Hungarian National Trading House

Creating Opportunities, Building Competences

2018
In 2014 the Hungarian Government decided to pursue a trade-oriented foreign policy, focusing mainly on export promotion and representation of interests of the Hungarian enterprises abroad.

With this in mind, the Hungarian Government has made the appropriate structural and organizational changes to achieve these goals.

Ministry for Foreign Affairs and Trade → implementation of the Hungarian foreign trade strategy

Integrated structure of background institutions

- Hungarian Export-Import Bank (financing)
- Hungarian Investment Promotion Agency (investment promotion)
- Hungarian National Trading House (export development)
Presence abroad

- 4 continents, close to 60 local representations
- Central-European Network
Hungarian National Trading House

- Governmental export development institute
- Primary goal: contribution to the growth of the export capacity of Hungarian businesses, and the growth of Hungarian export volumes.
  - Building competences
  - Creating opportunities
Competitive landscape and matching solutions

- Partner search
- Consultancy on market
- Professional advice, project management
- Consultancy on business culture
- Skill improvement (Export Academy)
- Exhibitions/b2b
- External trade techniques

Successful internalisation
Best-in-class Hungarian products and services

- Internationally competitive products and services
- Up to date database of certified Hungarian suppliers
- Integrated multisectorial solutions
Industries

- Agricultural and Food Industry
- Health Care Industry and Medical Technology
- Environmental Industry
- Mechanical Engineering, Electronics and Vehicle Industry
- Information and Communications Technology
- Education
- Cultural and Creative Industries
- Sports Economy
- Urban Development Solutions
Áldomás – a flagship project

• Extensive professional cooperation led by the Hungarian National Trading House
• Wide range of premium quality food products (mangalica sausage, organic spelt biscuits, organic acacia honey, artichoke ketchup, foie grass, camomile tea, linseed oil, jam…..)
• 55 Hungarian producers, 168 products (70 branded)
Innotrade – a flagship project

• We help Hungarian Innovation access global validation

• Applicants with minimum viable product, global vision and professional English language knowledge

• Services:
  ✓ Conference
  ✓ Booth
  ✓ B2B
  ✓ Mentoring
Enterprise Europe Network – a flagship project

• Largest business development network of the EU
  ✓ 60 + countries
  ✓ Hungary: 11 offices, 8 partners

• Services
  ✓ Advice
  ✓ Partner search
  ✓ Innovation
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