



DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Macaristan
BüyükelçiliĐi

Ankara

Macaristan Yatırım Teővikleri



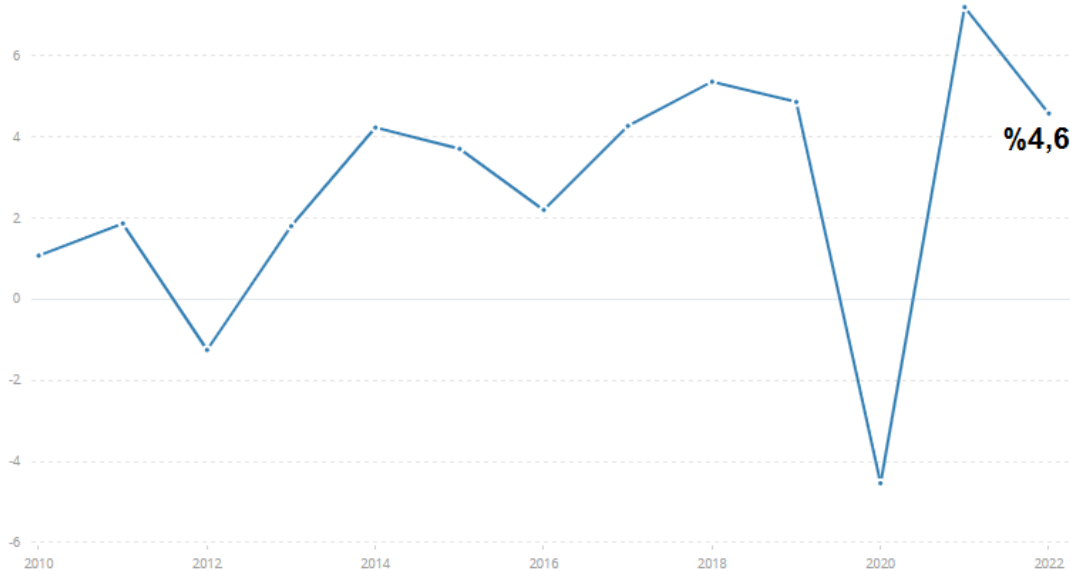


DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Macaristan - İstikrara Dönüş

Malumunuz 2021 yılı ekonomiyi ve ticareti zorlayan bir sene olarak geçti; ihracat kapsamında Covid 19 ile ilgili gelişmeler ve kur dalgalanmaları genellikle tüm sektörleri ve başlıca küresel hayatı etkiledi, ama mevcut verilere dayanarak Macaristan ihracatının 2021’de 2020 yılı rakamlarını geçtiğini ve pandeminin etkilerini ülkemizin 2021’de atlatıp ekonominin eski seyrine döndüğünü söylemek mümkün. Hatta Macaristan hız kaybetmeden 2022 senesinde de %4.6 ile büyümeye devam etti. 2023 senesini ise dünyadaki negatif trendlere rağmen Macaristan %1,1 GDP artışıyla kapattı. 2024 için yaklaşık %4 artış öngörülmektedir.

Macaristan - GSYİH büyümesi (yıllık %)





DIŐİŐLERİ VE DIŐ TİCARET BAKANLIĐI

Macaristan hakkında birkaç olgu:

Ülkenin nüfusu yaklaşık 9,6 milyon. 2004 yılında AB'ye giren Macaristan günümüze dek kendi para birimi olan Macar Forinti'ni kullanmaya devam ediyor.

2022 yılında kaydedilen verilere göre ülkenin gayrisafi yurt içi hasılası 177 milyar dolar civarında olup kişi başı milli gelir yaklaşık 20.100 USD. Gayri safi milli hasıla 2021 senesinde % 7.1 artıp 2022 senesinde ise %4,6 artış göstermişti. İşsizlik oranı ise %3,6 idi ve 2024 senesinde yaklaşık aynı seviyede kalması öngörülüyor.

Yurtdışından gelen yatırımların rakamı 13 milyar Avro'yu aştı ve öylece 2023'te rekor kırdık. Yatırımlar arasında dünyanın en büyük elektrik araba üreticisi olan BYD de yer almaktadır.

NEXT adlı Macaristan ihracat programı kapsamında ülke ihracat yönlerinin çeşitliliğini arttırmak istiyor ve bu bağlamda Türkiye-Macaristan arasındaki ikili ticaretinin engel ve zorluklarında günden güne azaldığını görebiliriz.



Nüfus

Yüzölçümü

Başkent (nüfus)

Siyasi sistem

Para birimi

Saat dilimi

**9.599.744
(2023, HSO)**

93.025 km²

**Budapeşte(1.671.004)
(2023, HSO)**

**Parlamber
Cumhuriyet**

Forint (HUF)

GMT + 1 saat



**Uluslararası kuruluşlara üyelik: AB, BM, OECD, DTÖ, NATO, IMF, EC,
Türk Devletleri Teşkilatı gözlemci üyesi**



DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Peki Neden Macaristan?

Macaristan'da saėlam bir iŐ ortamı, rekabetçi yatırım sistemi ve kaliteli iŐ gücü bulunmaktadır.

Ülke olarak yıllık ihracatı 160 milyar Avro üzerinde. 2023 verilerine göre ülkede yabancı doğrudan yatırım sermayesi (FDI) 13 milyar dolar idi.

Yabancı yatırımcı şirketleri arasında Mercedes, Audi, Suzuki, BMW ve bunların yanında Nestle, Unilever, Bosch, Google, IBM, Vodafone, BYD ve CATL gibi dünyaca bilinen çok uluslu şirketleri görebilirsiniz.



Şişecam Macaristan'a 330 milyon dolar üzerinde yatırım yapmaya karar verdi.





DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

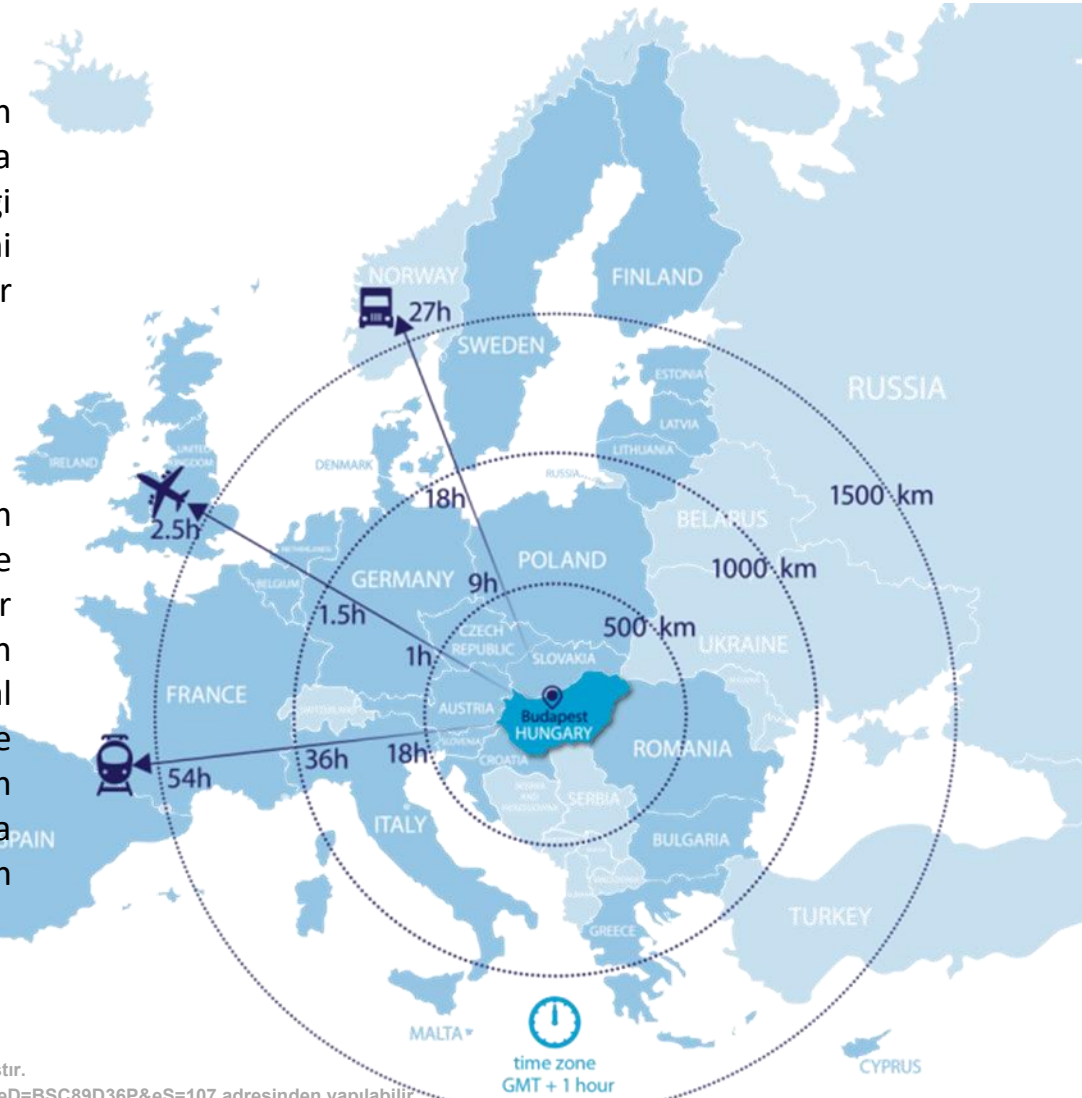
Vergi Avantajları

Bu noktada altını çizmek gereken bir husus var:

Kurumlar vergisi %9. Bu miktarın %80'e varan kısmı da yine yatırımcı olmanız durumunda düşebilmekte ve bahsettiğimiz kurumlar vergi rakamı %1,8 oranına kadar inebilmekte. Yani uygun bir yatırım yapmanız durumunda kurumlar vergisi **%1,8'e kadar düşebiliyor.**

Avrupa'ya geçiő sađlayan mükemmel konum

AB'ye ihracat yapan bir firma için Macaristan merkezi bir konum olabilecek tüm özelliklere sahip, 24 saat içinde Avrupa'nın herhangi bir yerine mal teslimi yapmanız mümkün. Örneğın Türkiye'de fiyat avantajıyla üretilen bir mal nakliye, vergi, ek hizmetler ve ödenekler ile AB'ye varana kadar rekabetçiliğinden kaybedebilir. Bu bağlamda Avrupa'nın, daha doğrusu Schengen bölgesinin Türkiye'ye açılan en yakın kapısı Macaristan'dır.





DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

İkili ilişkiler

2013 yılında Macaristan ve Türkiye stratejik, 2023 yılında ise Geliştirilmiş Stratejik İşbirliği Anlaşması'na imza atıldı ve günümüze kadar sayısız koordinasyon ve eylem ile ekonomilerimiz ve piyasalarımız arasındaki bariyerler azami seviyeye indirildi. Ticari odaklı bir dış politika takip eden Macar hükümeti, Türkiye'yi Dođu'ya Açılım politikasının merkez ülkelerinden biri olarak görüyor ve böylece Türk yatırımcılar için oldukça avantajlı ve hızlı imkanlar sağlıyor.





DIŐİŐLERİ VE DIŐ TİCARET BAKANLIĐI

Macaristan'da Yatırım

Macaristan'da Őirket kurulum maliyetleri 8.000 Avrodan baŐlamakta ve gerekli belgelerin mevcut olması durumunda 7 gűn iinde Őirket kurulabilmektedir. İstihdam ile ilgili kanun ve bűrokratik iŐlemler gayet esnek olmakla birlikte, asgari űcret de 15.000 TL civarındadır.

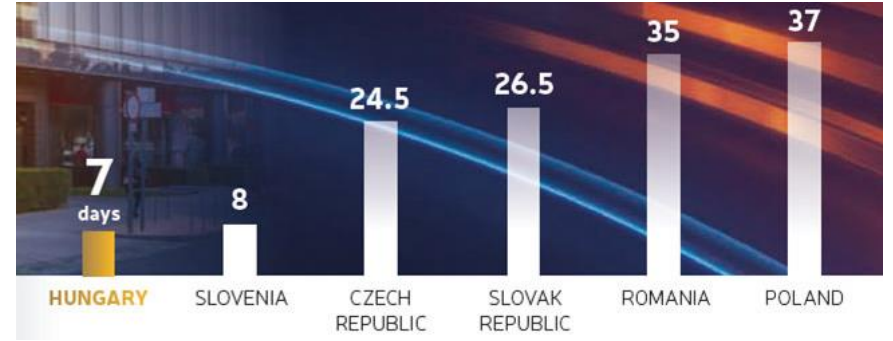
alıŐanın net maaŐına ilaveten, iŐveren tarafından ۆdenecek sosyal primlerin oranı %15'tir. 2020 yaz dۆneminde yűrűrlűėe giren bu uygulama iŐverenler iin de daha rekabeti bir ortam yaratmaktadır.



HIPA investment results (2022)



ŐİRKET KURMAK İİN GűN SAYISI



Orta Avrupa'nın ۆnde gelen yatırımlarına ev sahipliėi yapan Macaristan 2023 yılında toplam 13 milyar Avroluk deėerde baŐarılı yatırım projesine imza attı ve projeler sayesinde 15.000 űzerinde yeni iŐyeri aıldı.

Macaristan'da en bűyűk yatırım yapan ۆlkelerin baŐında Kore, İsvire, Fransa, Almanya ve in bulunuyor. 2022 yılında Macaristan'a gelen yatırımların %48'i Doėudan, %42'si Batıdan, %10'u ise Macar yatırımcılarından oluŐmaktadır.

Tűrkiye'den son senelerde Macaristan'a gelen yatırımlar 2 milyar Avroyu gemiŐ durumda.

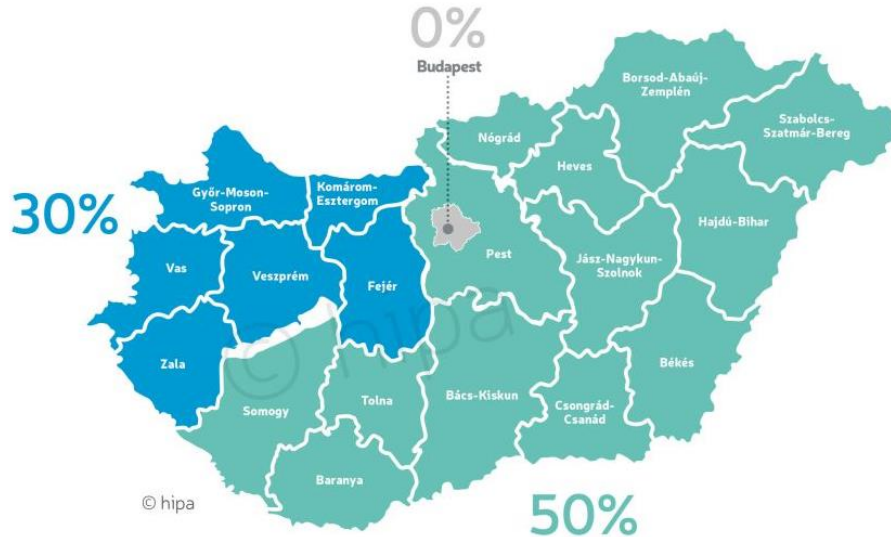


DIŐİŐLERİ VE DIŐ TİCARET BAKANLIĐI

HIPA - Hungarian Investment Promotion Agency



Macaristan Yatırım Teővik Ajansı olan HIPA yatırımlar konusunda sorumlu olan tek Macar Kurumu olarak hizmet verir ve böylece söz konusu tüm danışmanlıklar tek yerden verilmektedir. One Stop Shop hizmeti dahilinde başvurular alındıktan sonra birtakım hizmetler sağlanır örneĐin; lokasyon seçim danışmanlıĐı, devlet desteklerinin koordinasyonu ve yerli tedarikçiler danışmanlıĐı gibi.



Temelde Macaristan'da Türkiye'deki yatırım bölgelerine benzer şekilde 3 farklı yatırım bölgesi mevcut. Bunu aynı zamanda DoĐudan Batıya azalan bir destek olarak düşünebilirsiniz. DoĐuda ve Güneybatıda verilebilen maksimum %50 lik hibe, Kuzeybatı sınırındaki ilçelerde %30'a düşüyor ve başkent Budapeőte'de teşvik verilmemektedir. Genel olarak baktıĐımızda destek, bölgenin gelişmişlik düzeyine göre azalmaktadır.

Macar Yatırım Ajansı'nın sağladıĐı 3 farklı destek söz konusu olabilir:

- Bölgesel Destek (bunlar daha çok vergi indirimi veya muafiyeti olmak üzere, nakit desteĐi de olabilir)
- EĐitim DesteĐi (yeni elemanlara mahsus)
- Ar-Ge DesteĐi (nakit ve vergi teşvikleri)



DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Projelerinize ya da yatırım konularınıza göre daha detaylı bilgileri bizlerden alabilirsiniz: Trade.ANK@mfa.gov.hu

Genel yatırım bilgileri için HIPA'nın web sitesini (<https://hipa.hu/>) ziyaret edebilirsiniz.

İlginiz için teşekkür ederiz!

HUNGARY

SMART. AMBITIOUS. COMPETITIVE

Invest in Hungary

2023



Area
93,024 km²



Population
9,730,772
(2021, HCSO)



Time zone
GMT +1 hour



Currency
**Forint
(HUF)**



Capital (population)
Budapest
1,723,836
(2021, HCSO)

HUNGARY



Other major cities
Debrecen (201,112)
Szeged (160,258)
Miskolc (152,901)
Pécs (141,843)
Győr (133,946)



Membership in
international
organisations
EU, UN, OECD,

WTO, NATO, IMF, EC
EU member since 2004



Risk of natural
disaster
Very low



Climate
Temperate



Form of government
Parliamentary republic

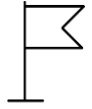
(Source: *HCSO = Hungarian Central Statistical Office)

Invest in Hungary



Logistics

Hungary offers excellent logistic opportunities in a central location



EU & Schengen

Central location as the center of gravity for distribution to Central & South-Eastern Europe

EU and Schengen memberships mean the free movement of goods

3TEN-T as Hungary is at the crossroads of 3 core European transportation corridors: Mediterranean, Orient/East – Med, Rhine – Danube



Road & rail network

1st in length of motorways in CEE

6th by railway line density in Europe

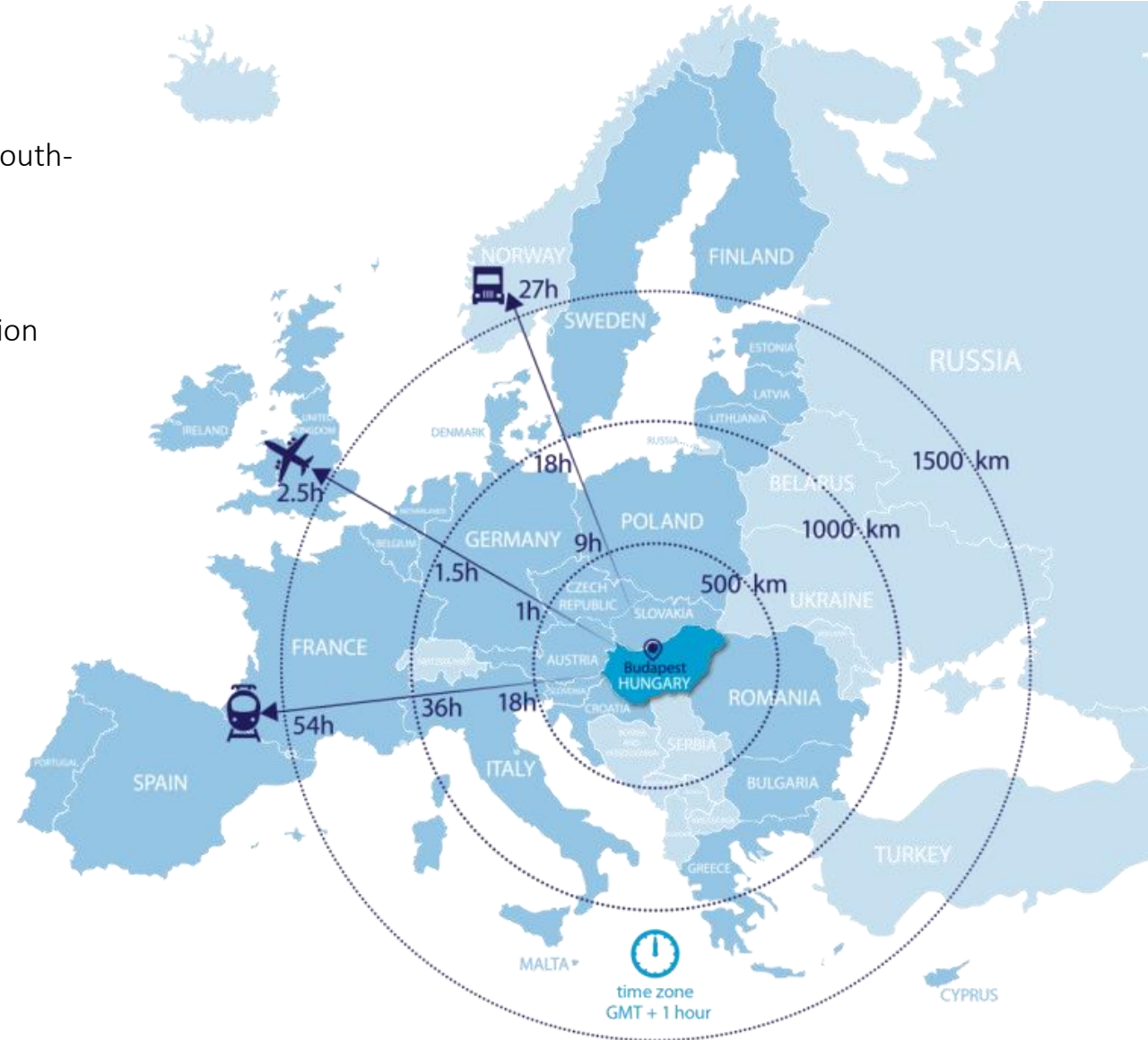
50+ scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean



Airports & waterways

144 direct destinations by 34 airlines from Budapest airport

Inland waterway in Hungary is part of the Rhine – Danube corridor



Climate goals

Hungary will become carbon neutral by 2050

Climate goals until 2030



90% of the Hungarian electricity production will be carbon-neutral



21% renewable energy share in gross final energy consumption



40%* decrease in the emission of greenhouse gases compared to 1990 levels

*The EU is working on the revision of its climate, energy and transport-related legislation under the so-called 'Fit for 55 package'. According to these plans the EU will be committed to **cut emissions by at least 55% by 2030**. This will probably also raise Hungary's 2030 climate ambitions.

Climate goals until 2050

!
Hungary will become carbon neutral by 2050.



Hungary is dedicated to reach ambitious climate goals.

Since 2020 carbon neutrality in Hungary is a legal obligation:
„Hungary will reach full climate neutrality by 2050, the remaining domestic emissions and removals of greenhouse gases will be in balance by 2050.” - *Act XLIV of 2020 on climate protection*

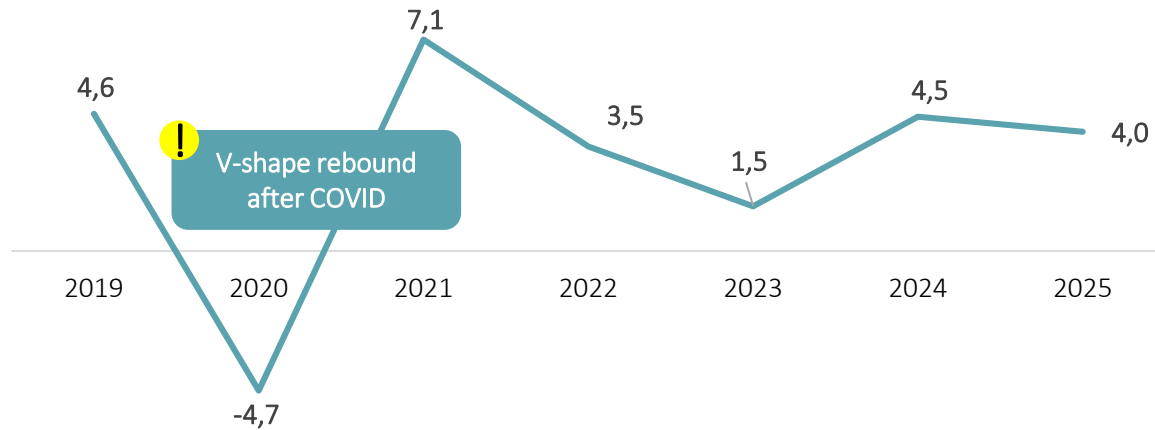
Economy of Hungary

Stable economy with a very competitive tax system



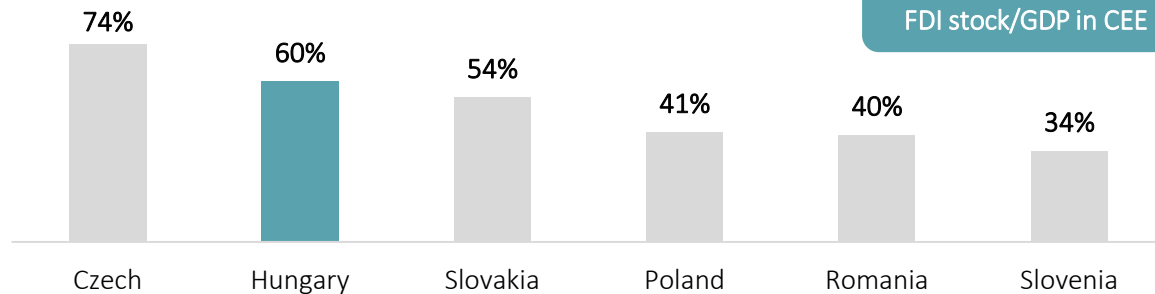
Good GDP growth outlook

GDP growth (%) prognosis by the Hungarian National Bank, Dec. 2022



Open economy with trade focused foreign policy

Inward FDI stock in 2021 (% of GDP)



OPEN ECONOMY

Export/GDP ratio close to **100%**

Investment and trade development are key to

drive sustainable growth

TRADE FOCUSED FOREIGN POLICY

Partnership with investors is a national priority

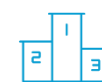
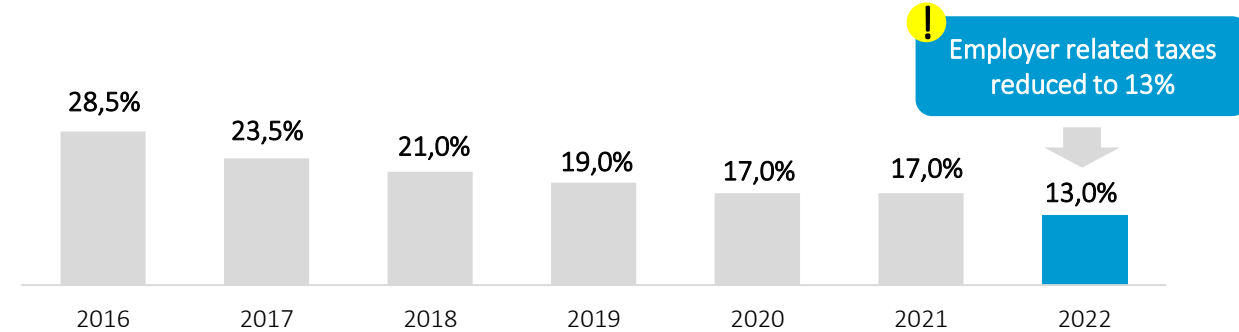
The Ministry of Foreign Affairs and Trade &

HIPA support investors in Hungary



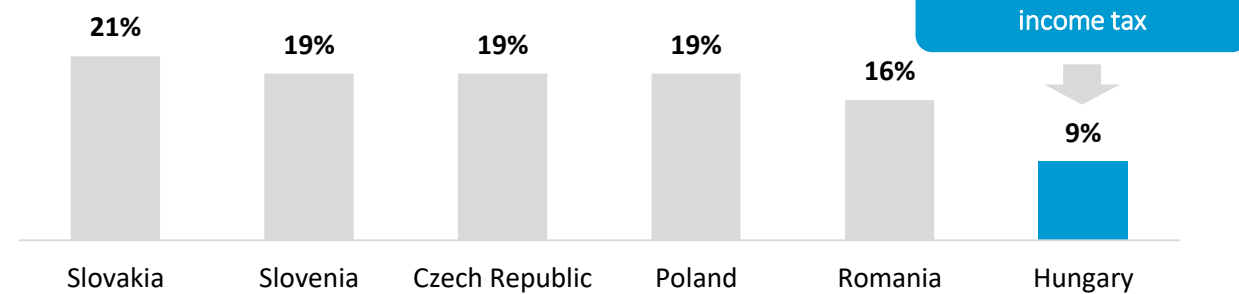
Reducing tax burden on labour

Social charges (%) paid by the employer on top of the gross salary



Lowest corporate income tax rate in the EU

Corporate income tax rates, 2022



TAX EXEMPTIONS

Tax exemptions for **families with children**
All **under 25 years** and **mothers under 30** are
exempt from personal income tax

LOW TAX ON PROFIT

Only **1,2% tax per GDP** on profit, which is the
lowest in the EU based on OECD research in
2021

Economy

Extremely business friendly economic environment



Open economy with trade focused foreign policy

OPEN ECONOMY

Export/GDP ratio close to 100%
Investment and trade development are
key to drive sustainable growth

TRADE FOCUSED FOREIGN POLICY

„One-stop-shop” support of companies: tailor made
consultancy focusing on business needs
Partnership with investors is a national priority

Newcomers 2022



Reinvestment - 2022



Investment results



HIPA investment results (2022)



92
Number
of projects



€ 6,493 M
Investment
volume



15,083
Number of new
jobs created

Top investment Location Site Selection Magazine 2022



Best to invest overall

1. Lithuania
2. Hungary
3. Poland



Best to invest TOP metros

1. Poland
2. Czech Republic
6. Hungary



Best to invest per capita

1. Lithuania
2. Estonia
3. Hungary

HIPA wins Best Strategic
Investment Partner Europe 2022 award



Education

Hungary's education system has a special focus on business and engineering, resulting in a market-ready workforce.

Tertiary Education

293,566

Total number of university students (2021-22)

57,244

Fresh graduates (2021)



Number of students in university education

Field of study	No. of students
Business and Administration	54 388
Engineering, manufacturing and construction	37 718
Social Sciences and Law	46 369
Teacher training and education	32 402
Health and welfare	34 524
Mathematics, computing and natural sciences	32 905
Services	15 453
Arts & Humanities	23 599
Other	16 208

Vocational education

Vocational education in Hungary aims at training specialists for the professions necessary for the development of the Hungarian economy.

129,046

Students in vocational education



Dual education



Dual training programmes are available both in vocational and tertiary education.

Companies engaged in dual education provide a mixture of apprentice workshops and practice-centred internships.



2,000 +

Students engaged in dual education at tertiary level



50,000 +

Students participating in dual vocational training



584

Science performance points (PISA)



High science performance (PISA) scores, with results closely behind Germany

(Boys, 2021, Source: OECD)

Research and development

Increasing R&D expenditure as companies chose Hungary for their R&D activities, partnerships with universities is base for further growth



76,138

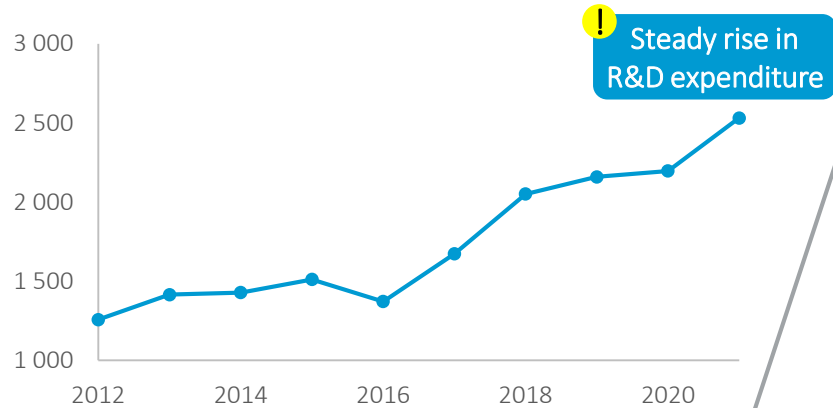
R&D personnel in Hungary



€ 2.5 B

Spent on R&D in Hungary in 2021

Gross domestic expenditure on R&D (€ million)



R&D expenditure was

1.64%

of GDP in 2021

Hungary aims to reach

3%

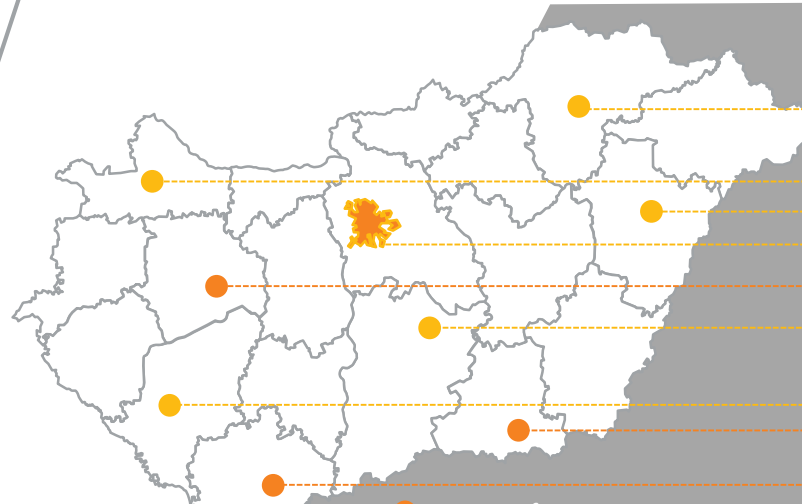
by 2030

Our partners in stepping into the future



Companies with existing R&D centres in Hungary

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

● Centre of Competence

● Centre for University-Industry Cooperation

Business climate

The Hungarian Government is continuously improving the business climate of Hungary

- The most competitive Corporate income tax in the EU with a 9% flat rate introduced
- Reduced taxes on employment to only 13%
- Improved practice-based dual education system built on industry needs
- Modified taxation and incentive system related to R&D activities to make Hungary the innovation hub of CEE
- Introduced unique economic development plan based on Industry 4.0 requirements



Most recent new investment decisions

CATL **Lenovo** EcoPro^{BM}

SEM CORP METOXIT KNAPP

CHERVON-Auto
泉峰汽车精密

TKE

Most recent reinvestment decisions

BOSCH

BD

vitesco
TECHNOLOGIES

SK

Nestlé

EY

LEGO

Continental

ERICSSON

Schneider
Electric

TATA
CONSULTANCY SERVICES

Linde

SWISS KRONO

FrieslandCampina

Hydro

NISSIN

Investment trends in Hungary

Recent key investments in the automotive, battery, food and service industries



Strengthening automotive ecosystem



BOSCH



Hungary to become battery producing superpower

CATL

SAMSUNG

SAMSUNG SDI



Increasing share of processed food in our exports



Master Good



Increasing share of high value-add service activities



DIEHL

Aircabin

FrieslandCampina 

BLACKROCK



CUSHMAN & WAKEFIELD

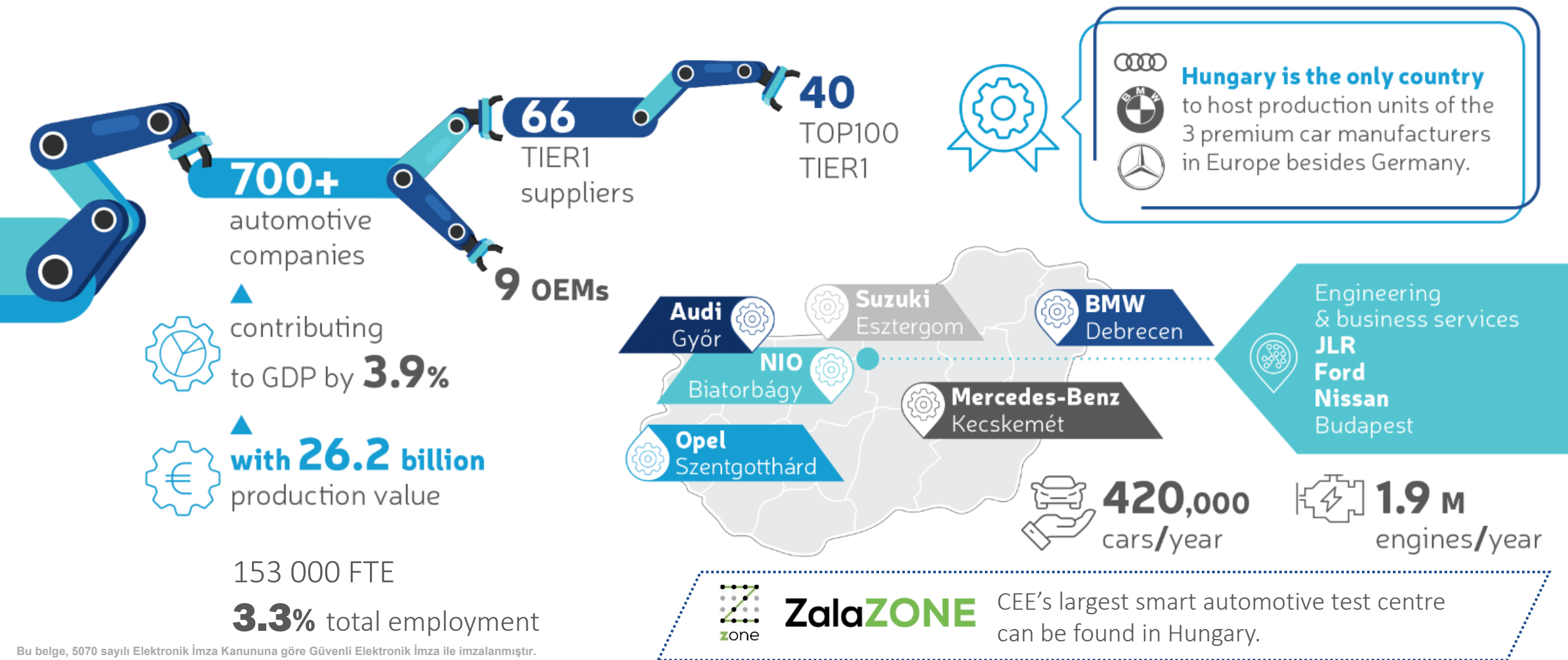
Industry trends in Hungary





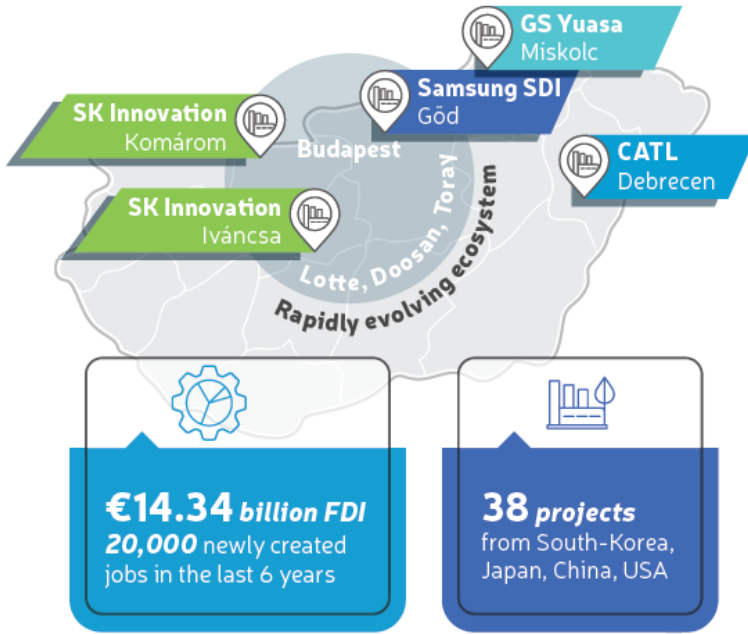
Automotive Industry in Hungary

Hungary is the only country in Europe to host production units of the 3 German premium car manufacturers besides Germany



Battery Industry in Hungary

The battery industry is developing rapidly in Hungary with a planned 250 GWh manufacturing capacity until 2030



**Our partners
in stepping into
the future**

Bumchun
Hungary

CATL

Dongwha
Electrolyte

EcoPro

GS YUASA

INZI

JWH

LOTTE
ALUMINIUM

SAMSUNG SDI

SAMSUNG

SEM CORP
POWER YOUR FUTURE

SHINHEUNG

SK on

soubrain

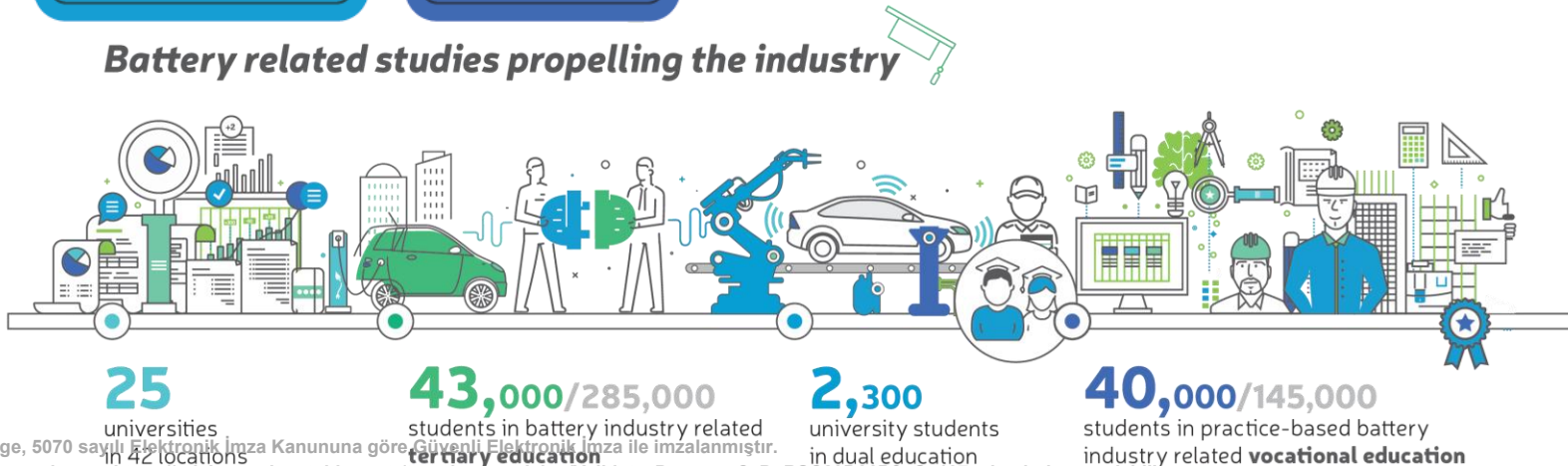
SungEel HiTech

'TORAY'

Volta Energy
Solutions Hungary

250 GWh battery cell
manufacturing capacity until 2030

Battery related studies propelling the industry



**Did you
know?**



Hungary has implemented a flexible curriculum for vocational education, allowing to incorporate business specific content in one academic year.

**+ Battery related
studies and curriculum**

Electronics Industry in Hungary

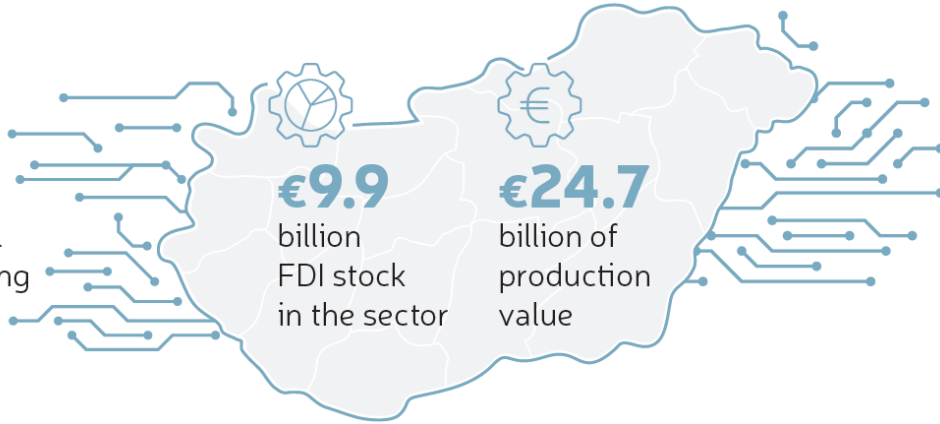
The most diversified and one of the largest manufacturing sectors in Hungary is the electronics sector

High share in total production



22.7%

share in total manufacturing production



Export oriented

92.8

export ratio in the sector

30.2

share in total exports



5/8

Out of the Top 8 global EMS manufacturers, 5 are settled in Hungary.



Our partners in stepping into the future

ALPSALPINE

AVL

BOSCH

Continental

flex



JABIL

Lenovo



OBO BETTERMANN

Rosenberger

SAMSUNG ELECTRONICS

Schneider Electric

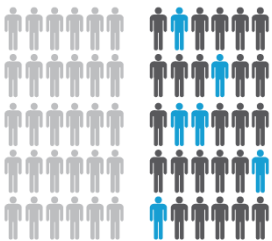
SIEMENS

SIEMENS energy

VIDEOTON

Talent pool & education in electronics

Over half of dual education university students study engineering



27,000 students



9,300 graduates

+



7,000

vocational students participate in electrical engineering, electronics trainings

Did you know?



Electronics is **one of the largest** economic sectors in Hungary

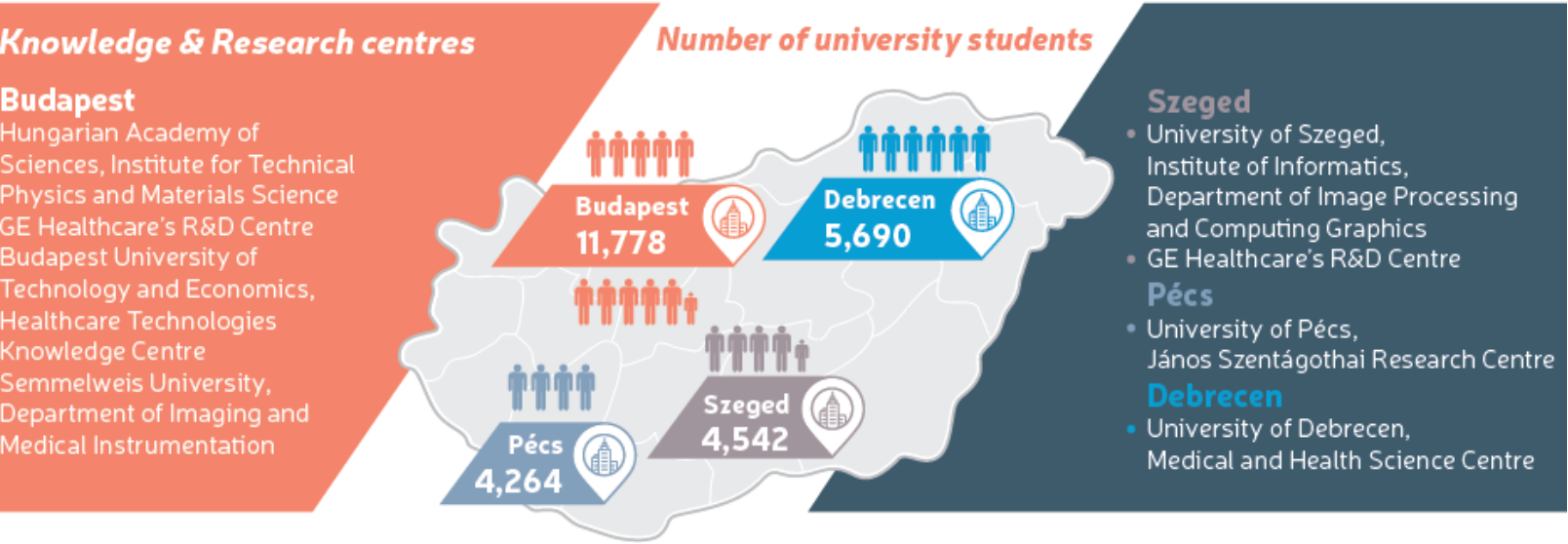


175,000 employees

Medical Technology in Hungary

Hungarian medical technology instruments are available globally, and Hungarian universities offer an outstanding base for R&D

R&D concentrated around 4 major cities with medical universities



Nr.1 in the region

Medical technology & pharma industry together amount to over


~50,000
employees

9%

of the total manufacturing value added

Our partners in stepping into the future



over 85%
export ratio

Nr.1 in the region

Largest exporter of medicinal & pharma products in the region

70%
to EU countries

6.4%
of total export

Life Sciences in Hungary

Over €1 billion FDI invested in the past years, global pharma and biotech companies already chose Hungary for R&D or manufacturing



Unique focus areas



Pharma

original and generic drug production, APIs production, herbal industry



Biotechnology

medicinal chemistry, preclinical studies, stem cell research



Veterinary

CEVA-Phylaxia's largest biological R&D center in Budapest



Clinical trial

~300 clinical trials registered each year

€5.8B

FDI Stock

8/TOP10

global pharma and biotech companies have manufacturing / R&D activities

Our partners in stepping into the future

 **BÉRES**



 **Goodwill**



 **PANNON PHARMA**



GEDEON RICHTER

SANOFI 



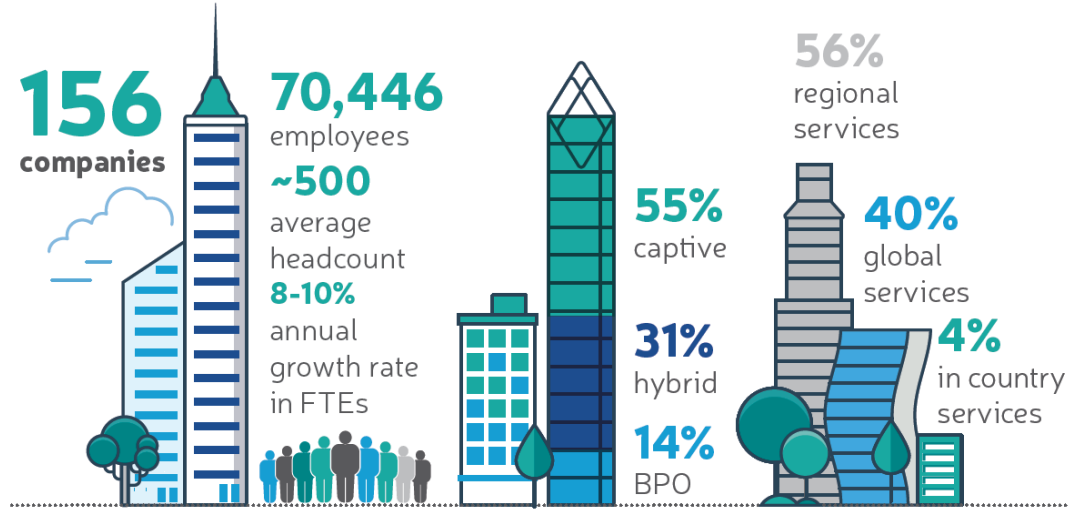
SOLVO
BIOTECHNOLOGY

teva

xellia
PHARMACEUTICALS

Business Service Centres in Hungary

Mature BSC sector with complex, high value-added activities based on highly skilled, multilingual workforce at a competitive cost



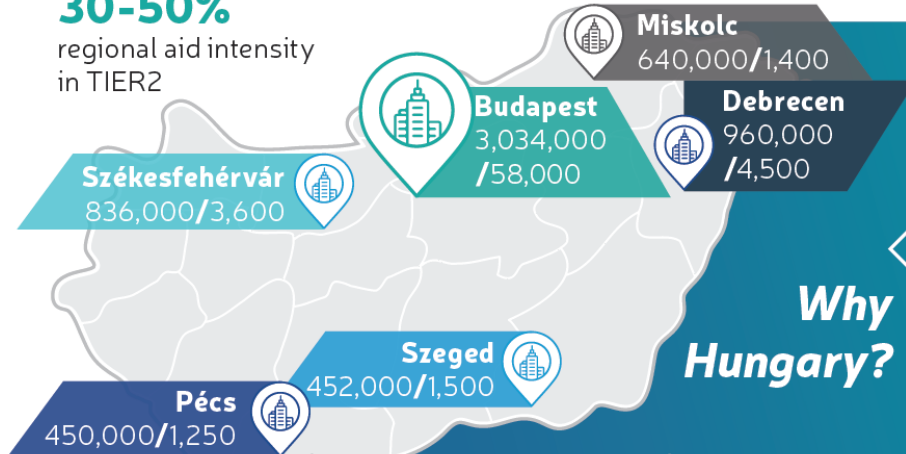
*Our partners
in stepping into
the future*



Major BSC Locations (population – greater area / employees in BSCs)

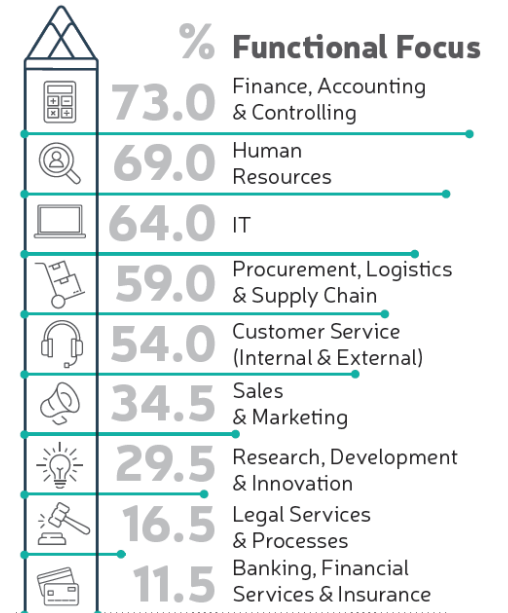
30-50%

regional aid intensity
in TIER2



**Why
Hungary?**

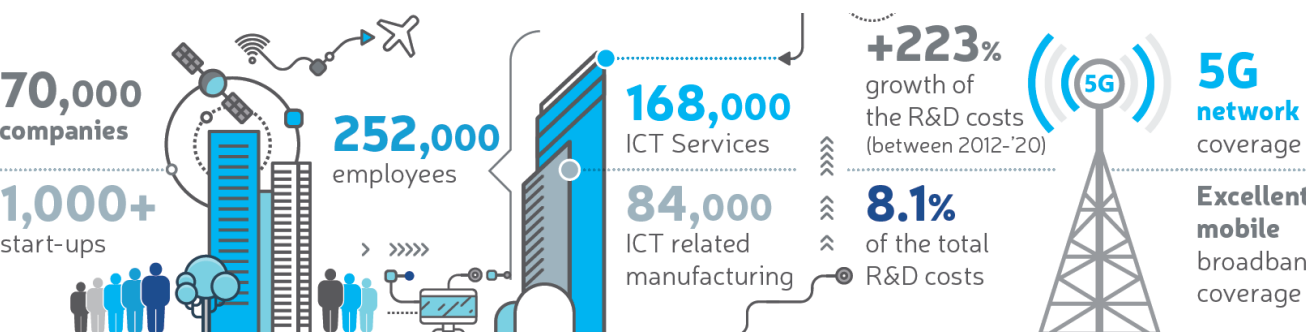
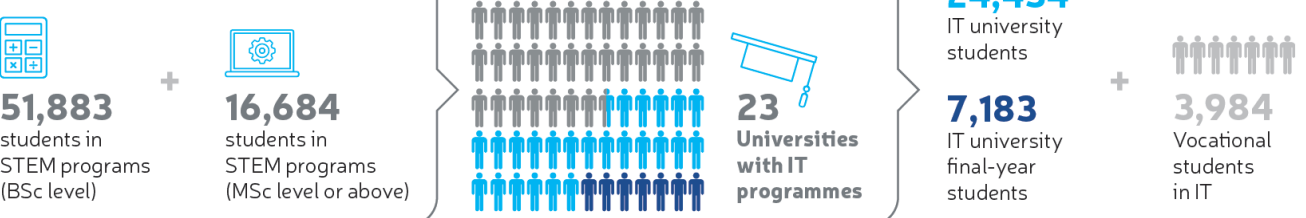
1. Highly skilled, multilingual workforce at a competitive cost
2. Mature BSC sector with complex and high value-add activities
3. High quality infrastructure and excellent quality of life
4. Emerging TIER2 cities with strong university background
5. Stable political and economic environment



ICT in Hungary

Excellent talent pool supports a flourishing ICT ecosystem. Start-up success stories include LogMeIn, Balabit, NNG, Prezi and Ustream

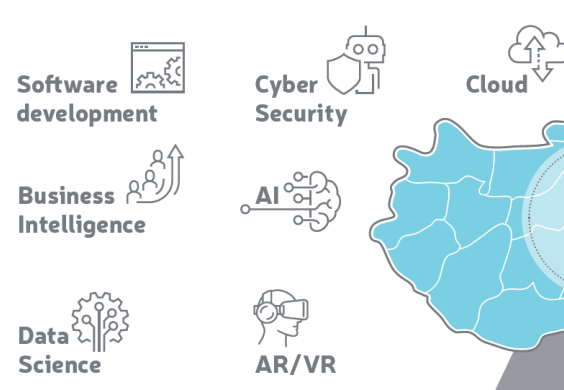
Talent pool & education



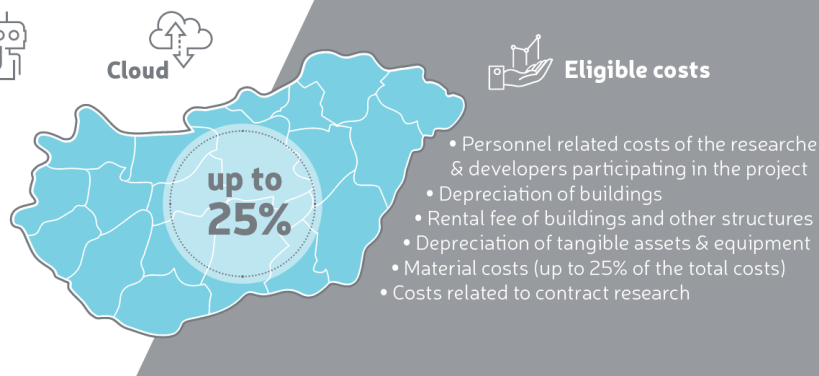
Our partners in stepping into the future



Leading ICT functions



State Aid for R&D activity



ICT start-up success stories

#softwareasaservice
#cloudbased
#remoteconnectivity
#collaboration
#ITmanagement
#Customerengagement

#ITsecurity
#reducedrisk
#privilegedaccounts
#identity
#accessmanagement

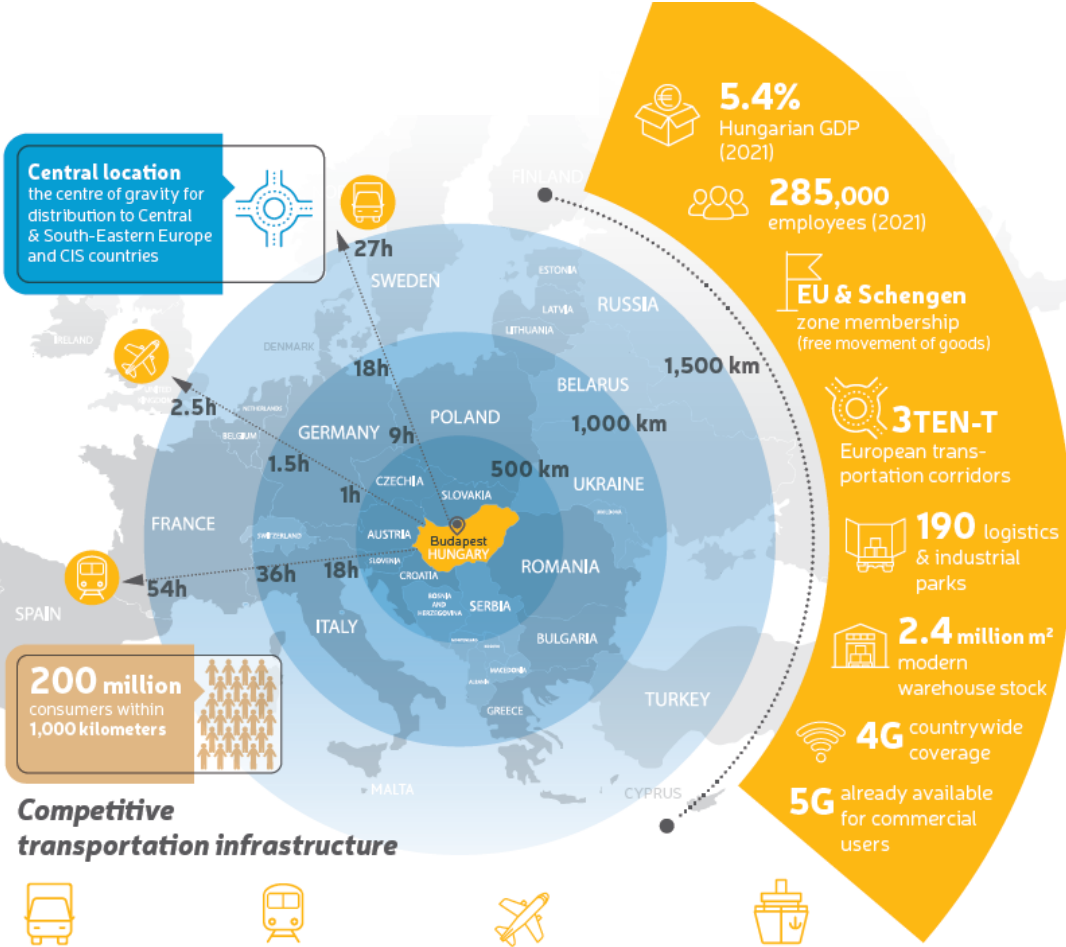
#navigationsoftware
#automotive
#enterprise
#wireless
#personal

#webbased
#presentaion
#innovative
#softwaresolutic
#worldclass

#onlinevideo
#streaming
#livebroadcast
#interactive
#50millionusers

Logistics Industry in Hungary

Hungary offers excellent logistics in a central location with a very competent and continuously developing infrastructure



200 million consumers within 1,000 kilometers

Competitive transportation infrastructure

Nr.1 in length of motorways in CEE (Source: EU transport in figures - Statistical pocketbook 2021)

Hungary is ranked **Nr.6** by railway line density in Europe (Source: Eurostat)

114 direct destinations by 34 airlines from Budapest Airport (Source: www.bud.hu)

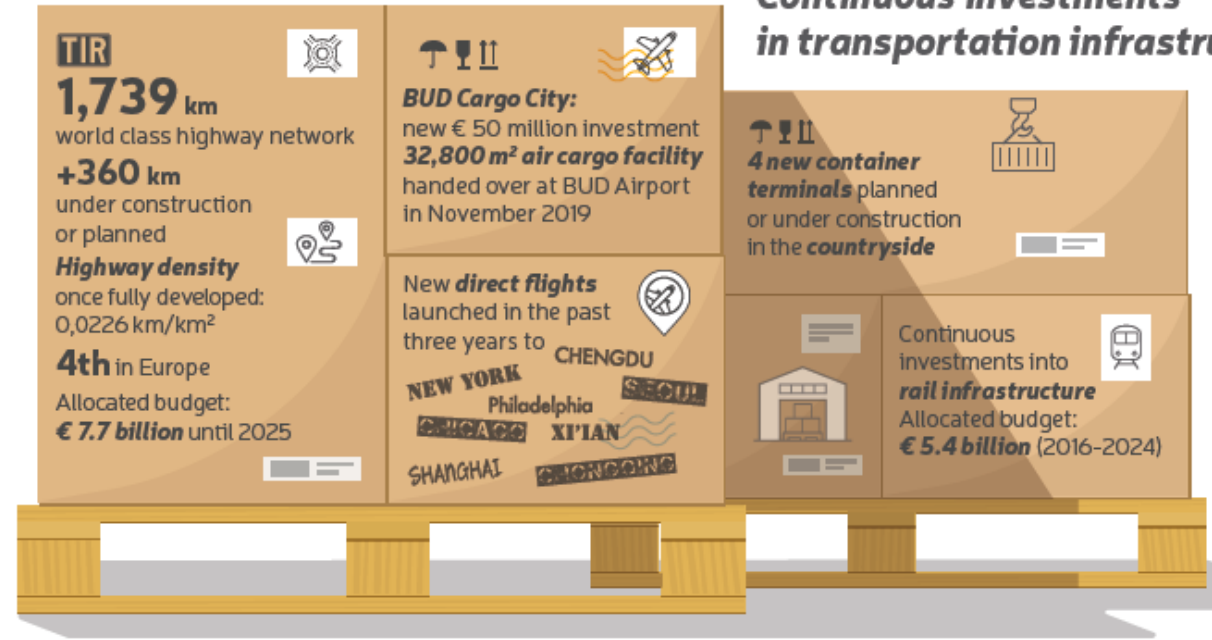
50+ scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean

Our partners in stepping into the future

Top 10 distribution centres (Company / nr. of countries served)

DAE	Ford	HUAWEI	HYUNDAI MOBIS	JYSK	KONICA MINOLTA	MSD	ORIFLAME	SANOFI	Schneider Electric
23	15	50	14	7	15	14	12	17	21

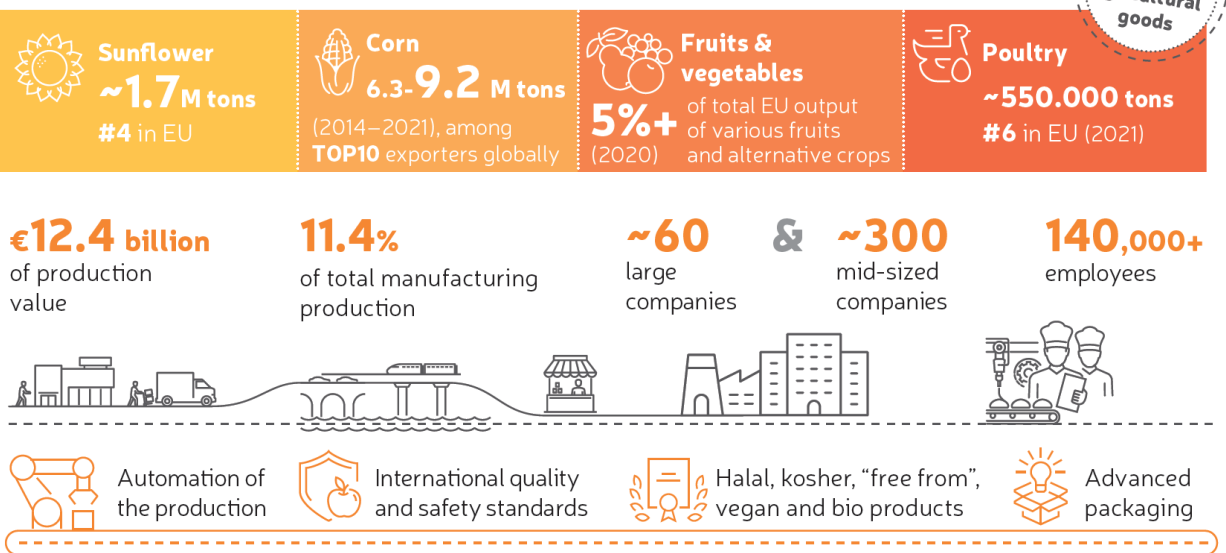
Continuous investments in transportation infrastructure



Food Industry in Hungary

Continuous reinvestments with focus on corn, sunflower and meat processing, soft drinks and pet food manufacturing

Key agricultural outputs, industry overview and trends



Significant investment and reinvestment results (2014-2022 H1)



Main subsectors of the food and beverage industry

	Domestic / Export / Total revenue
Meat processing and preserving	60% / 40% / €2,948M
Beverages	77% / 23% / €1,634M
Pet food and prepared animal feed	52% / 48% / €1,514M
Sweets, snacks, convenience food	42% / 58% / €1,199M
Oils & fats (vegetable and animal)	33% / 67% / €1,098M
Milk processing and dairy products	76% / 24% / €1,073M
Fruits & vegetables processing	37% / 63% / €1,011M
Grain mill products, starches	54% / 46% / €904M
Bakery and farinaceous products	82% / 18% / €838M

Export oriented subsectors



Our partners in stepping into the future



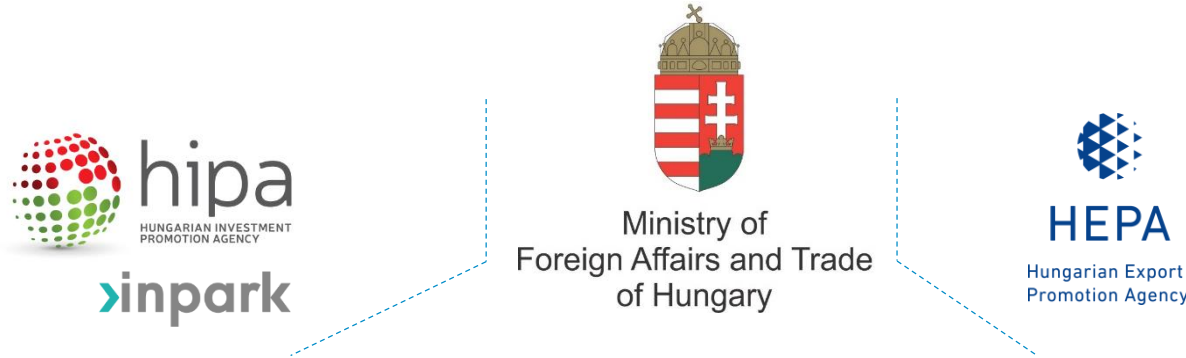
HIPA Services



HIPA services



As the only governmental investment promotion agency in Hungary, HIPA provides a wide range of services for investors free of charge.



! HIPA offers one-stop-shop management consultancy services, tailor-made information packages and incentives for companies interested in investing in Hungary.



Location selection

- Tailor-made information packages
- Investment Site Database with more than 1,600 industrial sites
- Location search and evaluation
- Site visits and reference visits
- Meetings with local authorities, educational institutions, consultants



State aid

- Tailor-made incentive offers and state aid information packages
- Assistance with the incentive application
- Management of the VIP cash subsidy procedure



Supplier services

- Extensive database about local suppliers with certificates and references to the automotive sector
- B2B meetings between Integrators and Hungarian suppliers
- Tailor-made supplier development programs



Gateway to the Government

- Policy advocacy: policy proposals based on company feedbacks
- Mediation between business and government to support economic development

Thank you for your attention!

Please contact us:

HIPA - Hungarian Investment Promotion Agency
Budapest, Honvéd street 20.
Hungary
Tel.: +36 1 872 6520
E-mail: investment@hipa.hu
www.hipa.hu