



HUNGARY

smart.
ambitious.
competitive.



FDI (Europe)
Business Facilities' 2022
Global Rankings Report

#1

Best to invest overall 2024
in Eastern-Europe
& Central Asia
Site Selection Magazine

IIH 2025
page 4

About Hungary



Population
9,584,627
(2024, HCSO)



Area
93,024 km²
(2024, HCSO)



Capital (population)
Budapest
(1,686,222)
(2024, HCSO)



Form of Government
Parliamentary Republic



Currency
Forint (HUF)



Time zone
GMT + 1hour



EU member since 2004



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

Key figures



Inward FDI stock
54.0% (of GDP)
(2023, MNB)



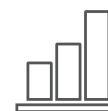
Inflation
3.7%
(2024, HCSO)



GDP / capita (PPS)
€ 28,770
(2023, HCSO)



Investment rate
26.3% of GDP
(2023, HCSO)



GDP (PPS)
€ 275,970.5 M
(2023, HCSO)



Average gross earnings
€ 1,637
(of full-time employees)
(2024, HCSO)



Unemployment rate
(population aged 15-74)
4.5%
(2024, HCSO)



Business friendly environment

Hungary has been continuously improving its taxation system.



Corporate income tax
9% flat rate

the **lowest** in the EU



Social contribution tax rate
13%
(As of 1 January 2022)

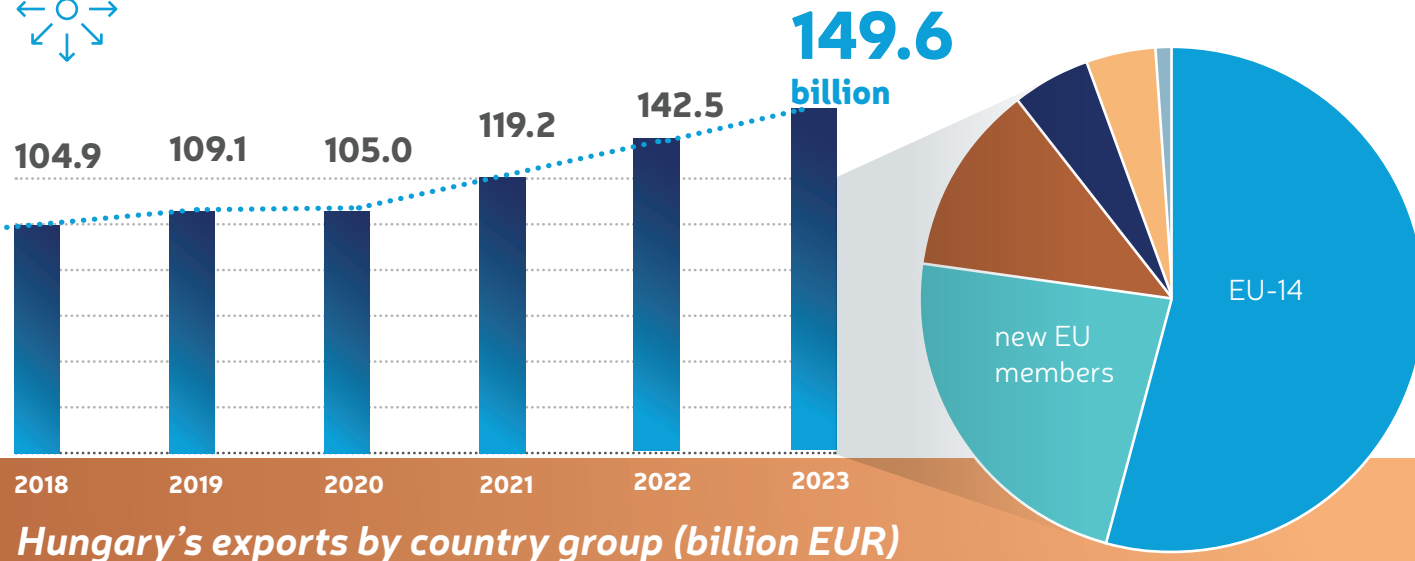


FDI focus

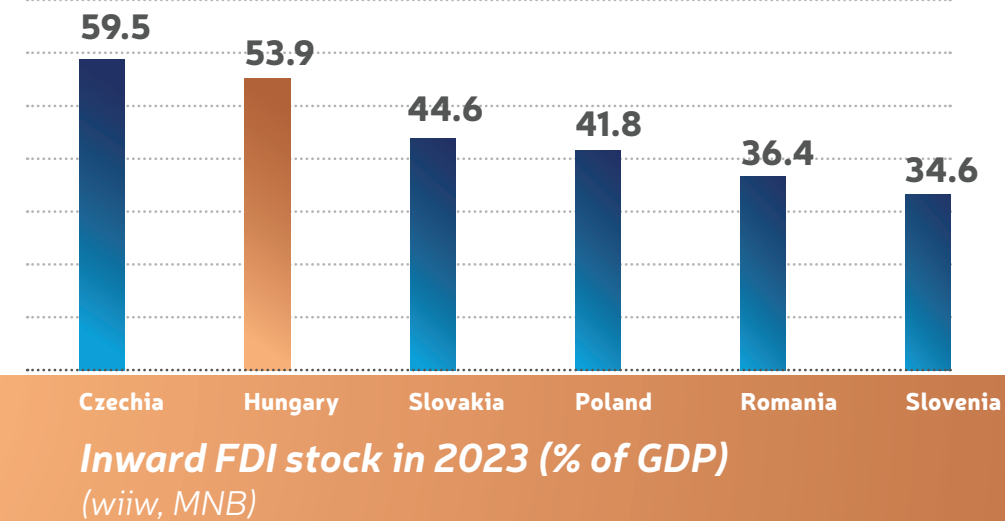


Export promotion

Continuously increasing FDI inflow since 2015



Hungary's exports by country group (billion EUR)



Inward FDI stock in 2023 (% of GDP)
(wiiw, MNB)



Hungary has the **11th highest economy complexity** ranking in the world.



In global comparison, Hungary ranks **95th in terms of the size of its population** but it is **34th in terms of the global ranking of exports**.

- non EU member European countries
- Asian countries
- American countries
- Other countries (HCSO)



extensive network of diplomats promoting Hungary's foreign trade relations

at **150** local representations

in **96** countries

BUD PEST

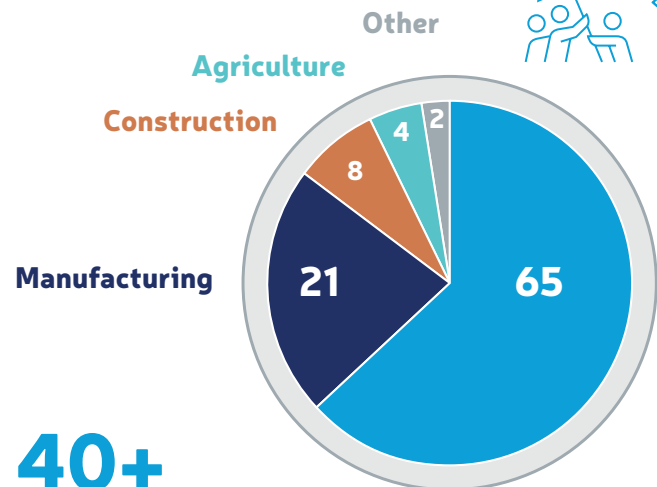


the Most Livable City
in Eastern Europe according to
The Economist's annual list

#3

*Brand in Europe
Business-friendly City
Perception Index 2023
Emerging Europe*

Labour pool structure



The Hungarian labour force

is well qualified and cost effective, which increases the country's international competitiveness.

40+ languages served by Hungarian Business Services Centres



Multilingual highly educated talent pool

- English
- German
- French
- Italian
- Spanish
- Russian
- Chinese

Dual education



Talent pool in the service of **the Hungarian economy**



310,414 students in **tertiary** education

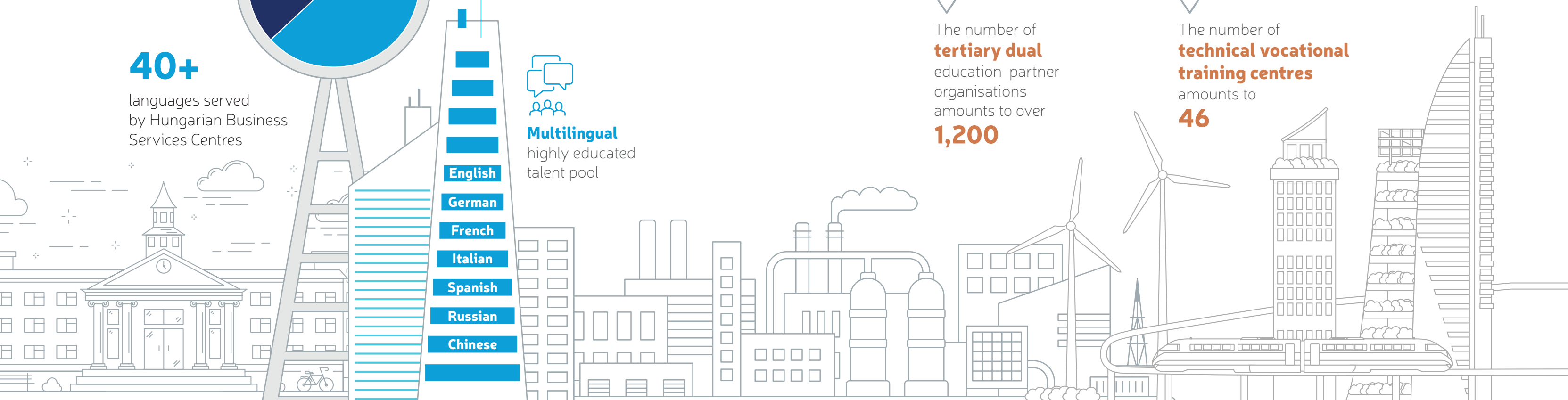


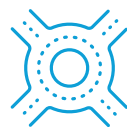
The number of **tertiary dual** education partner organisations amounts to over **1,200**

237,429 students in **vocational** education



The number of **technical vocational training centres** amounts to **46**





EU and Schengen zone membership (free movement of goods)



Direct flights to **139** destinations by 39 airlines from Budapest Airport



Nr. 1 in length of motorways in CEE (EU Transport in Figures 2024)



Nr. 6 in railway line density in Europe

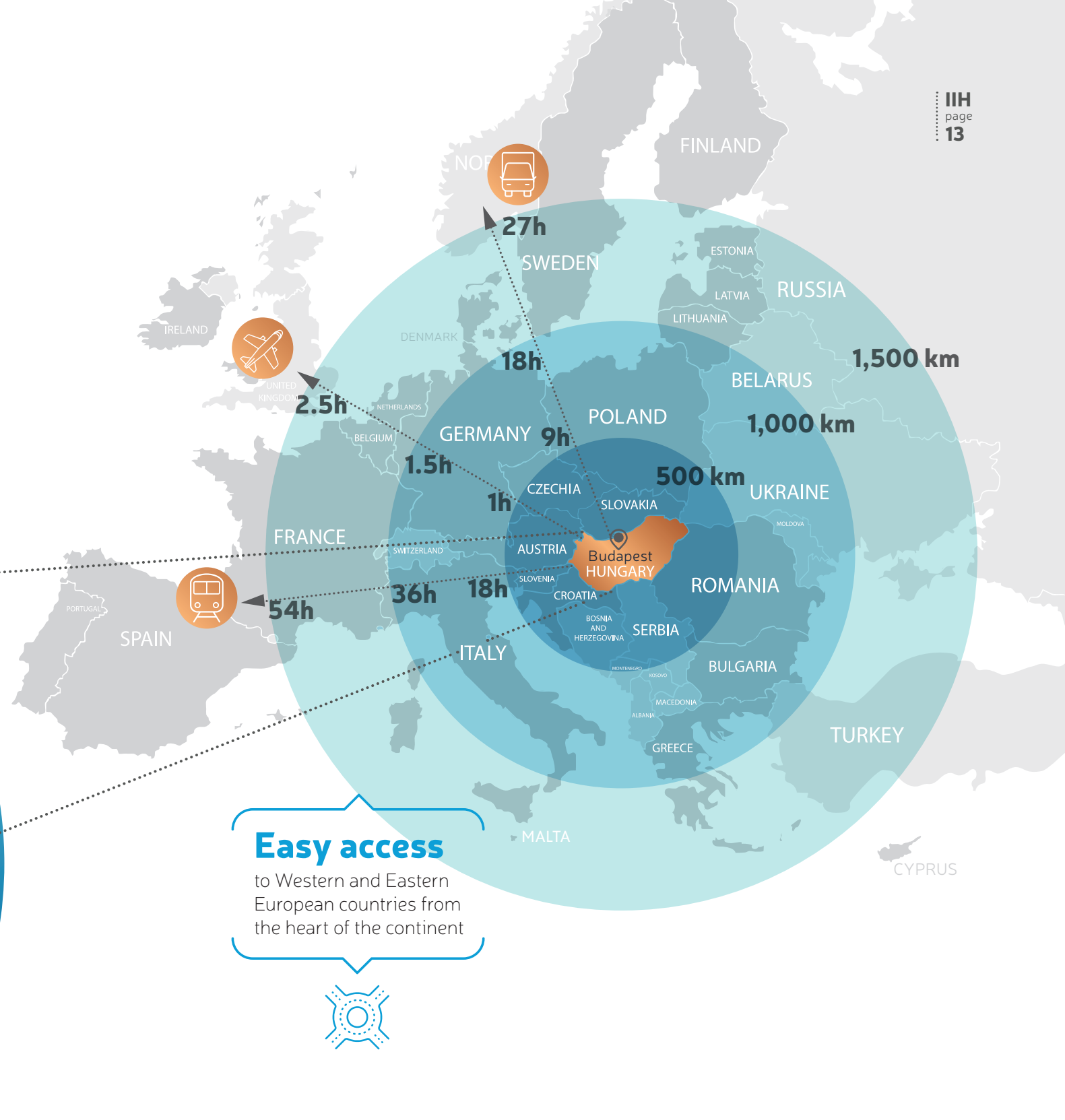
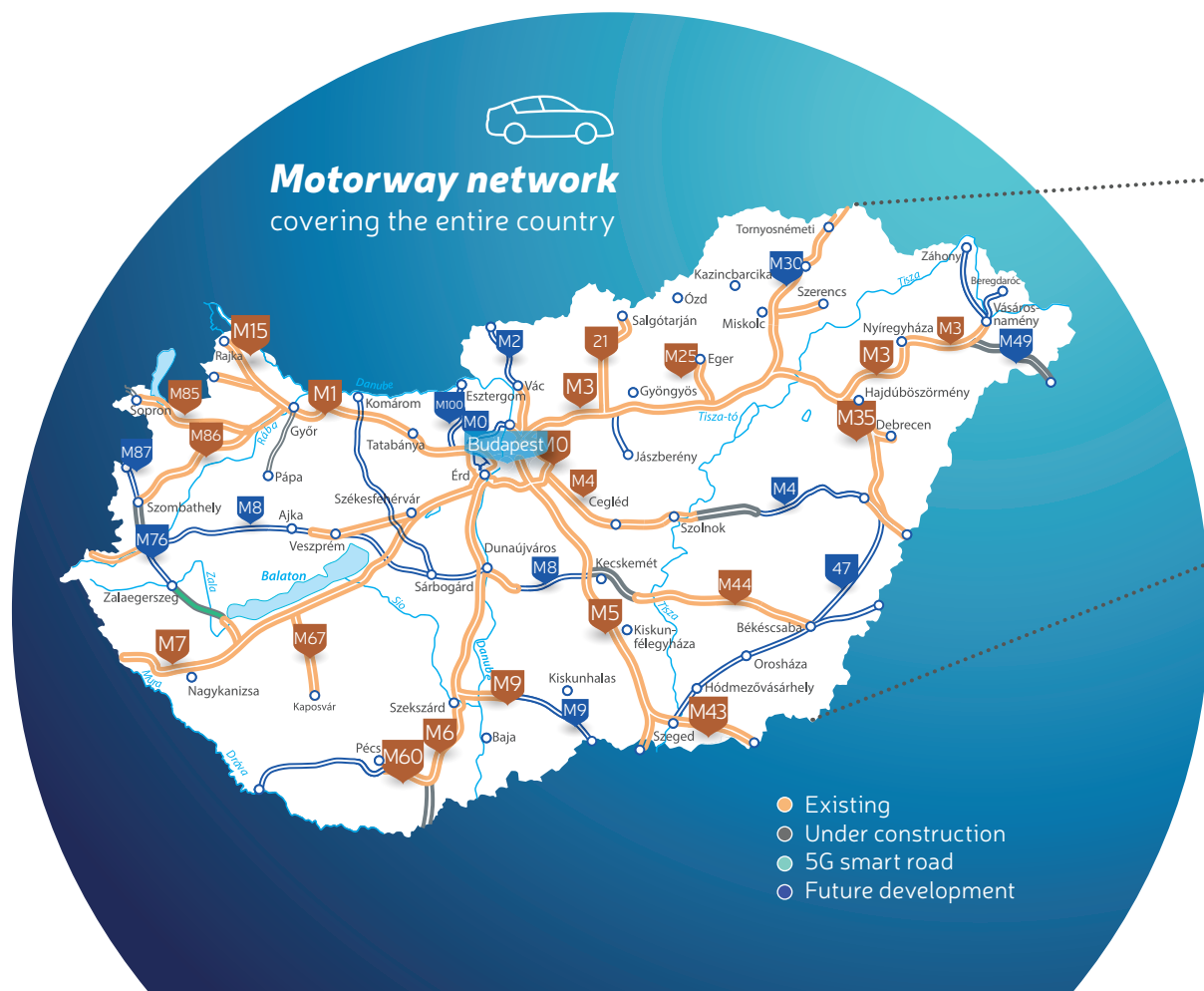


50+ scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean



22nd median fixed broadband Internet speed in the world

2nd highest share of fixed broadband subscription in the EU



BUD AIRPORT

Alongside Munich and Vienna
Budapest is the only Central European city in the
world's 100 best airports.

#1

11x best
Best airport
in the Eastern
European region

A1-A19 Beszélés To gates
B1-B19 Beszélés To gates
Poggyászkioskó Kijárat
Baggage reclaim Exit

food court
LAND





1.



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

Location selection

Access to information on investment sites, labour market, taxation, business environment, local suppliers and more.

2.



Incentives

First-hand information on the full range of incentives, end-to-end management of the VIP cash subsidy system.

3.



Business development

Identification and development of local suppliers, mediation between business and government, policy proposals to improve the business environment.

Investment sites



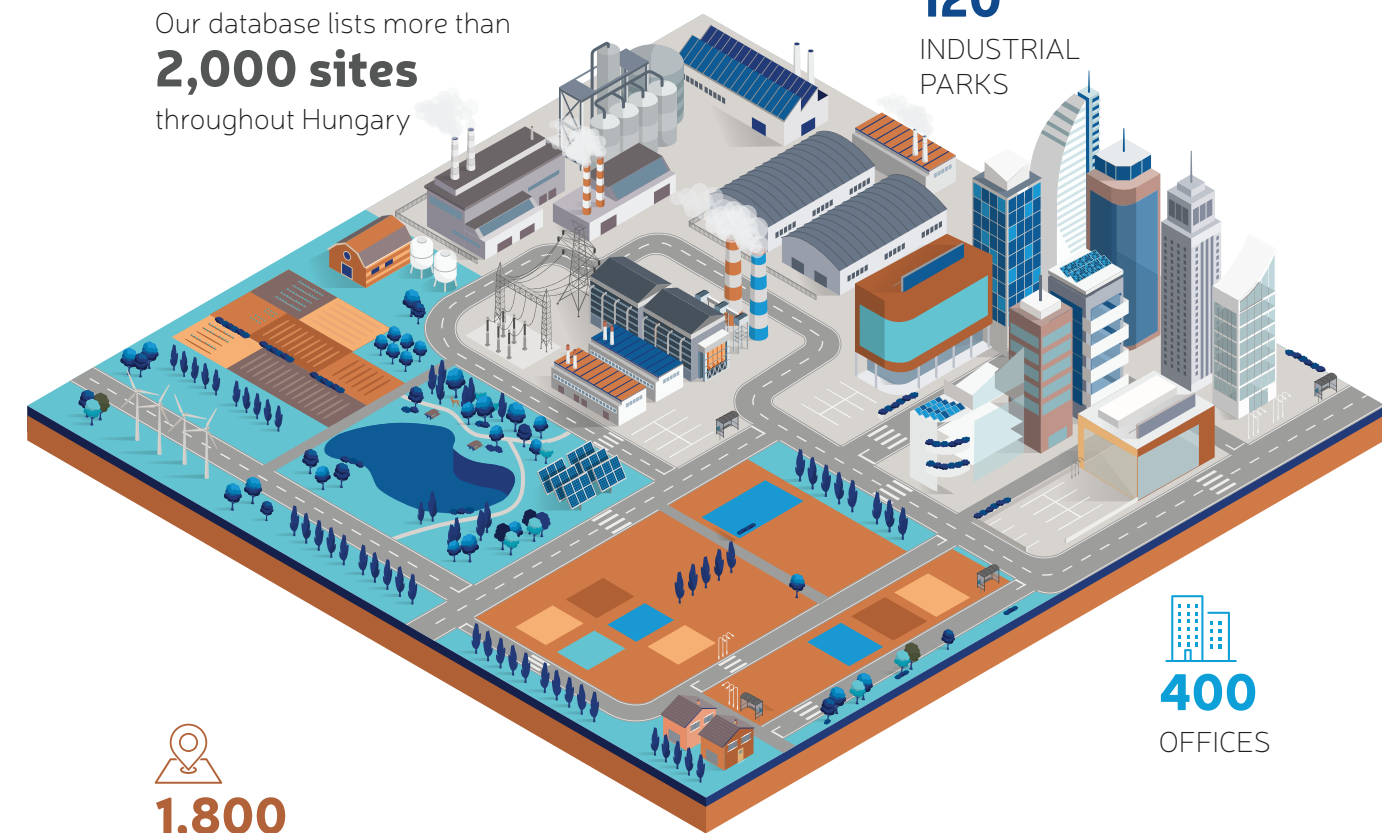
HIPA operates an internal database of investment sites in Hungary. The Investment Sites Database simplifies the task of matching investors' needs to potential locations. Searchable by size, location, available infrastructure and incentives.



Our database lists more than **2,000 sites** throughout Hungary



120
INDUSTRIAL
PARKS



1,800
GREEN- & BROWNFIELD
SITES



400
OFFICES

Supplier Services

HIPA supports investors during the entire investment lifecycle by recommending reliable first step partners, suppliers and other external experts at each project phase.

By working with local suppliers, security of supply chains can be increased, while logistics costs and carbon footprint can be reduced.



Investment Planning and Preparation

- Legal consulting
- HR
- Environmental permitting
- PR & communication



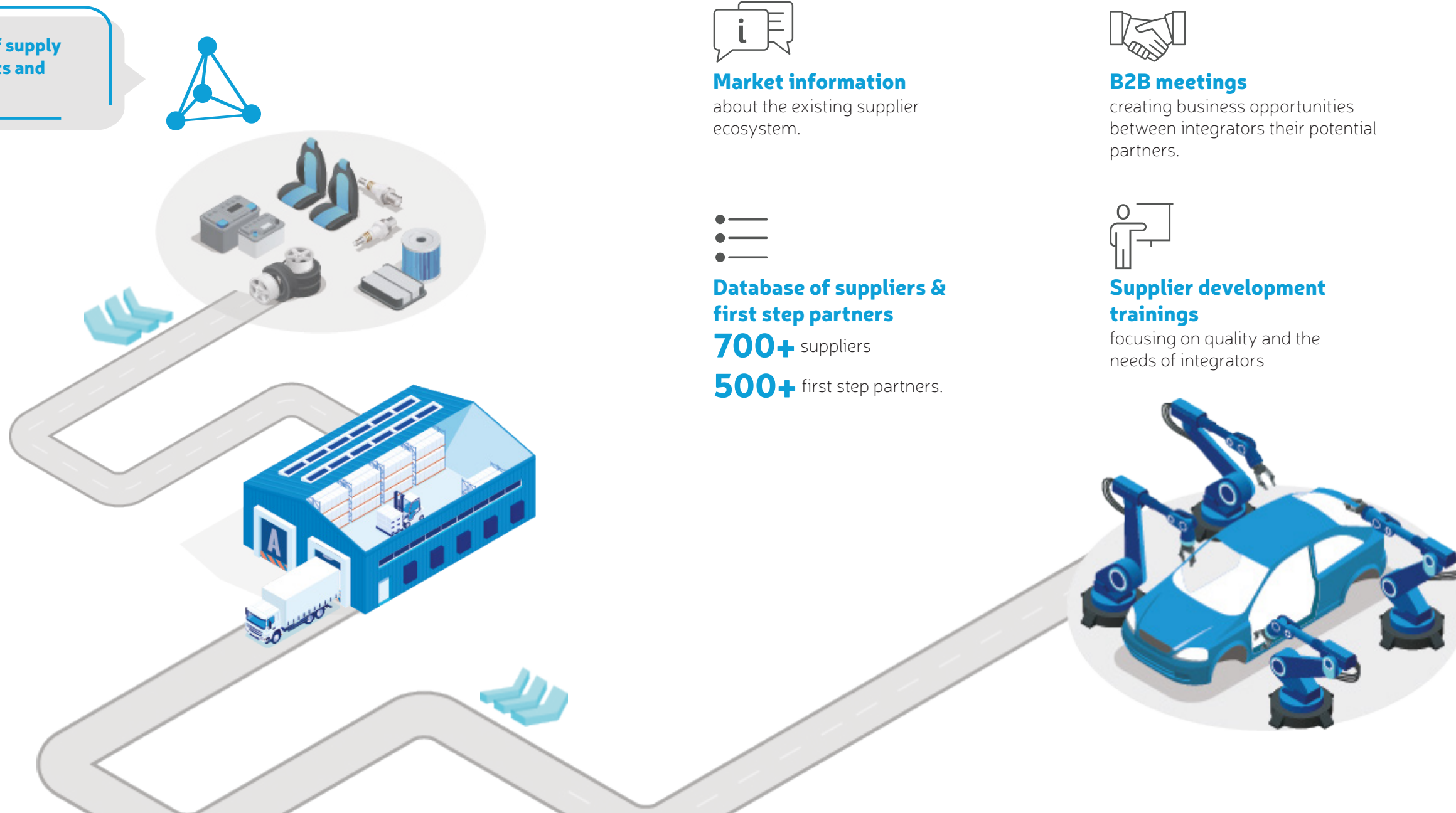
Investment Execution

- Construction companies
- Project management
- Aid and tax consulting
- Business advisory



Operational Phase

- Direct and indirect suppliers
- Logistics
- Facility management
- IT system integration



Market information

about the existing supplier ecosystem.



B2B meetings

creating business opportunities between integrators their potential partners.



Database of suppliers & first step partners

700+ suppliers

500+ first step partners.



Supplier development trainings

focusing on quality and the needs of integrators



responding to the dynamics of the economy



Investments (Regional Aid)

Cash grant



VIP Cash Subsidy



Local subsidy grant by municipality (based on the regions marked on the map)



Tax benefit

Development tax benefit as an exemption of **80%** of the CIT payable



R&D&I projects

Cash grant



VIP Cash Subsidy up to **50%** of the project costs



EU co-financed tenders



Tax benefit

R&D&I tax benefit up to **100%** of the direct costs of the projects



Trainings

Cash grant



up to **50%** of the training costs of the employees



Transition towards to net-zero economy (TCTF)

Cash grant



TCTF Cash Subsidy for the CAPEX related costs (based on the TCTF aid intensity map)



Tax benefit

TCTF tax benefit as an exemption of **80%** of the CIT payable

Regional Aid Map of Hungary (2022–2027)



TCTF Aid Intensity Map

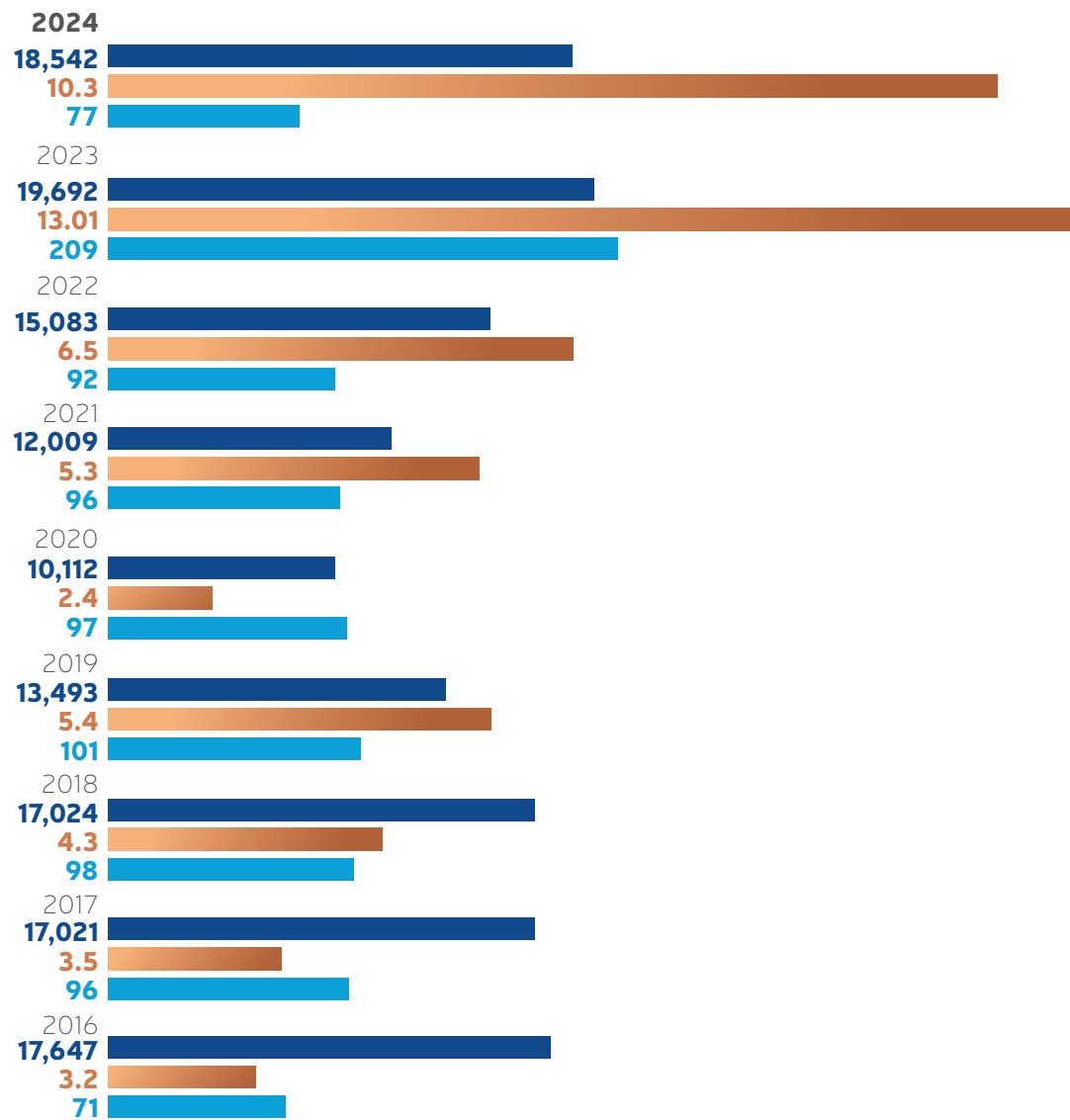




New jobs

Investment volume
(EUR billion)

Number of projects



Professional investment promotion

by HIPA



- **Organization in Central and Eastern Europe (FDI Destination Of The Year) 2024**
/ International Investor Magazine (UK)
- **Best to Invest Overall 2024**
/ Site Selection Magazine
- **Investment Award for the Best Agency in the Region 2023**
/ Annual Investment Meeting (AIM)
- **Best Strategic Investment Partner Europe Award 2022**
/ CFI.co (UK)

References



2022

2023

2024

2024

HIPA's latest awards

The Hungarian Investment Promotion Agency (HIPA) aims to build a close cooperation with the Hungarian investor community. One important tool with this purpose is our most important event of the year, the annual “Investors of the Year” award ceremony.



Investors of the Year Award Ceremony

Each year, companies executing the most considerable investments of the previous year are being recognized together with a Hungarian supplier and an industrial park.





Budapest



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