



Hungarian  
National  
Trading House

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Creating Opportunities, Building Competences

2018





## Integrated institutional structure of foreign economy

- In 2014 the Hungarian Government decided to pursue a trade-oriented foreign policy, focusing mainly on export promotion and representation of interests of the Hungarian enterprises abroad.
- With this in mind, the Hungarian Government has made the appropriate structural and organizational changes to achieve these goals.
- Ministry for Foreign Affairs and Trade → implementation of the Hungarian foreign trade strategy
- Integrated structure of background institutions
  - Hungarian Export-Import Bank (financing)
  - Hungarian Investment Promotion Agency (investment promotion)
  - Hungarian National Trading House (export development)





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# Presence abroad

- 4 continents, close to 60 local representations
- Central-European Network





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# Hungarian National Trading House

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- Governmental export development institute
- Primary goal: contribution to the growth of the export capacity of Hungarian businesses, and the growth of Hungarian export volumes.
  - Building competences
  - Creating opportunities





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# Competitive landscape and matching solutions

Domestic SMEs



Partner search



Consultancy on  
market



Professional advice,  
project management



Consultancy on  
business culture



Skill improvement (Export  
Academy)



Exhibitions/b2b



External trade  
techniques

Successful internalisation





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## Best-in-class Hungarian products and services

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- Internationally competitive products and services
- Up to date database of certified Hungarian suppliers
- Integrated multisectorial solutions





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## Industries

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- Agricultural and Food Industry
- Health Care Industry and Medical Technology
- Environmental Industry
- Mechanical Engineering, Electronics and Vehicle Industry
- Information and Communications Technology
- Education
- Cultural and Creative Industries
- Sports Economy
- Urban Development Solutions





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## Áldomás – a flagship project

- Extensive professional cooperation led by the Hungarian National Trading House
- Wide range of premium quality food products (mangalica sausage, organic spelt biscuits, organic acacia honey, artichoke ketchup, foie grass, camomile tea, linseed oil, jam.....)
- 55 Hungarian producers, 168 products (70 branded)



MADE WITH  
*Hungarian*  
PASSION







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## Innotrade – a flagship project

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- We help Hungarian Innovation access global validation
- Applicants with minimum viable product, global vision and professional English language knowledge
- Services:
  - ✓ Conference
  - ✓ Booth
  - ✓ B2B
  - ✓ Mentoring





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## Enterprise Europe Network – a flagship project

- Largest business development network of the EU
  - ✓ 60 + countries
  - ✓ Hungary: 11 offices, 8 partners
- Services
  - ✓ Advice
  - ✓ Partner search
  - ✓ Innovation





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