



DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Macaristan  
BüyükelçiliĐi

Ankara

# Macaristan Yatırım Teővikleri



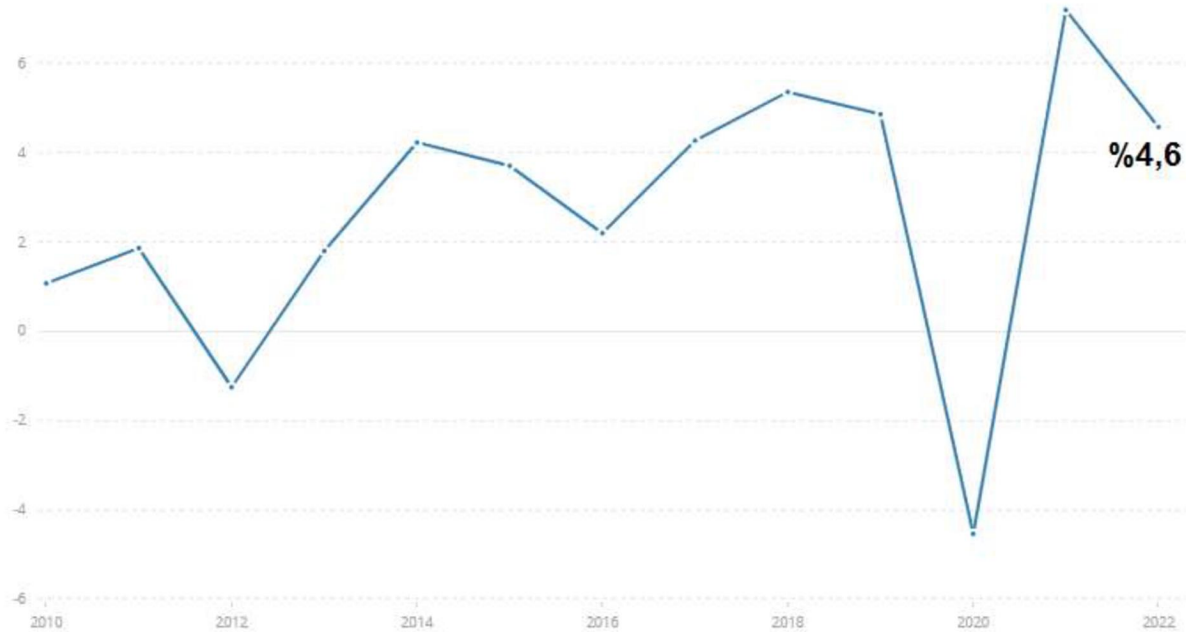


## DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

### Macaristan - İstikrara Dönüş

Malumunuz 2021 yılı ekonomiyi ve ticareti zorlayan bir sene olarak geçti; ihracat kapsamında Covid 19 ile ilgili gelişmeler ve kur dalgalanmaları genellikle tüm sektörleri ve başlıca küresel hayatı etkiledi, ama mevcut verilere dayanarak Macaristan ihracatının 2021'de 2020 yılı rakamlarını geçtiğini ve pandeminin etkilerini ülkemizin 2021'de atlatıp ekonominin eski seyrine döndüğünü söylemek mümkün. Hatta Macaristan hız kaybetmeden 2022 senesinde de %4.6 ile büyümeye devam etti. 2023 senesini ise dünyadaki negatif trendlere rağmen Macaristan %1,1 GDP artışıyla kapattı. 2024 için yaklaşık %4 artış öngörülmektedir.

### Macaristan - GSYİH büyümesi (yıllık %)





## DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

### Macaristan hakkında birkaç olgu:

Ülkenin nüfusu yaklaşık 9,6 milyon. 2004 yılında AB'ye giren Macaristan günümüze dek kendi para birimi olan Macar Forinti'ni kullanmaya devam ediyor.

2022 yılında kaydedilen verilere göre ülkenin gayrisafi yurt içi hasılası 177 milyar dolar civarında olup kişi başı milli gelir yaklaşık 20.100 USD. Gayri safi milli hasıla 2021 senesinde % 7.1 artıp 2022 senesinde ise %4,6 artış göstermişti. İşsizlik oranı ise %3,6 idi ve 2024 senesinde yaklaşık aynı seviyede kalması öngörülüyor.

Yurtdışından gelen yatırımların rakamı 13 milyar Avro'yu aştı ve öylece 2023'te rekor kırdık. Yatırımlar arasında dünyanın en büyük elektrik araba üreticisi olan BYD de yer almaktadır.

NEXT adlı Macaristan ihracat programı kapsamında ülke ihracat yönlerinin çeşitliliğini arttırmak istiyor ve bu bağlamda Türkiye-Macaristan arasındaki ikili ticaretinin engel ve zorluklarında günden güne azaldığını görebiliriz.



**Nüfus**  
9.599.744  
(2023, HSO)



**Yüzölçümü**  
93.025 km<sup>2</sup>



**Başkent (nüfus)**  
Budapeşte(1.671.004)  
(2023, HSO)



**Siyasi sistem**  
Parlamentar  
Cumhuriyet



**Para birimi**  
Forint (HUF)



**Saat dilimi**  
GMT + 1 saat



**Uluslararası kuruluşlara üyelik: AB, BM, OECD, DTÖ, NATO, IMF, EC,  
Türk Devletleri Teşkilatı gözlemci üyesi**



DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

## Peki Neden Macaristan?

Macaristan'da saĐlam bir iŐ ortamı, rekabetçi yatırım sistemi ve kaliteli iŐ gücü bulunmaktadır.

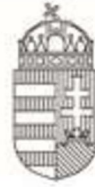
Ülke olarak yıllık ihracatı 160 milyar Avro üzerinde. 2023 verilerine göre ülkede yabancı doğrudan yatırım sermayesi (FDI) 13 milyar dolar idi.

Yabancı yatırımcı şirketleri arasında Mercedes, Audi, Suzuki, BMW ve bunların yanında Nestle, Unilever, Bosch, Google, IBM, Vodafone, BYD ve CATL gibi dünyaca bilinen çok uluslu şirketleri görebilirsiniz.



**ŐiŐecam Macaristan'a 330 milyon dolar üzerinde yatırım yapmaya karar verdi.**





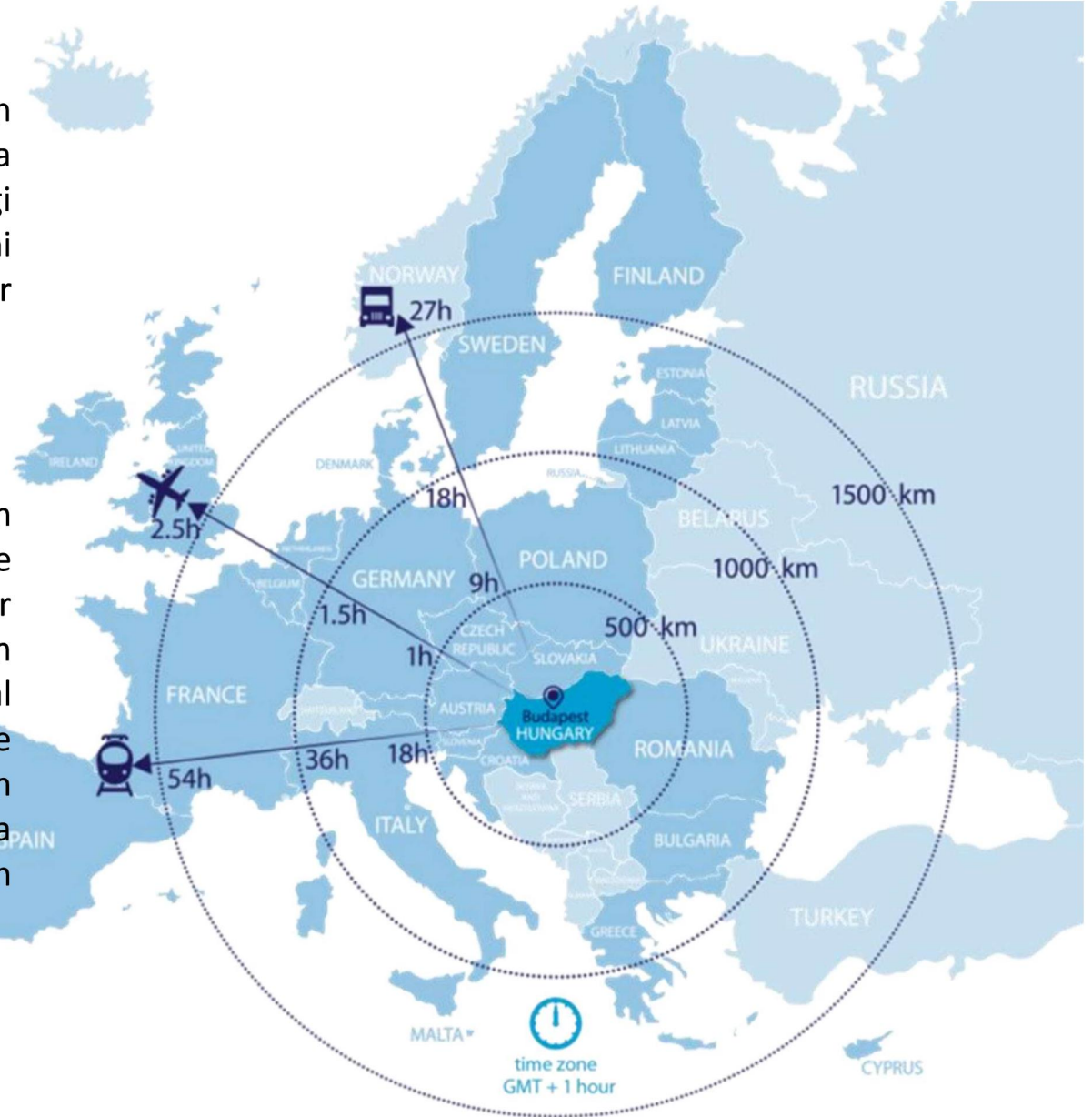
## DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

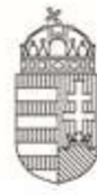
### Vergi Avantajları

Bu noktada altını çizmek gereken bir husus var: **Kurumlar vergisi %9**. Bu miktarın %80'e varan kısmı da yine yatırımcı olmanız durumunda düşebilmekte ve bahsettiğimiz kurumlar vergi rakamı %1,8 oranına kadar inebilmekte. Yani uygun bir yatırım yapmanız durumunda kurumlar vergisi **%1,8'e kadar düşebiliyor**.

### Avrupa'ya geçiő sađlayan mükemmel konum

AB'ye ihracat yapan bir firma için Macaristan merkezi bir konum olabilecek tüm özelliklere sahip, 24 saat içinde Avrupa'nın herhangi bir yerine mal teslimi yapmanız mümkün. Örneđin Türkiye'de fiyat avantajıyla üretilen bir mal nakliye, vergi, ek hizmetler ve ödenekler ile AB'ye varana kadar rekabetçiliđinden kaybedebilir. Bu bağlamda Avrupa'nın, daha doğrusu Schengen bölgesinin Türkiye'ye açılan en yakın kapısı Macaristan'dır.





## DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

### İkili iliŐkiler

2013 yılında Macaristan ve Trkiye stratejik, 2023 yılında ise GeliŐtirilmiŐ Stratejik İŐbirliĐi AnlaŐması'na imza atıldı ve gnmze kadar sayısız koordinasyon ve eylem ile ekonomilerimiz ve piyasalarımız arasındaki bariyerler azami seviyeye indirildi. Ticari odaklı bir dıŐ politika takip eden Macar hkmeti, Trkiye'yi DoĐu'ya Aılım politikasının merkez lkelerinden biri olarak gryor ve bylece Trk yatırımcılar iin olduka avantajlı ve hızlı imkanlar saĐlıyor.





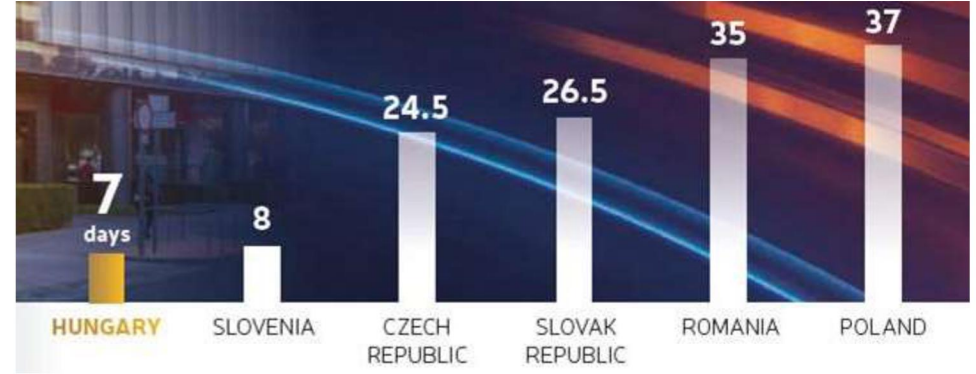
## DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

### Macaristan'da Yatırım

Macaristan'da Őirket kurulum maliyetleri 8.000 Avrodan baŐlamakta ve gerekli belgelerin mevcut olması durumunda 7 g¼n iŐinde Őirket kurulabilmektedir. İstihdam ile ilgili kanun ve b¼rokratik iŐlemler gayet esnek olmakla birlikte, asgari ücret de 15.000 TL civarındadır.

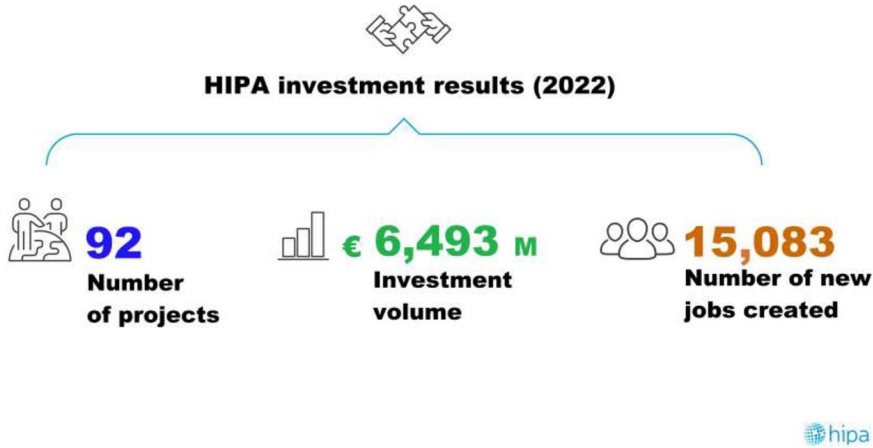
ÇalıŐanın net maaŐına ilaveten, iŐveren tarafından ödenecek sosyal primlerin oranı %15'tir. 2020 yaz d¼neminde y¼r¼rl¼Đe giren bu uygulama iŐverenler iŐin de daha rekabetçi bir ortam yaratmaktadır.

### ŐİRKET KURMAK İŐİN G¼N SAYISI



Orta Avrupa'nın önde gelen yatırımlarına ev sahipliĐi yapan Macaristan 2023 yılında toplam 13 milyar Avroluk deĐerde baŐarılı yatırım projesine imza attı ve projeler sayesinde 15.000 üzerinde yeni iŐyeri aŐıldı.

Macaristan'da en büyük yatırım yapan ¼lkelerin baŐında Kore, İsviŐre, Fransa, Almanya ve Çin bulunuyor. 2022 yılında Macaristan'a gelen yatırımların %48'i DoĐudan, %42'si Batıdan, %10'u ise Macar yatırımcılarından oluŐmaktadır.



T¼rkiye'den son senelerde Macaristan'a gelen yatırımlar 2 milyar Avroyu geŐmiŐ durumda.

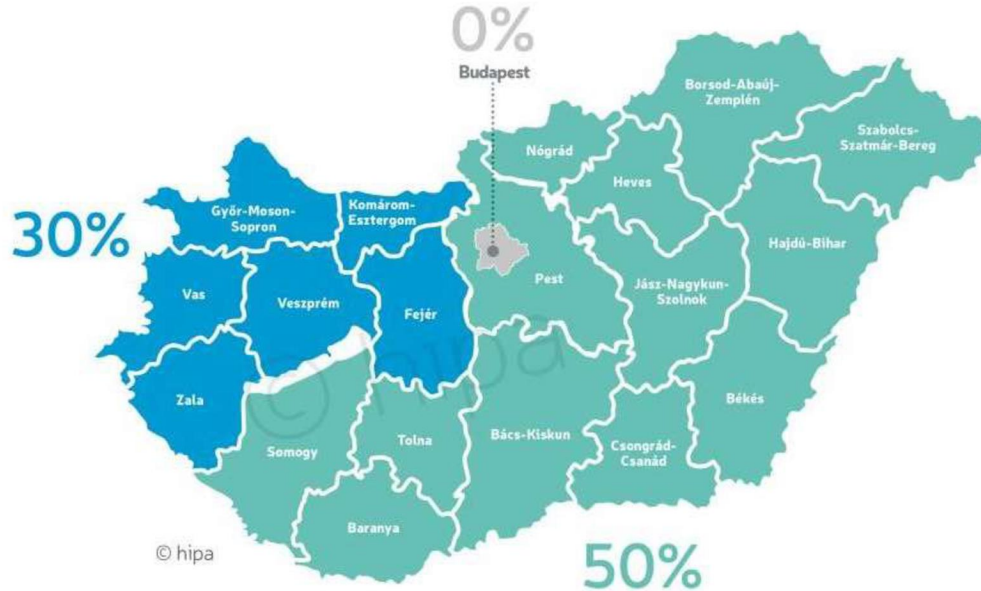


DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

HIPA - Hungarian Investment Promotion Agency



Macaristan Yatırım Teővik Ajansı olan HIPA yatırımlar konusunda sorumlu olan tek Macar Kurumu olarak hizmet verir ve böylece söz konusu tüm danışmanlıklar tek yerden verilmektedir. One Stop Shop hizmeti dahilinde başvurular alındıktan sonra birtakım hizmetler sağlanır örneĐin; lokasyon seçim danışmanlıĐı, devlet desteklerinin koordinasyonu ve yerli tedarikçiler danışmanlıĐı gibi.



Temelde Macaristan'da Türkiye'deki yatırım bölgelerine benzer şekilde 3 farklı yatırım bölgesi mevcut. Bunu aynı zamanda DoĐudan Batıya azalan bir destek olarak düşünebilirsiniz. DoĐuda ve Güneybatıda verilebilen maksimum %50 lik hibe, Kuzeybatı sınırındaki ilçelerde %30'a düşüyor ve başkent Budapeőte'de teşvik verilmemektedir. Genel olarak baktığımızda destek, bölgenin gelişmişlik düzeyine göre azalmaktadır.

Macar Yatırım Ajansı'nın sağladığı 3 farklı destek söz konusu olabilir:

- Bölgesel Destek (bunlar daha çok vergi indirimi veya muafiyeti olmak üzere, nakit desteĐi de olabilir)
- Eğitim DesteĐi (yeni elemanlara mahsus)
- Ar-Ge DesteĐi (nakit ve vergi teşvikleri)





DIŐIŐLERİ VE DIŐ TİCARET BAKANLIĐI

Projelerinize ya da yatırım konularınıza göre daha detaylı bilgileri bizlerden alabilirsiniz: [Trade.ANK@mfa.gov.hu](mailto:Trade.ANK@mfa.gov.hu)

Genel yatırım bilgileri için HIPA'nın web sitesini (<https://hipa.hu/>) ziyaret edebilirsiniz.

**İlginiz için teşekkür ederiz!**



# HUNGARY

*SMART. AMBITIOUS. COMPETITIVE*

Invest in Hungary

2023



Area  
**93,024 km<sup>2</sup>**



Population  
**9,730,772**  
(2021, HCSO)



Time zone  
**GMT +1 hour**



Currency  
**Forint (HUF)**



Capital (population)  
**Budapest**  
**1,723,836**  
(2021, HCSO)

**HUNGARY**



**Other major cities**  
Debrecen (201,112)  
Szeged (160,258)  
Miskolc (152,901)  
Pécs (141,843)  
Győr (133,946)



Membership in  
international  
organisations  
**EU, UN, OECD,  
WTO, NATO, IMF, EC**  
EU member since 2004



Risk of natural  
disaster  
**Very low**



Climate  
**Temperate**



Form of government  
**Parliamentary republic**

(Source: \*HCSO = Hungarian Central Statistical Office)

# Invest in Hungary



# Logistics

Hungary offers excellent logistic opportunities in a central location

## EU & Schengen

**Central location** as the center of gravity for distribution to Central & South-Eastern Europe

**EU and Schengen** memberships mean the free movement of goods

**3TEN-T** as Hungary is at the crossroads of 3 core European transportation corridors: Mediterranean, Orient/East – Med, Rhine – Danube



## Road & rail network

**1<sup>st</sup>** in length of motorways in CEE

**6<sup>th</sup>** by railway line density in Europe

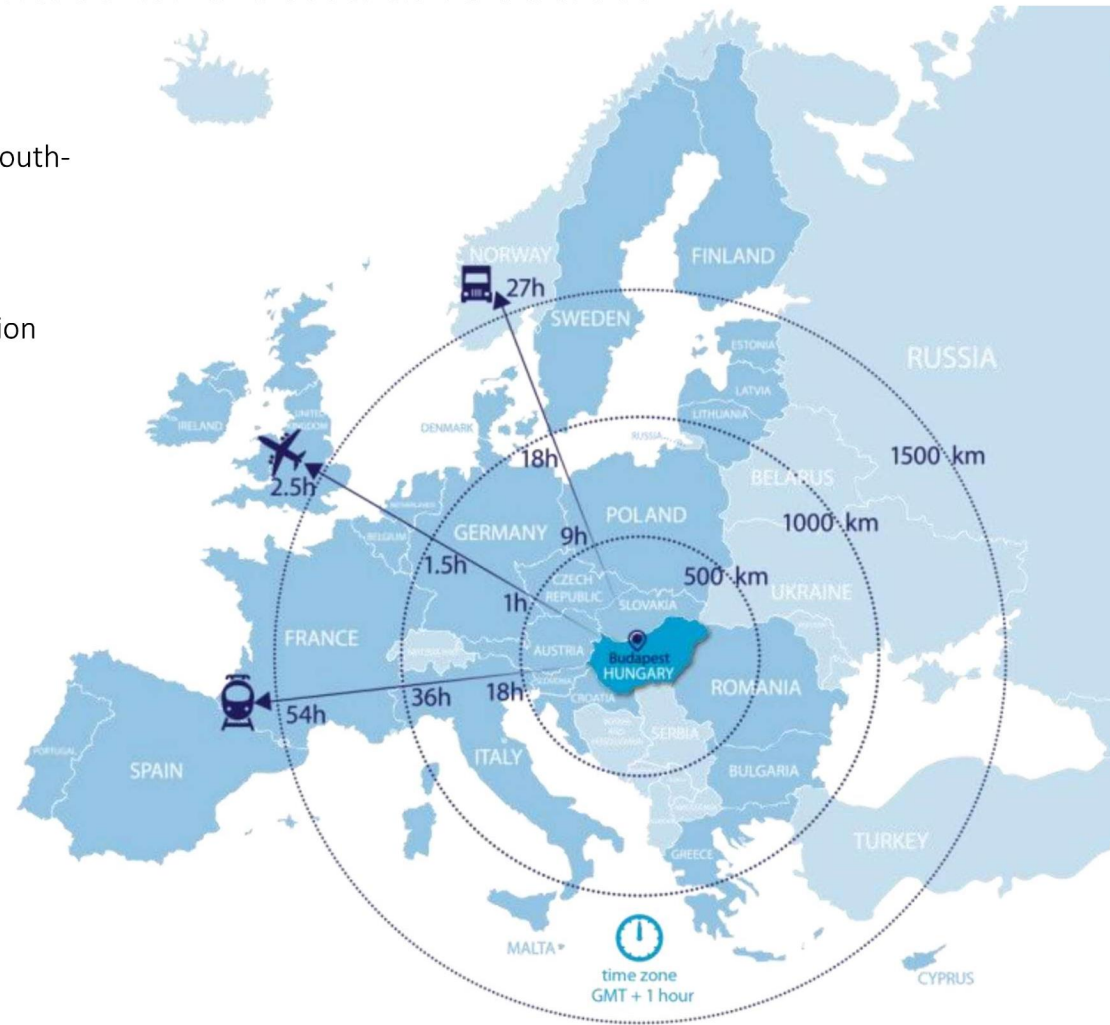
**50+** scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean



## Airports & waterways

**144** direct destinations by 34 airlines from Budapest airport

**Inland waterway** in Hungary is part of the Rhine – Danube corridor



# Climate goals

Hungary will become carbon neutral by 2050

## Climate goals until 2030



**90%** of the Hungarian electricity production will be carbon-neutral



**21%** renewable energy share in gross final energy consumption



**40%\*** decrease in the emission of greenhouse gases compared to 1990 levels

\*The EU is working on the revision of its climate, energy and transport-related legislation under the so-called 'Fit for 55 package'. According to these plans the EU will be committed to **cut emissions by at least 55% by 2030**. This will probably also raise Hungary's 2030 climate ambitions.

## Climate goals until 2050



**Hungary will become carbon neutral by 2050.**



**Hungary is dedicated to reach ambitious climate goals.**

Since 2020 carbon neutrality in Hungary is a legal obligation:  
„Hungary will reach full climate neutrality by 2050, the remaining domestic emissions and removals of greenhouse gases will be in balance by 2050.” - *Act XLIV of 2020 on climate protection*

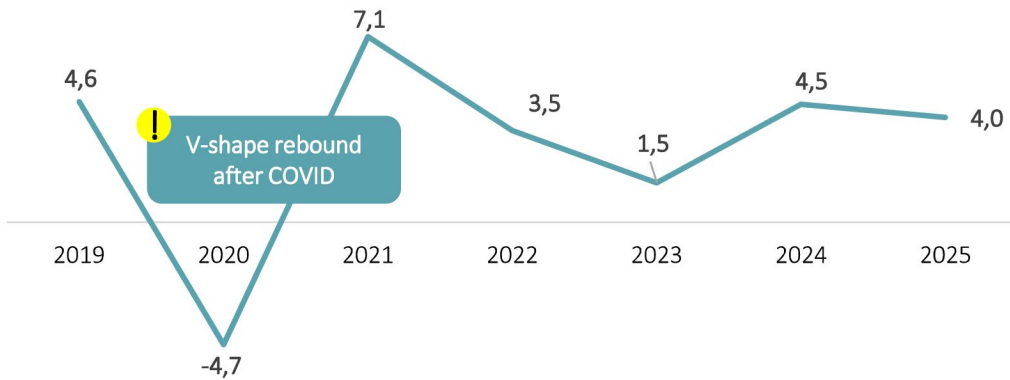
# Economy of Hungary

## Stable economy with a very competitive tax system



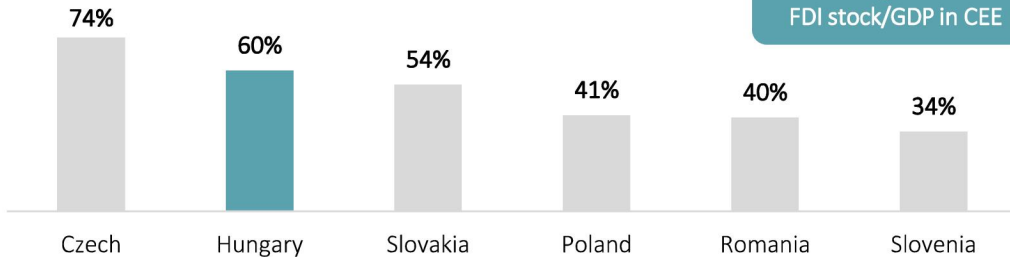
### Good GDP growth outlook

GDP growth (%) prognosis by the Hungarian National Bank, Dec. 2022



### Open economy with trade focused foreign policy

Inward FDI stock in 2021 (% of GDP)



#### OPEN ECONOMY

Export/GDP ratio close to 100%

Investment and trade development are key to drive sustainable growth



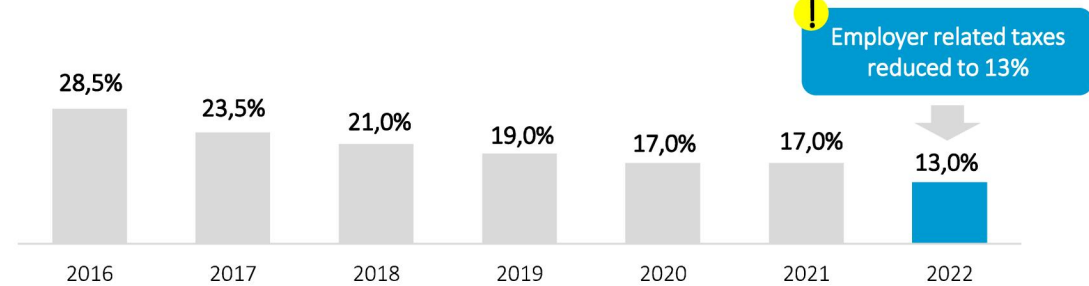
#### TRADE FOCUSED FOREIGN POLICY

Partnership with investors is a national priority  
The Ministry of Foreign Affairs and Trade & HIPA support investors in Hungary



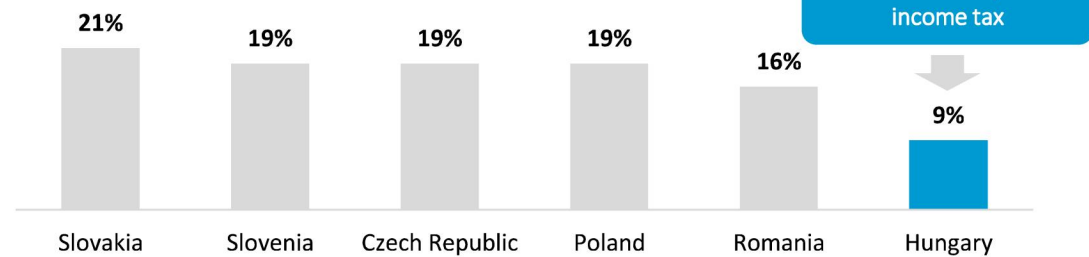
### Reducing tax burden on labour

Social charges (%) paid by the employer on top of the gross salary



### Lowest corporate income tax rate in the EU

Corporate income tax rates, 2022



#### TAX EXEMPTIONS

Tax exemptions for families with children  
All under 25 years and mothers under 30 are exempt from personal income tax



#### LOW TAX ON PROFIT

Only 1,2% tax per GDP on profit, which is the lowest in the EU based on OECD research in 2021

# Economy

Extremely business friendly economic environment



## Open economy with trade focused foreign policy

### OPEN ECONOMY

Export/GDP ratio close to 100%  
Investment and trade development are key to drive sustainable growth

### TRADE FOCUSED FOREIGN POLICY

„One-stop-shop” support of companies: tailor made consultancy focusing on business needs  
Partnership with investors is a national priority

### Newcomers 2022



### Reinvestment - 2022



## Investment results



### HIPA investment results (2022)



**92**  
Number of projects



**€ 6,493 M**  
Investment volume



**15,083**  
Number of new jobs created

### Top investment Location Site Selection Magazine 2022



- Best to invest overall**
1. Lithuania
  2. Hungary
  3. Poland

- Best to invest TOP metros**
1. Poland
  2. Czech Republic
  6. Hungary

- Best to invest per capita**
1. Lithuania
  2. Estonia
  3. Hungary

HIPA wins Best Strategic Investment Partner Europe 2022 award





# Education

Hungary's education system has a special focus on business and engineering, resulting in a market-ready workforce.

## Tertiary Education

**293,566**

Total number of university students (2021-22)

**57,244**

Fresh graduates (2021)



Number of students in university education	
Field of study	No. of students
Business and Administration	54 388
Engineering, manufacturing and construction	37 718
Social Sciences and Law	46 369
Teacher training and education	32 402
Health and welfare	34 524
Mathematics, computing and natural sciences	32 905
Services	15 453
Arts & Humanities	23 599
Other	16 208

## Vocational education

Vocational education in Hungary aims at training specialists for the professions necessary for the development of the Hungarian economy.

**129,046**

Students in vocational education



## Dual education

Dual training programmes are available both in vocational and tertiary education.

Companies engaged in dual education provide a mixture of apprentice workshops and practice-centred internships.



**2,000 +**

Students engaged in dual education at tertiary level



**50,000 +**

Students participating in dual vocational training



**584**

Science performance points (PISA)

(Boys, 2021, Source: OECD)



High science performance (PISA) scores, with results closely behind Germany

# Research and development

Increasing R&D expenditure as companies chose Hungary for their R&D activities, partnerships with universities is base for further growth



**76,138**

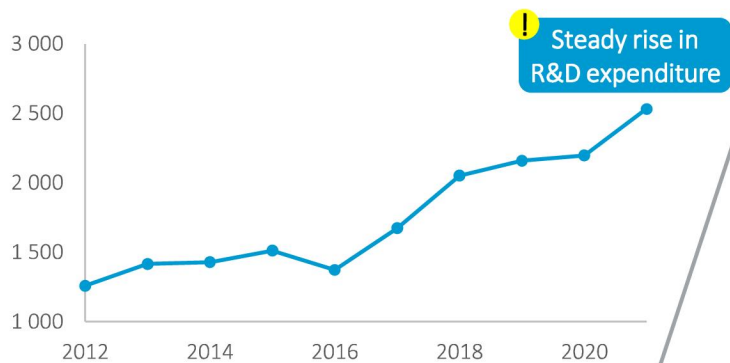
R&D personnel in Hungary



**€ 2.5 B**

Spent on R&D in Hungary in 2021

Gross domestic expenditure on R&D (€ million)



R&D expenditure was

**1.64%**

of GDP in 2021



Hungary aims to reach

**3%**

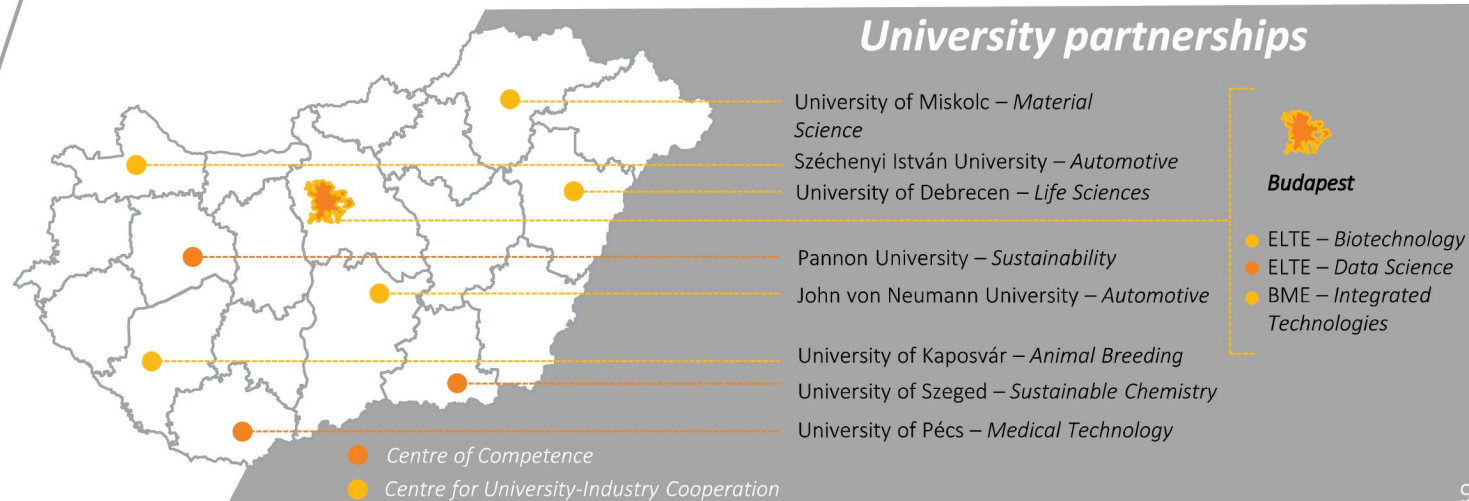
by 2030

## Our partners in stepping into the future



Companies with existing R&D centres in Hungary

## University partnerships



Centre of Competence

Centre for University-Industry Cooperation

# Business climate

The Hungarian Government is continuously improving the business climate of Hungary

- The most competitive Corporate income tax in the EU with a 9% flat rate introduced
- Reduced taxes on employment to only 13%
- Improved practice-based dual education system built on industry needs
- Modified taxation and incentive system related to R&D activities to make Hungary the innovation hub of CEE
- Introduced unique economic development plan based on Industry 4.0 requirements



## Most recent new investment decisions

CATL    **Lenovo**    EcoPro<sup>BM</sup>

SEM CORP    METOXIT    KNA<sup>PP</sup>

CHERVON-Auto  
泉峰汽车精密

TKE

## Most recent reinvestment decisions

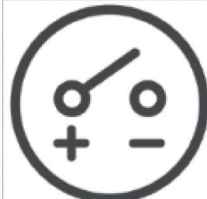


# Investment trends in Hungary

Recent key investments in the automotive, battery, food and service industries



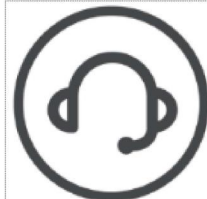
Strengthening automotive ecosystem



Hungary to become battery producing superpower



Increasing share of processed food in our exports



Increasing share of high value-add service activities



# Industry trends in Hungary

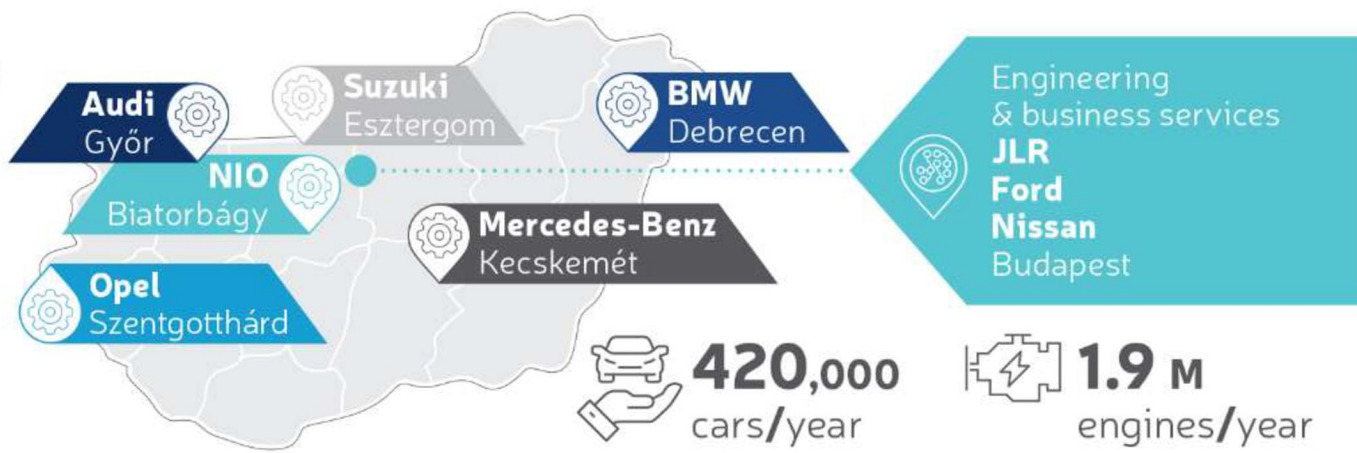
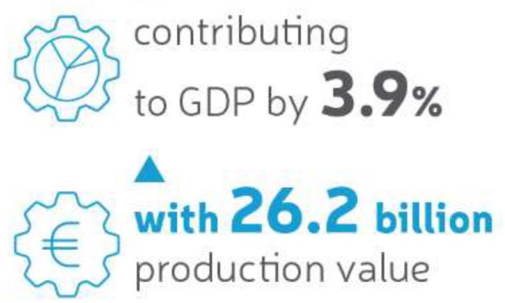


# Automotive Industry in Hungary

Hungary is the only country in Europe to host production units of the 3 German premium car manufacturers besides Germany



**Hungary is the only country** to host production units of the 3 premium car manufacturers in Europe besides Germany.



153 000 FTE  
**3.3%** total employment

**ZalaZONE** CEE's largest smart automotive test centre can be found in Hungary.

# Battery Industry in Hungary



The battery industry is developing rapidly in Hungary with a planned 250 GWh manufacturing capacity until 2030



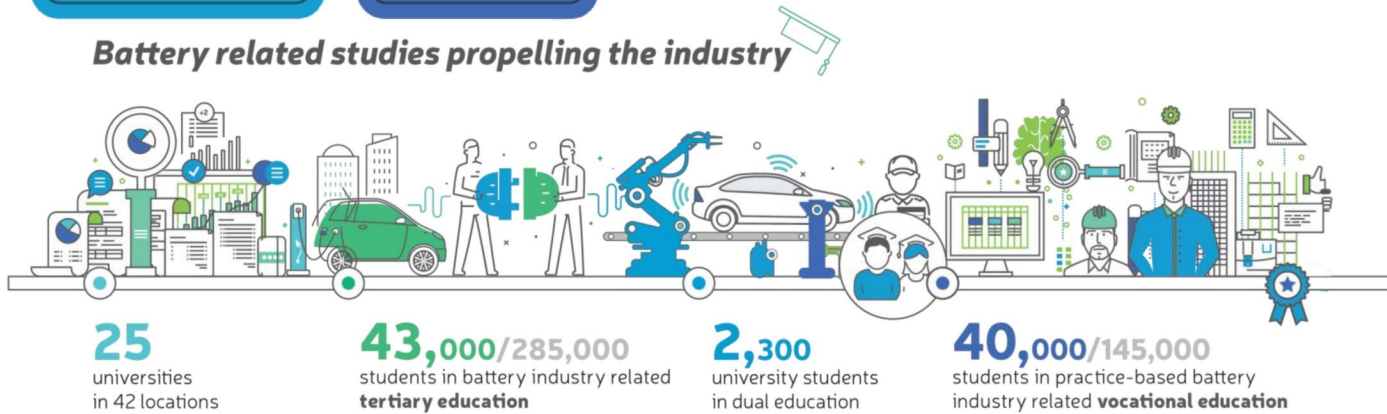
**Our partners  
in stepping into  
the future**



**€14.34 billion FDI**  
20,000 newly created jobs in the last 6 years

**38 projects**  
from South-Korea, Japan, China, USA

## Battery related studies propelling the industry



**Did you know?**

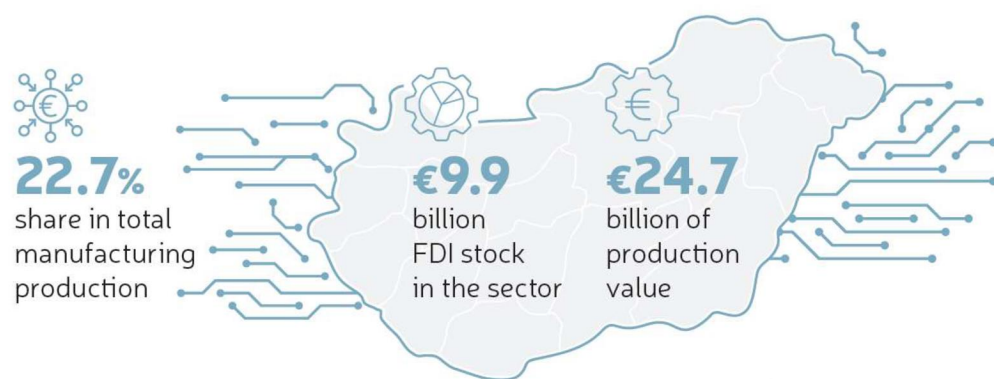
**Hungary has implemented a flexible curriculum** for vocational education, allowing to incorporate business specific content in one academic year.

**+ Battery related studies and curriculum**

# ⚙️ Electronics Industry in Hungary

The most diversified and one of the largest manufacturing sectors in Hungary is the electronics sector

## High share in total production



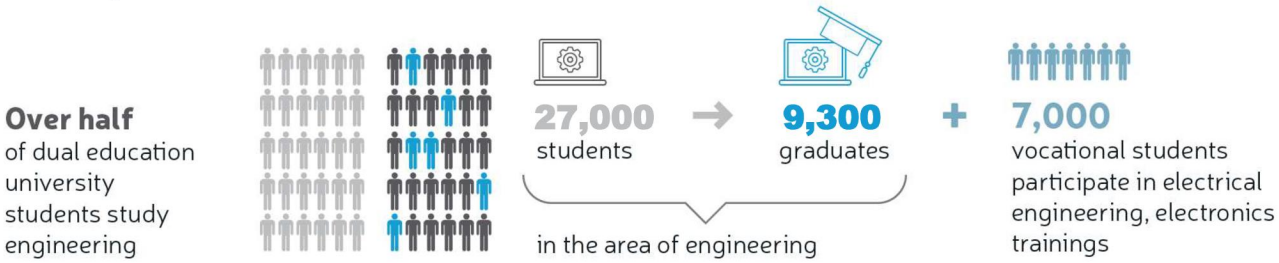
## Export oriented

**92.8** export ratio in the sector  
**30.2** share in total exports



## Our partners in stepping into the future

## Talent pool & education in electronics



## Did you know?



Electronics is **one of the largest** economic sectors in Hungary



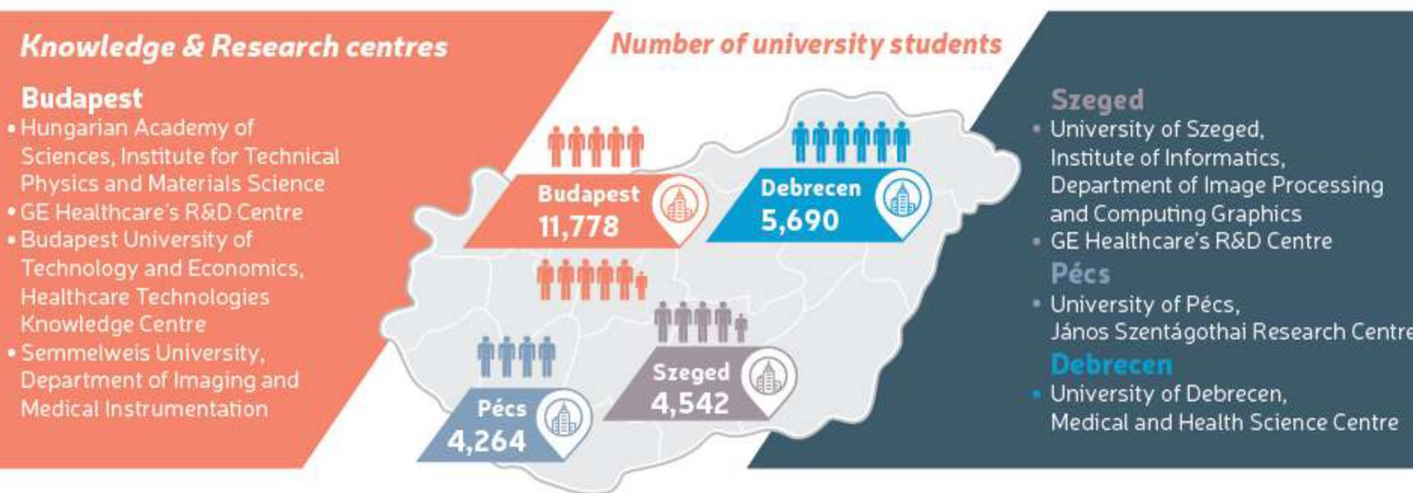
**175,000** employees



# Medical Technology in Hungary

Hungarian medical technology instruments are available globally, and Hungarian universities offer an outstanding base for R&D

**R&D concentrated around 4 major cities with medical universities**



**Nr.1 in the region**

Medical technology & pharma industry together amount to over



**~50,000 employees**

**9%**

of the total manufacturing value added

**Our partners in stepping into the future**



**over 85% export ratio**

**70% to EU countries**

**Nr.1 in the region**

Largest exporter of medicinal & pharma products in the region

**6.4% of total export**

# Life Sciences in Hungary

Over €1 billion FDI invested in the past years, global pharma and biotech companies already chose Hungary for R&D or manufacturing



**Unique focus areas**



### Pharma

original and generic drug production, APIs production, herbal industry



### Biotechnology

medicinal chemistry, preclinical studies, stem cell research



### Veterinary

CEVA-Phylaxia's largest biological R&D center in Budapest



### Clinical trial

**~300** clinical trials registered each year

**€5.8B**

FDI Stock

**8/TOP10**

global pharma and biotech companies have manufacturing / R&D activities

**Our partners in stepping into the future**






GEDEON RICHTER




SOLVO<sup>®</sup>  
BIOTECHNOLOGY

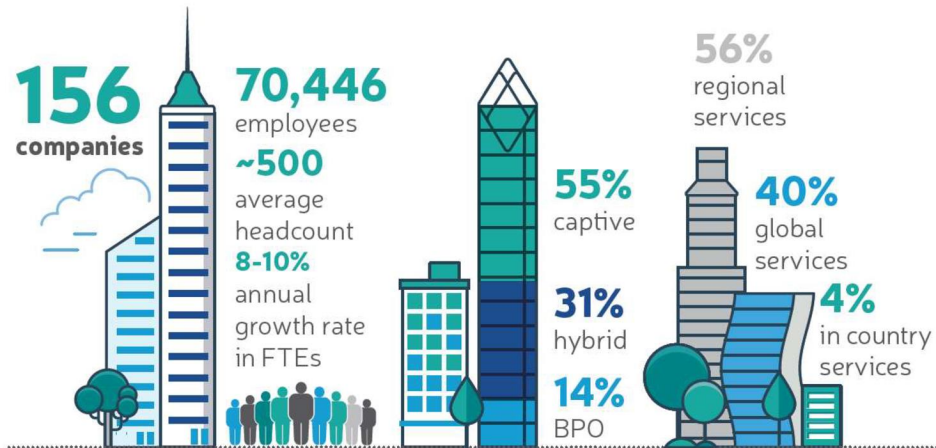


xellia  
PHARMACEUTICALS

# Business Service Centres in Hungary



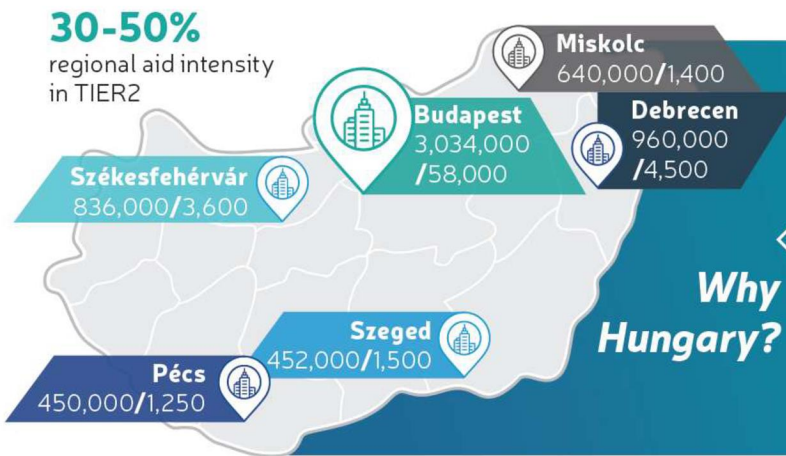
Mature BSC sector with complex, high value-added activities based on highly skilled, multilingual workforce at a competitive cost



*Our partners in stepping into the future*

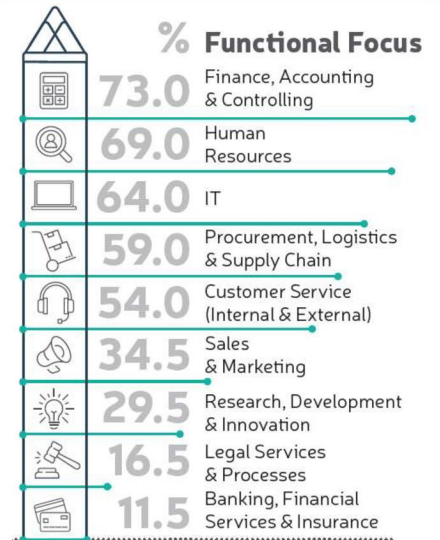


## Major BSC Locations (population – greater area / employees in BSCs)



### Why Hungary?

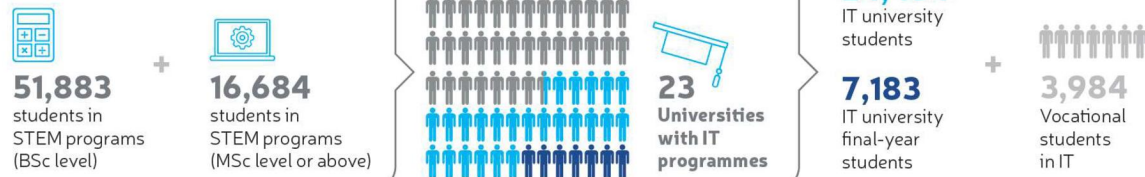
1. Highly skilled, multilingual workforce at a competitive cost
2. Mature BSC sector with complex and high value-add activities
3. High quality infrastructure and excellent quality of life
4. Emerging TIER2 cities with strong university background
5. Stable political and economic environment



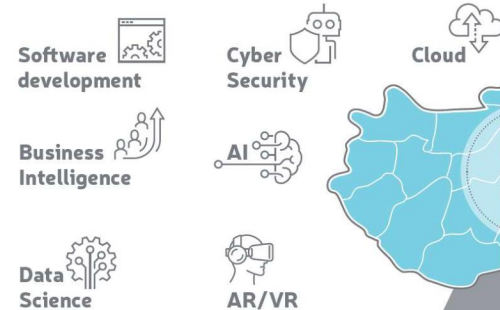
# ICT in Hungary

Excellent talent pool supports a flourishing ICT ecosystem. Start-up success stories include LogMeIn, Balabit, NNG, Prezi and Ustream

## Talent pool & education



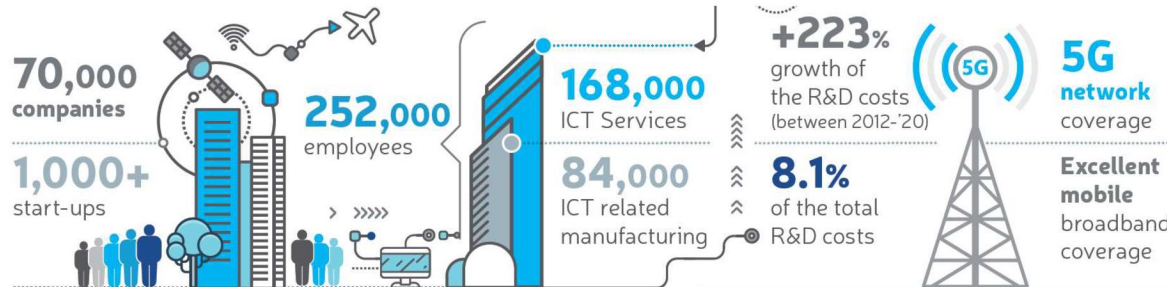
## Leading ICT functions



## State Aid for R&D activity

### Eligible costs

- Personnel related costs of the researchers & developers participating in the project
- Depreciation of buildings
- Rental fee of buildings and other structures
- Depreciation of tangible assets & equipment
- Material costs (up to 25% of the total costs)
- Costs related to contract research



## ICT start-up success stories

**LogMeIn**

#softwareasaservice  
#cloudbased  
#remoteconnectivity  
#collaboration  
#ITmanagement  
#Customerengagement

**BALABIT**  
CONTEXTUAL SECURITY INTELLIGENCE

#ITsecurity  
#reducedrisk  
#privilegedaccounts  
#identity  
#accessmanagement

**NNG**

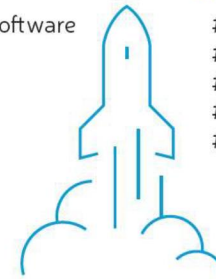
#navigationsoftware  
#automotive  
#enterprise  
#wireless  
#personal

**Prezi**

#webbased  
#presentation  
#innovative  
#softwaresolution  
#worldclass

**IBM Budapest Lab**  
**USTREAM**

#onlinevideo  
#streaming  
#livebroadcast  
#interactive  
#50millionusers

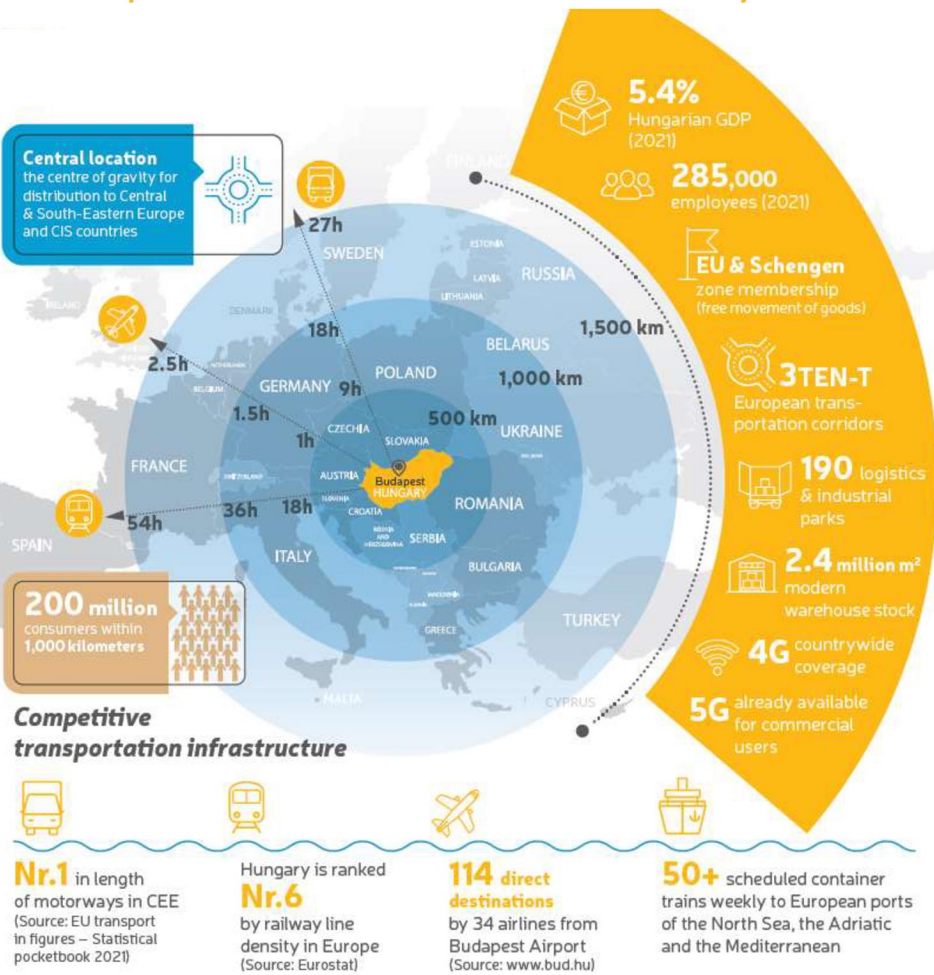


## Our partners in stepping into the future



# Logistics Industry in Hungary

Hungary offers excellent logistics in a central location with a very competent and continuously developing infrastructure

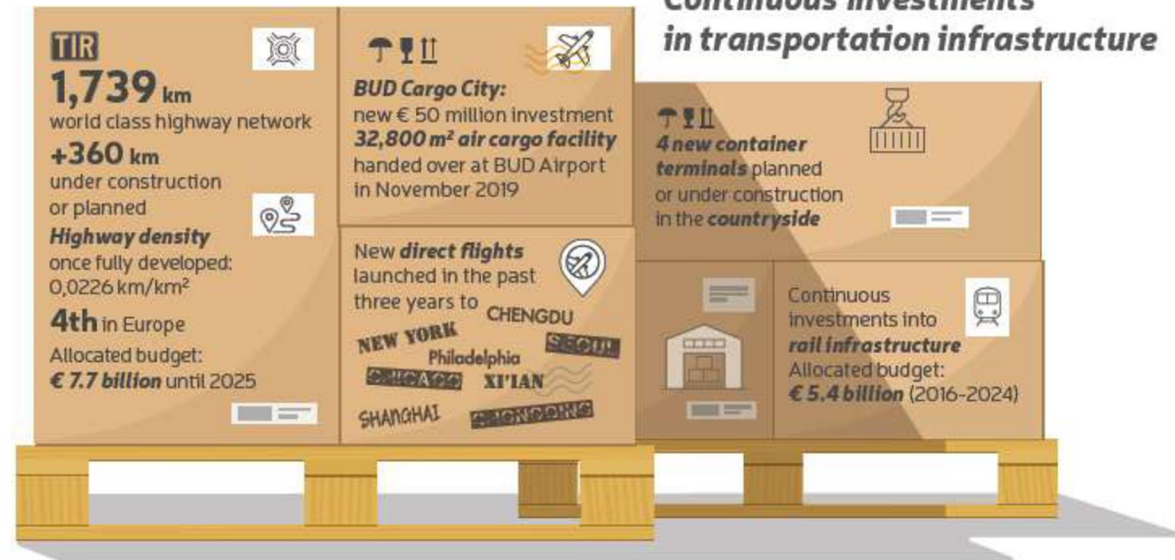


## Our partners in stepping into the future

Top 10 distribution centres (Company / nr. of countries served)

<b>DAE</b>	<b>Ford</b>	<b>HUAWEI</b>	<b>HYUNDAI MOBIS</b>	<b>JYSK</b>	<b>MEDICA-ARDEES</b>	<b>MSD</b>	<b>ORIFLAME</b>	<b>SANOPI</b>	<b>Schneider Electric</b>
23	15	50	14	7	15	14	12	17	21

## Continuous investments in transportation infrastructure

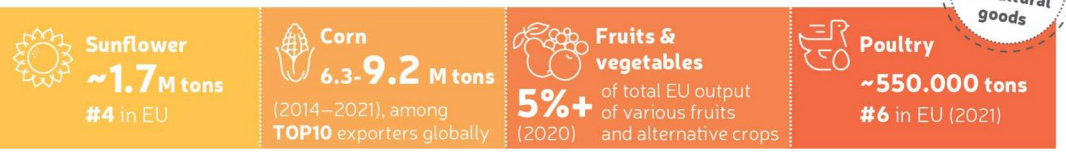


# Food Industry in Hungary

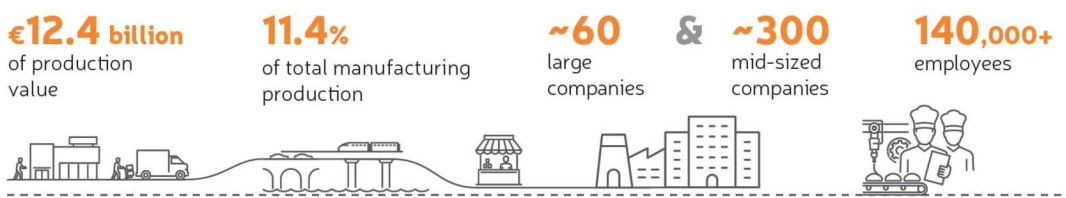
Continuous reinvestments with focus on corn, sunflower and meat processing, soft drinks and pet food manufacturing

## Key agricultural outputs, industry overview and trends

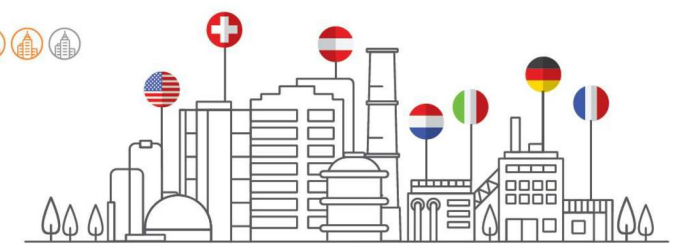
100%  
GMO free  
agricultural  
goods



## Significant investment and reinvestment results (2014-2022 H1)



9/10 projects were genuine reinvestments of already settled companies  
1/4 investments in meat processing and preserving activities



## Main subsectors of the food and beverage industry

	Domestic / Export / Total revenue
Meat processing and preserving	60% / 40% / €2,948M
Beverages	77% / 23% / €1,634M
Pet food and prepared animal feed	52% / 48% / €1,514M
Sweets, snacks, convenience food	42% / 58% / €1,199M
Oils & fats (vegetable and animal)	33% / 67% / €1,098M
Milk processing and dairy products	76% / 24% / €1,073M
Fruits & vegetables processing	37% / 63% / €1,011M
Grain mill products, starches	54% / 46% / €904M
Bakery and farinaceous products	82% / 18% / €838M

## Export oriented subsectors



## Our partners in stepping into the future

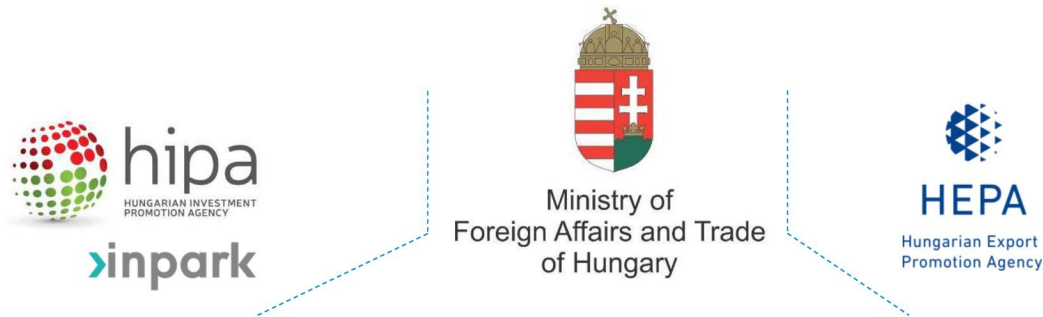


# HIPA Services



# HIPA services

As the only governmental investment promotion agency in Hungary, HIPA provides a wide range of services for investors free of charge.



**HIPA offers one-stop-shop management consultancy services, tailor-made information packages and incentives for companies interested in investing in Hungary.**



## Location selection

- Tailor-made information packages
- Investment Site Database with more than 1,600 industrial sites
- Location search and evaluation
- Site visits and reference visits
- Meetings with local authorities, educational institutions, consultants



## State aid

- Tailor-made incentive offers and state aid information packages
- Assistance with the incentive application
- Management of the VIP cash subsidy procedure



## Supplier services

- Extensive database about local suppliers with certificates and references to the automotive sector
- B2B meetings between Integrators and Hungarian suppliers
- Tailor-made supplier development programs



## Gateway to the Government

- Policy advocacy: policy proposals based on company feedbacks
- Mediation between business and government to support economic development



Thank you for your attention!

Please contact us:

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[www.hipa.hu](http://www.hipa.hu)