



**Hungarian
National
Trading House**

Creating opportunities, building
competences



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About us

- Established in 2014
- State owned trade development institution
- Goal: contribute to the international success of Hungarian companies, by:
 - Creating business opportunities
 - Building competencies

Outstanding network

- Global presence: offices 50 countries, 4 continents
- Strong regional role: 22 offices in CEE
- Direct link to the Hungarian embassies, consulates and commercial attaches
- Close relationship with the Hungarian Export-Import Bank (EXIM) and the Hungarian Investment Promotion Agency (HIPA)



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International business services

- Selecting appropriate Hungarian business partners
- Preparing custom-made quotes
- Ensuring continuous professional advice
- Providing high standard project management
- Consulting on market processes and business cultures
- Organising targeted business forums and B2B meetings



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Best-in-class Hungarian products and services

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



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Key industries

- Agrofood
- Health
- Machinery, electric and automobile
- ICT
- Environment
- Smart cities
- Education
- Cultural and creative
- Sport

MNKH's own brands

- Export Academy – export development training programme
- InnoTrade programme – promoting the appearance of start-up companies
- Áldomás – integrated marketing and sale of premium category Hungarian foods



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Good examples, best practices I.

- Smart city
- Build the city
- Safe city
- Example: Hospital construction project -
Vaughan, Canada
 - Car parking system
 - Power supply, public lighting
 - Traffic management

Good examples, best practices II.

- **Russia (Republic of Tatarstan)**
 - Co-operation agreement on the establishment of an experimental plantation
 - Research co-operation: adaptation tests and subsequent Russian registration of Hungarian fruit and potato varieties
 - Planting trials, laboratory tests, research
- **Cambodia**
 - Establishing an Agricultural Competence Centre
 - Export of combined Hungarian food processing technologies (mango and pineapple processing plant in Cambodia)
 - Exporting expertise from Hungary



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Good examples, best practices III.

■ Kosovo

- highly automated sour cherry plantation
- complex and multisectoral IT, mechanical engineering and cultivation technology solutions



For further information
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