

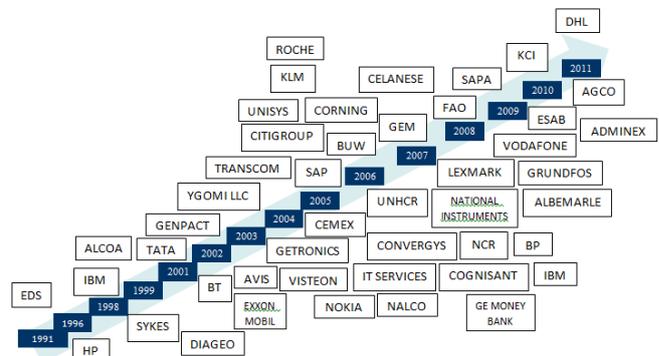
## Hungary: the country for centres of excellence



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.

### SSC is a booming sector in Hungary

- More than 70 SSCs are operating in Hungary
- Around 30,000 employees
- Expanding scope and activities



### SSCs established in Hungary since 1991

*"The continuous growth of the centre demonstrates the on-going confidence of the Group. Now new service areas will be transferred to Budapest making this an important milestone. I'm sure that the strong labor force with its excellent foreign language skills will ensure the BSC continues to play its role in the Group's success."*

Larry De Shon, EMEA President  
Avis Budget Group

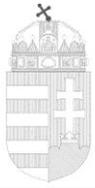
### Good balance of labour costs and quality

In terms of labor and real estate costs Hungary compares very favorably 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 labor force is one of the highest in the CEE region.

### High quality education

- 361,347 students in 69 higher education institutions
- 82,670 majoring in business administration faculties
- 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
- Seniors and executives with several years of experience readily available
- Outstanding cooperation between educational institutions and companies





### ***Excellent infrastructure***

- „A” class offices
  - Stock in Budapest (2012 Q2): 3,175,800 sq m
  - Vacancy rate in Budapest in 2012 Q2: 21.3%
- Business infrastructure
  - Top-quality telecommunications services
  - Easy access to 3T, xDSL connections



### ***Further advantages***

- Quality of life – international schools, private medical services and various entertainment facilities make Hungary an attractive location for expats
- Favourable location: NY -6 hrs, Tokyo +7 hrs



### ***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



#### ***Contact us at:***

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