

Company Profiles

Hungary Study Abroad

May 22- June 6, 2010

## ITD HUNGARY ZRT.

HUNGARIAN INVESTMENT  
AND TRADE DEVELOPMENT AGENCY

ITD Hungary Zrt.  
1061 Budapest  
Andrássy út 12, Hungary  
06 1 472-8100  
[www.itd.hu](http://www.itd.hu)

The **Hungarian Investment and Trade Development Agency**, abbreviated to **ITD Hungary**, was founded in 1993 by the Hungarian Ministry of Economy and Transport (now: Ministry of National Development and Economy) to help implement the government's investment and trade promotion policies.

Building on our knowledge of the Hungarian economy and market, as well as the formal and informal relationships with government offices and businesses developed through the years, ITD Hungary is in a position to offer a unique service, primarily to small and medium-sized enterprises and investors. Our extensive network of highly skilled teams located in eight Hungarian offices and 55 international bureaus in 43 countries gathers and distributes valuable information by maintaining close ties with state and regional government authorities, local businesses and international partners.

Our achievements in figures:

In 2008, ITD Hungary

- handled 564 investment project initiatives
- was involved in the implementation of more than 300 investment projects
- organized 118 events to promote FDI
- was involved in the successful completion of 30 investment projects
- helped attract €1.54 billion in foreign capital to Hungary
- helped create 8,094 new jobs
- assisted in the organisation of 30 EEN events in Hungary and 8 abroad
- hosted 20 seminars to promote exports from Hungary
- staged 53 networking events for foreign businesses
- staged five events associated with high-level state visits
- hosted 16 conferences for local businesses
- sponsored 51 trade shows
- supported 302 grant applications
- prepared 523 government funding contracts



**VISTEON**

Aszalvolgyi Ut 9-11. 8000 Szekesfehervar, Hungary  
ph. 06 22 530-300  
www.visteon.com

**Vision Statement**

Visteon's vision is to partner with our customers to help them build the best vehicles in the world. We will apply our automotive intellect to design and produce components, systems and modules that appeal to drivers and passengers.

**Corporate Offices**

North America – Van Buren Township, Michigan, United States  
Asia Pacific – Shanghai, China  
Europe – Chelmsford, United Kingdom

**Chairman, Chief  
Executive Officer and Preside**

Donald J. Stebbins

**2009 Revenue**  
\$6.68 billion

**Number of Employees**  
Approximately 28,500

**Web Site**  
www.visteon.com

**Fortune 500 Ranking**  
335 (in 2010)

**Facilities**

Technical, manufacturing, sales and service facilities located in 25 countries.

**Publicly Traded**

Visteon is traded under the symbol VSTNQ on the over-the-counter market. Prior to March 6, 2009, Visteon was traded on the NYSE under the symbol VC.

**Markets Served**

Original Equipment  
Manufacturers  
Automotive Aftermarket

**Product Portfolio**

- Climate
- Interiors
- Electronics
- Lighting
- Powertrain Controls
- Engine Induction
- Aftermarket
- Additional Products

Visteon in Hungary

**Type of Location:** Manufacturing

**Products:** Compressors, Fuel Delivery Modules, Fuel Pumps, Fuel Tanks, Ignition Coils

**Building Size:** 430,000 sq. ft. 38,750 m<sup>2</sup>

**Site Land Area:** 43 acres 17.4 hectares

**Year Opened:** 1992



1124 Budapest Csörsz utca 41, Hungary  
06 1 336-4200  
www.colliers.hu

Colliers Macaulay Nicolls Inc. (CMN) operating as Colliers International, is a leading global real estate services company that provides a full range of services to real estate occupiers, developers and investors worldwide. The organization's 12,700 employees span the globe in 294 offices in 61 countries. On a worldwide basis, Colliers manages more than 92 million square meters and has revenue of \$1.6 billion. Services include brokerage, property management, hotel investment sales and consulting, corporate services, valuation, consulting and appraisal services, project management, mortgage banking and research. Colliers International is a worldwide affiliation of independently owned and operated companies.

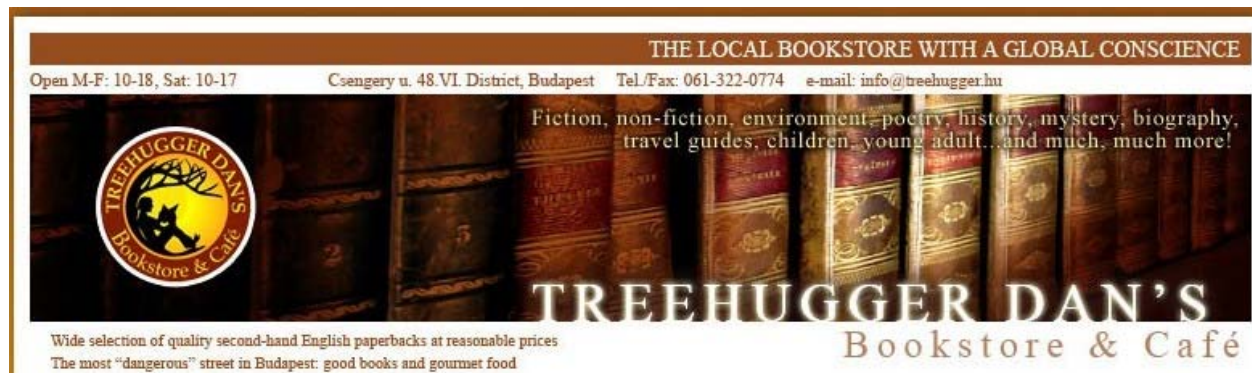
The American-Canadian based Colliers International was established in Hungary in 1992 with the aim to provide professional real estate consultancy services to large and medium sized companies inland. Colliers International Hungary employing recently more than 38 experts is one of the leading international real estate consultant and broker firms in the country and in Central and Eastern Europe.

The company offers a wide range of specialized services, such as office, retail and industrial sales and leasing, professional consultancy, landlord and tenant representation, property investment consultancy, valuation and appraisal, and preparing feasibility studies.

The main objective of Colliers International is to convey the collective experience of a global organization to its local, regional, and multinational partners. Hence its motto is: **"Our Knowledge is your Property"**.

Employees of Colliers International Hungary reckon that providing reliable business information is crucial besides applying an international client specific strategy, and a long term co-operation and collective thinking with the clients, whilst taking into consideration the actual market trends. Our highly trained professionals have several years experience, regional and local knowledge and always up-to-date market information. Thus, they provide our partners with constant high standard services.

Colliers International, known for its competency and expertise world wide and also in Budapest, is proud of its achievements. We are working hard to fulfill the needs of our clients in every respect. Acknowledging our work, we have won **"The best agency"** award in Hungary in 2003 and **"The Central and Eastern European Real Estate Agency of the year 2004"** award regionally. At the end of 2008 Colliers International Hungary was voted **"Best Real Estate Agency 2008"** at the CiJ Awards in Hungary.



Csengery u. 48. VI. District  
[www.treehugger.hu](http://www.treehugger.hu)

### Vision

#### Fair Trade and a Fair Deal

Our mission is to create both a high-quality source of English second-hand and remaindered books at a reasonable price, and be Hungary's first showcase for Fair Trade organic coffee. The bookstore promotes environmental and social justice causes, in particular, organic and Fair Trade products. We are the local bookstore with a global conscience.

### Biography

Environmental activist and facilitator, writer and translator, Daniel Swartz has lived in Hungary since 1990. He studied international relations, history, and Chinese Language at Bates College in the United States. Since 1990, he has been working for and with Central and Eastern European environmental NGOs, local and national governments, and businesses on various environmental issues. He has been a bit of an entrepreneur since his early years, helping his father as a certified journeyman chimney sweep, chopping firewood for neighbors, and having founded a computer company when he was 13 years old. In later years he worked for among others; Friends of the Earth, Greenpeace, Alliance for Northern People Environment and Development (ANPED), Action for Solidarity Environment Equality and Diversity (ASEED), the Regional Environmental Center for Central and Eastern Europe (REC), and working on the Heijerhof organic goat farm in the Netherlands. Since co-founding the ZHABA Facilitators Collective in 1995, he has split his time between being an environmental activist and facilitator.

Treehugger Dan's supplies a wide range of NGOs, agencies, institutes, companies, hotels, bars and restaurants with organic Fair Trade coffee, tea and hot chocolate, including: The Office of the Hungarian President (Laszlo Solyom), Rogner Hotel, Arriba Taqueria Mexikoi Etterem, Justice Initiative and Educational Support Program Departments at the Open Society Institute, Club Vittula, Central and Eastern European Working Group for the Enhancement of Biodiversity (CEEWEB), Borzsonyvidek Foundation, Szike, Discover Hungary, Yellow Zebra, Pecs Green Circle, Pressley Ridge Magyarország Alapítvány, Association of Conscious Consumers (TVE), and Flora Film Studios, Vertis Environmental Finance plc., British International School of Budapest, Superkids Nursery School, Impact Media, Chew.hu, Caboodle.hu, Xpatloop.com, Politics.hu, Pestiside.hu, Webreklam.hu, All Hungary Media Group, Realdeal.hu, Siraly (teas), Modern Investments (teas) Budapest Weekends, Stag Republic, Hen Nation, the NGO Planet, Teátrum Kávészó és Teaház in Kecskemét (Kéttemplom köz. 4), Maria Vendégház (Bed and Breakfast) in Perkupa, and the Hungarian International Development Assistance Non-profit Co. at the European Tour for Global Responsibility meeting in Szeged.

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# Budapest Business Journal

BBJ\_online



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Budapest Business Journal  
Rózsadomb, Árvácska u. 1.  
[www.bbj.hu](http://www.bbj.hu)

The *BBJ*, as Hungary's leading English-language business publication, provides business professionals bi-weekly with the information and in-depth analysis they need in order to be able to compete successfully.

The *BBJ* serves readers with a detailed look at Hungary's business community, and also brings an occasionally international perspective on the country. It is the only English-language publication in Hungary that deals exclusively with business by presenting a forward-thinking, analytic approach. The *BBJ* is not only a business print bi-weekly, however; it is also an integrated information channel for business professionals, encompassing daily online news and several unique events within the Budapest business community.

The online products allow the *BBJ* to become a multi-platform information provider. Our web technology opens new doors and enables readers to discover correlating links within a database that cannot be found elsewhere. In addition to a huge amount of up-to-date data on companies, business leaders, events, and business and market competition, readers can also read breaking news that simply cannot wait to appear in print. With the help of our three-tiered information structure (printed content, online news, and in-depth business resource channels), we aim to provide excellent value to our customers.



MOL Hungarian Oil and Gas Company  
Magyar Olaj- és Gázipari Nyrt. 1117 Budapest,  
Október huszonharmadika utca 18  
Magyarország  
[www.mol.hu](http://www.mol.hu)

**Key figures (2008):**

Net sales revenue: 3,535.0 bn HUF

Market capitalization: 5 bn USD

Number of employees: 17,339 (as total workforce on December 31, 2008.)

Number of filling stations: 1,076

Total crude oil production (kt): 1,924

Total refinery throughput (kt): 18,141

Total natural gas production (net dry, mcm): 2,533

Total crude oil product sales (kt): 17,735

Total petrochemical product sales (kt): 1,358

MOL, with its Subsidiaries, is a leading integrated oil and gas company in Central & Eastern Europe, with the following core activities:

- exploration and production of crude oil, natural gas and gas products;
- refining, transportation, storage and distribution of crude oil products at both retail and wholesale;
- transmission of natural gas;
- production and sales of olefins and polyolefins;
- production of electricity and thermal energy from gas and renewable resources.

MOL Group comprises one of the leading Hungarian chemical companies, TVK, the Slovakian oil company Slovnaft, the Austrian retail and wholesale company Roth, and a strategic partnership with the Croatian company, INA.

The Group operates a regional filling station network of over 1,000 sites in 10 countries and manage 6 brands within our multi-brand strategy. Besides these regional operations, our Exploration & Production Division focuses on the Middle East, Central Asia and North Africa and has recorded several significant discoveries in Hungary, Russia and Pakistan in recent years.

MOL Group shares are listed on the Budapest, Luxembourg and Warsaw Stock Exchanges; its DRs are traded on the US Pink Sheet and London's International Order Book.



[www.huntingterritory.com](http://www.huntingterritory.com)

The Hunting Territory is a powerful consulting approach to team performance based on group dynamics. It is the culmination of over 30 years of practical and theoretical research in team performance by Dr. Istvan Gorgenyi, Olympic silver medallist and world champion, Olympic gold-medal winning coach, as well as a group and family therapist.

Whether on a sports field or within a company, the success or fail of teams is based on their ability to work together; the Hunting Territory® is the theory behind the group performance. It has been successfully applied in the corporate and elite sporting areas for over 26 years.

After a thorough diagnosis and consultation, the Hunting Territory® theory can be applied by any leader within any organization: corporate, sport, non-profit, or government. It provides a framework of understanding the personal roles within group dynamics and the skills necessary for leading a team to achieve optimal performance. Its simplicity and long-term applicability ensures long lasting results since it assists each person in:

- understanding the drivers and the barriers of team performance
- learning to manage a team at each stage of its life cycle
- anticipating, preventing or resolving unhealthy workplace conflicts and
- understanding each individual's role in successful team performance

The essential stages of the Hunting Territory® process are:

- diagnosis - identification of unhealthy conflicts in team co-operation and performance-destroying conditions in the process and in the organization
- intervention - quick actions in order to find the best negotiation within given conditions
- coaching - support for the leader to initiate and develop change management programs



Bargerwine – The Hungarian Wine Family  
Eger, Hungary

<http://hungarianwinefamily.homestead.com/index.html>

Hungary has one of the oldest wine cultures in Europe. There is evidence of pre Roman wine cultivation. Only two European languages have words for wine that are not derived from Latin: Greek and Hungarian. Records carved in a Runic alphabet used by ancient Hungarians have words for wine derived from Turkish, suggesting that the Magyars had contact with the first winemakers in the South Caucasus.

Two millennium ago, Romans expanded the wine industry and trade in Hungary and by the 5th century AD, there are records of extensive vineyards throughout Hungary. Following the Magyar invasion of 896, Árpád rewarded his followers with vineyards in Tokaj-Hegyalja. Over the following centuries, new grape varieties were brought in from Italy and France, including Furmint and the other great grapes of Tokaj. At this point of time, mostly white wine was made.

During the invasion of Suleiman the Magnificent in the early 16th century, displaced Serbs brought the red Kadarka grape to Eger. This ancient variety was used to make the robust red wine blend later known as Bull's Blood. Legend has it that Bull's Blood was supposed secret ingredient in the wine that fortified the defenders of Eger in 1552. Bull's Blood soon became the best known Hungarian red wine. It was also during the Turkish occupation that the Tokaj region became known for dessert wines, harvested late in order to encourage noble rot. Tokaji aszu is mentioned in a document of 1571, and it was famously proclaimed by Louis XIV of France (1638-1715) "Vinum Regum, Rex Vinorum" - Wine of the Kings, King of the Wines. Throughout Europe and indeed the wine-drinking world, from the 16th century to the present day, Tokaji has firmly established itself as one of the world's greatest sweet wines.

After the Ottoman Empire ceded Hungary to the Austrians in 1699, the Germanic influence was felt with the introduction of grape varieties such as Blauer Portugieser. In 1730, the world's first vineyard classification based on soil, aspect and propensity to noble rot was established in Tokaj. From 1882, the phylloxera epidemic hit Hungary and many grapes of Tokaj were replaced with Blaufränkisch (Kékfrankos) and the Bordeaux varieties in red wine districts, and of Furmint, Muscat and Hárslevelű in Tokaj. The 20th century saw the introduction of modern grapes such as Zweigelt, which were easier to grow and to vinify than Kadarka. In the post World War II period, under Communism, quality was neglected in favour of quantity. However, with the fall of Communism in 1989, there has been significant new investment and an emphasis on making quality wines.

In Hungary today, the indigenous Kadarka and other common Central European varieties like Kékfrankos (Blaufränkisch) and Zweigelt are sharing their terroir with Cabernet Sauvignon, Pinot Noir and other international varieties. Traditional white wine varieties, including Tokaj's Furmint and Hárslevelű, Zöld Veltlini (Grüner Veltliner), Riesling and Olaszrizling (Welschriesling) are getting better and better, while new international varieties like Chardonnay, Sauvignon Blanc, Pinot Blanc and Pinot Gris are becoming more popular. This experimentation with traditional and new varieties, modern viticulture and updated production methods combined with the centuries old Hungarian wine traditions is resulting in some truly excellent single variety and blended wines that are gaining respect and prizes worldwide. A new golden age of Hungarian wines has begun!

## Herend Porcelain Manufactory Ltd. - Headquarters

H-8440 Herend, Kossuth St. 140

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[www.herend.com](http://www.herend.com)

Near Middle Europe's largest lake, in a romantic natural environment among the slopes of the Bakony Mountain, the world's largest porcelain manufactory has been operating for over 180 years relying on its extensive, well-established knowledge. The company that started in 1826 as a factory with just a few employees, and having become a favoured brand among rulers, famous historical personages, leading businessmen and artists alike, is now a renowned major company known in almost every country of the world, it being a true 'Hungaricum': part of the Hungarian Heritage.

At the time of its founding, Herend took a path that was twisting and constantly changing, sometimes bound for the peaks and at other times for the abysses. Herend has not abandoned this path up until this day relying on its strong faith and knowledge. Over the course of its long journey, during its travels, Herend has left signs in various forms in various places, which we shall show you now: you can become acquainted with our technology, our famous customers, honoured masters and changes in brand logos; you can gain a glimpse into our history, into our past and present. As far as our future is concerned, we kindly ask you to join us on our exciting journey and experience that Herend's future lies in its past!

Situated near Balaton, the biggest lake in Central Europe, close to the Bakony hills is Herend, Hungary's "porcelain city" with the biggest porcelain manufactory in Europe. Despite neck-and-neck competition in the tourism industry, we have approximately 100,000 visitors annually. In line with expectations arising from the touristic importance of Herend, visitors' needs were answered by opening in 1999 the Porcelanium – now operational in conjunction with the Herend Porcelain Museum, the largest collection of porcelain treasures on the globe – where visitors see the magic of technology unfolding behind the scenes. With the help of films, pot-throwers and professional painter, there are demonstrations by trained guides to reveal the secret of porcelain manufacturing.