

CRE:HUB

Policies for Cultural Creative Industries: the hub for innovative regional development

<http://www.interregeurope.eu/crehub/>

“Multicolored Cultural Programmes”

PEER REVIEW AGENDA

,

21 – 22 November 2017

Székesfehérvár/Hungary



KAPTAR

ORSZÁGOS IFJÚSÁGI
SZOLGÁLTATÓ NONPROFIT KFT.

Levelezési cím: 8000 Székesfehérvár, Rákóczi u. 25.
Tel.: 06-30/950-1491 • E-mail: iroda@kap-tar.hu
www.kap-tar.hu

KAPTAR NATIONAL YOUTH SERVICE LTD.
Rakoczi Street 25., Székesfehérvár, H-8000 Hungary
Mobile: +3630 950 1491 • Email: iroda@kap-tar.hu

21. November, Thursday

12:30 – 13:00 Registration

13:00 – 13:10 – Welcome, Present the project and the aims of the program, *Akos Szepvölgyi*, Managing Director, Center Transdanubian Regional Innovation Agency.

13:10 – 13:40 – Present Szekesfehervar cultural life and the strategy of the city – How can connect the creative and cultural industry connect to The European Cultural capital program, *Eva Brajer*, Vice Mayor, Council of Szekesfehervar

13:40 – 14:00 – Discussion - questions

14:00 – 14:30 – Introduction

14:30 – 16:30 – Co- working – (Possibilities and strenghts – how can the participants connct to The European Cultural capital program)

16:30 – 17:00 – Coffe break (Sandwich, coffe)

17:00 – 18:30 – Co – working II. – (The missing fields)

18:30 – 19:00 – Conclusions

19:00 – Working dinner

22. November, Wednesday

9:00 – 10:30 – Co-working – (What can offer the creative industry for The European Cultural capital program?)

10:30 – 11:00 – Coffe break

11:00 – 12:30 – Summarize the suggestions

12:30 – 13:00 – Finalise the program

13:00 – től Networking lunch



A brief description of the city's economy

Székesfehérvár is one of the oldest and largest Hungarian cities. As a former coronation city and the centre of cultural and spiritual life, it is the historical capital of Hungary. Forty-three kings were crowned and fifteen kings were buried there.

However, not only the historical past but also Székesfehérvár's present grade and its key role in economy and logistics distinguish Székesfehérvár from other areas in Hungary. Now the city is the regional capital of Central Transdanubia, the centre of Fejér county and Székesfehérvár District.

The place has been inhabited since the 5th century BC. In the Middle Ages its Latin name was Alba Regalis/Alba Regia. The town was an important traffic junction between Lake Balaton and Lake Velence, several trade routes led from there to the Balkans and Italy, and to Buda and Vienna.

After the 1848 Revolution and War of Independence, Székesfehérvár lost its importance and became a mainly agricultural city. New prosperity arrived between the two world wars, when several new factories were opened.

After World War II, the city was subject to the industrialization like many other cities and towns in the country. At that time the most important factories were the Ikarus bus factory, the Videoton radio and TV factory, and the Könnyűfémű aluminium processing plant.

At the end of the Socialist regime, all important factories were on the verge of collapsing (some eventually closed) and thousands of people lost their jobs. However, the city profited from losing the old and inefficient companies as abundance of skilled labour coupled with excellent traffic connections and existing infrastructure attracted numerous foreign firms seeking to invest in Hungary and Székesfehérvár became one of the prime destinations for multinational companies starting business and establishing companies in Hungary (Ford and IBM are some of them), turning the city into a success story of Hungary's transition into a market economy. A few years later Denso, Alcoa, Philips and Sanmina-SCI Corporation also settled down in the city.

Due to its geographical location, to the role it plays in traffic, and to its economic capabilities, the city has long before become one of the most dynamically developing area of the region. Székesfehérvár has a heterogeneous industrial and economic potential, from small and medium businesses to large multinational companies. The central industrial development programs, investments (computer technology, entertainment electronics, aluminum industry, road vehicle manufacturing), which had been realized before the 1990's, established the city's current conditions, which play a significant role in attracting operating capital.

Székesfehérvár is one of the most important target areas of foreign operating capital attraction. Established foreign capital has surpassed 200 billion HUF by 2011. Operating



foreign capital is mostly concentrated in processing industry: vehicle manufacturing, aluminum production, and electronic goods manufacturing play the leading role. Four out of Hungary's ten largest foreign companies based on foreign capital, net revenue, and the number of employees operate in Székesfehérvár.

Business-friendly environment is provided by well-developed infrastructure, qualified workforce, state-of-the-art industrial parks, permanent development of the school system, creation of research bases, and banks that offer investment facilitating guarantees. Now the former Alba Regia is an international centre of industry, a major town of education and a tourists' centre visited by several hundreds of thousands guests.

Useful link about our region, city culture, tourism and history:

<https://en.wikivoyage.org/wiki/Sz%C3%A9kesfeh%C3%A9rv%C3%A1r>

<http://turizmus.szekesfehervar.hu/start/index/lang/en>

<https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/base-profile/central-transdanubia>

