



Selling U.S. Products and Services to Hungary

Hungary – A European Business Hub

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American Embassy
Budapest



Please visit our website: U. S. Commercial Service

[www. buyusa.gov/hungary](http://www.buyusa.gov/hungary)

U.S. Commercial Service



The U.S. Commercial Service is a program of the U.S. Department of Commerce's International Trade Administration.

Our mission:

- **To promote the export of goods & services from the United States, particularly by small- and medium-sized businesses**
- **To represent U.S. business interests internationally**
- **To help U.S. businesses find qualified international partners**

Our Network & What it can do for you



- *Trade specialists in 108 U.S. cities and more than 150 posts in 80 countries worldwide...*

We can...

- **Locate U.S. products, services, or business partners**
- **Introduce your company to thousands of qualified U.S. companies at local and U.S. trade shows**

Products & Services



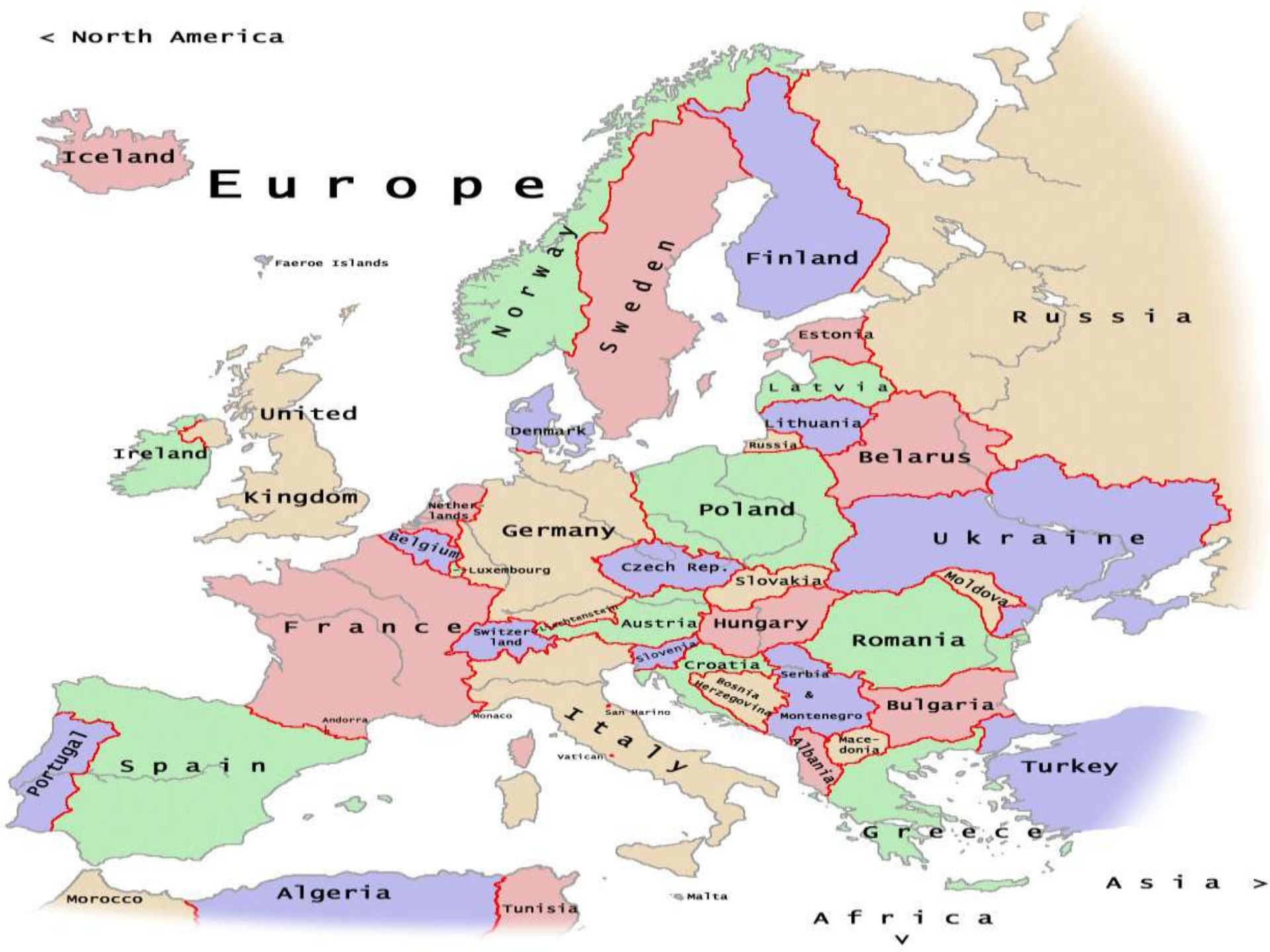
- **International Buyer Program**
- **Commercial News USA**
- **China Business Information Center**
- **Middle East and North Africa Business Information Center**
- **Catalog Exhibitions**
- **Gold Key Matching Service**
- **Trade Counseling**



Famous Hungarians



< North America



Europe

Iceland

Faeroe Islands

United Kingdom

Ireland

Norway

Sweden

Finland

Russia

Estonia

Latvia

Lithuania

Denmark

Russia

Belarus

Kingdom

Netherlands

Germany

Poland

Ukraine

Belgium

Czech Rep.

Slovakia

Moldova

France

Switzerland

Liechtenstein

Austria

Hungary

Romania

Spain

Slovenia

Croatia

Serbia

Bosnia & Herzegovina

Montenegro

Bulgaria

Andorra

Monaco

Italy

San Marino

Vatican

Albania

Macedonia

Turkey

Greece

Morocco

Algeria

Tunisia

Malta

Africa

Asia

v



U.S.-Hungary Trade



Hungary's Top 15 Trading Partners



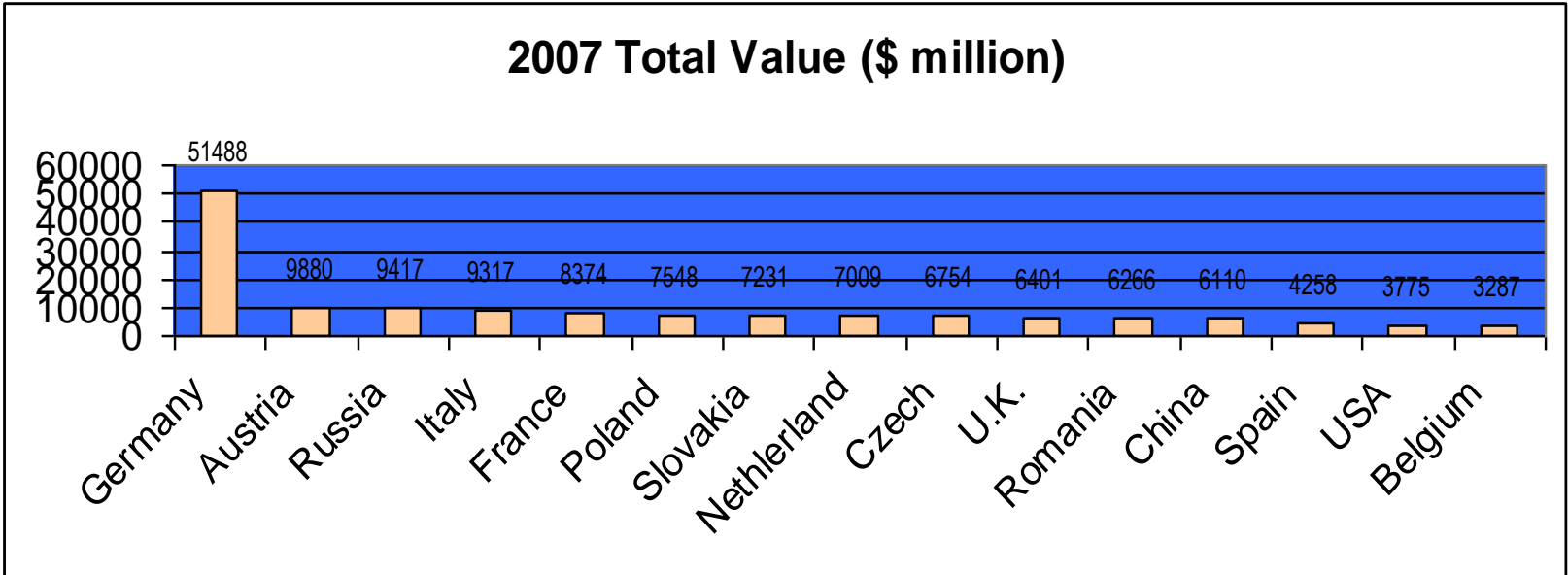
1. Germany
2. Austria
3. Russia
4. Italy
5. France
6. Poland
7. Slovakia
8. Holland

9. Czech Republic
10. UK
11. Romania
12. China
13. Spain
14. United States
15. Belgium

Hungary's Top 15 Trading Partners



2007 Total Value (\$ million)



Source: Office of Statistics, Hungary

Ohio Exports to Hungary 2007



| | <u>Value (\$)</u> | <u>Percent</u> |
|---|-------------------|----------------|
| Machinery Manufactures | 24,188 | 29.1% |
| Non-Metallic Mineral Mfgs. | 22,309 | 26.9% |
| Computers & Electronic Prod. | 8,482 | 10.2% |
| Primary Metal Manufacturers | 7,443 | 9.0% |
| All Others | 20,626 | 24.8% |
| Grand Total | 83,050 | 100% |



U.S. Exports to Hungary - 2007



| Exports to Hungary 2007 | Value (\$) | |
|---|-----------------------|--------------|
| ■ 84--NUCLEAR REACTORS, BOILERS, MACHINERY ETC.; PARTS | 425,408,899 | 32.9 % |
| ■ 85--ELECTRIC MACHINERY ETC; SOUND EQUIP; TV EQUIP; PTS | 291,081,661 | 22.5 % |
| ■ 87--VEHICLES, EXCEPT RAILWAY OR TRAMWAY, AND PARTS ETC | 115,324,410 | 8.9 % |
| ■ 90--OPTIC, PHOTO ETC, MEDIC OR SURGICAL INSTRUMENTS ETC | 108,785,735 | 8.4 % |
| ■ All Others | 351,068,712 | 27.2 % |
| Gran Total | 1, 291,669,417 | 100 % |

Source: U.S. Department of Commerce



U.S. Imports from Hungary - 2007



| Imports to Hungary 2007 | Value (\$) | |
|---|-----------------------|--------------|
| ■ 84--NUCLEAR REACTORS, BOILERS, MACHINERY ETC.; PARTS | 936,298,869 | 33.4 % |
| ■ 85--ELECTRIC MACHINERY ETC; SOUND EQUIP; TV EQUIP; PTS | 634,864,318 | 22.6 % |
| ■ 87--VEHICLES, EXCEPT RAILWAY OR TRAMWAY, AND PARTS ETC | 365,439,541 | 13 % |
| ■ 90--OPTIC, PHOTO ETC, MEDIC OR SURGICAL INSTRUMENTS ETC | 210,799,401 | 7.5 % |
| ■ All Others | 656,439,560 | 23.4 % |
| Grand Total | 2, 803,841,689 | 100 % |

Source: U.S. Department of Commerce



Hungary's Exports



- **Hungary's Exports in 2007: US\$ 93 billion**

Growth rate: 26.7%

- To EU countries: 78.8 %
- To non-EU countries: 21.2 %
of which to U.S.: 2.4 %



Hungary's Imports



- **Hungary's Imports in 2007: US\$ 94 billion**

Growth rate: 22.3%

- From EU countries: 69.6 %
- From non-EU countries: 30.4 %
 - of which from U.S.: 1.5 %

Source: Hungarian Statistical Office

Operational Programs of the National Development Plan



- The Hungarian Community Support Framework
- Agriculture and Rural Development Operational Program
- Economic Competitiveness Operational Program
- Human Resource Development Operational Program
- Environment Protection and Infrastructure Operational Program
- Regional Development Operational Program

Source: National Development Agency Website

Key Priority Sectors in the

National Development Plan II. (2007-2013)



- Logistics/Transportation
- Tourism
- Electronics
- Information Technology
- Biotechnology

Source: National Development Agency Website

Best Business Prospects



- ICT Services & Equipment
- Automotive Parts & Supplies
- Healthcare Technology & Equipment/Pharmaceuticals
- Pollution Control
 - Water Resources
- Logistics
- Travel & Tourism
- Regional Shared Service Centers
- Franchising
- Biotechnology
- “Healthy lifestyle goods” & services
- Financial Services
- Renewable Energy
- Education Services

U.S. Commercial Service

Budapest: Ready to Help You

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



- Two American officers and five experienced, bilingual Commercial Specialists
- Produced a total of 201 success stories with during the FY 2005-2007
- In January 2008 we averaged a little over of 9,200 visits on Website
- Average 20 Inquires from U.S. Firms per Month



Buda Palace

View of Budapest's Castle Hill with the Palace, now housing numerous museums and the National Library. In the foreground: the Chain Bridge spanning over the Danube.