

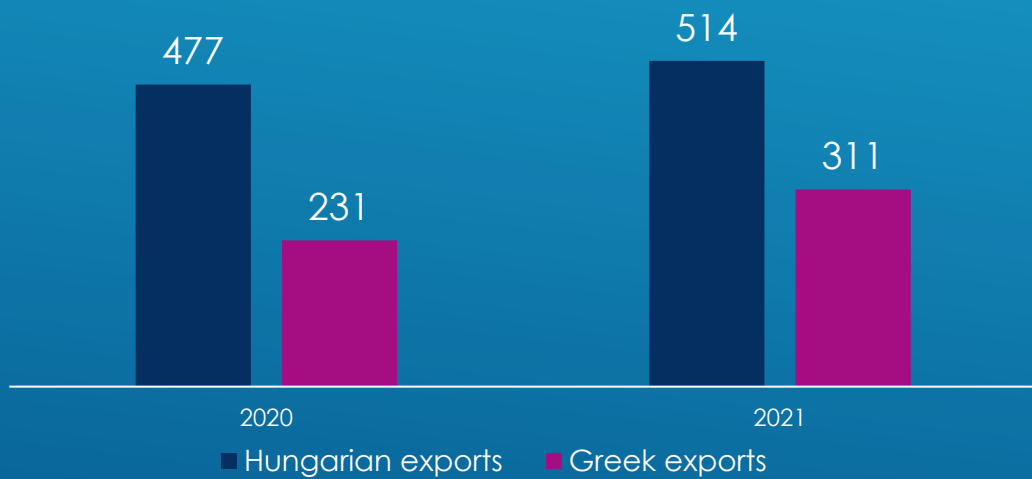
# Discover Hungary

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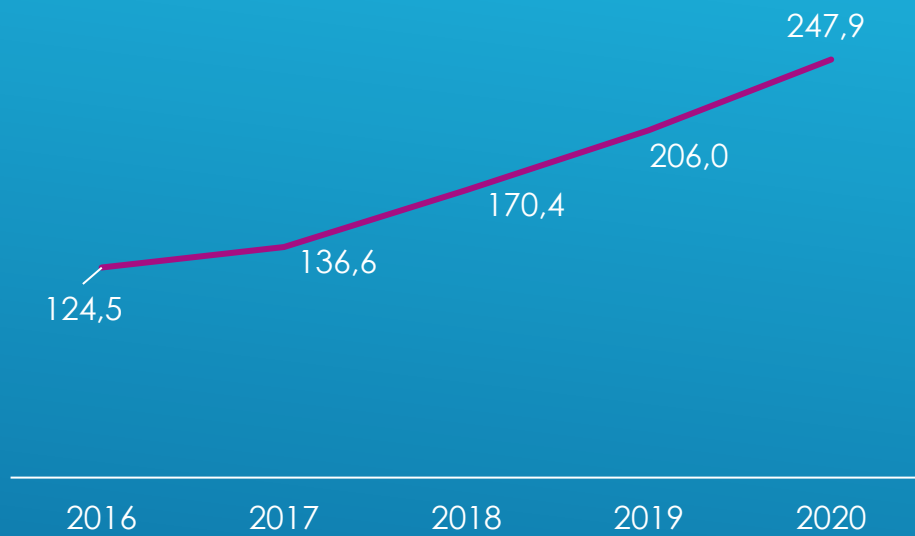
### Exports in mil.€ - 2020



### Exports - January - November 2020-2021



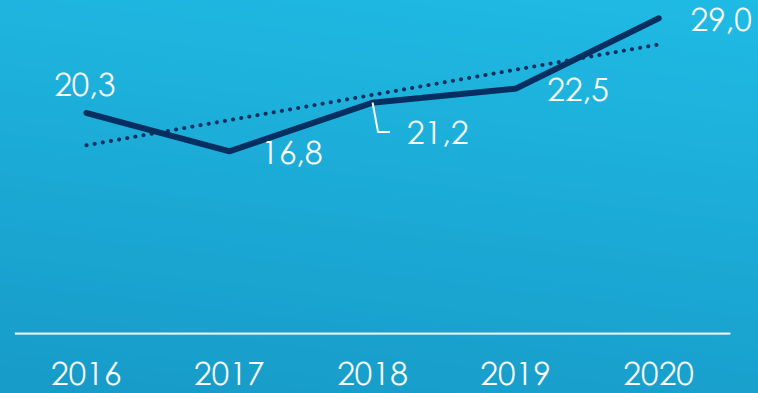
## Greek exports to Hungary mil.€



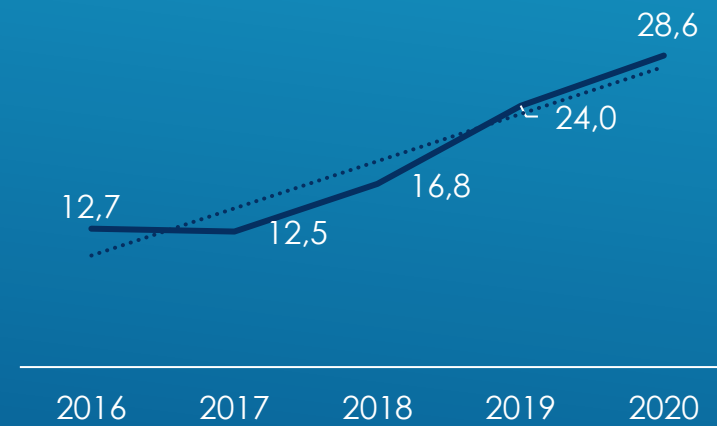
## Earphones



## Fruits - nuts



## Pharmaceuticals

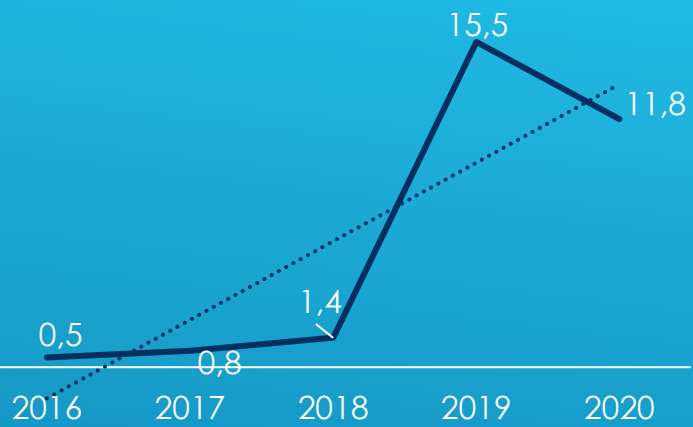


Greek exports  
in mil.€

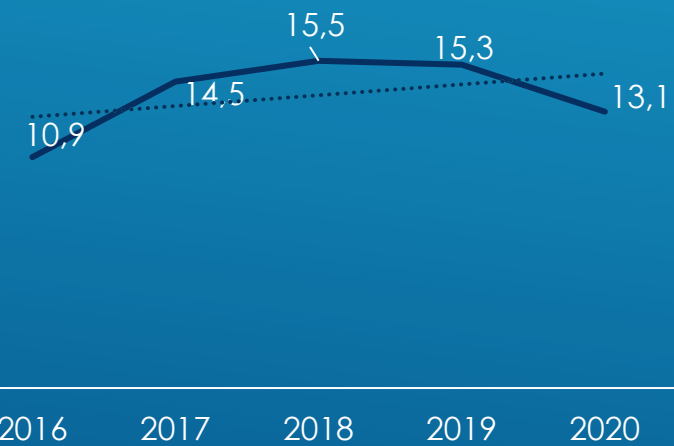
## Aluminum products



## Apparel



## Machinery



Greek exports  
in mil.€

## Most promising Greek sectors:

- Industrial products
  - electric devices
  - aluminum products
  - copper pipes
  - wires
- Pharmaceuticals
- Agro-food sector
  - fresh citrus fruits
  - canned peaches
  - olive oil – olives
  - gourmet products

Greek investments in Hungary: over 300 mil.€

Hungarian investments in Grece: just one, hotel in Athens

Greece is 2<sup>nd</sup> most popular tourism destination

360 thousand Hungarians visited Greece in 2019

Positive effect for Greek exports



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Positive effect for Greek exports from tourism

Hungarian consumers are positive towards Greek products

- ▶ Success stories by sector are companies producing/exporting high quality brands with global awareness like Coca Cola 3E
- ▶ Completely innovative products (brands) combining high end technology and competitive prices like Alumil, Kleemann
- ▶ Production of certain industrial products aiming to special categories of companies like P & K Chemicals, Bralco
- ▶ Consumer products (brands) which apart from their excellent packaging use the most pure completely natural ingredients  
APIVITA

## Entry to the Hungarian market

- Thanks to the sound business environment market access is not difficult especially for EU companies
- First step to get informed about the market characteristics
- Prepare your visit in Hungary (Our Embassy Office ECA can arrange business meetings according to your interest)
- Communication (language) issues can be easily settled
- Check the profile of the potential partner and of course visit the facilities /warehouses/central offices
- Extroversion consists a crucial priority for Greek economy so all competent Authorities (MFA EG SEV SEVE ACCI) as well as Greek Embassies/Offices ECA abroad, are always at your disposal

▶ Thank you for your attention

