

Hungary: Be part of a success story



Hungary, located in the heart of Europe, offers a sophisticated IT and telecommunications infrastructure, and is renowned for its highly productive and well-educated workforce. It has already attracted a considerable number of international firms.



ICT is a booming sector in Hungary

- About 7.4% of the Total Value Added comes from ICT companies
- Around 91,800 employees work directly in the ICT sector
- The Hungarian IT market is growing, reaching a Compound Annual Growth Rate (CAGR) of 3.0% between 2012 and 2016 with improving growth possibilities towards the end of the forecast period.

“With its rapid market expansion, ZTE is increasing the scale of investment in the region and has chosen Budapest as the location of Network Operation Center and Call Center because of the good human resources, the supportive governmental openness and the natural environment of the city.”

Press release of ZTE Corporation

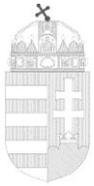
Good balance of labour costs and quality

In terms of labour and real estate costs Hungary compares very favourably to Western Europe and North America. While in Hungary the average gross wage is only 745.8 euro per month (Central Statistical Office, January-August 2012), the productivity of the labour force is one of the highest in the CEE region.

High quality education

- 361,347 students in 69 higher education institutions
- 10,896 students in IT
- University degree requires strong language and computer skills
- 90% of students speak English
- 20% of fresh graduates have international experience
- 61% of students have professional experience





- Easy access to 3T, xDSL
- New generation IP network
- Expanding 4G coverage
- International providers: T-Systems, BT, Invitel, UPC
- „A” class offices
 - Stock in Budapest (2012 Q2): 3,175,800 sq m
 - Vacancy rate in Budapest in 2012 Q2: 21.3%
- Growing number of data centres
 - Proserver, Invitel, Interware, GTS Hungary, Dataneum, KBC

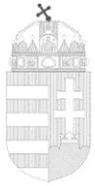


Success story-Oracle

Oracle Hungary has been operating in Hungary since 1993 with its training centre in Budapest. In the framework of the Oracle Academy Programme the company cooperates with high schools and higher education institutions by providing them support with software licences, curriculums and expertise. The company has recently announced to create a development centre in Hungary which will increase the number of employees in the country by 10 %. With the decision, the company has voted confidence for the highly qualified Hungarian IT professionals.

Further advantages

- Quality of life – international schools, private medical services and various entertainment facilities
- Cooperation with academic society
 - Ericsson – Cooperation of Ericsson Hungary with worldwide acknowledged universities of technology and science in Budapest.
 - IBM - Cooperation with prestigious universities of technology in Budapest and scientific cooperation with several outstanding universities in the countryside.



What HITA can offer for your business

HITA is the Hungarian Government's Investment and Trade Development Agency and 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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