



Hungary – Gateway to Europe



Hungary's **strategic position in the heart of the continent** – as well as its role as one of the major transport junctions in the Central East European region – makes it an ideal place for a **regional distribution centre**. Thanks to Hungary's highly developed transport infrastructure and an established background in logistics, companies can benefit from outstanding efficiency and added value.

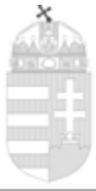
Key arguments for investing in Hungary

- **Central location in Europe:** market reach of 20 countries within a radius of **1000 km**
- **500 million consumers** within the EU
- **5% of the GDP** comes from the logistic sector
- Dynamic **growth** of the logistic market **by ca. 10 % annually**¹
- One of the **leading logistics hubs in Europe** and leading logistics provider in the CEE region
- **Extensive transport infrastructure**, intermodal solutions
- Innovative, **qualified logistics professionals, cost-effective labour pool**
- High standard of logistics services and outsourcing
- Cost-cutting through competitive supply chain costs
- **Modern warehousing** and industrial facilities

*„Hungary had edged out Poland and Romania to bag the Daimlerer contract because of its cheap labor costs and skilled manpower...a dense supplier network and **favourable logistics conditions** were the main arguments in favour of Kecskemét.”*

Dieter Zetsche, chief executive, Daimler AG

¹ Source: KSH (Hungarian Central Statistical Office)



Meeting point of European transport corridors

Hungary is located at the crossroads of four trans-European and 2 ERTMS corridors, enabling easy access to all parts of Europe.



Dense motorway and highway network

Hungary has one of the highest motorway densities in all of Europe and the third highest road density, after Belgium and Holland.



Intermodal logistics centre at the gateway of Europe

Záhony and its region is the junction and reloading centre for European standard-gauge railways and the wide-gauge system of the CIS states.

There is direct railway connection between China and Záhony, the transfer takes approximately 19 to 22 day.



Rapid connection to sea ports

Several scheduled block train lines connect Hungary with the seaports of Hamburg (D), Bremerhaven (D) Rotterdam (NL) and Antwerp (B) on the North Sea, and with Koper (SI) and Trieste (I) on the Adriatic.

The Adriatic seaports also offer alternative shipping routes from Asia. Lead times from these ports is within 16–36 hours.



European inland waterways – Danube-Rhine-Main Canal

The Danube-Rhine-Main Canal connects the Black Sea and North-Western Europe, high-capacity rivers like the Rhine and the Danube provides excellent links to seaports, tri-modal hubs provide high-value added services.



Strong ICT support

A sophisticated information and communications infrastructure and ongoing innovation ensures support for high-quality logistics technologies (GPS, super-fast internet access, state-of-the-art supply chain software development, RFID, SAP, etc.)

Success stories

HUAWEI

China's Huawei, founded in 1987, is a leading global information and communications technology (ICT) solutions provider. Their products and solutions have been deployed in over 140 countries, serving more than one third of the world's population. Huawei set up its new **European Supply Center** in Hungary in 2009 being the company's second-biggest in the world, indirectly employing ca. 1700 people. Since, HUAWEI has been expanding its site and product range as well, to serve from its European Supply Center European, North-African and the CIS markets.

"This is a strategic move for us and will create numerous jobs and business opportunities for SMEs and suppliers in the country."

Dr. Gavin Dai, managing director, HUAWEI Technologies Hungary Co.Ltd.

MIVISA

Mivisa is a leading manufacturer of high quality metal packaging intended for the food canning industry. Founded in 1972 by the family Vivancos, from a small family business, MIVISA became one of the most important companies in its industry and benchmark worldwide.

Mivisa Hungary Kft., located in the industrial park of Tatabánya, is the newest of Mivisa Group. The location allows the company to offer logistics services to their present and future customers of Eastern Europe from their 60.000m² factory.

DHL (Deutsche Post)

DHL, a logistics services provider and subsidiary of Deutsche Post, the world's largest logistics company operating in all four corners of the globe, and market leader in sea and air mail plans to relocate its Central Eastern European distribution centre from Vienna in Austria to Ullo, Hungary. It will distribute the products of Beiersdorf Hungary and begin operations in March 2013. The centre will offer work to between 35 and 50 employees. It will serve about 12 countries including Austria, Romania, Albania and the whole Balkan region.

Quality of life

International schools, rich cultural life, excellent cuisine, famous thermal bathes 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

After care

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



Contact us at:

Hungarian Investment and Trade Agency
Zsófia Kőhalmi
Consultant
Phone: +36 1 872 6579
E-mail: zsafia.kohalmi@hita.hu
www.hita.hu