

## ***Hungary*** – a proven location for electronics investments



Located in the heart of Europe, Hungary offers highly developed logistical, transport and communication infrastructure, as well as productive, innovative and well-educated workforce. Since the early 1990s a growing number of multinational companies have been attracted to Hungary and most of them are continuously expanding their operations.

### ***Exploit the advantages of electronics production in Hungary***

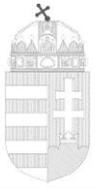
- Have access to a well-qualified, relatively cheap labour pool
- Benefit from industry-academia cooperation;
- Choose from ideal locations in the heart of Europe;
- Cooperate with international EMS firms;
- Profit from business synergies with local suppliers;
- Get financial support from governmental incentives



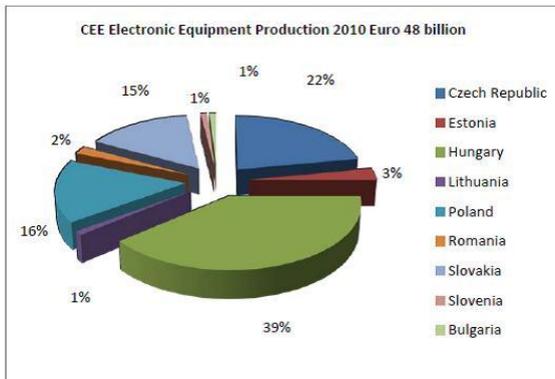
### ***Diversity of activities***

- Automotive electronics (key players: Continental, Denso, Visteon, Thyssen Krupp, ZF Hungária, Bosch, WER, Draexlmeier, GE)
- Medical device production (key players: GE Healthcare, B. Braun)
- Contract manufacturing (key players: Jabil Circuit, Flextronics, Videoton)
- R&D (key players: Nokia, Ericsson)

*"We are convinced about the competitiveness of Hungarian engineers and the value of Hungarian human capital. We also realize the fact that our investments in Hungary are important part of our efforts to create global value..."* Christoph Kübel, President of Bosch Automotive Electronics



## ***Substantial presence of international EMS firms***



Hungary generates the **highest ratio of EMS revenues in the CEE region.**

Six of top ten global EMS firms are present in Hungary: Foxconn, Jabil Circuit, Flextronics, Sanmina-SCI, Zollner, Videoton

The most successful Hungarian EMS company, VIDEOTON is ranked 9th largest EMS provider in Europe.

Source: The Central & East European Electronic Manufacturing Services Industry 2010-2015, Reed Electronics Research

## ***Success stories***

### ***Samsung***

Samsung currently employs around 3.000 people in Hungary and has built 4 production plants all over the country. At the **Samsung Electronics** plant, LCD and LED TVs are assembled and **Samsung SDI** produces plasma PDPs and 3D TV sets. The company reached a \$340 million (€259 million) turnover in 2011. As an expansion of the Hungarian operation, **Samsung Chemical** opened its first European factory in Hungary in 2011.

### ***Flextronics***

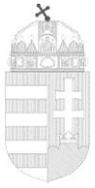
Flextronics is the second largest EMS company worldwide, and one of the biggest export companies in Hungary. Flextronics Hungary offers complex service in its **5 Hungarian** plants employing 12,000 people. Its activities include a wide range of production and service areas in computer technology, data storage devices, servers, telephones, consumer and household electronics.

### ***Bosch***

The Bosch Group has 5 local production plants that employ around 6.300 people in Hungary. An R&D center has also been developed for automotive technology research in Budapest. The firm has invested \$225 million USD (€171 million) in Hungary and it sees further investment opportunities in the country.

### ***GE Healthcare***

Among the international market players, GE Healthcare carries out production activities in Hungary by focusing on mammographic and heart diagnostic appliances. Its R&D activities focus on software development for diagnostics and oncology and its local company also serves as a sales and after sales center of CEE region.



## ***Quality of life***

International schools, rich cultural life, excellent cuisine, famous thermal baths and world quality private medical services make Hungary an attractive location for expats.



## ***What HITA can offer for your business***

The Hungarian Investment and Trade Agency is a governmental body that operates under the supervision of the Ministry for National Economy. Through its extensive network of contacts in both the public and private sectors, HITA provides foreign investors with high-quality support for key decision-making processes and a wealth of supplementary services.

### **Project preparation**

- In-depth, tailored information on the local economy and business climate, corporate taxation and the legal environment, as well as sector-specific overviews
- Site visits, meetings with local, regional and government bodies and introductions to local suppliers, service providers and experts
- Information on available incentives

### **Implementation**

- Supplier search, coordination of license procedures
- Assistance in application for VIP incentives
- Recruitment assistance

### **After care**

- Intermediary role for future developments between government bodies and companies operating in Hungary
- Support and generation of reinvestments



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