

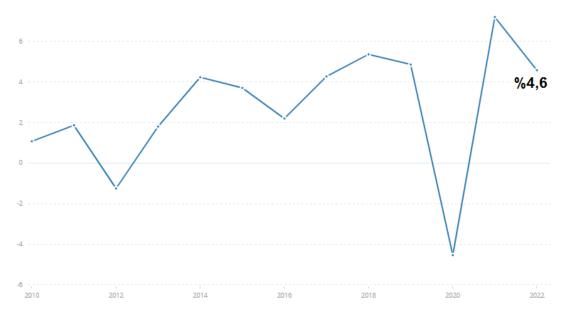




Macaristan - İstikrara Dönüş

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 %)





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.

| 229 | | | | | |
|-----------------------------------|-------------------------|--|--|-----------------------------|-----------------------------|
| Nüfus 9.599.744 (2023, HSO) | Yüzölçümü 93.025 km² | Başkent (nüfus) Budapeşte(1.671.004) (2023, HSO) | Siyasi sistem Parlamenter 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



Peki Neden Macaristan?

Macaristan'da sağlam bir iş ortamı, rekabetçi yatırım sistemi ve kaliteli iş 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.



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



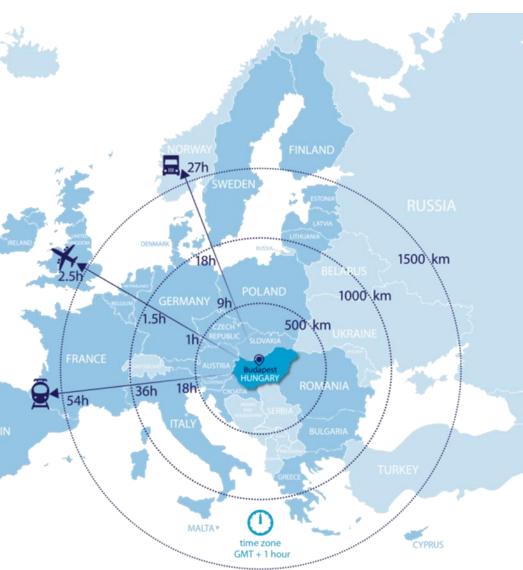


Vergi Avantajları

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 geçiş sağlayan 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. Örneğin Türkiye'de fiyat avantajıyla üretilen bir mal nakliye, vergi, ek hizmetler ve ödenekler ile AB'ye varana kadar rekabetçiliğinden kaybedebilir. Bu bağlamda Avrupa'nın, daha doğrusu Schengen bölgesinin Türkiye'ye açılan en yakın kapısı Macaristan'dır.





İkili ilişkiler



2013 yılında Macaristan ve Türkiye stratejik, 2023 yılında ise Geliştirilmiş Stratejik İşbirliği Anlaşması'na imza atıldı ve günümüze kadar koordinasyon sayısız ve eylem ekonomilerimiz ve piyasalarımız arasındaki bariyerler azami seviyeye indirildi. Ticari odaklı bir dış politika takip eden Macar hükümeti, Türkiye'yi Doğu'ya Acılım politikasının merkez ülkelerinden biri olarak görüyor ve böylece Türk yatırımcılar için oldukça avantajlı ve hızlı imkanlar sağlıyor.









Macaristan'da Yatırım

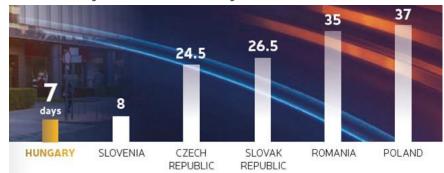
Macaristan'da şirket kurulum maliyetleri 8.000 Avrodan başlamakta ve gerekli belgelerin mevcut olması durumunda 7 gün içinde şirket kurulabilmektedir. İstihdam ile ilgili kanun ve bürokratik işlemler gayet esnek olmakla birlikte, asgari ücret de 15.000 TL civarındadır.

Calışanın net maaşına ilaveten, işveren tarafından ödenecek sosyal primlerin oranı %15'tir. 2020 yaz döneminde yürürlüğe giren bu uygulama işverenler için de daha rekabetçi bir ortam yaratmaktadır.



hipa

SİRKET KURMAK İÇİN GÜN SAYISI



Orta Avrupa'nın önde gelen yatırımlarına ev sahipliği yapan Macaristan 2023 yılında toplam 13 milyar Avroluk değerde başarılı yatırım projesine imza attı ve projeler sayesinde 15.000 üzerinde yeni işyeri açıldı.

Macaristan'da en büyük yatırım yapan ülkelerin başında Kore, İsviçre, Fransa, Almanya ve Çin bulunuyor. 2022 yılında Macaristan'a gelen yatırımların %48'i Doğudan, %42'si Batıdan, %10'u ise Macar yatırımcılarından oluşmaktadır.

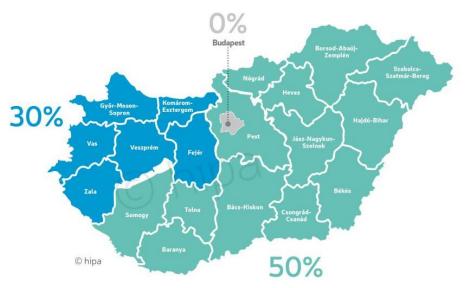
Türkiye'den son senelerde Macaristan'a gelen yatırımlar 2 milyar Avroyu geçmiş durumda.



HIPA - Hungarian Investment Promotion Agency



Macaristan Yatırım Teşvik 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 örneğin; lokasyon seçim danışmanlığı, devlet desteklerinin koordinasyonu ve yerli tedarikçiler danışmanlığı gibi.



Temelde Macaristan'da Türkiye'deki yatırım bölgelerine benzer şekilde 3 farklı yatırım bölgesi mevcut. Bunu aynı zamanda Doğudan Batıya azalan bir destek olarak düşünebilirsiniz. Doğuda ve Güneybatıda verilebilen maksimum %50 lik hibe, Kuzeybatı sınırındaki ilçelerde %30'a düşüyor ve başkent Budapeşte'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 desteği de olabilir)
- Eğitim Desteği (yeni elemanlara mahsus)
- Ar-Ge Desteği (nakit ve vergi teşvikleri)



Projelerinize ya da yatırım konularınıza göre daha detaylı bilgileri bizlerden alabilirsiniz: Trade.ANK@mfa.gov.hu

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

İlginiz için teşekkür ederiz!





Invest in Hungary







Capital (population)

Budapest

1,723,836
(2021, HCSO)



Form of government Parliamentary republic



Population **9,730,772**



Time zone **GMT +1 hour**



Currency Forint (HUF)





Membership in international organisations EU, UN, OECD, WTO, NATO, IMF, EC

7

Risk of natural disaster

Very low



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



Climate Temperate

(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

1st in length of motorways in CEE

6th by railway line density in Europe

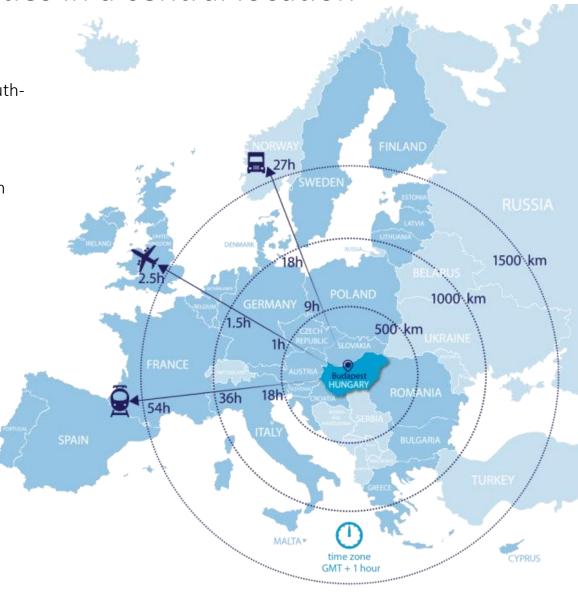
scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean



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

Investment and trade development are key to

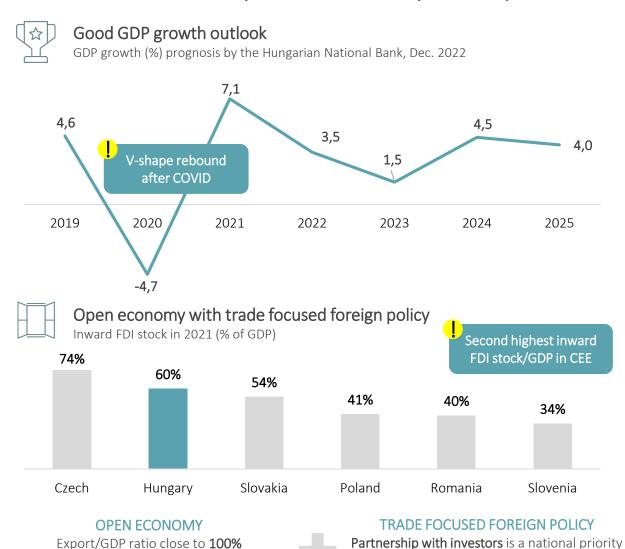
drive sustainable growth



Stable economy with a very competitive tax system

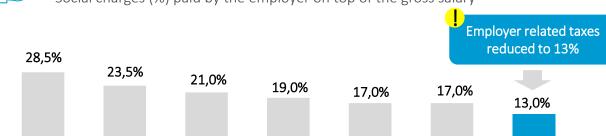
The Ministry of Foreign Affairs and Trade &

HIPA support investors in Hungary



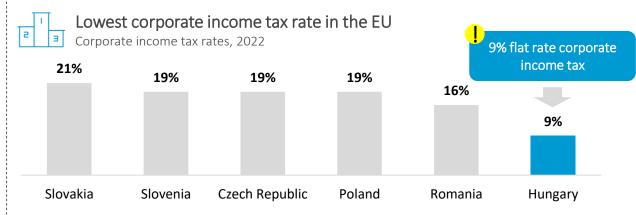
Reducing tax burden on labour Social charges (%) paid by the employer on top of the gross salary

2018



2019

2020



TAX EXEMPTIONS

2017

2016

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

LOW TAX ON PROFIT

2021

2022

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







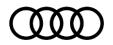






Reinvestment - 2022































Investment results



HIPA investment results (2022)



Number of projects € 6,493 м

Investment volume

Number of new jobs created

Top investment Location Site Selection Magazine 2022





Best to invest per capita

- 1. Lithuania Hungary

Best to invest overall

Poland

- 1. Poland
- 2. Czech Republic
- 6. Hungary

- Lithuania
- Estonia
- 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 | | | | |

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.







ADIENT











· APTIV •







2,000 +

Students engaged in dual education at tertiary level



50,000 +

Students participating in dual vocational training



Students in vocational education

Vocational education

necessary for the development of the Hungarian economy.



Vocational education in Hungary aims at training specialists for the professions



584

Science performance points (PISA)

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

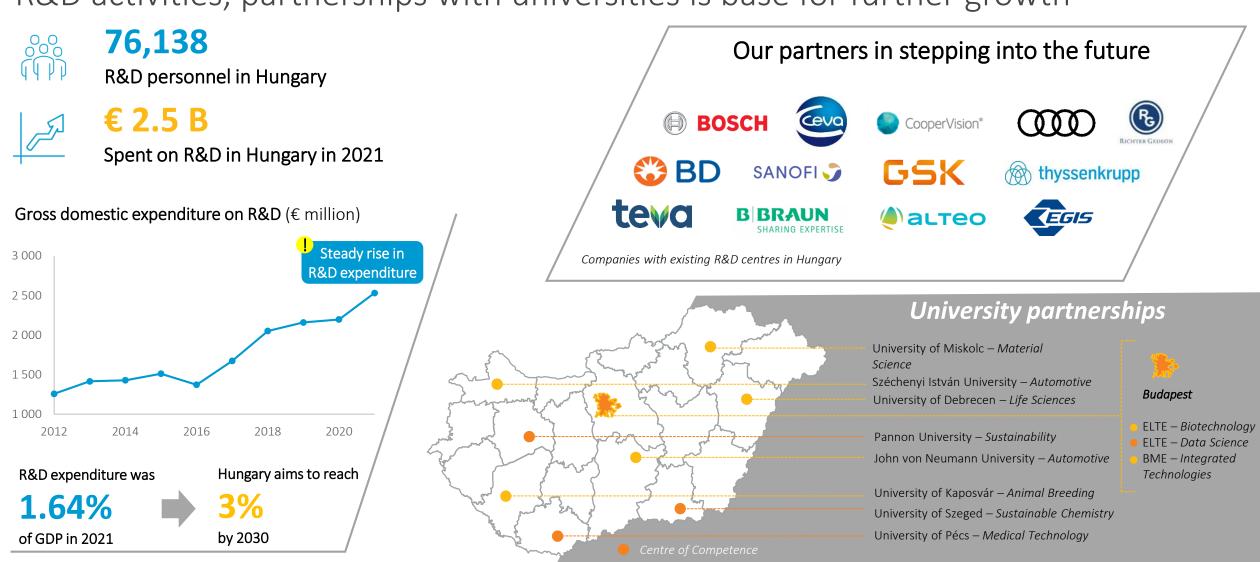
(Boys, 2021, Source: OECD)

Research and development

Source: Eurostat & HCSO, 2021



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



9

Business climate



The Hungarian Government is continuously improving the business climate of Hungary

- The most competitive Coporate 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

















Most recent reinvestment decisions

































Investment trends in Hungary



Recent key investments in the automitive, 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 valueadd service activities





Industry trends in Hungary

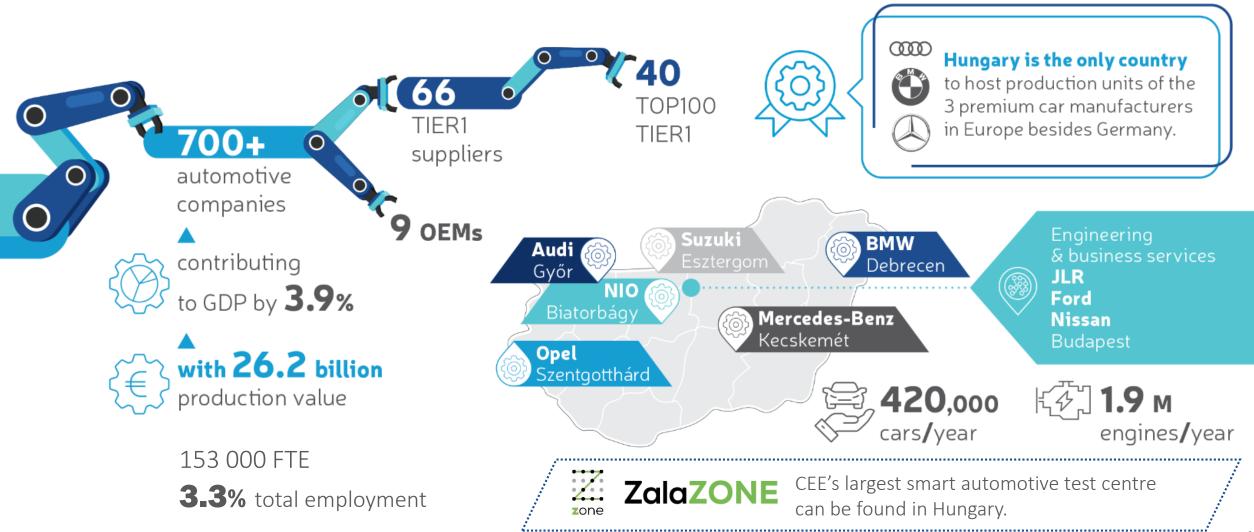




Automotive Industry in Hungary



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

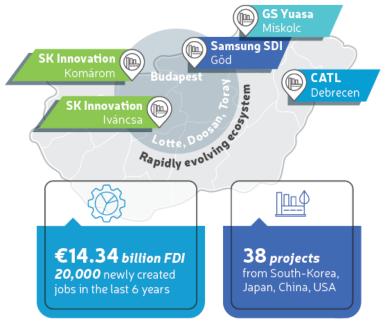




Battery Industry in Hungary



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



Our partners in stepping into the future

| Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Stepping into the future | Step

Battery related studies propelling the industry



25
universities
in 42 locations

43,000/285,000 students in battery industry related tertiary education

2,300 university students in dual education

40,000/145,000 students in practice-based battery industry related vocational education

manufacturing capacity until 2030

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

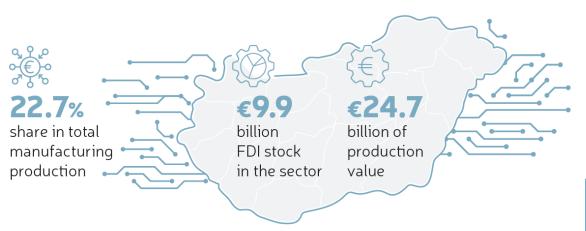


(*•) Electronics Industry in Hungary



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

High share in total production





30.2 share in export ratio total exports in the sector



Our partners in stepping into the future

(ge

Did you

know?

SAMSUNG

/LPS/ILPINE

AVL OF

JABIL

(A) BOSCH

Lenovo

flex

⊘ntinental **⅓**

n

OBC

Schneider Electric

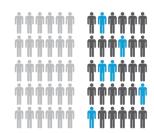
SIEMENS

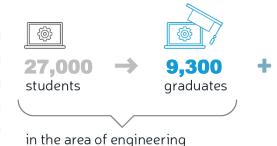
SIEMENS COCKEY

/// VIDEOTON

Talent pool & education in electronics

Over half of dual education university students study engineering





ŤŤŤŤŤŤŤ

Rosenberger

7.000 vocational students

participate in electrical engineering, electronics trainings



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



175,000 employees



(A) Medical Technology in Hungary

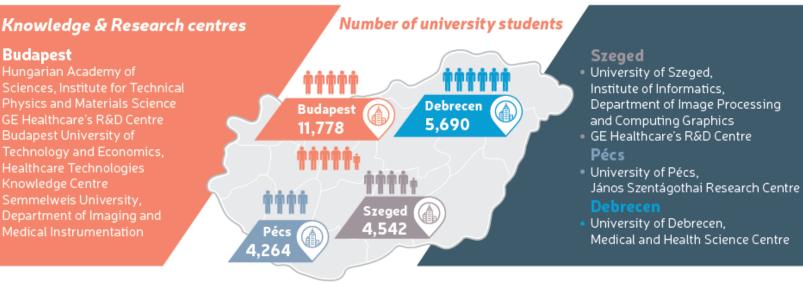


Hungarian medical technology instruments are available globally, and Hungarian universities offer an outstanding base for R&D

R&D concentrated around 4 major cities with medical universities

Budapest

- Hungarian Academy of Sciences, Institute for Technical Physics and Materials Science
- GE Healthcare's R&D Centre
- Budapest University of Technology and Economics, Knowledge Centre
- Semmelweis University. Department of Imaging and Medical Instrumentation



Nr.1 in the region

Medical technology & pharma industry together amount to over

of the total manufacturing value added

~50,000 employees

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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



FDI Stock

8/TOP10

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

Our partners in stepping into the future

₽ BÉRES

























Business Service Centres in Hungary

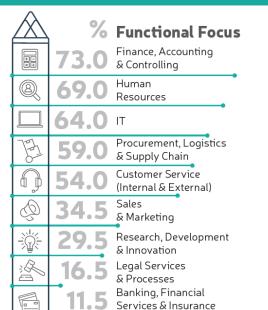


Mature BSC sector with complex, high value-added activities based on highly skilled, multilingual workforce at a competitive cost



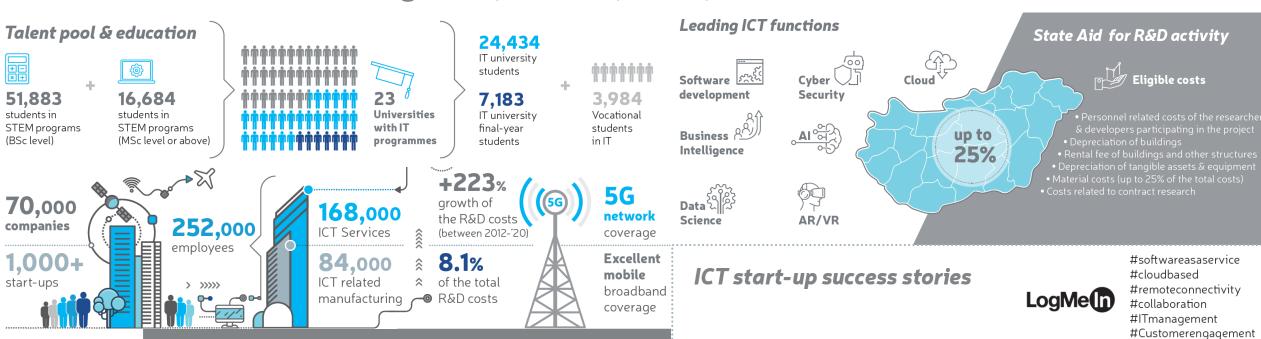








Excellent talent pool supports a flourishing ICT ecosystem. Start-up success stories include LogMeIn, Balabit, NNG, Prezi and Ustream



Our partners in stepping into the future



cloudera



Diligent

<epam>

ERICSSON =

formlabs 😿











SIEMENS

- Microsoft



TATA CONSULTANCY SERVICES

BALABIT





#navigationsoftware #automotive #entreprise #wireless #personal



#webbased #presentaion #innovative #softwaresolutic #worldclass



#onlinevideo #streaming #livebroadcast #interactive #50millionusers







19



(Logistics Industry in Hungary

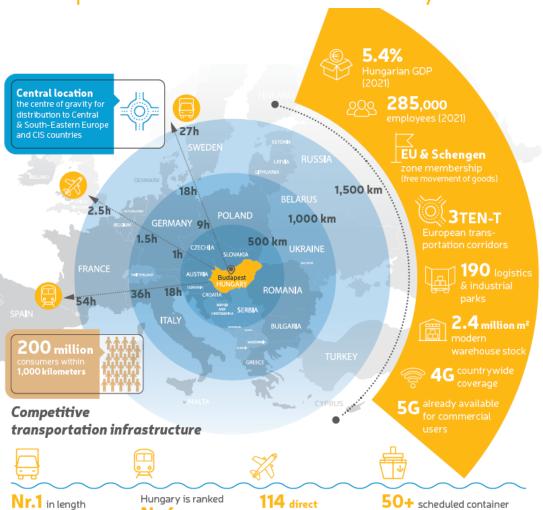


Hungary offers excellent logistics in a central location with a very competent and continuously developing infrastructure

trains weekly to European ports

of the North Sea, the Adriatic

and the Mediterranean



destinations

by 34 airlines from

Budapest Airport

(Source: www.bud.hu)

Nr.6

by railway line

(Source: Eurostat)

density in Europe

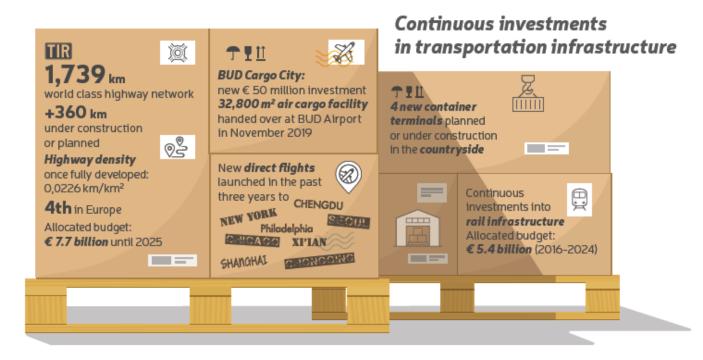
of motorways in CEE

(Source: EU transport

in figures - Statistical

pocketbook 2021)





Food Industry in Hungary



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

Key agricultural outputs, industry overview and trends

~1.7 M tons

TOP10 exporters globally





Significant investment and reinvestment results (2014-2022 H1) GMO free agricultural

60+



>€1.9 billion





€12.4 billion

of production value

11.4% of total manufacturing

production

companies

mid-sized companies 140,000+ employees







investments in meat processing and preserving activities





Automation of the production



International quality



Halal, kosher, "free from", vegan and bio products



€6.95 billion total export value



€1.56 billion surplus in trade balance

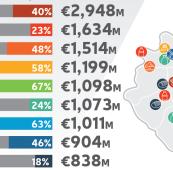
Main subsectors of the food and beverage industry

52%

Meat processing and preserving **Pet food** and prepared animal feed Sweets, snacks, convenience food Oils & fats (vegetable and animal) **Milk** processing and dairy products Fruits & vegetables processing **Grain** mill products, starches

Bakery and farinaceous products

Domestic / Export / Total revenue €2.948м



Export oriented subsectors



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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

