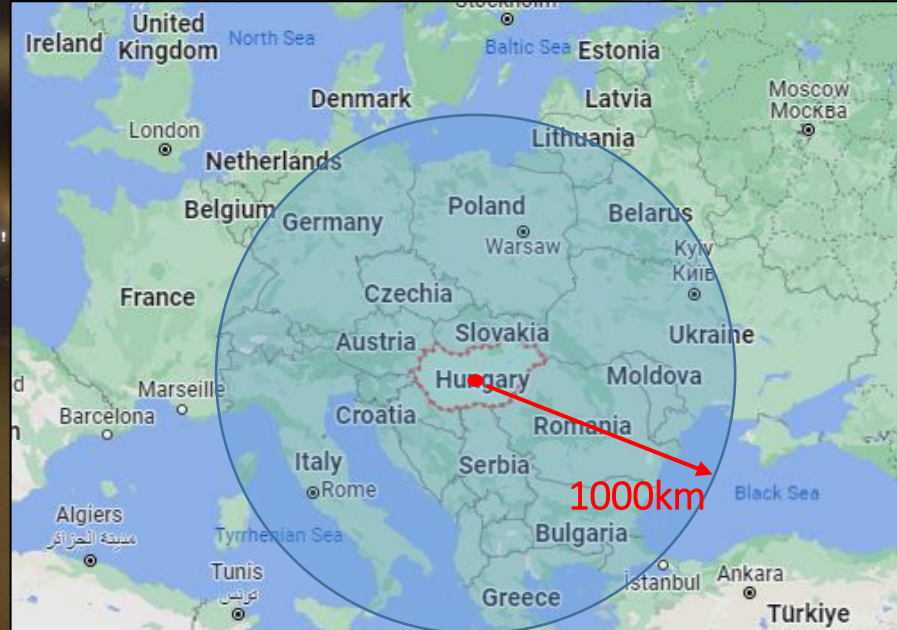
Area
93,024 km²



Capital
Budapest
1.75 million



Other major cities
Debrecen, Szeged,
Miskolc, Pécs, Győr



Form of government
Parliamentary republic



Climate
Temperate



Risk of natural
disaster
Very low



Membership in
international
organisations
EU, UN, NATO,
OECD, WTO, IMF

Connected to Europe

EU & Schengen

- ✓ Free movement of goods, labour, and capital within the EU
- ✓ Central location for distribution to Central and South-Eastern Europe
- ✓ 3 TEN-T – Hungary is at the crossroads of 3 core European transportation networks: Mediterranean, Orient/East-Med and Rhine-Danube

Airports & Waterways

- ✓ 144 direct destinations by 34 airlines from Budapest airport
- ✓ Inland waterway in Hungary as part of the Rhine-Danube corridor
- ✓ The Port of Koper is located just over 300 km from Hungary, it is the most important transport hub for Central and Eastern Europe



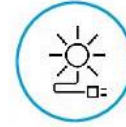
Value Proposition of Hungary

Stable country, strong momentum



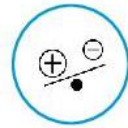
3.6% GDP growth projected for 2024
Political stability, **foreign trade and FDI focused foreign policy**
Swift government decisions, one-stop-shop support for investors

Hungary is on a green pathway



Hungary is dedicated to reach ambitious climate goals and aims to be carbon neutral by 2050
66% of energy production is already carbon free and
90% of energy production will be carbon neutral by 2030

Competitive tax system



9% flat rate corporate income tax
13% employer related taxes
15% flat rate personal income tax, **no PIT under the age of 25**

Proven track record



Successful implementation of **large-scale greenfield projects** involving significant utility and infrastructure developments in the automotive, e-mobility and electronics sectors.

Attractive state aid packages



Financial support in line with EU state aid rules, such as:

- Regional aid
- R&D and training subsidy

World-class education



10 top universities among the top 500 universities in Europe
310,414 university students receiving a world-class education in 64 tertiary education institutions with a focus on STEM courses.
186,058 students in vocational education

Excellent logistics in a central location



3 European TEN-T transportation corridors crossing Hungary
1st in length of motorways in CEE, 6th in railway density in Europe
BUD international airport providing ~150 direct flight connections

Dedicated project team and government support



Full support by HIPA, your gateway to the Hungarian government

- Management consultancy services free of charge
- Location selection and supplier service support
- Tailor-made **incentive offers**, state aid information packages

Investment Trends in Hungary

Recent investment trends in the Automotive, Battery, Food, and Service Industries



Strengthening **automotive** ecosystem

Continental

JAGUAR

LAND-ROVER

NISSAN



BOSCH



Hungary to become a **battery** producing superpower!

GSYUASA

CATL

SAMSUNG

SAMSUNG SDI

SK battery hungary



Increasing share of **processed food** in our exports

Master Good

Nestle

NISSIN

Coca-Cola



Expanding high value-added **service activities**

BLACKROCK

CUSHMAN & WAKEFIELD



FrieslandCampina

DIEHL
Aircabin

Foreign Direct Investment in Hungary



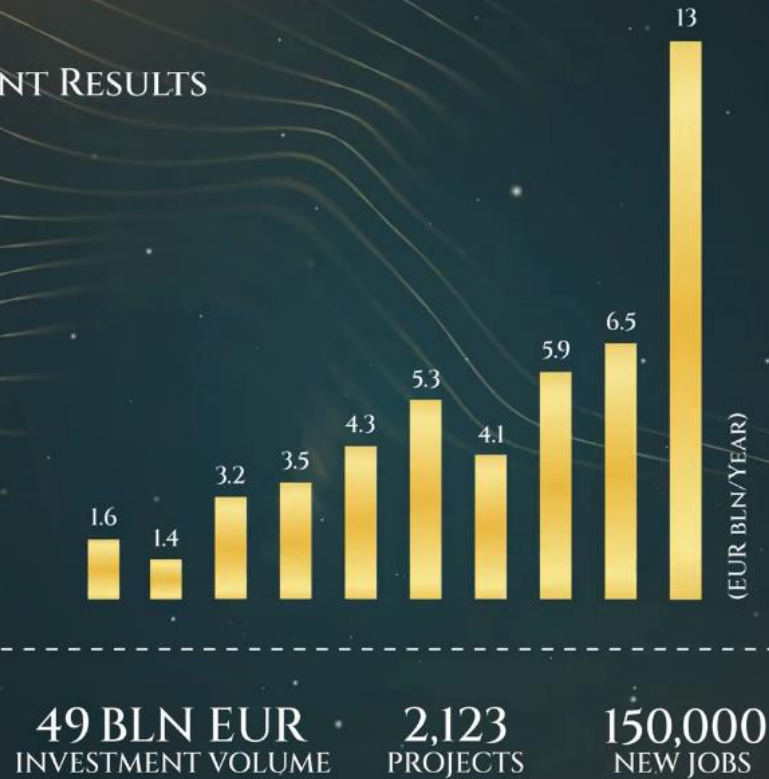
Hungarian Investment Promotion Agency (HIPA)

- **Top Investment Promotion Agency** of the Region by Site Selection Magazine 3 times.
- **One-stop shop service model**
- **Dedicated project consultant**
- **Tailor-made incentive offers**
- **Assistance in forming a company**
- **Site / Office selection assistance**
- **Supplier and partner development**
- **Legal and tax-related consultancy**
- **FREE OF CHARGE**

<https://www.hipa.hu/>



INVESTMENT RESULTS
2014-2023



HIPA investment results (2023)

209 projects
22.7 billion NZD investment volume
19,692 new jobs created

2023 record year for FDI: ~22.7 billion NZD

Top investors: China, South Korea, Germany, United States, United Kingdom

Key sectors: Automotive (including Batteries), Electronics, ICT, Packaging, and Chemicals



Key Growing Industries

**Pharmaceuticals,
Medical
Technology**

**Business Service
Centres**

**Agricultural Machinery,
Advanced Livestock
Breeding Technologies**

**Green
Technologies,
Geothermal
Energy**

**Water
Management**

Logistics

**ICT and Smart City
Solutions, Tailor-
Made Software**

**Food Industry
(GMO-free), Dietary
Supplements**

Your Partner in Research

Hungarian Research and Innovation Strategy

**Knowledge
Generation**

**Knowledge
Transfer**

**Knowledge
Utilisation**

The Hungarian Research Network: HUN-REN

HUN-REN
Hungarian Research Network

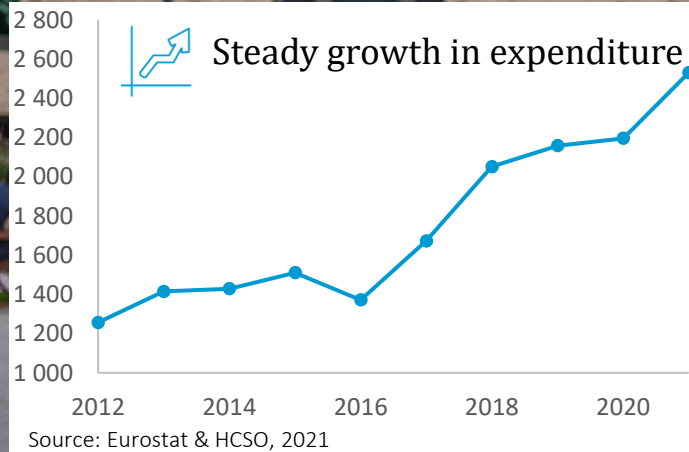
- 11 research centres
- 7 research institutes
- 116 research groups operating at universities;
- Basic and applied research
- Exploring the most varied disciplines of mathematics and natural sciences, life sciences, social sciences, and the humanities

KEY FACTS:

- 39 industrial property protections claimed in 2022
- 10 industrial property protections granted in 2022
- 6,815 scientific publications (2022)
- 233 – total number of project participations in the HORIZON framework programmes (2014-2023)
- 93 M € – net EU contribution in projects under the HORIZON framework programmes (2014-2023)
- 3,287 researchers in the research network

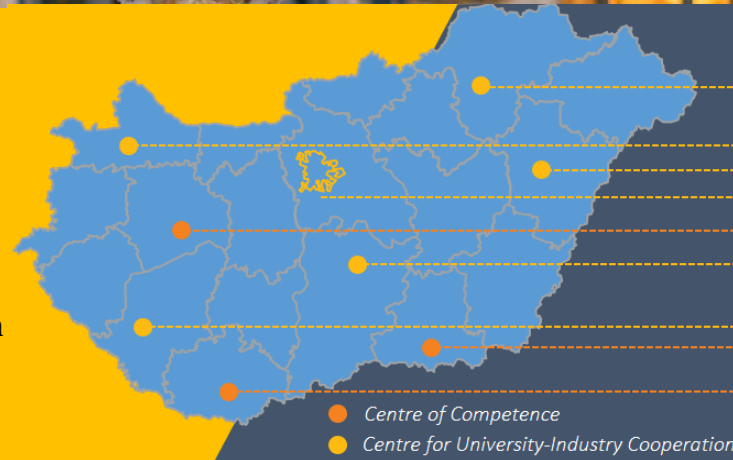
Your Partner in Research

- Companies choose Hungary for their R&D activities
- Partnerships with universities as a base for further growth



R&D expenditure was
1.64%
of GDP in 2021

Hungary aims to reach
3%
by 2030



University partnerships

University of Miskolc – Material Science

Széchenyi István University – Automotive

University of Debrecen – Life Sciences

Pannon University – Sustainability

John von Neumann University – Automotive

University of Kaposvár – Animal Breeding

University of Szeged – Sustainable Chemistry

University of Pécs – Medical Technology

Budapest

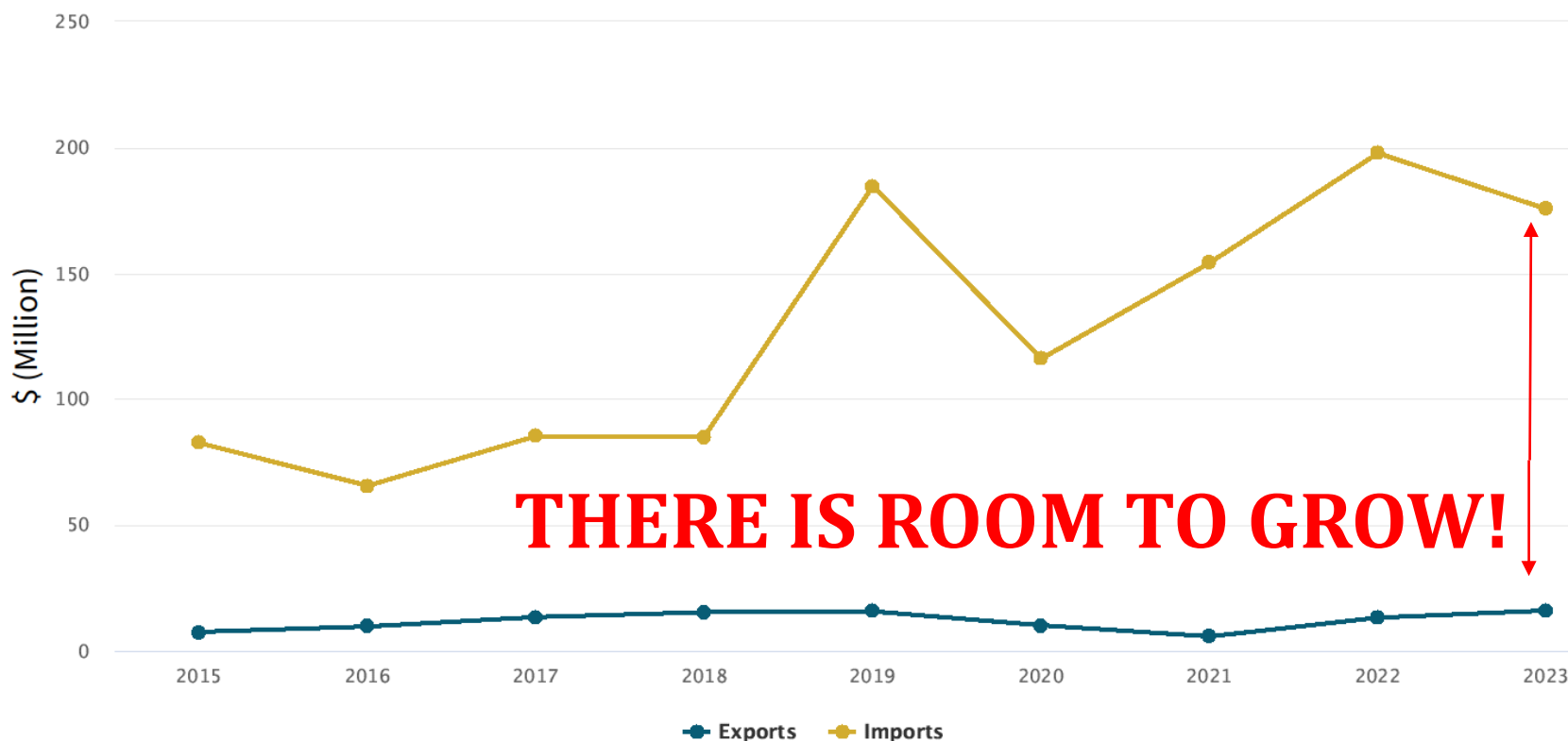
● ELTE – Biotechnology
 ● ELTE – Data Science
 ● BME – Integrated Technologies

Companies with
R&D centres
in Hungary:



New Zealand – Hungary Trade

Trade with Hungary in total goods and services



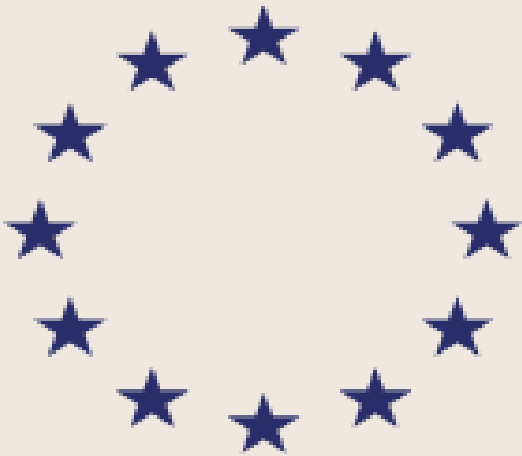
In 2023 New Zealand exported **NZD 16.1 million** of goods and services to Hungary and imported **NZD 175.5 million**, resulting in a trade balance of **NZD -159.4 million** and a total trade value of **NZD 191.6 million**.

For trade in total goods and services Hungary ranked 103 of 242 for highest export value, 43 of 241 for highest import value, and 55 of 244 for highest total trade value.

EU-NZ Free Trade Agreement

The EU-NZ FTA:

- ✓ Entered into force on 1 May 2024
- ✓ 91% of NZ's current goods trade to the EU can enter tariff free, rising to 97% after seven years, all EU goods exports to NZ are now tariff free
- ✓ Makes it easier for New Zealand firms to provide services to the EU and vice versa
- ✓ Ensures non-discriminatory treatment of investors
- ✓ NZ companies will have greater access to the EU procurement market
- ✓ Introduces modern rules on digital trade and comprehensive IP provisions
- ✓ Has a dedicated chapter for the needs of SMEs
- ✓ Bilateral trade is expected to increase by up to 30%!





Why Now?

Opportunity Knocks

- ✓ NZ-EU Free Trade Agreement entered into force on 1 May 2024
- ✓ NZ Association Agreement with Horizon Europe from July 2023
- ✓ NZ access to the Enterprise Europe Network (EEN) from May 2023
- ✓ Founding of New Zealand – Hungary Business Council (NZHUBC) planned for early 2025

ABC Business Delegation (Planned for May 2025)

- ✓ 3 Central European Countries: Romania, Hungary, Poland
- ✓ Business Forums, B2B Meetings, and Official Receptions
- ✓ Boundless Opportunities for Research, Investment, and Trade!

See you in Budapest!



Embassy of Hungary
in Wellington

Embassy of Hungary in Wellington

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Hungarian Investment Promotion Agency (HIPA)

- <https://hipa.hu/main>
- HIPA on YouTube:
<https://www.youtube.com/channel/UCCemkg6Gdc55w0DupcicJLA>
- HIPA on LinkedIn:
<https://nz.linkedin.com/company/hungarian-investment-promotion-agency>



HEPA

Hungarian Export
Promotion Agency

Hungarian Export Promotion Agency (HEPA)

- <https://hepa.hu/en>



Business Support on Your Doorstep

Enterprise Europe Network (EEN)

- <https://een.ec.europa.eu/about-enterprise-europe-network>
- EEN NZ Coordinator: Jonathan Young (Ara Ake)
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Photo from MTÜ.GOV.HU