



SZEGED Investing Guide



DR. BOTKA LÁSZLÓ
mayor of Szeged



Dear Investors,

We have been working on making Szeged attractive for enterprises as a European regional centre and a place offering high quality living. Our aim is to make our beautiful city – through its wide international relations – a place that spreads the European spirit. Companies choosing Szeged are hosted by a tolerant community.

The location of Szeged is a great advantage for trading. In order to enhance the regional centre role, we continuously develop infrastructure and execute an elaborated economy development programme, hoping to win the confidence of investors.

Our city has become part of the European circulation through the motorways. We offer enterprises green and brown field investment opportunities, as well as industrial parks along the western bypass road.

Szeged is the city of education and science. The University of Szeged is one of the best higher education institutes, which is internationally renowned. Together with the professionals of scientific institutions and enterprises operating in the city, over 2,000 university citizens have achieved serious R+D and innovation results. Yearly approximately 5,000 students acquire a useful degree in the city.

Szeged has been an appreciated knowledge centre, the focus is on the most modern science sectors of biotechnology and the software industry. Startups related to R+D activities and other successful companies are welcome in the scientific industrial park (Science Park Szeged) next to the ELI laser centre. The American software developer EPAM Systems, BP or NNG Ltd. (famous for its iGO Navigation) have already chosen Szeged. All of them continuously expand their capacities in the city.

Szeged is one of the most liveable Hungarian cities. Modern transport network covers the city, thanks to its well-known festivals it became the cultural and touristic centre in the region.

There is a sound foundation to build on, and development is on its way. Investors can establish a fruitful partnership with the participants of the local economy and society.

I wish you good luck in our city!



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A BRIDGE TO EUROPE



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WINNER CITY



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SZEGED AND THE NEARBY DISTRICTS

The city and the 4 nearby districts of Hódmezővásárhely, Kistelek, Makó, Mórahalom and Subotica.

Area: **4,117 km²**
Population: **452,050**

Forrás: Nemzeti Belföldi Utánpótlás (HIPA)

SZEGED IS THE DRIVING FORCE FOR INNOVATION, GROWTH AND EMPLOYMENT AT BOTH NATIONAL AND EUROPEAN LEVEL.

SZEGED – THE INTELLIGENT CITY

SZEGED WITH ITS NEARBY DISTRICTS IS THE MOST INNOVATIVE REGION OF EASTERN HUNGARY, AND THE MOST PREPARED ONE TO WELCOME THE BUSINESS INTENTIONS OF INVESTORS.

THE R&D RELATED DATA ARE OUTSTANDING AMONG THE ECONOMIC AND COMPETITIVENESS INDICATORS OF THE REGION.

The Szeged region holds the second place right after the central region of Budapest and its nearby districts.

The city is the economic, educational and administrative centre of the Szeged region. The four towns of the region, Hódmezővásárhely, Makó, Kistelek and Mórahalom are less than half an hour drive from Szeged. Their population is more than 450 thousand, which offers a significant labour market. Significant commuting can be observed from these towns: some 31,000 people choose Szeged with education or labour purpose

CLOSE TO THE SERBIAN-ROMANIAN-HUNGARIAN TRIPLE BORDER, THE COUNTY SEAT IS ONE OF THE SOUTH-EASTERN GATES OF THE EUROPEAN UNION. ITS LOCATION, ADVANCED INFRASTRUCTURE, SERVICE SECTOR, HIGH LEVEL EDUCATION AND ITS WELL-QUALIFIED LABOUR FORCE WITH FOREIGN LANGUAGE SKILLS MAKE THE CITY AN ATTRACTIVE LOCATION FOR INVESTORS FROM THE KNOWLEDGE-INTENSIVE SECTORS.

Being one of the centres of the Danube-Körös-Maros-Tisza Euroregion, the area's total population of 4 million 400 thousand significantly extends the authority of Szeged.





SZEGED IS THE THIRD BIGGEST CITY IN HUNGARY, ONE OF THE MOST IMPORTANT ECONOMIC, SCIENTIFIC AND CULTURAL CENTRES OF THE COUNTRY, AND ALSO A EUROPE-PRIZE WINNER CITY.

The second biggest river in Hungary, the Tisza, flows through the city, meeting the River Maros here.

THE CITY IS LOCATED 8 KMS (5 MILES) FROM THE SERBIAN BORDER, AND 18 KMS (11 MILES) FROM THE ROMANIAN BORDER.

MAIN FIGURES OF SZEGED

Area **281 km²**
Population **168,048**

SECURITY

One of the most secure regions in Hungary.

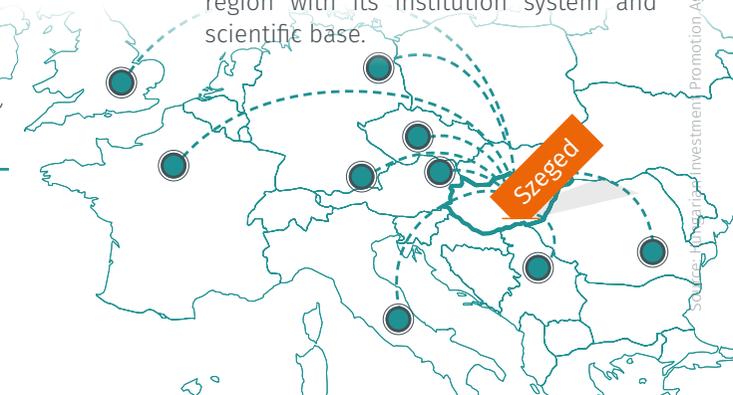
MAIN FIGURES OF THE SZEGED REGION

Area **4,117 km²**
Population **452,050**

CLIMATE

Sub-Mediterranean with hot summers and usually mild winters.

DISTANCE FROM OTHER CITIES



Szeged provides a favourable urban environment for its inhabitants and visitors alike, thanks to its

- » developed urban services,
- » favourable housing environment,
- » prominent education,
- » vivid cultural life,
- » open-minded social environment and
- » safety.

A survey conducted by the University of Szeged shows that 91% of the inhabitants are receptive concerning the settlement of large foreign companies. Based on the data, it is proven that the majority of the population is tolerant and people do not mind a foreign company creating new workplaces in the county seat. (Source: Tárki/University of Szeged)

The city cares for its architectural and natural values. The Europa Nostra-Award was given to the city for the city centre renewal in 2003. As the first Hungarian town, the 2006 Europe Prize was awarded to Szeged for its actions in the European domain by the Council of Europe. The European Climate Foundation awarded a prize for environmentally friendly urban developments in 2009.

The city has a complete cultural institution network which includes a theatre, a unique summer theatre, exhibition halls, a music hall and an art centre. Szeged with its nearby districts is an internationally competitive intellectual centre in the region with its institution system and scientific base.

Szeged lies at the intersection of two motorways. Motorway M5 connects Szeged with Budapest, so the capital or the Ferenc Liszt International Airport is within one and a half hour drive. Motorway M43 connects Szeged with the cities of Romania

MOTORWAYS

- M5/E75 » Szeged to Röszke* to SERBIA 20 mins
- M5/E75 « Szeged to Budapest to FERIHEGY ✈️ 90 mins
- M43/E68 » Szeged to Nagylak* to ROMÂNIA 30 mins

* Border crossing point opened for international passenger and freight traffic.)

WATER TRANSPORT

The Tisza, as the longest tributary of the Danube, provides water transport connection to the sea; these two rivers flow through Ukraine, Slovakia, Hungary, Serbia and Romania. The basin port of Szeged is one of the six national river stations.

THANKS TO ITS FAVOURABLE GEOGRAPHICAL LOCATION, SZEGED CONNECTS COUNTRIES ALONG THE SOUTHERN BORDER WITH THE EUROPEAN UNION.

The city is located at the crossroads of national and Trans-European transport corridors. These corridors linking the West with the South, Berlin with the Adriatic Sea, the Balkans, the Middle East, and Asia Minor meet here.

AIR TRANSPORT

The **international airport** on the Western border of the town serves commercial, private and sport flights. Besides storage, rent and fuel service, the concrete runway, which is 1,185 m long and 30 m wide, is adequate for small and medium size aircraft. It is also a favourable destination of business trips, sport and training aviation.



The logistics centre located next to motorway M5 integrates Szeged into European trade. Thanks to its favourable location, the city is at the meeting point of national and international distribution channels. The borders nearby give a significant strategic and transit position to the city both in Hungary and Europe.

RAILWAY TRANSPORT

Szeged has a direct railway connection to Budapest, Békéscsaba, Mezőhegyes.

TELECOMMUNICATION

The city has an advanced telco system, the broadband data transmission service needed for ICT and knowledge-intensive industries is available; and there are three independent, optic backbone networks in Szeged. Two separate service companies provide internet network with full coverage and 30-250 Mbit/s. There is full access to mobile communication services, all the three Hungarian service providers are present in the county seat.

SZEGED 2016
Number of businesses
27,241

Significant, traditional
INDUSTRIAL SECTORS

- » Food industry
- » Processing industry
- » Construction industry

Significant
SERVICE SECTORS

- » ICT and SSCs
- » Biotechnology
- » Health industry

SZEGED IS AN INNOVATIVE CENTRE: SEVERAL SECTORS WITH GREAT GROWTH POTENTIAL ARE PRESENT, E.G. ICT, LIFE SCIENCE AND LASER, TOGETHER WITH THE NUMEROUS RELATED BASIC AND APPLIED RESEARCH PROJECTS.

The city's advanced food industry serves a good basis for several kinds of investment with effective integrated production solutions in focus. As a member of the Bonafarm Group, Pick Szeged Plc., a Hungarian-owned company, has a world-famous product, the PICK Original Wintersalami, which is a unique Hungarian product. The company, processing both high quality Hungarian raw materials purchased from local farmers and import

materials, is an expanding key player in the food industry of the city.

Szeged is constantly striving for transparent operation. The city cooperated with Transparency International in the screening of city companies.

The availability of highly qualified labour force opens opportunities for service sector participants, thus startup

Owner	Name of the company	Main activity
	NKM Electricity Supplier Plc.	Trade of electricity
	Pick Szeged Plc.	Production of meat, pork meat products
	Sole-Mizo Plc.	Production of dairy products
	KÉSZ Plc.	Organization of building construction projects
	NKM Electricity Distributor Plc.	Distribution of electricity
	Hansa Kontakt Ltd.	Wholesale of food, beverages, spirits and tobacco goods
	ContiTech Rubber Industrial Ltd.	Production of rubber products
	NKM Gas Distributor Plc.	Distribution of gas

Source: CSMKIK, 2016.

FIELDS FOR FUTURE DEVELOPMENTS

DEVELOPMENT FIELDS

- » to prepare and complete environment industry related and green projects,
- » to help vehicle suppliers settle down,
- » to promote investments based on advanced food industry,
- » to establish and build incubator and office buildings.

and spin-off companies in the field of biotechnology have appeared recently.

THE UNIVERSITY OF SZEGED AND SEVERAL RESEARCH INSTITUTES MAKE THE R&D POTENTIAL OF THE CITY OUTSTANDING, WHICH DETERMINES FUTURE DEVELOPMENT DIRECTIONS FOR THE ECONOMY.

The significance of shared service centres (SSCs) and certain knowledge-intensive industries in the economy of Szeged is increasing. Information Technology (IT) and the health industry have recently developed considerably among these industries.

SZEGED HAS SUPERB INFRASTRUCTURE, WITH A HIGHLY AND WIDELY QUALIFIED LABOUR FORCE WITH A GOOD COMMAND OF SEVERAL FOREIGN LANGUAGES, AND ITS LOCATION IS ALSO EXCELLENT.

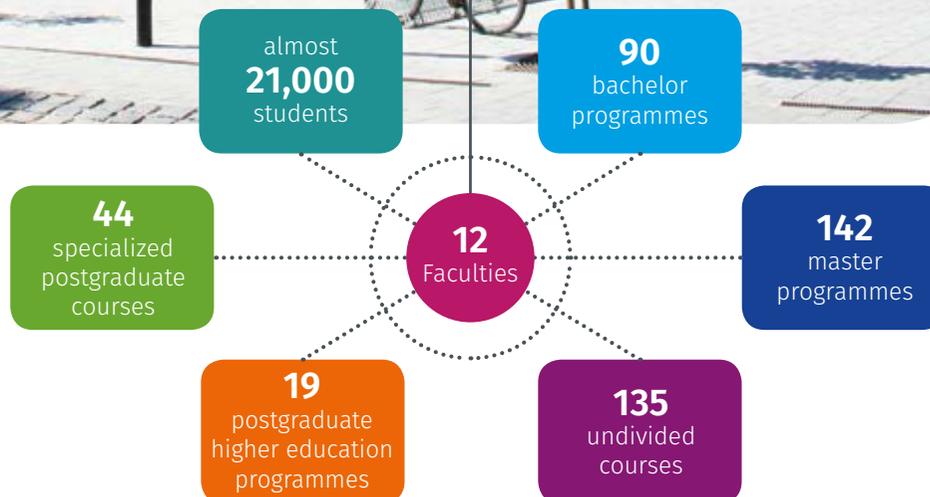
A city where you can
build on
knowledge

SZEGED IS THE SECOND LARGEST EDUCATIONAL AND R&D CENTRE AFTER BUDAPEST IN THE COUNTRY.

The educational and research background of the city is remarkable, particularly concerning the regional role played in innovation and technology transfer. The number of the approx. 21 thousand students equals the population of a middle-sized Hungarian town, while the number of teachers equals that of a village. The number of researchers compared to population number is the highest in Szeged – 11 % of all Hungarian research positions can be found in Csongrád county (Central Statistical Office, 2016) with a continuously increasing tendency.



THE UNIVERSITY OF SZEGED



Among the cities of county rank, 23 per cent of the 25+ population have a college or university degree. The degree rate is the highest in Szeged, thus the city is an excellent place to implement educational or R&D plans.

The training and research work of the university is supported by the activity of 2,000 instructors including 128 full members of the Hungarian Academy of Sciences.

The University of Szeged is the first among countryside universities regarding the number of researched topics (social, natural and medical sciences) and publications, as well as R+D expenditure.

ACCORDING TO THE WELL-RESPECTED ACADEMIC RANKINGS, OUR UNIVERSITY IS AMONG THE WORLD'S TOP UNIVERSITIES. IT IS THE 27TH BEST UNIVERSITY ON THE QS UNIVERSITY RANKING LIST OF EMERGING EUROPE AND CENTRAL ASIA, AND IT IS THE 88TH GREENEST UNIVERSITY IN THE WORLD AND THE 1ST IN HUNGARY.

TRAINING AND SCIENTIFIC FIELDS AT THE UNIVERSITY OF SZEGED

Training fields: Agriculture, Arts, Economics, Informatics, Law, Engineering, Creative Art, Art of Mediation, Health Sciences, Teacher Training, Olympic Sciences, Social Sciences, Natural Sciences.

Scientific fields: the 19 Doctoral Schools allow students to gain a PhD degree in the following fields: Arts, Engineering, Medicine and Pharmacy, Social Sciences and Natural Sciences.

Number of Doctoral Schools **19**

Number of PhD programmes **110**

Number of topics announced in Doctoral Schools (june, 2017) **1,400**

There are 16 research groups operating at four Faculties of the University supported by the Hungarian Academy of Sciences (MTA). Seven MTA Momentum research teams have been operating since 2011, and several teams have been granted the European Research Council's subsidy.

SZEGED IS THE CITADEL OF EDUCATION AND RESEARCH.

The nationally acknowledged tertiary education in Szeged is based on outstanding research activity. The research work conducted by almost 2,000 professionals and instructors in the fields of biotechnology, information technology and material sciences is internationally significant, and nationally prominent. More than 50 patents and know-how can be found in the intellectual portfolio of the university, a number of which have already been introduced to the market through licence agreements and spin-off companies established for this purpose. (<http://www.inno.u-szeged.hu/english>)

LEADING RESEARCH FIELDS AT THE UNIVERSITY OF SZEGED

INNOVATIVE SOCIAL SCIENCES

NEUROBIOLOGY

PRECLINICAL PHARMACOLOGY

CLINICAL PHARMACOLOGY

NANOTECHNOLOGY AND MATERIAL SCIENCES

GENETICS

LASER PHYSICS

SOFTWARE ENGINEERING

BIOTECHNOLOGY AND ENVIRONMENTAL TECHNOLOGY

IMMUNOLOGY

MAIN FIGURES OF R&D IN CSONGRÁD COUNTY

	2000	2007	2009	2011	2013	2014	2016
R&D Expenditure (HUF million)	5,527	11,409	16,274	16,780	18,171	19,774	21,089
R&D Positions	154	207	257	259	266	271	250
Number of R&D Staff	1,941	2,165	2,618	2,680	2,801	2,788	2,625

Source: KSH, 2016.

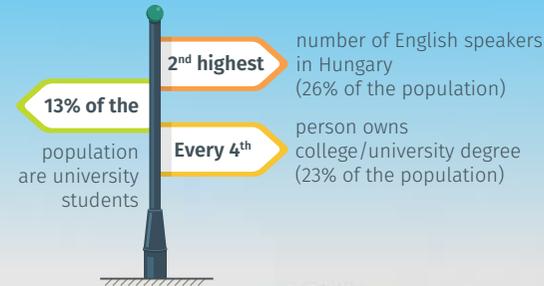
Five internationally renowned research institutes can be found in the city including the **ELI-ALPS Research Centre**. The **Biological Research Centre of the Hungarian Academy of Sciences** conducts mainly basic research activities, including genomics, which is a key area of interest in the whole world. The **Cereal Research Non-profit Ltd.** is the plant breeding centre of the Southern Great Plain, and its results are globally recognized. The task of the **Biotechnological Research Institute at the Bay Zoltán Non-profit Ltd. for Applied Research** is to support the practical use of research results. The **Hungarian Centre of Excellence for Molecular Medicine (HCEMM-MOLMEDEX)** was established by the University of Szeged and other universities with a funding of over HUF 15 billion.

Albert Szent-Györgyi, who was awarded the Nobel-prize for his research in Szeged in 1937, became a legend by now. His character has become the symbol of natural sciences for Hungarians.



At the University of Szeged, yearly almost 5,000 highly qualified young students with good command of several foreign languages acquire a degree which can be used on the labour market. More than two-thirds of the fresh graduates find a job in three months, 90% of them in a year.

2nd best educational indicators in Hungary

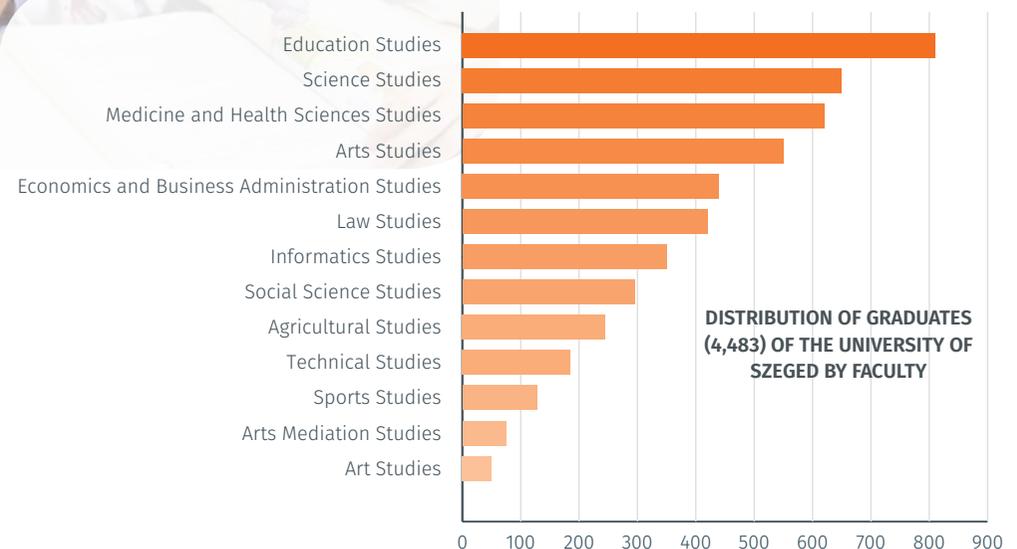


RIGHT AFTER BUDAPEST, SZEGED IS THE SECOND LARGEST EDUCATIONAL, RESEARCH AND CULTURAL CENTRE OF THE COUNTRY. BOTH ITS PRIMARY AND SECONDARY EDUCATION SYSTEMS ARE ADVANCED.

A large number of qualified labour force is available in the city. As for the standard of education, Szeged has nationally outstanding indicators.

There are 17 nurseries, 63 nursery schools, which can easily be reached from any part of the city. Furthermore, 33 elementary schools, 15 high schools, 39 secondary and vocational schools operate in Szeged offering a wide range of studies.

SZEGED CENTRE FOR VOCATIONAL EDUCATION AND TRAINING – FROM SECONDARY SCHOOL TO COURSES, IN THE SERVICE OF LIFE-LONG LEARNING.



In 2018, 9,000 students have been taught in the **Szeged Centre for Vocational Education and Training** with 35 branches and 245 professions, playing an outstanding role in supporting special company demands. Besides classes held in the workshops, companies receive students for professional practice in order to get prepared for their future professions.

The national **“Nights of professions”** event, the outstanding pedagogic innovation of the centre was launched in 2016, which is organized based on vocational guidance and school marketing. **“Profession universe”** brand was created in the frame of which a magazine of career guidance is published.

The twelve faculties of the **University of Szeged** and its Teacher Training Centre offer hundreds of training courses, including bachelor, master, integrated, undivided and doctoral training courses, higher education specializations, various postgraduate courses and adult education programmes.



Based on a European Union decision, the implementation of the investment of Extreme Light Infrastructure Attosecond Light Pulse Source, i.e. ELI-ALPS Laser Research Centre commenced in Szeged in 2013. The ELI laser infrastructure creates a unique set of research tools for international end-users in the region, and ensures the innovative competitiveness of the country. With its partner network and the collaborating higher education institutions, ELI contributes to the strengthening of Hungary's labour market and the knowledge-based society.

The planned budget of ELI-ALPS is EUR 240 million. The primary objective of the investment is to establish a unique research facility that provides ultrashort light pulses between THz through visible and near infrared to X-ray spectral range with high repetition rate for basic and applied sciences and end-users.

HUNGARY, THE CZECH REPUBLIC, AND ROMANIA, WITH A COORDINATED MANAGEMENT AND RESEARCH STRATEGY, WILL SIMULTANEOUSLY IMPLEMENT THE ELI PROJECT THROUGH THE CONSTRUCTION OF THE THREE LASER FACILITIES.

1. The development and parameterisation of attosecond light sources

The ELI-ALPS lasers will generate unique attosecond pulses and pulse trains in the VUV and X-ray spectral regions. Generation, measurement and characterization of the extreme pulses is non-trivial and will require the development of new technologies, optical devices and measurement techniques.

2. Biological imaging technologies

High-definition nanometre (10^{-9} m) imaging of functional biological materials in a biological environment is essential to understanding the connection between structure and function in these materials.

3. Medical applications

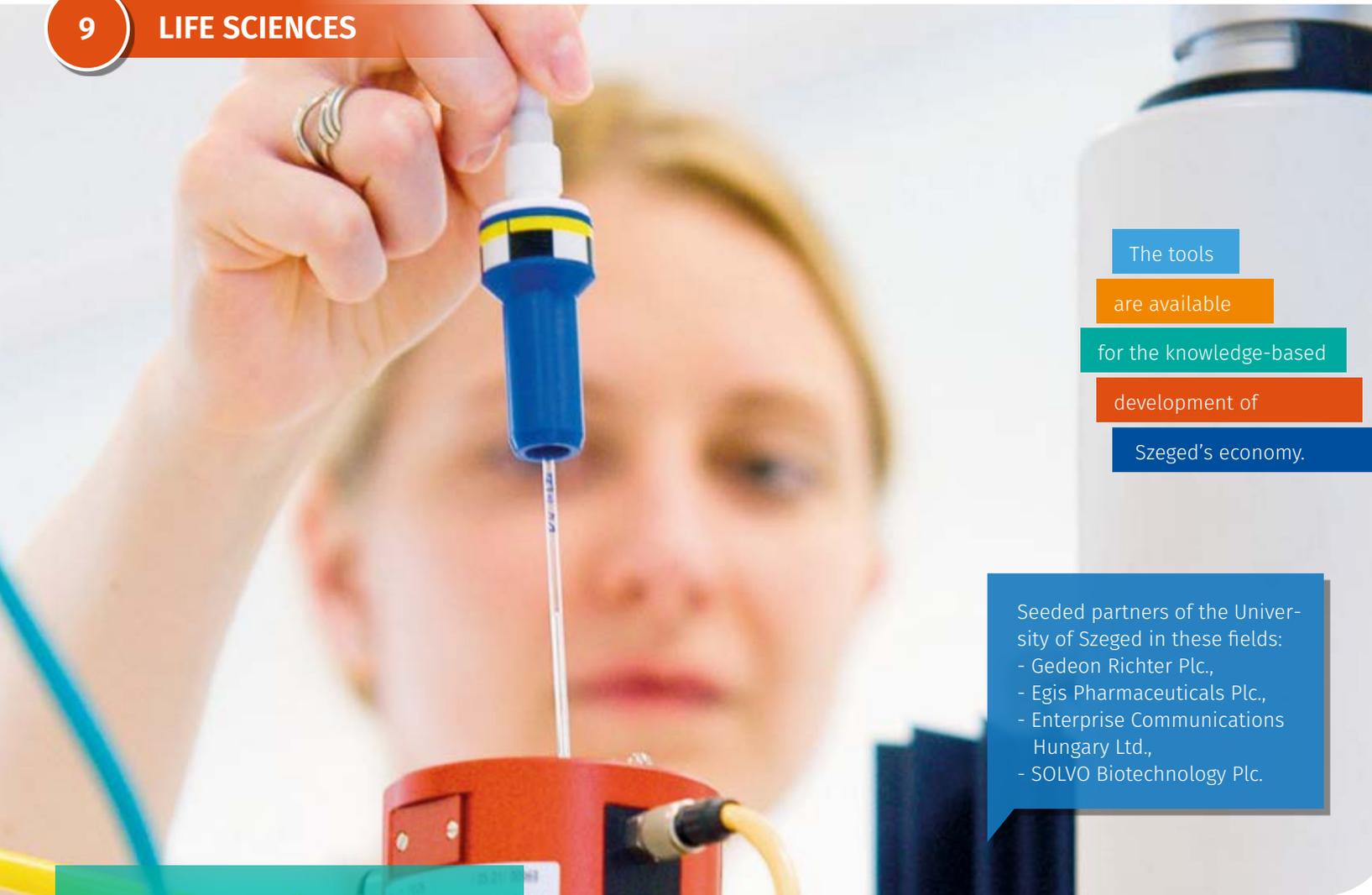
Energetic ions, generated from secondary sources, will facilitate radiobiological research and contribute to the advancement of cancer therapy.

4. Energy and chemical research: from solar cells to artificial photosynthesis

Time-resolved real-time imagery of chemical changes, reaction pathways and kinetics of advanced solar cells, batteries and pharmaceutical materials will be possible at ELI-ALPS. These time-based processes will have atomic resolution.

5. High peak power photonics

ELI-ALPS will have a development laboratory environment for developing high-power short-pulse laser systems.



The tools
are available
for the knowledge-based
development of
Szeged's economy.

Seeded partners of the University of Szeged in these fields:

- Gedeon Richter Plc.,
- Egis Pharmaceuticals Plc.,
- Enterprise Communications Hungary Ltd.,
- SOLVO Biotechnology Plc.

YOU CAN FIND THE LARGEST NUMBER OF BIOTECHNOLOGY COMPANIES IN THE EAST EUROPEAN REGION IN HUNGARY, WITH A HIGH CONCENTRATION IN SZEGED.

THE CITY IS AN IDEAL LOCATION FOR PHARMACEUTICAL AND BIOTECHNOLOGICAL COMPANIES WISHING TO EXPAND IN THIS REGION OR IN THE WHOLE OF EUROPE BY USING THE R&D BASIS OF THE UNIVERSITY.



Investors find state-of-the-art R&D activity, numerous biotechnological SMEs and qualified labour force in the city.

THE MOST IMPORTANT HUNGARIAN BIOTECHNOLOGICAL COMPANY OF THE COUNTRY, SOLVO BIOTECHNOLOGY PLC. CAN BE FOUND IN SZEGED. IT IS THE WORLD LEADER IN THE EXAMINATION OF DRUG INTERACTIONS MEDIATED BY TRANSPORTERS, AND IT WAS AWARDED THE HUNGARIAN INNOVATION GRAND PRIZE IN 2005. SOLVO BIOTECHNOLOGY WAS ESTABLISHED IN SZEGED IN 1999, AND NOW IT IS PRESENT IN EUROPE AND THE USA AS WELL.

The **ELI-ALPS research centre** was implemented in Szeged as one of the largest investments of the European Union. It ensures laser sources and unique combination of laser pulses and light sources generated by them which will be accessible for users arriving from the scientific and industrial fields. Startup businesses using the results of the laser research centre and successful companies attracted by the city's inspirational environment are welcome in the industrial park (**Science Park Szeged**), in the neighbourhood of ELI-ALPS. As one of the largest scientific investments of the EU, the **Hungarian Centre of Excellence for Molecular Medicine (HCEMM-MOLMEDEX)** is going to operate in the Science Park as well. The centre is set to diagnose widespread heart, vascular system, cancer and inflamed diseases. In cooperation with the University of Kecskemét, a Automotive Competence Centre can be established. The first institutions can be opened in 2019.

Trainings of the Institution of Informatics, SZTE	2013		2014		2015		2016		2017	
	ES.	GS.								
Business Informatics (BSc)	124	51	120	24	129	27	110	37	153	20
Engineering IT Specialist (BSc)	132	37	108	31	139	29	138	17	146	20
Software IT Specialist (BSc)	211	101	240	46	285	43	336	35	381	39
Teacher of Informatics	8	14	16	9	6	11	14	8	-	15
Economy Informatics (MSc)	10	7	5	4	7	8	8	1	3	6
Engineering IT Specialist (MSc)	13	-	11	-	10	10	8	4	11	7
Software IT Specialist (MSc)	53	37	48	48	42	22	47	27	36	29
Info-bionics Engineering (MSc)	-	-	-	-	16	-	18	-	13	12

ES.: Enrolled students; GS.: Graduated students

THERE ARE 538 COMPANIES WITH THEIR MAIN ACTIVITY RELATED TO THE ICT SECTOR IN SZEGED.

Software engineering is prominent in Szeged. The software R&D capacity of the city is a world leader in the fields of software quality assurance, cloud computing, mobile and embedded system applications, business administration informatics, artificial intelligence solutions (bioinformatics), Smart informatics and Big Data applications (more precisely medical signal and image processing). New generations for companies are guaranteed by the high level education in the Institution of Informatics of the University of Szeged.



ZSOMBOR FRITZ
Director of NNG's
Development
Centre in Szeged

"Well-trained experts, practice-oriented IT training, high level academic co-operation, the accessible infrastructure and the vivid scientific life of the city made Szeged favourable for our NNG to open its second development centre in the country."

PRACTICE-ORIENTATED ENGINEER EDUCATION IN INFORMATICS

The Institution of Informatics of the University of Szeged runs so-called cooperative programmes with more than 40 IT companies, allowing students to spend 3 or 4 working days as trainees at companies. In addition, the companies can give six-month-long courses in topics considered important, or offer an own specialist-led course for the department under the guidance of a university instructor. Thus training is adjusted to market needs. **Some 150 students graduate from the Departments of the Institution of Informatics every year.**

COOPERATION IS TYPICAL IN THE ICT SECTOR OF SZEGED

The **accredited** Software Innovation Pole Cluster with silver label certificate operates in the field of software development. The operation of its members cover the whole country, and regarding their seats and premises, they can be found in Szeged, in the Southern Great Plain. The cluster consists of 40 members, the majority of them are SMEs, furthermore three universities (Universities of Szeged, Pécs and Debrecen) and one chamber (The Commercial and Industrial Chamber of Bács-Kiskun County) also take part in the work.

IT COMPANIES WHICH HAVE ALREADY CHOSEN SZEGED



A CANON COMPANY



"Szeged was the frontrunner as locations for our new centre because of the rich talent pool of young graduates and professionals this university city offers. Our operations in Szeged are now up and running with 300 employees of incredible talent and passion. Our experience of running our business from Szeged couldn't be better." **Viktor Knezevics, Head of Country, BP Hungary**

SZEGED CAN PROVIDE AN EXCELLENT BACKGROUND FOR BUSINESS SERVICE CENTRES (SSCs) WISHING TO SETTLE DOWN HERE.

Hungary is a preferred location by SSCs because superb infrastructure and a highly and widely qualified labour force speaking several foreign languages are available. A growing number of SSCs choose Szeged as a new location, too.

THE INTERNATIONAL SERVICE CENTRES SETTLED DOWN HERE FIND A YOUNG GENERATION WITH GLOBALLY COMPETITIVE KNOWLEDGE:

1. ...because the University of Szeged has achieved excellent results in national and international rankings. The University of Szeged was ranked the highest of the Hungarian education institutions, at the 470th place on the latest Quacquarelli Symonds (QS) World University list of 2017-2018, **preceding the Eötvös Loránd University, the University of Debrecen and Corvinus University.**

2. ...because of the high level of foreign language training at the University of Szeged: Institute of English and American Studies, Institute of German Studies, Institute of Romanistics, Institute of Slavic Philology provide courses, besides the Translator and Interpreter Training Centre is also famous.

3. ...because a new generation arrives every year: approximately 5,000 students graduate from the university annually, including a great number of graduates from the faculties of arts and economics speaking foreign languages at a high level.

According to a survey of April 2015, 95% of the respondent graduates of Szeged wish to work in a service centre in the city.

AS A RESULT OF JOINT LOCAL FORCES IN THE CITY, THE SSC SZEGED PROGRAMME WAS LAUNCHED IN ORDER TO PUT SZEGED ON THE NATIONAL MAP OF BUSINESS SERVICE CENTRES.

The management of Szeged of County Rank, the Faculties of Economics and Arts of the University of Szeged and Szeged Pólus Development Non-profit Ltd. have established the SSC Szeged programme with the aim of facilitating new job creation with high added value in an international working environment typical for service centres, offering above the average wages and better career opportunities for local students.

The Faculty of Economics of the University of Szeged, in cooperation with one of the leading auditor and advisor companies, BDO Hungary launched a SSC Basics course from the autumn, 2016. During the trainings, managers of SSCs can share their experiences with the university students in topics which are still missing in Hungarian higher education.

Interest for Szeged by SSCs has increased significantly thanks to the numerous highly qualified employees speaking languages.

The University of Szeged establishes an automotive competence centre with the University of Kecskemét in order to concentrate its automotive industry related training competence and infrastructure. The main element of the laboratory complex planned on the territory of the Science Park Szeged is the one-axle-vehicle examining equipment for examining both hybrid and electric vehicles.

AUTOMOTIVE SUPPLIERS CAN SETTLE DOWN IN THE SCIENCE PARK OF 85 HA, ESTABLISHING AN AUTOMOTIVE CENTRE.

The **Szeged Centre for Vocational Education and Training** was established on 1st of July, 2015. It operates 11 vocational training institutions at 14 locations in the towns of Szeged and Mórahalom, offering special high school, secondary technical and vocational school training and adult education, in addition to trainings and courses.



„The South Plain region with Szeged centre is attractive as more workforce with vocational and higher technical qualifications is

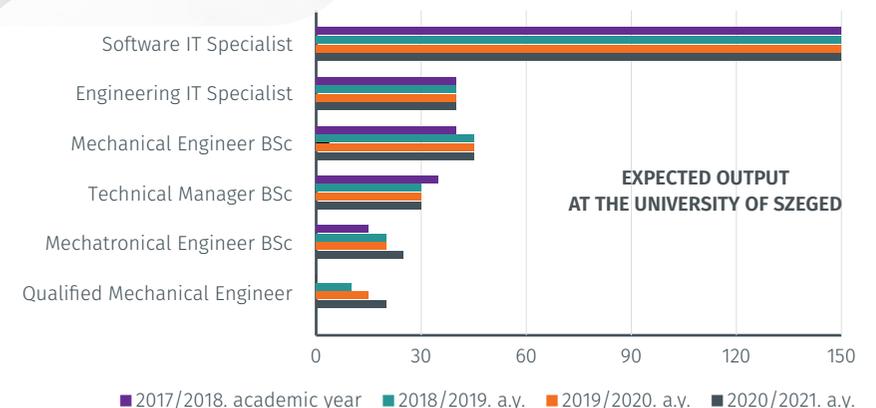
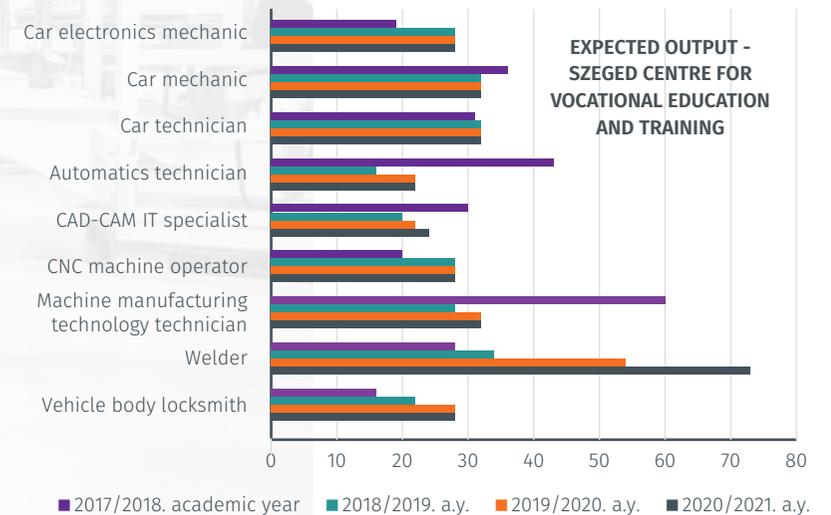
available above country average. Basic conditions are given in the Szeged region: automotive industry has a future in the region with experienced management and financial funds of the European Union.” **dr. Zsolt Horváth Czakó**, Elcometal Ltd., general manager.

SZEGED ALSO WISHES TO PARTICIPATE ACTIVELY IN PRESENT INDUSTRIAL DEVELOPMENTS, AND TO JOIN NEW TRENDS MAKING INFORMATION TECHNOLOGY AND AUTOMATION MORE TIGHTLY INTERTWINED.

Several Hungarian medium enterprises are in Szeged including Elcometal Ltd. and GLB Ltd., and Foundry Szeged Ltd.

SINCE ITS ESTABLISHMENT IN 1989, ELCOMETAL LTD. BECAME AN AUTOMOTIVE SUPPLIER WITH SITES IN GYŐR AND SZEGED.

The future development of the automotive industry is supported by the university and the Centre for Vocational Education and Training, the prominent companies in the region and the geographic location of the city.



Approximately 5,000 students graduate from the faculties of the University of Szeged annually, who appear as potential workforce on the labour market.



In the district of Szeged **29.5%** of registered job seekers have at least elementary school, **26%** skilled worker, **23%** vocational school qualification, **11.5%** graduated from high school, meanwhile the rate of those who have university or college degree is **10%**.

LABOUR MARKET DATA OF SZEGED AND ITS NEARBY DISTRICTS

(Hungarian Central Statistical Office, 2016.)

Economically Active Population (15-74 age)	Unemployment Rate
189,000	4.1 %
Number of Registered Job Seekers	
7,425	
Number of Job Seekers by Educational Level	
Elementary school or lower	Manual or skilled worker
2,204	1,922
Vocational school	High-school graduates
1,684	848
College/university degree	
767	

THE ECONOMIC STRUCTURE OF THE CITY PROVIDES A STABLE EMPLOYMENT RATE FOR ITS INHABITANTS.

Thanks to the central role of Szeged, about half of the county's population work at the county seat.

A healthy symbiosis has emerged between Szeged and its nearby districts, providing stable employment. A possible labour demand can be easily resolved by people commuting from smaller settlements or neighbouring towns e.g. Hódmezővásárhely, Szentes, Kistelek, Mórahalom and Makó, or even from the neighbouring countries of Romania, Serbia, thanks to the proximity of the triple border.

The sectoral distribution of those employed shows that nearly 50 per cent are employed in publicly financed institutions, and over 28 per cent in industry and trade. Public health, education and public administration have great importance in employment due to the fact that public health and higher education institutions provide services over city and county borders, and also because the city is the centre of the Southern Great Plain Region.

Number of language exams	basic	intermediate	advanced
English	198	5,309	1,304
German	69	1,419	402
French	21	117	52
Italian	18	113	32
Spanish	23	111	68
Russian	4	41	24
Latin, Ancient Greek	4	75	3
Serbian	4	578	585
other East-Central European languages	4	115	78
Esperanto	3	30	19
other	4	41	16

(University of Szeged, Number of language exams, 2016)

LANGUAGE PROFICIENCY

3,500 foreign students attend the university on all educational levels

68%

of graduates has good command of English

40%

of graduates speaks at least one foreign language at a professional level

15%

of graduates speaks at least two foreign languages at a professional level

LANGUAGE TRAINING SHOWS DYNAMIC GROWTH IN THE CITY.

The number of institutions offering secondary and tertiary language trainings is increasing, now five dual language schools and one International Primary School operate.

THE INTELLECTUAL CAPITAL, THE 'KNOWLEDGE BASE' OF SZEGED IS EXCELLENT. THE KEY ADVANTAGE OF THE CITY FOR INVESTORS IS THE AVAILABILITY OF QUALIFIED LABOUR FORCE AT A REASONABLE PRICE WHO ALSO SPEAK SEVERAL FOREIGN LANGUAGES.

Great number of the institutions offer secondary and tertiary language trainings where students can continue their studies in English, French, German, Italian and Spanish. As for the qualification level, Szeged has nationally outstanding indicators.

The **Szeged International Primary School** was opened with one preschool group (school preparatory), and 1st to 4th grade classes in September, 2017. They use the teaching programme of the International Primary Curriculum. There are two English-Hungarian nursery-schools in the city, one of them also receives a nursery group.

The **Confucius Institute** in Szeged was opened in the autumn of 2012 as a result of the cooperation of the University of Szeged and the Shanghai International Studies University supported by Hanban (Confucius Institute Headquarters). For those interested in learning Chinese as a foreign language, the Institute offers language classes taught by professional Chinese language teachers, also with emphasis on learning the Chinese culture.

Almost 40 per cent of those actively employed speak at least one foreign language at advanced level in the city. English, German, French, Italian and Spanish are spoken most frequently.

Due to health training, many learn Latin; in addition, Russian, Romanian, Slovakian, Ukrainian, Greek and Serbian are also spoken by the nationalities living in the county or in the border zone.

Almost every faculty of the University of Szeged offers foreign language training at bachelor, master, undivided and doctoral training levels, thus approximately 3,500 foreign students study in the city.

Thanks to the advanced level and high reputation of foreign language training established three decades ago, students arrive in Szeged from more than 110 countries of the world, including the **USA, Germany, Belgium, France, China and Japan**, which makes city life vivid and colourful.

Considering instructors teaching in foreign languages, student exchange programmes and international research collaborations, both academic training and research activity are at international level.



THE RECOVERY OF THE REAL ESTATE MARKET HAS A POSITIVE INFLUENCE ON SZEGED AS WELL.

Among premises for sale or to let, there are modernized office buildings satisfying high quality needs. Several sites with lost function owned by the local government are offered for sale or rent which can be excellent locations for businesses after refurbishment.

Several investments have commenced in the city which make class "A" offices available in Szeged soon.

In May, 2016 the Futureal Group has started the construction of its first office building in the countryside. The office building of 6,600 m², SZGD Innovation Incubator was built by the riverbank of Tisza, close to the city centre. Further developments are expected in the near future.



Local real estate agencies offer several sites adequate for greenfield and brownfield investments in Szeged and nearby.

We know that one of the most important issues for investors is to find a proper location, therefore **Szeged Pólus Development Non-profit Ltd.** helps investors find the perfect site meeting their needs.

SITE PRICES

Residential Site

Centre	200 - 400	EUR/m ²
Outskirts	40 - 100	EUR/m ²
Periphery	10 - 25	EUR/m ²

Industrial Site

Outskirts	25 - 50	EUR/m ²
Periphery	10 - 25	EUR/m ²

FLAT PRICES

Private Flat	500 - 1,650	EUR/m ²
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RENTAL FEES

Flat	4 - 10	EUR/m ² /hó
House	4 - 10	EUR/m ² /hó
Office of high quality	8,5 - 14	EUR/m ² /hó
Moderate office or needing renewal	4 - 7	EUR/m ² /hó
Flat office	4 - 10	EUR/m ² /hó

OFFICE DEVELOPMENTS

Growing number of category „A” office building developments

40,000 m²
new area up to 2018

200,000 m²
total office area

AWARDS AND RANKINGS FOR SUSTAINABLE ENVIRONMENT

2003 EUROPA NOSTRA AWARD FOR THE CITY CENTRE RENEWAL

2009 PRIZE OF THE EUROPEAN CLIMATE FOUNDATION FOR ENVIRONMENTALLY FRIENDLY URBAN DEVELOPMENTS

THE CITY CARES FOR ITS ARCHITECTURAL AND NATURAL VALUES.

SZEGED IS A CITY WITH ONE OF THE MOST EXCELLENT GEOTHERMAL POTENTIALS IN THE COUNTRY. THE EXTRACTION OF THERMAL WATER HAS BEEN GOING ON FOR DECADES, AND IT IS USED PARTLY FOR ENERGETICAL AND PARTLY FOR BALNEOLOGICAL PURPOSES.

NOWADAYS EXPLOITING THE CITY'S WATER SOURCE, THE THERMAL ENERGY HAS A MORE EMPHASISED ROLE IN DISTRICT-HEATING. A GEOTHERMIC SYSTEM IS GOING TO BE BUILT, SUPPLYING 25,000 FLATS, WHICH IS THE SECOND LARGEST DISTRICT-HEATING SYSTEM AFTER REYKJAVÍK.



It is important for Szeged to establish and develop a selective waste collection system. 98.1 per cent of the households are integrated into the waste collection activity.

THE CITY PLACES GREAT EMPHASIS ON THE DEVELOPMENT OF SUSTAINABLE AND ENVIRONMENT-CONSCIOUS TRANSPORT: WITH NEW, LOW-EMISSION VEHICLES, INFRASTRUCTURE BASED ON SOLAR ENERGY, MODERN STOPS, IT SOLUTIONS FOR INTELLIGENT PUBLIC TRANSPORT.

Supporting bicycle culture, nearby settlements are integrated into the circulation (Sándorfalva, Algyő, Sziksós-Bordány). Developments are carried out in the city centre and in the districts of Tarján and Újszeged in order to make bicycle transport safer.

THE UNIVERSITY OF SZEGED IS A LEADING RENEWABLE ENERGETICS USER

The University of Szeged has a remarkable role in the research and use of alternative energy, namely solar energy and geothermal energy in the region, and in training young generations to be environment-conscious and be open to economize on fossil sources.





THE
VIVID LIFE
OF
SZEGED



THE THERMAL WATER OF SZEGED PROVIDED A UNIQUE OPPORTUNITY TO ESTABLISH A BATHING CULTURE WITH RICH VARIETY. ONE OF OUR OUTSTANDING RESOURCES IS THE WATER OF THE ANNA AND DÓRA WELLS RATED AS MEDICINAL SPRING WATER.

The water of the **Anna well** is now used primarily for bathing in the renowned and refurbished **Anna Spa**, where a balneotherapy centre has been established. Szeged is a true bathing city with its bathing facilities and hotels with services for medical tourism.

The city also has quality infrastructure for water sports where competitors can appear in front of a full house.



Napfényfürdő Aquapolis Szeged

Capacity

3,000

Size of the pools' water surface

4,400 m²

Length of waterslides

1,000 m



SZEGED ZOO

The Szeged Zoo has the largest area in the country among zoos, it lies on a 43-hectare (106-acre) national park with a forest and lakes. The **Szeged Zoo** welcomes its visitors all year around. Another well-established pride of the city, the **Botanical Garden**, established in 1922 by the University of Szeged, offers nice programmes to nature lovers.



The kayak-canoe and rowing sports centre called Count István Széchenyi on the Maty stream has become well-known all over the world as the location of several European and world championships and world cup series.



SZEGED'S EVENTS ATTRACT THOUSANDS OF VISITORS INTO THE BEAUTIFUL AND RENEWED CITY CENTRE.

ORGAN CONCERTS IN THE SZEGED DÓM
INTERNATIONAL FOLK DANCE FESTIVAL
THE YOUTH DAYS OF SZEGED
EVENTS ON SZEGED DAY
SZEGED WINE FESTIVAL
CHURCH MUSIC WEEKS
SUMMER EXHIBITION
CITY HALL EVENINGS

A WIDE VARIETY OF PROGRAMMES ENRICH THE CULTURAL LIFE OF SZEGED.

One of the most popular attractions of Szeged is the Open-Air Festival seating 4,000 people with the famous Szeged Dóm in the background of the stage. Performances attract thousands of visitors from year to year.

Szeged is definitely a European festival city. The flagship of these events, the climax of the festival season is the **Szeged Open-Air Festival**, which celebrated its eighty-fifth season in 2016.

The literary past of the city is also unique. Its two exceptional libraries, the **Somogyi Library** and the famous university public collection have served public education and scientific work for a long time.

There is an abundance of programmes throughout the year: beer and wine festivals, the Bridge Fair on Szeged Day, Jewish Cultural Festival and several other cultural and gastronomical events. The THEALTER Festival is organized once a year in the Old Synagogue. Here Hungarian contemporary and experimental theatres could introduce themselves in the last three decades.

The **Szeged National Theatre** with one of the largest budgets in the country has three sections and offers one of the best repertoires. The music life of the city is globally renowned. Besides the theatre, the **Music Academy** and the fourth biggest synagogue in the world, the **Szeged Synagogue** awaits concert-goers.

The new gem of Szeged's culture, the **Regional Arts Centre (REOK)** is in the renewed Art Nouveau palace. The aim of the institution is to show the widest possible portfolio of universal and European culture.

The **Ferenc Móra Museum** is one of the most visited museums in the country where excavation, find saving, scientific analysis and publicity activities are performed at an international level. Besides permanent exhibitions, several fine arts exhibitions are organized in this visitor-friendly museum





SZEGED IS COMMITTED TO MAKING THE CITY A GREAT PLACE TO LIVE. IT IS AMONG THE TOP THREE MOST DEVELOPED CITIES OF COUNTY RANK.

The construction of the 265-bed clinic wing of the University of Szeged was completed at the beginning of 2015, together with a new medical instrument procurement of HUF 4.2 billion.

BANK SYSTEM

12 financial institutions operate
23 branch offices in Szeged.

The total budget of the electric public transport development project is
HUF 30 billion which will be followed by another subsidy of
HUF 10 billion.

One of the seeded territories of Smart City developments is **Cashless City toolkit** that offers city services with cashless payments in several fields (public transport, utility fees, tourism, hospitality).

SMART CITY PROGRAMME

The SMART CITY PROGRAMME was elaborated in 2016 in accordance with the aims of the European Union. The objective of the programme is to support the community with new, "smart" solutions using modern ICT devices in almost all fields of city life – health care, education, public administration, tourism, culture, transport, economy.

There are four modes of cashless payment in the frame of Cashless City services in Szeged:

1. Online (school catering, utility invoices)
2. Credit card: in case of transactions of greater value (e.g. renting fee)
3. Touch-card: in case of quick transactions of less value (e.g. transport)
4. Prepaid card (at festivals)

PUBLIC AND BICYCLE TRANSPORT

Our aim is to develop sustainable means of transport, including bicycle and public transport. The electric public transport of the city has been under modernization for eight years from significant European Union subsidy. New bicycle roads and special bike & ride facilities have been built; and intersections have been reconstructed with public transport priority. Szeged in cooperation with 11 employers received a subsidy of EUR 3 million to support the employees to reach their working places in a sustainable and environment-friendly way.

Besides public transport, the city considered a safe bike transport infrastructure important to develop as the number of people using bicycles is outstanding nationwide. The aim of these developments was to create a sustainable and attractive transport system, offering a viable alternative to private car usage in the long run.

LOCAL MEDIA AND COMMUNICATIONS

Two local commercial television stations, plus one radio station operate in Szeged in addition to some online news sites. One city daily paper (Délmagyarország) and several local cultural journals are published in the city.

HEALTH CARE

Szeged is a regional health care centre, and the University of Szeged is responsible for patient care in the region. One of the largest outpatient clinics is in the city, together with several private clinics, thus a high quality patient care is provided.



» Because Szeged is an outstanding regional centre of tertiary education, health care and research activity with a knowledge concentration of international importance.

» The demographic balance of the region is positive, its accessibility is excellent from Budapest by road or rail, and it is an international distribution point.

» The university of the city offers a favourable structure for collaboration and cooperation (innovative centre).

» The population is trained above the average. High quality training background, tertiary education of engineering, informatics, biology, and medicine are available.

» Several sectors with great growth potential are present here, e.g. ICT, life science and laser, together with numerous related basic and applied research projects.

» Event and conference tourism attracts visitors internationally. Many people visit the spas, the Open-Air Festival, the Youth Days of Szeged as well as the Szeged Wine Festival, etc.

» Szeged is only one and a half hour drive from the Ferenc Liszt International Airport on the M5 Motorway.

» Szeged is the only city in the countryside that lies at the intersection of two high-traffic motorways.

» Prominent ranking reached on international price-value ranking lists (Trivago TOP 5 in 2014, TOP 2 in the European Union).

» There is a favourable environment with leafy suburbs and high safety. You can find all the advantages of a big city without any of the disadvantages.

» Szeged is the only Hungarian city that shares borders with two countries whose settlements can be easily reached on motorway.

» The brands of Szeged with national and international reputation are the following: Nobel laureate scientists, Pick salami, Szeged red pepper, Makó onion, Szeged Open-Air Festival, Ópusztaszer, Alföldi Ceramics, the Olympic Centre of Szeged for kayak-canoe and rowing sports.

» The University of Szeged is the 88th greenest university in the world, 1st in Hungary (a strong attitude- shaping force locally).

» It is among 'open to the world' cities in national comparison, and it is also open to collaboration.

» It is a county seat with a wide variety of cultural attractions. Szeged is among the top three most developed cities of county rank.

» Szeged is constantly striving for transparent operation. The city cooperated with Transparency International in the screening of city companies.

INVESTMENT PROMOTION PARTNERS OF
SZEDED PÓLUS NON-PROFIT LTD.

Hungarian Investment Promotion Agency – HIPA

The Hungarian Investment Promotion Agency (HIPA) was established under a Government Decree to provide professional help to foreign companies intending to invest in Hungary. HIPA seeks and maintains contacts with potential investors, assisting them in preparing and implementing strategic decisions, as well as providing post-decision support and encouraging their intentions to re-invest. HIPA offers company and sector-specific consultancy, organizes professional events and site visits, and recommends locations. HIPA also acts as a mediator between large international companies and Hungarian SMEs to facilitate supplier relationships. HIPA is a non-profit organization.

Web: www.hipa.hu

Chamber of Commerce and Industry Csongrád County

The Chamber is devoted to promoting the development and self-organization of the economy, to establishing and maintaining the security of business turnover. In addition, it is dedicated to satisfying the high quality expert demands of the economy, first of all through operating the dual vocational training system by fulfilling a coordinating role.

The Chamber of Commerce and Industry hosts the local office of the **Enterprise Europe Network**, which provides a wide range of business development services for enterprises free of charge. Through its business and innovative partner searching services, it provides support for enterprises in operating more competitively on foreign markets.

Web: www.csmkik.hu

Real Estate Managing and Trustee Company

The main activity of the company is the operation and utilization of flats, premises and real estates in the property of Szeged of County Rank. It can play an important role in establishing the infrastructure necessary for enterprises.

Web: www.ikv.hu

County Government of Csongrád

The County Government of Csongrád represents the regional development and coordination activities of TOP (Territorial and Settlement Development Operative Programme), the government is committed to the economy development of the county. Its aim is to fulfil the gap between international and local investment incentive processes. That's why the government launched its investment activity in the county in 2017. Good partnership was established with HIPA, county chambers and all the 60 settlements of Csongrád county. The common task is to put Csongrád county on the international and national investment map.

Web: www.investincsongradcounty.hu

The University of Szeged

Inseparably from education, the University of Szeged is dedicated to conducting internationally competitive research work. The aim of the institution is to remain the prestigious, international level R&D centre of the country serving science and society alike. The tasks of the Directorate for R&D and Innovation in the University of Szeged include the management and publicity of innovation activities and industrial relations, furthermore the building, managing and utilization of the intellectual assets portfolio of the university. The Directorate provides a one-stop shop service and accessibility to support effectively the collaboration of the university and the industrial partners. The objective of the Directorate for R&D and Innovation is also to offer research capacities of the University of Szeged to industrial partners, to promote research cooperation and tender projects, and to support the industrial utilization of research projects.

Web: www.u-szeged.hu

Web: www.inno.u-szeged.hu

Szeged Centre for Vocational Education and Training

The Szeged Centre for Vocational Education and Training was established by the Ministry of National Economy in 2015, as one of the 44 centres created in the country. Its main task is to offer special high school, secondary technical and vocational school training as well as adult education. It covers the demand of Szeged with its 11 vocational schools. Alongside the cooperations with 1,200 organizations and companies, „B” type trainings are continuously developed based on the demands of the labour market.

Web: www.szakkepzesszeged.hu

SZEGED PÓLUS DEVELOPMENT NON-PROFIT LTD. IS AT YOUR SERVICE

Dear Partner,

Szeged Pólus Development Non-profit Ltd. was established by the Local Government of Szeged of County Rank. Through our wide network of contacts in the public and private sectors, we provide investors with expert support for investment decisions.

Supporting your investment decisions we provide the following services free of charge:

- » One-stop shop service: a colleague is at your service to answer any of your questions.
- » City information package: upon request, we compile a tailor-made information package.
- » We help you find and select the ideal location.
- » In cooperation with the Departments of the Local Government, we assist you in managing licensing procedures.
- » We facilitate the strengthening of relations between companies and higher education. We organize visits and meetings between enterprises and university faculties on request.
- » We assist you in applying for the local subsidy program of the Local Government (Government Decree 52/2017 (XII.19.)).
- » We support your HR selection. In close cooperation with the University of Szeged, we help you reach the required labour force. The Labour Office of the Csongrád County Government Office provides you with data on registered job seekers.

Szeged has an attractive investment environment that successfully competes not only with Budapest but also with other capitals or Hungarian cities.

We are happy to be your partner.
We are glad to be at your disposal.

Zoltán Csanádi
Managing Director

www.investinszeged.hu

SZEGED Investing Guide



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