

INVEST
IN HUNGARY 2026





HUNGARY

smart.
ambitious.
competitive.



**2025 International Tax
Competitiveness Index Rankings**
Tax Foundation Report

#2

Best to Invest Overall 2025
in Eastern-Europe
& Central Asia
Site Selection Magazine

IIH
2026
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About Hungary



Population
9,489,000
(2026 provisional, HCSO)



Area
93,025 km²
(2025, HCSO)



Capital (population)
Budapest
(1,676,000)
(2026 provisional, 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

Key figures



Inward FDI stock
53.1% (of GDP)
(2024, MNB)



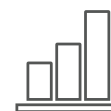
Inflation
4.4%
(2025, HCSO)



GDP / capita (PPS)
€ 30,445
(2024, HCSO)



Investment rate
22.1% of GDP
(2025 provisional, Eurostat)



GDP (PPS)
€ 291,121.2 M
(2024, HCSO)



Average gross earnings/month
€ 1,772
(of full-time employees)
(2025, HCSO)



Unemployment rate
(population aged 15-74)
4.4%
(2025, 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%



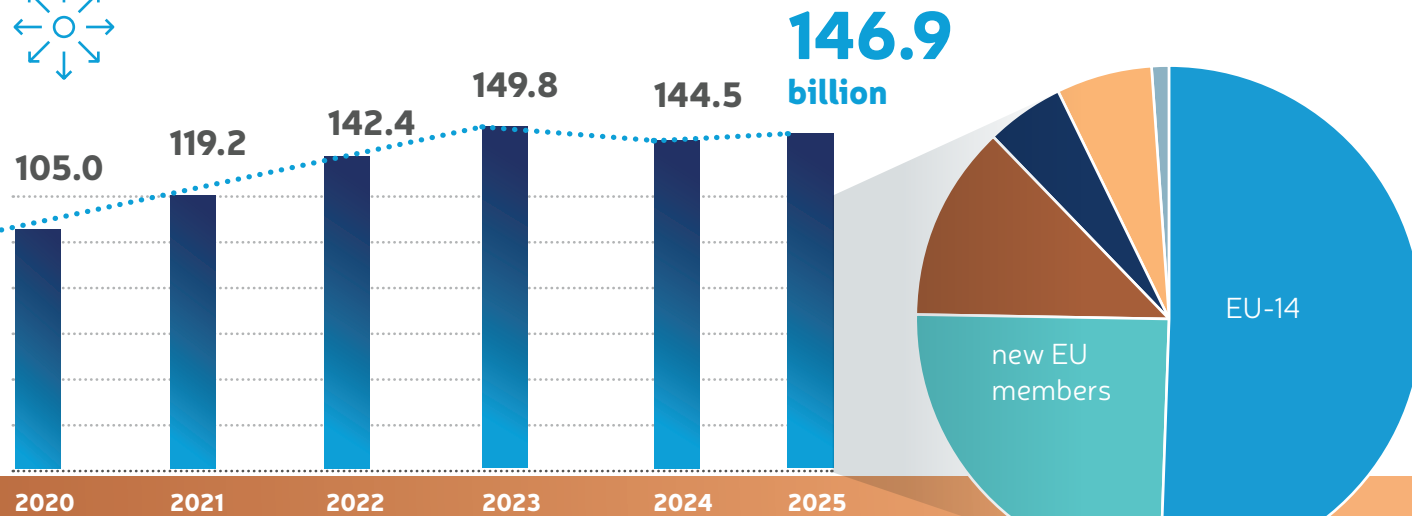


FDI focus

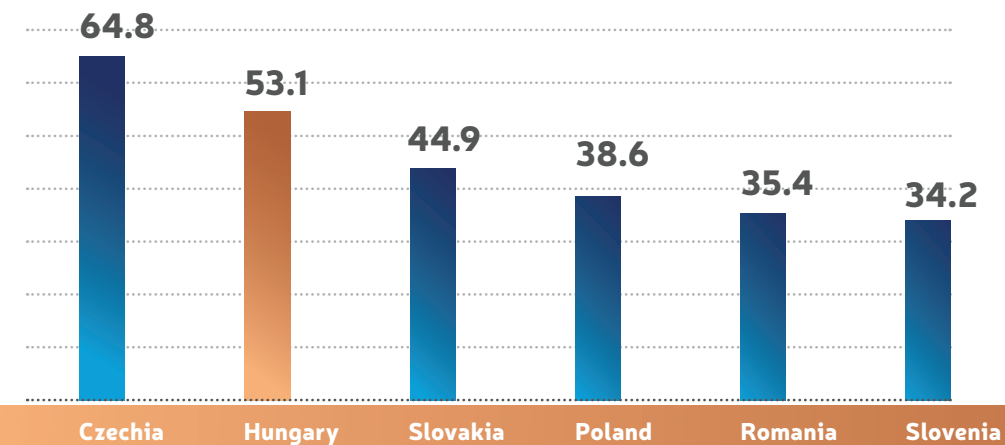
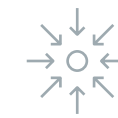


Export promotion

Continuously increasing FDI inflow since 2015



Hungary's exports by country group (billion EUR)



Inward FDI stock in 2024 (% of GDP)
(wiiw, MNB)



Hungary has the **14th highest economic complexity** ranking in the world.



In global comparison, Hungary ranks **96th in terms of the size of its population** but it is **36th 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

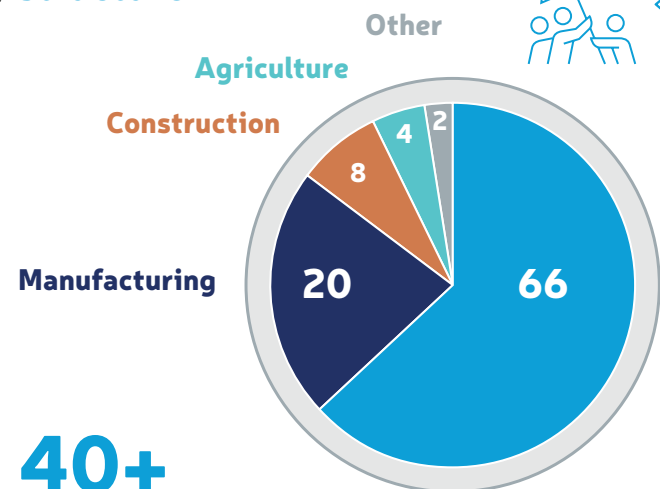


the Most Livable City
in Eastern Europe according to
The Economist's annual 2025 list

#TOP

*Brand in Europe
Business-friendly City
Perception Index
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

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

Dual education



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



328,562 students in **tertiary** education

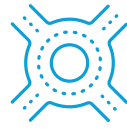


The number of **tertiary dual** education partner organisations amounts to over **1,200**

250,183 students in **vocational** education



The number of **technical vocational training centres** amounts to **41**



EU and Schengen zone membership (free movement of goods, seamless travel)



Direct flights to **154** destinations by 45 airlines from Budapest Airport



Nr. 1 in length of motorways in CEE (EU Transport in Figures 2025)



Nr. 6 in railway line density in the EU

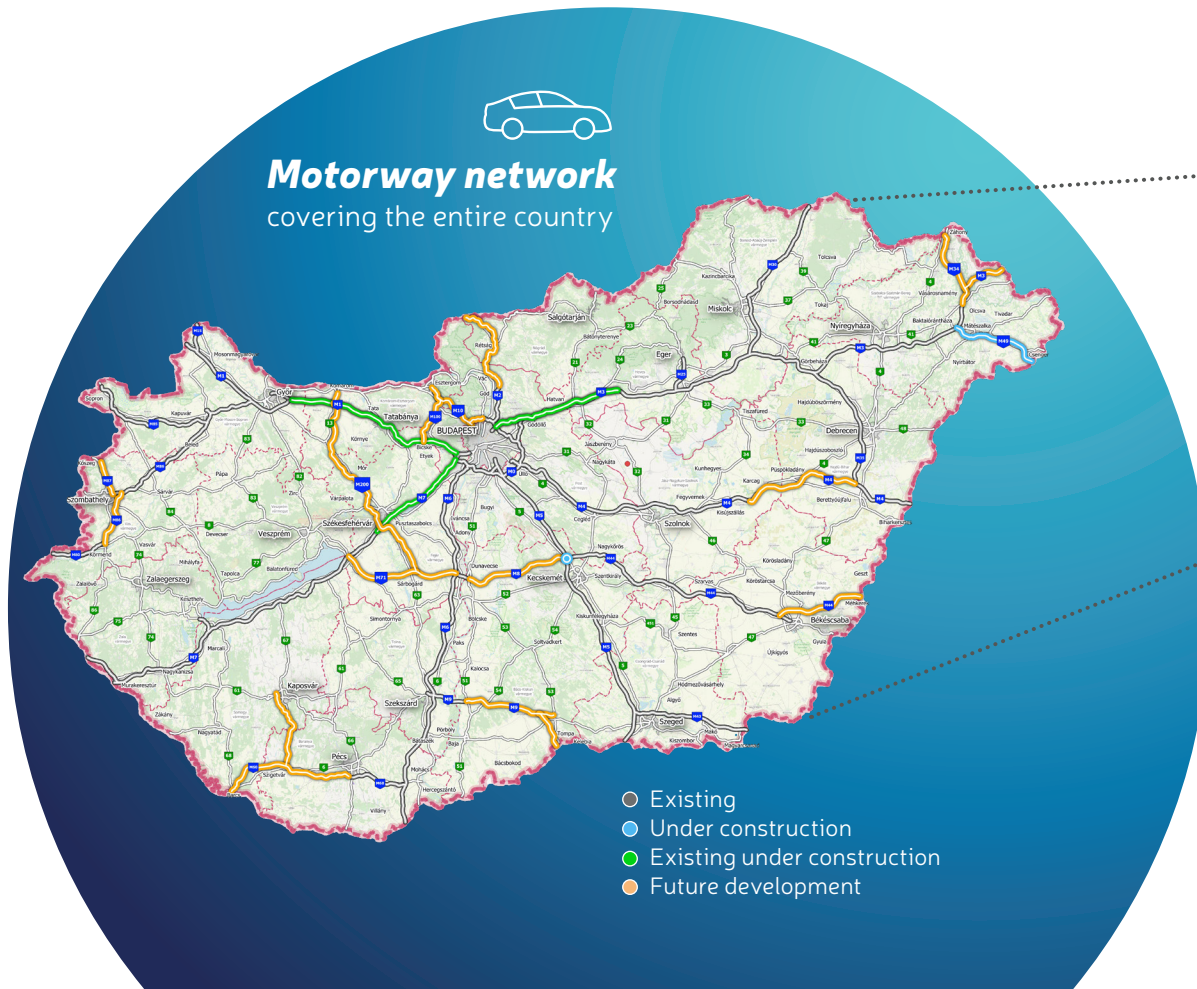


50+ scheduled container trains weekly to European ports of the North Sea, the Adriatic and the Mediterranean



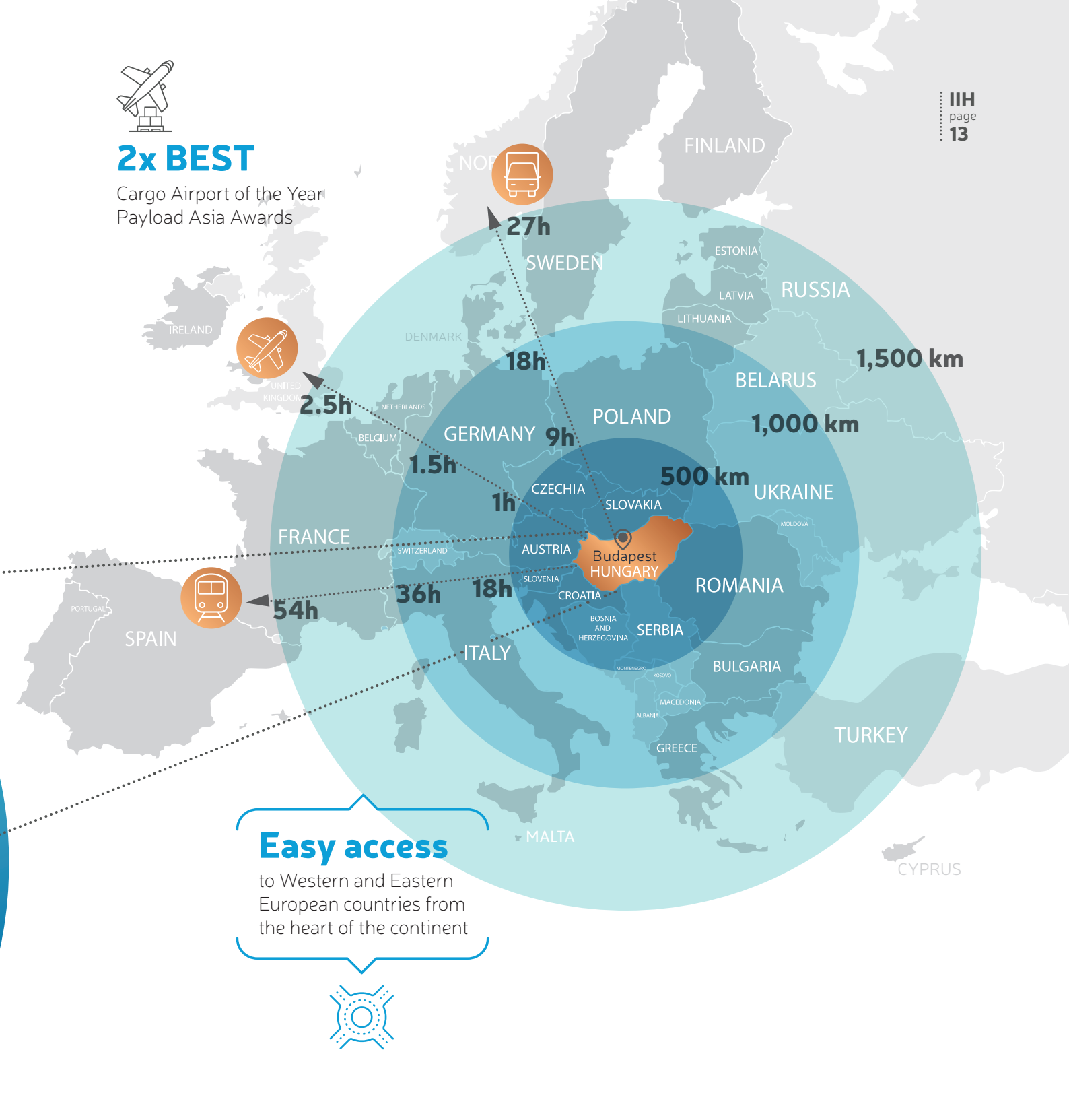
20th median fixed broadband Internet speed in the world

2nd highest share of fixed broadband subscription in the EU



2x BEST

Cargo Airport of the Year Payload Asia Awards



BUD AIRPORT

2x BEST Airport in Europe

in the category of airports with 15-25 million passengers/year based on direct feedbacks.

#1
13x 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



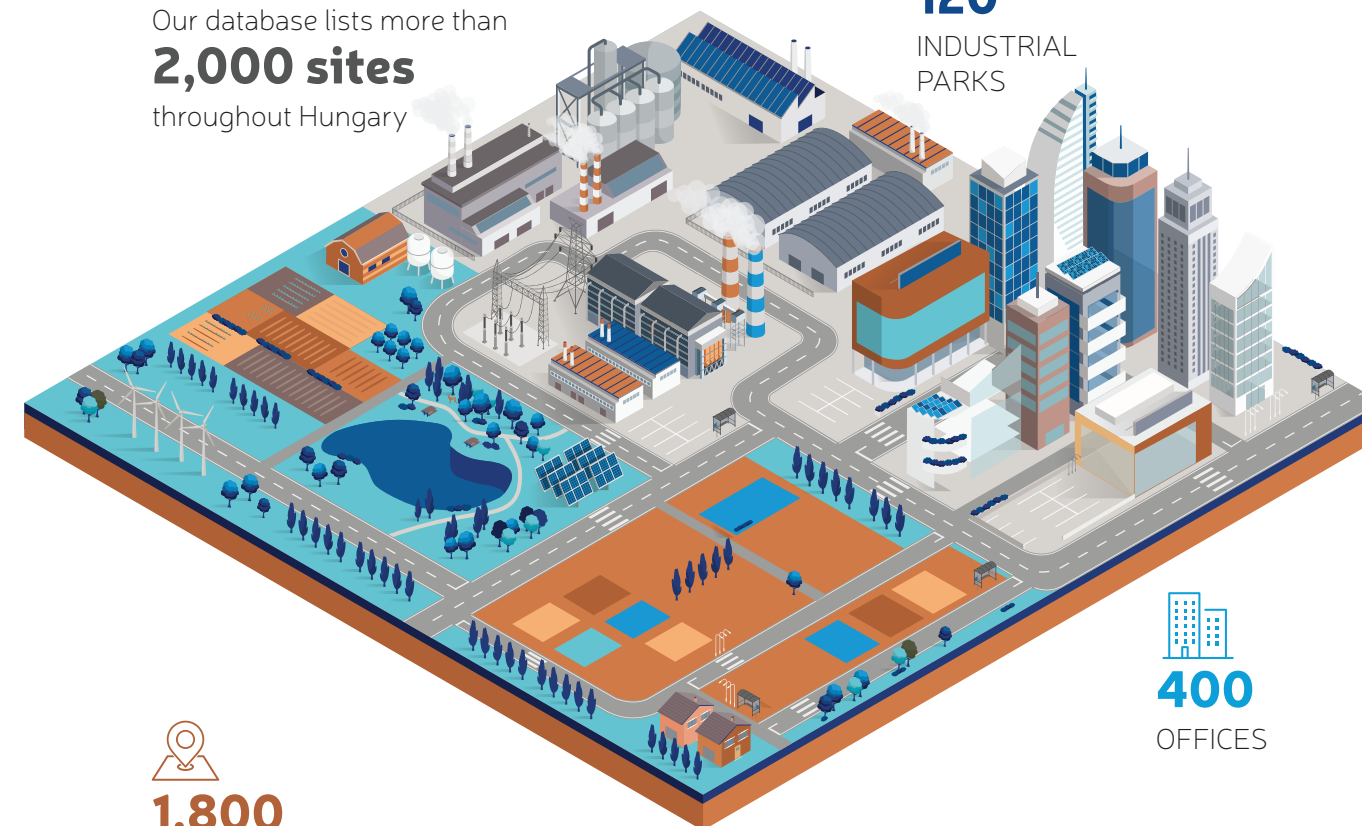
HIPA operates an extensive database of investment sites in Hungary. The Investment Sites Database simplifies the task of matching investors' needs to potential locations. Searchable by size, location, available infrastructure and incentives.



Our database lists more than
2,000 sites
throughout Hungary



120
INDUSTRIAL
PARKS



1,800
GREENFIELD & 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



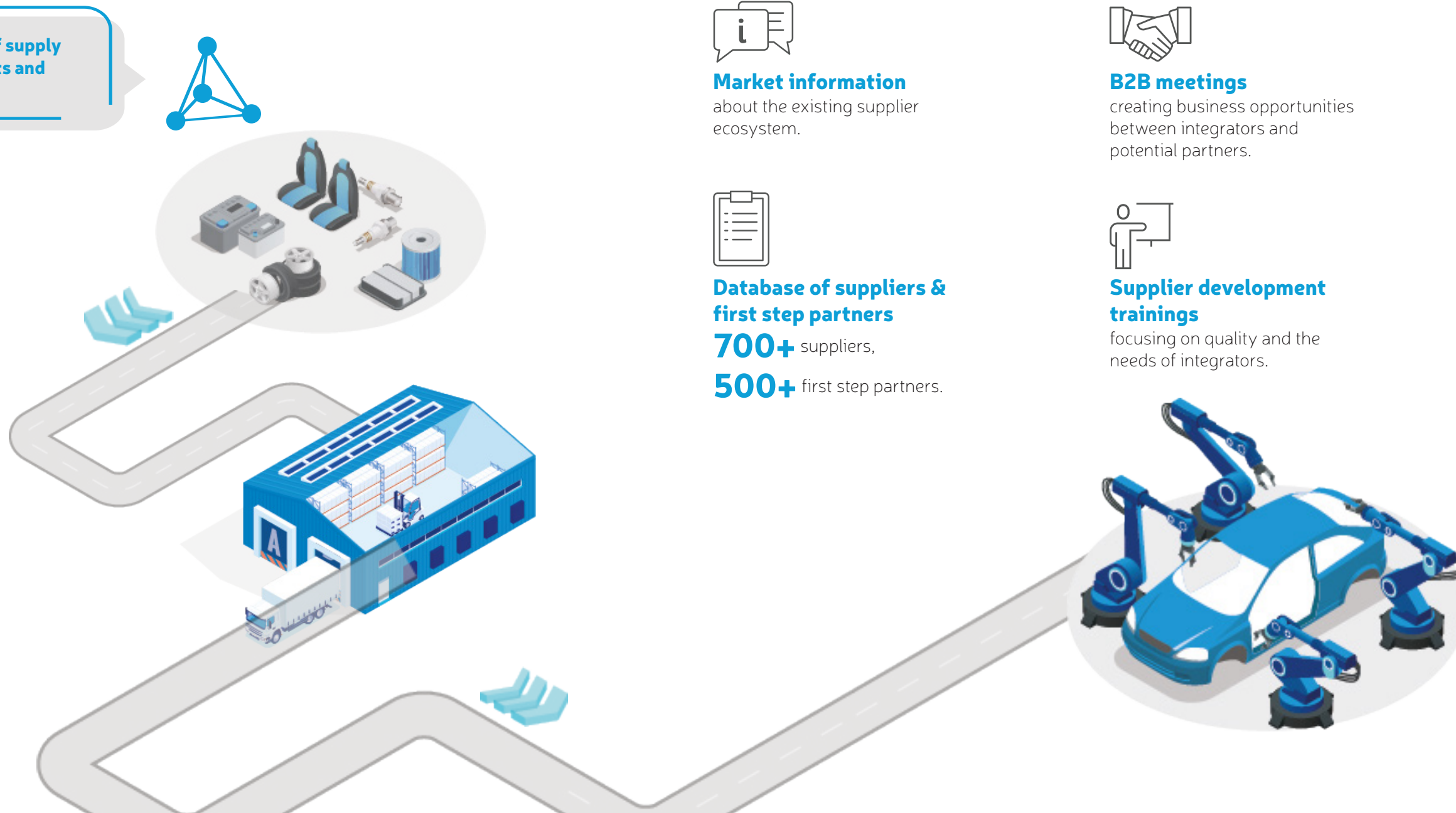
Investment Execution

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



Operational Phase

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



Our mission is to increase the proportion of Hungarian SMEs in the integrators' global supply chains.



Market information

about the existing supplier ecosystem.



B2B meetings

creating business opportunities between integrators and 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



Investment (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



Accelerate clean energy production (CISAF)

Cash grant



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



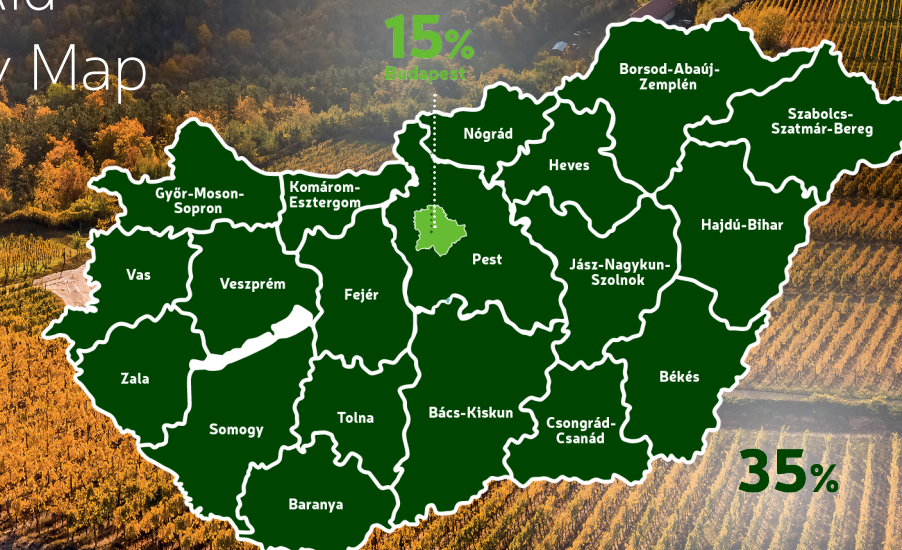
Tax benefit

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

Regional Aid Map of Hungary (2022–2027)



CISAF Aid Intensity Map

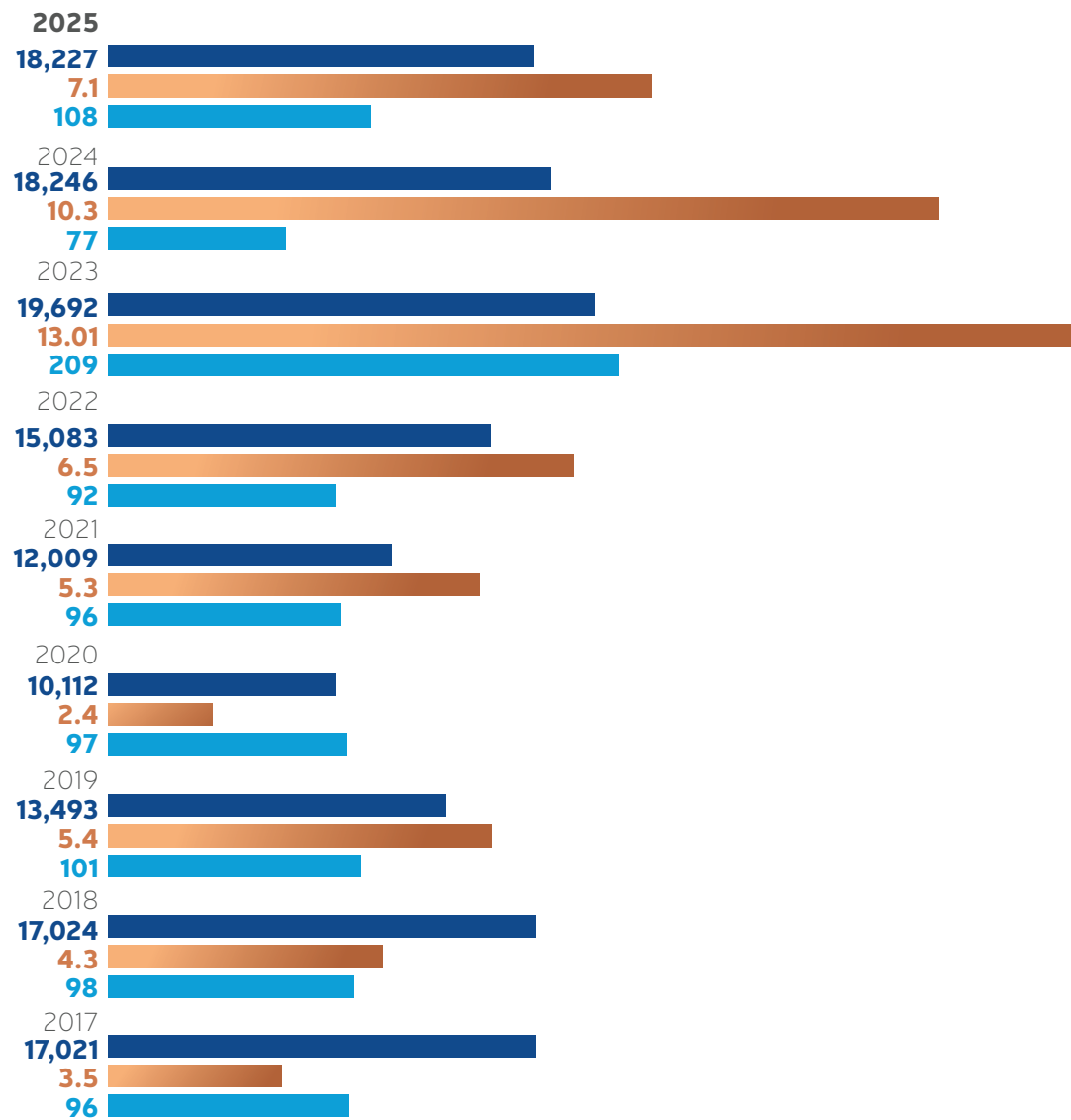




New jobs

Investment volume
(EUR billion)

Number of projects



Professional investment promotion

by HIPA



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

References



HIPA's latest awards

The HIPA Hungarian Investment Promotion Agency 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 investment projects of the previous year are being recognized together with a Hungarian supplier and an industrial park.





Budapest



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2026

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