

# Future Hungarian Multinationals

GINOP -1.1.4-16

**SZÉCHENYI** 2020



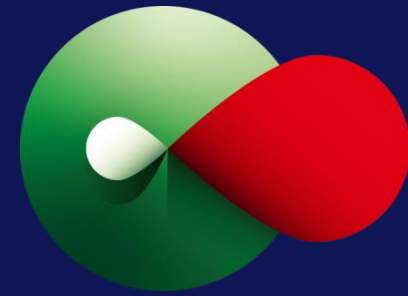
HUNGARIAN  
GOVERNMENT

**European Union**  
European Regional  
Development Fund



**INVESTING IN YOUR FUTURE**

# The program is designed for the present champions of growth, the Hungarian “multinationals” of the future



1. Support of high growth potential companies in their next phase of development



3. Assistance in entering export markets

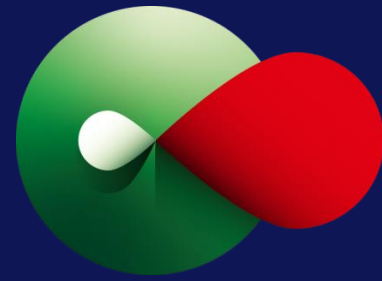


2. Contribution to added value by developing own products, services and branding



4. **Creation of long-term partnerships.**

# The Future Hungarian Multinationals targets high growth businesses



Businesses that satisfy the following criteria are eligible to participate in the Program:

- qualify as **micro, small or medium-sized businesses**;
- have concluded at least **four complete financial years**;
- **have at least 5 employees**;
- **have achieved sales revenue of at least HUF 100 million.**

In addition, they shall satisfy the following criteria in terms of net sales revenue:

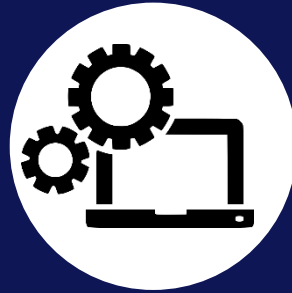
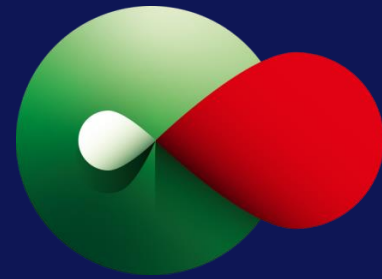
- medium-sized companies are required to show a **20 percent average annual growth rate** in sales revenues  
for the prescribed period (2014-2017 for Round I and 2015-2018 for Round II)
- micro and small businesses are required to show a **100 percent average annual growth rate** in sales revenues during the prescribed period (2014-2017 for Round I and 2015-2018 for Round II)

**OR**

In terms of their net export sales revenue, they shall satisfy the following criteria:

- **an annual average growth rate of 50 percent** in terms of net export sales revenue and higher than zero average growth rate in net annual sales revenue during the prescribed period (2014-2017 for Round I and 2015-2018 for Round II)
- **net export sales revenues for 2018 of at least HUF 50 000 000** (Round II).

# We offer specialist professional support in five areas to achieve growth targets



**Technical, product and service development**



**Brand and image building**



**Strategic and financial consultancy**

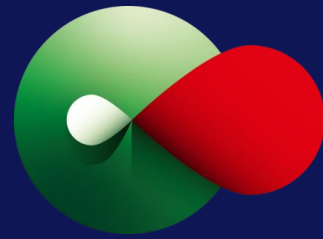


**HR, organization and workflow development**

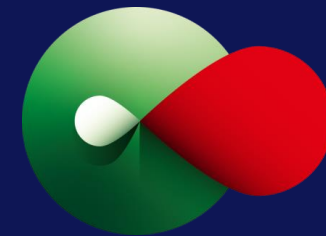


**Entry into export markets**

# We support companies in attaining their individual customized development packages

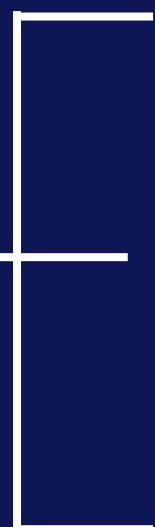


# Substantial development resources are available to participating companies



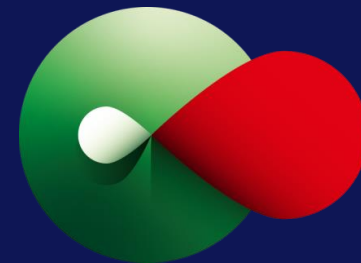
## Future Hungarian Multinationals I (GINOP 1.1.4)

- Defining target group
- Conducting management interviews
- Corporate diagnostics and preparing customized development plans
- Corporate pre-qualification process
- Assessment, analysis



Name of program	Short description	Funding (anticipated)	Per company
<ul style="list-style-type: none"> <li>▪ <b>Hungarian Multi Program II (GINOP 1.1.8)</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Use of certified specialist service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ HUF 1 billion</li> </ul>	<ul style="list-style-type: none"> <li>▪ HUF 2-36 million</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Hungarian Multi Program III (GINOP 1.1.7)</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Complex development (specialist service providers, technology and infrastructural developments)</li> </ul>	<ul style="list-style-type: none"> <li>▪ HUF 13.2 Billion (funding increase in progress)</li> </ul>	<ul style="list-style-type: none"> <li>▪ HUF 50-340 million</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Professional assistance for exports (GINOP 1.3.7)</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Customized export market consultancy and foreign market entry opportunities</li> </ul>		

# Preliminary assessment and evaluation by Panel of Specialists



The 7 member Expert Committee of GINOP 1.1.4-1.6 Future Hungarian Multinationals I will make majority vote decisions on the engagement of fifty companies which match the program's objectives. The primary assessment criteria are (1) the level of competence within the company and (2) the extent to which the development concept matches the program's objectives.

## 1 Corporate competence criteria:

- Strategic management experience
- Management and organizational structure
- Definition of HR motivational tools
- Use of quality management systems
- Market knowledge
- Definition of competitive advantages
- Product, technology, marketing and organizational development activities

**Maximum 100 points.**

## 2. Corporate development concept criteria:

- Suitability of envisaged developments for
- international growth, internationalization
- The extent to which envisaged developments are aimed at own product development and own brand building
- The extent to which envisaged developments lead to innovation, digitalization, automation, higher added value
- Assessment of implementation time-frame and novelty value of envisioned developments and their relationship to corporate strategy

**Maximum 100 points.**



# FUTURE HUNGARIAN MULTINATIONALS