

ALX HUNGARY



## Activity Report 2017



P O L A T

PROMOTION OF

**108**

HUNGARIAN  
COMPANIES



ALMOST

**900**

COMPANY  
VISITS



YEARLY

**30**

EXHIBITION  
VISITS PER  
OFFICE



CATCHING  
AVERAGE OF

**10**

IMPORT  
INQUIRIES  
PER MONTH

STRIKING  
FIGURE OF

**7200**

CONSULTATIONS  
WITH POTENTIAL  
BUYERS

VALUABLE SECTOR  
AND MARKET  
INFORMATION  
OF MORE THAN

**300**

PAGES PER  
MONTH



# TABLE of CONTENTS

## 1.

### ALX HUNGARY



Page 10. Messages

Page 13. History

Page 14. Offices&The Team

## 2.

### TRADE PROMOTION



Page 16. Market Research Reports

Page 20. Company Visits

Page 24. Business Opportunity Inquiries

Page 25. B2B Organizations

Page 26. Conferences and Exhibitions

Page 28. Visits to Chambers and Associations

Page 30. Advertisements

Page 32. Local Webpages

Page 34. Social Media



# 3.

## COUNTRY VISIBILITY & PROMOTION



Page 36. Visits to governmental  
bodies, institutions and  
organizations  
Page 38. Media Visibility and  
Publications

# 4.

## CULTURAL AND SOCIAL ACTIVITIES, SPONSORSHIPS



Page 40.

# 5.

## HIGHLIGHTS OF 2017



Page 42.

## JANUARY



Contemporary Art  
Exhibition in Hungarian  
Cultural Center, Istanbul

## FEBRUARY



Masters of Business  
2017, Budapest

## MARCH



Food Expo  
Greece 2017



## JULY



Minister of State for  
Parliamentary Affairs  
Mr. Magyar Levente  
attended Istanbul  
Chamber of Commerce

## AUGUST



Turkish Journalists'  
visit to Hungary

## SEPTEMBER



Cooperation with  
MUSIAD

# APRIL

# MAY

# JUNE



Participation in ICSG  
2017



Participation in  
International Smart  
Cities Conference



Hungarian His  
Excellency Prime  
Minister Viktor Orban's  
visit to Turkey



# OCTOBER

# NOVEMBER

# DECEMBER



61. Anniversary of  
Hungarian Revolution  
Reception in Ankara



"Water Tales"  
documentary on  
Greek State TV



Sabah Daily  
Newspaper Hungary  
Supplement





**ADNAN POLAT**

Chairman of Polat Holding

Dear Stakeholders,

Hungary is located in a strategic position and due to this geopolitical location it has significant importance for many countries, especially Turkey. Hungary is growing regularly and standing out with a single-digit unemployment rate as one of the ten most open economies in the world according to the globalization index. The country has also opened its doors for new economic and cultural collaborations. In this direction, demonstrating a great performance every year with increasing export figures, Hungary began to focus on the export expansion policies which targets the East and South while Europe is still the main export destination. Regarding the search for new markets for Hungarian export, of course, Turkey carries a special importance, due to the historical and cultural bonds. The economic, commercial, industrial, financial and cultural relations between these two countries, which are all at their peak, are developing and increasing every year.

Our group's relations with Hungary goes back for 30 years and is still increasing with the establishment of ALX Hungary in Budapest. ALX Hungary was established with the aim to develop commercial relations between the two countries and became the representative of Hungarian National Trading House (MNKH) in Turkey. Now, it serves to increase the exports of small and medium-sized Hungarian businesses. Alongside Turkey; Greece, Cyprus and Iran are among the countries in the scope of ALX Hungary supporting the trade between those countries and Hungarian SMEs. Moreover, ALX Hungary provides support with five representative offices in Turkey for Turkish business people considering to invest in Hungary.



Leaving behind a challenging year full of major political, economic and geopolitical issues for both Turkey and the world; our company has efficiently taken important steps for our commercial bonds by offering mutual investment opportunities in both countries. In this context, despite our conjunctural situation, the trade volume between Turkey and Hungary increased significantly and exceeded all the expectations.

ALX Hungary is not only engaged in enhancing trade and investment relations but also in promoting Hungary with its cultural characteristics. As the Chairman of Turkish-Hungarian Business Council of Foreign Economic Relations Board (DEIK), I would like to emphasize that Hungary is also a highly valuable country for investors with its EU membership and its investment potentials in almost every field.

Our company works to develop trade and investment relations in every sector by supporting Hungary's new foreign economic policy. ALX Hungary, supporting the increase of trade volume and investment between the two countries, will continue to work for the target markets of Hungary.

As it has been until now, I wish the bilateral relations between Hungary and Turkey to continue in every field at highest level and in a sustainable way in future as well.



## **GALİP YILMAZ**

ALX Hungary General Manager

Dear Business Partners,

Our company ALX Hungary has been established in Budapest in 2015 to enhance the trade relations of Hungary and Turkey which are two great countries bonded by history and culture. Hungarian National Trading House (MNKH) has been established by Hungarian Ministry of Foreign Affairs and Foreign Trade with the aim of increasing exports of Hungarian SMEs. Our company is the representative of this organization in Turkey, Greece, Cyprus and Iran.

Our goal is to bring these two nations originating from same roots closer with trade and investment. Our main activities are preparing market research reports on sector and item basis, locating Hungarian suppliers for local companies searching for products from Europe, organizing seminars and meetings to increase awareness of Hungarian opportunities and demand for Hungarian products, organizing B2B meetings for delegations, representing and promoting Hungarian companies in exhibitions and trade shows, making the travel organizations and financing the business trips of potential buyers to Hungary, promoting the MNKH-supported exhibitions in Hungary, organizing and financing buyer delegations to visit those exhibitions, and

finally promoting Hungary as a whole through all media channels.

We believe that increasing trade volume begins with nations learning each other's culture and values and people getting to know one another. Bearing this in mind, we are promoting Hungary not only with its trade and investment potentials but from all aspects. To serve this purpose, in 2017 we prepared and financed the publishing of a 24-page supplement in Sabah daily newspaper. The supplement covered Hungary fully in all aspects from trade to investment, and tourism to art. We also organized a photo and video contest in Instagram and prepared a promotional film on Hungary with the contents sent by the contestants. This promotional film reached the Turkish people through many different channels.

Without doubt, our most noteworthy activity in 2017 has been the third meeting of Turkey-Hungary High Level Strategic Cooperation Council in Ankara co-chaired by Turkish PM Binali Yıldırım and Hungarian PM Viktor Orban. As a side event of the HLSCC, we organized Turkey-Hungary Business Forum with the participation of many business people from both countries.

We can say that we left behind a very successful year for the economic and political relations between Hungary and Turkey. Turkish Statistics Organization (TUIK) figures show that the trade volume between the two countries increased 10% and reached USD 2,34 billion. Investment opportunities in Hungary also attracted Turkish business people and around 20 new Turkish investors began talks with Hungarian Investment Promotion Agency, HIPA.

On the other hand, we continue to grow in Greece as well. Alx Greece succeeded very well in 2017. ALX Greece has a wide range of tools in order to fulfil its mission with the utmost efficiency; researching and reporting on market needs, scouting for potential partners that meet specific requirements, organizing meetings and business trips, promoting Hungarian products and services through all available channels, conducting B2Bs and participating in exhibitions and conferences are only a few of them. For example; we launched the 'Business Grove', a platform designed to enhance and support the bilateral cooperation and business development between companies active in "Smart Technologies" sectors (ICT, Urban Development, Agrotech). Overall Hungarian exports to Greece increased by 7% in 2017. In 2018 we will be looking to implement more tailor-made actions towards further developing business relations between Hungary and Greece.

We believe that by discovering the potentials in Hungary, the gate to Europe for Turkish people, commercial and political relations will further develop in many years to come.



## HISTORY

A subsidiary of Polat Holding, ALX Hungary was founded in 2015 under the name "ALX Hungarian Trade Development Center" with the aim to contribute to the growth and the diversification of Hungary's foreign economic relations taking advantage of yet undiscovered opportunities. Having transformed its Hungary-focused structure into an international foreign trade organization in 2016, the company has since then been pursuing its operations under the name "ALX Hungary." Currently ALX Hungary is official representative of Hungarian National Trading House (MNKH) in Turkey, Greece, Cyprus and Iran.



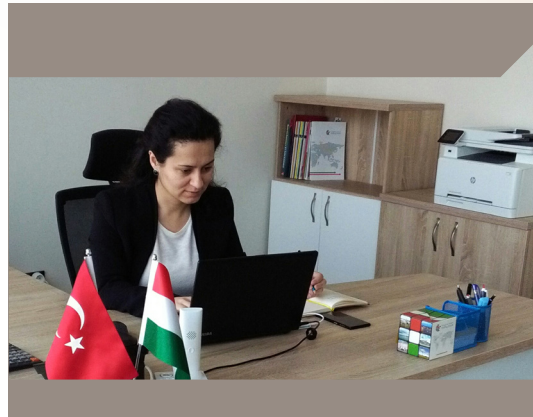
# OFFICES & THE TEAM

ALX Hungary has got 8 offices in 4 countries.

The five offices in Turkey are where all the operations are carried out. The team in Turkey consists of 10 professionals with a total of work experience exceeding 100 years. Turkish team also includes finance and accounting professionals and other support staff.



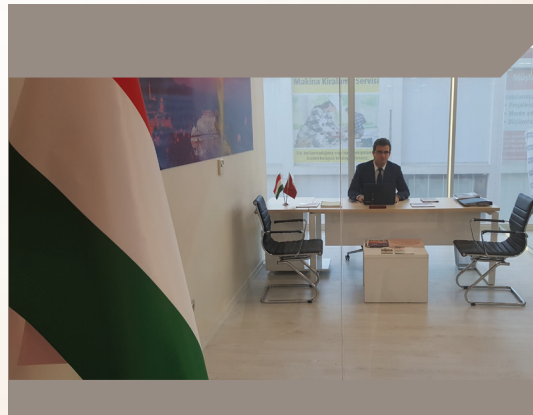
The operational HQ is Istanbul. The office is located in one of the most famous office buildings of the European section of the city, Polat Ofis.



The pearl of the Aegean coastline, Izmir.

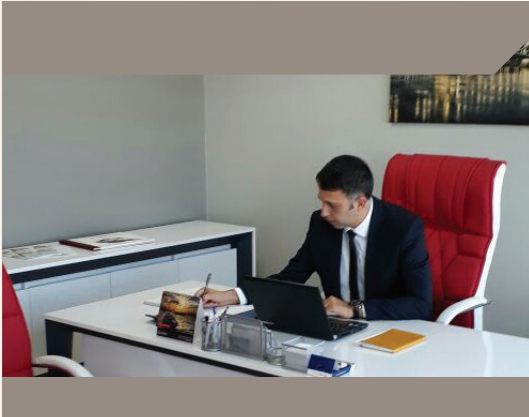


The state capital, Ankara.



The industrial town of Bursa which is the national capital for automotive and textile industries.





And Gaziantep, the largest city of Eastern Turkey.



Another major country of operation is Greece. ALX office is located in Athens, with a satellite office in Nicosia, Cyprus.



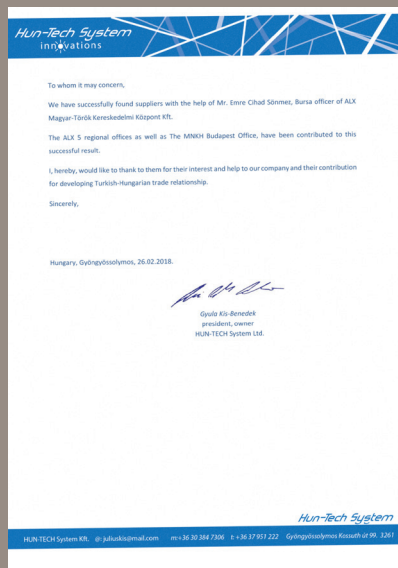
The most recent addition to operational ALX offices is in Tehran, Iran. The lifting of sanctions has opened the doors of a new great world to Hungarian exporters.



The company HQ, located in the most prominent section of Budapest houses the General Coordinator and the central accounting department.

# TRADE PROMOTION

## Market Research Reports



Monthly tasks were completed and submitted. Within these reports, a total of 60 Hungarian companies were serviced either with potential buyer lists or with sector/item specific reports or regulations.

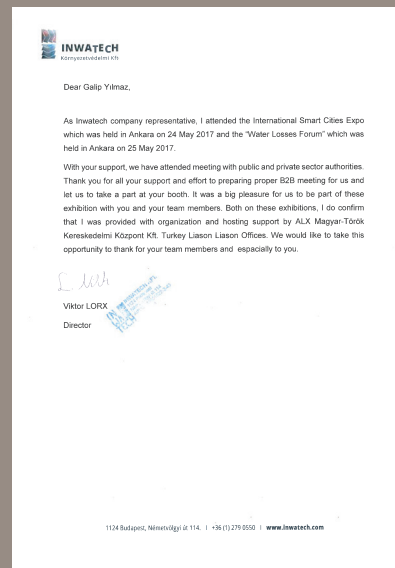
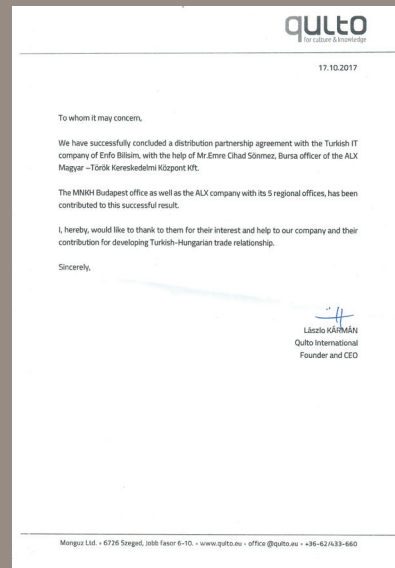
Beres	Cellum	S-Metaltech
Water&Soil	Primus Water	Aquaprofit
Agrometal	Sensomedia	Biosec
Rimoczi	Borsodi Műhely	Flashnet MOM Care
New Energy	Pureco	Agrosense
Gravitas2000	Biopolus	Arundo
Sportkotszer	Hidrofilt	Medicor
Ennosol	Poweros	Swiss Laboratory
OLP Tech	Cubilog	Qulto
eCon	Naturland	AgroQ
KON Sys	MAVIZ	Fliegl
Thermowatt	Innovaster	Teqball
Hagyo	Vitaplus	Comtech
MKSZN	Herbaria	Inwatech
Innomed	Ovupred	HC Linear
DSR	Sampo	G&G Kft.
SGS	Hevesgep	Crystal Nails
AlphaVet	Korospack	Huntech
Dilaco	Safe Laser	Gebauer Pharma
ZKI	M2M	Labtech



Throughout 2017, upon the request of MNKH, ALX carried out below sector and item based research reports:

Green Energy Sector  
Rain Water Recycling  
Arsenide  
Waste Water Management  
Herbal Health Products  
Hygienic Pads  
Light Aircraft  
Green Building Applications  
Telecommunication Sector  
Bottled Spring Water  
Sapling Nursery  
ICT Sector  
Voice Recording Systems  
Copper Wire and Cable

CAE Systems  
Distillation Equipment  
Smart Lighting Systems  
Vehicle Tracking Systems  
Building Automation Systems  
Fizzy Drinks  
Electric Vehicle Charging Stations  
Smart Farming Applications  
Biometric Access Control Systems  
Smart Irrigation Systems  
Agro Technologies  
Nail Art  
Vaccine and Infusion



# TRADE PROMOTION

## Market Research Reports



Monthly work plans were completed.  
56 Hungarian companies were matched  
with related Greek partners.

Abonett	Kometa
Absorice	Kontenerhaz
Alfodi	Lisse
Alphavet	Marathon
Aqvital	Maryker
Biopont	Meat
Buszesz	Merian Foods
Civita	Miksz
Delfa	Mobilbox
Detki	Naturland
Dilaco	NT Kft.
Dr Honey	Obstermanns
Egri Korona Borhaz	Ostorosbor
Eko	Pannontej
Fehér Group	Pannon Tokaj
Felfoldi	Plize Nagy
Fino	Pusztta Kft
Gallicoop Zrt	Rubin Paprika
Grand Tokaj	Sole Mizo
Gremound	Regeweb
Gylahus	Szigetvin Kft.
Herbaria	Taschner Borhaz
Imodifa	Tutti
Intersnack	Univer
Isotec	Vargabor-Varga Pincszet
Jasz-Plasztic	Vitaplus
Kalina	WYW Block
Kaposgep	Yuva

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Sector analysis reports were prepared for:

Breakfast Cereals  
Waste Management Sector  
Healthy and Power Snacks  
Ready Mixes  
Wine Sector  
Supermarket Chains  
Agricultural Technologies  
Urban Development





Monthly work plans were completed.  
29 Hungarian companies were introduced  
to related Iranian partners.

Oros	Manitu Solar
Megosz	WM Systems
Karintia	LD-Agro
ZKI	Archigreen
Hervesgep	Rovitex
Farmgép	Rotte-rövid Cégbemutató
Omikron	Devergo
Innovaster	Elpump
GridSolar	Rekard Hajastechnika
Water&Soil	Contractum Global
Alpha-Vet	Mullner
MKSZN	Devergo
Moonsyst	Solid Oil
Tecdry	Green Solar Equipment Manufacturing
Huniper	

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Sector analysis reports were prepared for:

Solar Industry	Automotive Industry
Fast Food Industry	Tobacco Industry
Pharmaceuticals	Logistics Sector
Medical Devices	Travel Industry

# TRADE PROMOTION

## Company Visits



### **Dönmez Debriyaj, İzmir**

Dönmez is the leading Turkish manufacturer of clutch kits for heavy vehicles. They have a turnover as USD 30 Million. They already have business in after market sector in Hungary. They are also making medium term plans for investment in Europe. We introduced ALX and MNKH and offered them our full support.

### **Balcılar Gıda, İstanbul**

Balcılar is a major importer of natural functional food and food supplements. They were interested in Béres products with ginseng ingredients. Currently, they import from Korea and next year they are planning to try Hungarian products.

### **ACC Otomasyon, İstanbul**

ACC Otomasyon is a reputable company in poultry automation sector. We visited the company and introduced Cubilog. ACC Otomasyon started the cooperation negotiations with Hungarian companies.

### **Trisa, İstanbul**

The company HQ is in Switzerland. Their İstanbul branch office is the hub for their exports to Middle East. They contacted us and inquired for Hungarian porcelain. We visited them to obtain details and we are continuing our search for suitable Hungarian partner. For now, we introduced Hollahazi.



*Dönmez Debriyaj Factory,  
12 January 2017, İzmir*

### İzgi Krom, Burdur

İzgi Krom is a manufacturer of milk cooling tanks. We visited their production facility. They are looking for companies they can cooperate in technology. We introduced Agrometal.

### Kurtsan Holding, Istanbul

Kurtsan is a big company in herbal medicine sector. We visited their office to offer Naturland, Pezomed and Zador. The company is more interested in medical herb extracts. We are still searching.

### Ofis Yem, Ankara

We visited this company for promoting AgroQ. They are in the process of the examining the paperwork. If AgroQ paperwork is suitable for importing to Turkey, the company will start negotiations.

### Enfo Bilişim, Istanbul

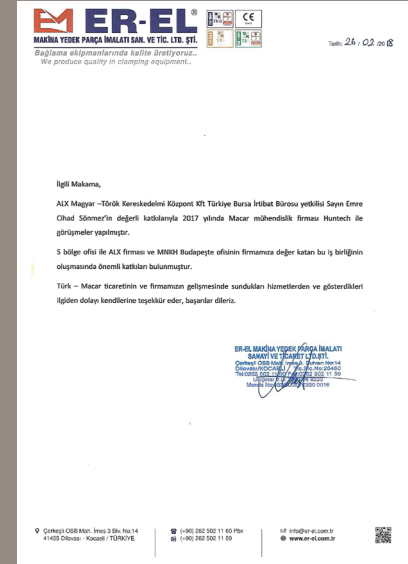
We visited Enfo and introduced Hungarian company Qulto. After a few weeks of meetings and negotiations, they signed distribution agreement in September in Budapest. They already started working on two archive projects.

### Ineva, Bursa

Ineva is a contractor for environmental technologies. We visited their office in Bursa and introduced Invatech. They have potential to cooperate for municipal waste treatment projects.



Qulto and Enfo signature ceremony,  
29 September 2017, Budapest



# TRADE PROMOTION

## Company Visits



### **Datamed**

Datamed is a Systems integration & Consulting Services company that contacted us looking for Waste Management and Informatics technology partners in Hungary. They provide 40% of hospital IT software in Greece and 100% in Cyprus. They are currently researching to develop a dangerous-waste incinerator in Greece. Only one exists at this point. We had a meeting with Mr. Gregory Katsilas to discuss areas of potential cooperation.

### **Mietsel S.A.**

Mietsel S.A. is an Electronic Equipment and Engines-Spare Parts dealer, which also has an organized service station in Athens for all types of vehicles. They are interested in partnering with the Hungarian bus and trucks manufacturers in order to supply the vehicles described in Tenders.

### **Epifaneia Engineering Ltd**

Smart Battery company is a GR family company which was incorporated in 1965. Their main business is to import and distribute products and accessories of the automobile and the renewable energy sectors in the Greek market. We introduced them to Jasz-Plasztik.

### **Optima SA**

OPTIMA is a dairy company founded in 1974, with a substantial growth over the years. Material and contacts were given for the companies Sole Mizo, Savenzia & Alfoldi. Resulted in a successful cooperation with Sole Mizo.

### **Eurofood**

They are representative agents working on commission basis in the dairy and meat industry in Europe (France, Holland, Germany). They came in touch with Sole Mizo and were very interested in Pannontej, who they established contact with and reached the final round of discussions for initiating cooperation. Also interested in Bonafarm and got in touch with them.

### **Cosmotrade S.A.**

They are looking for suppliers in concentrated juices, syrups, fruit juices (not concentrated), iced tea in cans and bottles, agave syrups, protein bars, healthy bars, etc. They found points of agreement with Yuva and plan on visiting them in Hungary.





#### **Sam Arian Machine Co.**

This is an agriculture machinery manufacturer and importer which we got introduced by Iran Agriculture Machinery Manufacturers Association (ATMAK).

ALX supported them to attend Agromash exhibition and communicate with Hungarian participants in order to find partners for their requirements. Sam Arian Machine Co. is proceeding initial rounds of negotiations with Hungarian companies.

#### **Test Sanat Co.**

Test Sanat is a private company active in supplying machinery, equipment and technical consultancy to regional waste water companies, oil, gas, and petrochemical industries as well as to mining companies and municipal service operators.

Our relations with Test Sanat Co. started after a meeting at Watex (International Water and Waste Water Exhibition in Tehran) and they are seeking a Hungarian supplier for water jet, Eco-Combi, filter press, CCTV, vacuum loader and pipe plug which we are trying to find with MNKH.

#### **Samehara Co.**

Samehara Co. which is known as the most successful SAP team in Iran, has committed personnel & professional people who have over 11 years of experience in SAP implementation and support of SAP projects. When we found out that they were willing to cooperate with Hungarian SAP companies, we introduced NetLife Co. These two companies are in the final rounds of discussion for initial cooperation and we think their cooperation will start in near future.

#### **Shahr Yad Abadis Co. (SYA)**

This company was established in 1991, active in the field of consultancy and design. Since 2005 this company participates in construction tenders as contractor. ALX Iran offered Hungarian suppliers for parquet and wallpaper. After numerous phases of negotiations, they have reached an agreement with Hungarian company BEFAG.

#### **Jamaran Co.**

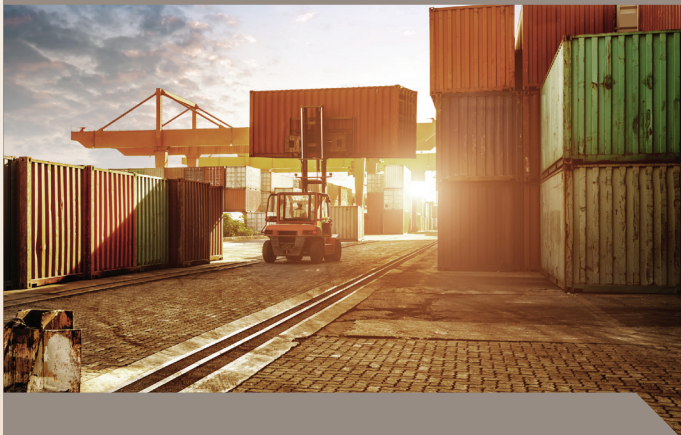
This is a company active in agriculture and farming industry. They wished to cooperate with Hungarian seed manufacturers. We introduced 3 Hungarian seed manufacturers. Currently these companies are in the phase of negotiation and we expect them to start business soon.

#### **Khoshe Tala Co.**

Khoshe Tala Co. was looking for waste oil to be used as an alternative for gasoline. After meeting them through Iran Chamber of Commerce in Tehran, we obtained further details of their requirement and introduced 3 Hungarian suppliers and they are at the initial phase of negotiations.

# TRADE PROMOTION

## Business Opportunity Inquiries



Throughout the year, we have identified numerous market opportunities in Turkish, Greek and Iranian markets for Hungarian companies and have asked MNKH to provide us with information on companies that would be interested to investigate these request.

- Bulk corn for semolina flour production
- Crude glycerin and fatty acids
- Zinc ingot, copper cathode and lead ingot
- Hospital information system
- Prefabricated houses
- Batteries
- Bathroom accessories
- Sunflower oil, sugar, corn
- Scrap paper/cartons
- Wooden barrels for wine
- Industrial kitchen equipment
- Seeds
- Agricultural machinery
- UCO & Bio Diesel
- Wall paper
- Parquet



ALX Hungary trade coordinators have used every opportunity to organize B2B meetings for or on behalf of Hungarian companies. Some of these organizations are:

- Organized and financed B2B meetings and MNKH participation to International Istanbul Smart Grids and Cities Congress and Fair. We arranged 26 meetings between MNKH sector expert and Turkish companies.
- Organized and financed participation to International Smart Cities Conference in Ankara. We organized meetings with all major metropolitan municipalities for Hungarian companies Inwatech, Flashnet and Hidrofilt.
- Organized and financed business trip for Turkish buyer Prodem to Budapest and arranged B2B meetings with Pharmateka and Alpha Vet.
- Organized B2B meeting between Qulto and Enfo in our Bursa regional office.
- Organized B2B meetings for the Hungarian participants of DEIK Turkey - Hungary Business Forum within the official visit programme of Hungarian PM Viktor Orban.
- Organized and financed B2B meetings at Food Expo Athens 2017. We held 123 meetings on behalf of 37 Hungarian companies.
- Participated the meeting with presence of National Economy Minister of Hungary and head of Iran Chamber of Commerce which was followed by B2B meetings with Iranian companies.
- Organized and financed Iranian delegation of 12 companies to Agromash Expo and arranged B2B meetings with Hungarian companies.



## B2B Organizations



# TRADE PROMOTION

## Conferences and Exhibitions

5 ALX representatives including the General Manager participated Masters of Business event on 28 February. ALX experts had meetings with 59 Hungarian companies and there was useful exchange of information about Turkish, Greek and Iranian markets.

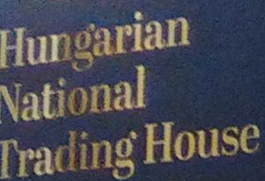
ALX participated to 5 trade fairs in Istanbul, Ankara, Athens and Tehran while many other exhibitions were visited by ALX experts and Hungarian companies were promoted to the exhibitors.

ALX participated:

- 10-12 March, Food Expo Greece 2017 Exhibition
- 19-21 April, Istanbul Smart Grids and Smart Cities Exhibiton
- 22-25 May, Iran AgroFood 2017 Exhibition
- 24 May, Ankara International Smart Cities Conference and Exhibiton
- 25 May, Ankara Water Loss Conference and Exhibiton







HUNGARY

WELL DRILLING

MINERAL WATER

WATER CLEANING

**DRINKING WATER**

E WATER MANAGEMENT

RIGATION

THERMAL ENERGY

HYDRO POWER

RECYCLING

CONTROL SYSTEMS

A word cloud of water-related terms on a blue background. The words are arranged in various sizes and orientations. The most prominent words are 'WELL DRILLING' and 'DRINKING WATER'. Other visible words include 'IRRIGATION', 'SMART METERING', 'CONTROL SYSTEMS', 'RECYCLING', 'WASTE WATER MANAGEMENT', 'HYDRO POWER', 'MACHINERY', 'WATER CLEANING', 'GEOTHERMAL ENERGY', and 'MINERAL WATER'.

SMART METERING  
 DRINKING WATER  
 HYDRO POWER  
**WASTE WATER MANAGEMENT**  
 WELL DRILLING  
 RECYCLING  
 WATER CLEANING  
 CONTROL SYSTEMS  
 IRRIGATION  
 MACHINERY  
 GEOTHERMAL ENERGY  
 MINERAL WATER

WASTE WATER MANAGE  
SMART METERING  
GEOTHERMAL EN  
DRINKING WA  
HYDRO PO  
WATER CLE  
CONTROL  
RECYCLING  
MINERAL WATER  
VERY

The image shows a framed display of a 'LIMITS 2100' water meter. The meter is a small, rectangular device with a white face and a black dial. It is mounted on a white base. The background is a dark blue wall with various water-related terms in white, including 'IRRIGATION', 'WELL DRILLING', 'ENERGY', 'WATER', 'POWER', 'CYCLING', 'SMART', 'THERMAL', 'CONTROL SYS', 'CLEANING', 'MANAGEMENT', 'DRILLING', and 'POWER'. The meter is positioned in the center of the frame, and the background text is arranged in a grid-like pattern.

CONTROL SYSTEMS  
HYDRO POWER  
RECYCLING  
GEOTHERMAL ENERGY  
WASTE WATER MANAGEMENT  
WATER CLEANING  
MINERAL WATER

WATER CLEANING  
MINERAL WATER  
RECYCLING  
GEO  
**SMART MET**  
WASTE WATER MANAGEMENT  
MACHINERY  
CONTROL SYSTEMS



# TRADE PROMOTION

## Visits to Chambers and Associations

ALX Hungary believes in the value and importance of maintaining close relations with local chambers and associations and the regional managers are in continuous contact with these organizations. These contacts have yielded many opportunities for our operations and enabled us to penetrate business societies more easily.



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Foreign Economic Relations Board (DEIK)

The Union of Chambers and Commodity  
Exchanges of Turkey (TOBB)

Turkish Exporters' Assembly (TIM)

Ankara Commodity Exchange

Ankara Chamber of Industry

Youth Council Commission of MUSIAD

Union of Municipalities of Turkey

Federation of Medical Device Manufacturers and  
Suppliers Association of Turkey (TUMDEF)

Public Technology Platform

Kayseri Metropolitan Municipality

Mediterranean Exporters' Association

Adana Chamber of Commerce





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National Association of Greek Chambers

Hellenic Chambers of Commerce

SEV-Hellenic Federation of Enterprises



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Iran Agricultural Machinery Manufacturers'  
Association (ATMAK)

Iran Water and Wastewater Association (IWWA)

Iran Food Machinery Manufacturers' Association  
(IFMMA)

Iran Chamber of Commerce, Industries, Mines and  
Agriculture

Tehran Chamber of Commerce Industries Mines and  
Agriculture

## Advertisements

- January – Saglik Dergisi (Health Magazine)
- February – TarlaSera (Agriculture Magazine)
- March – ICT Media (ICT Magazine)
- May – ICT Media (ICT Magazine)
- September – TarlaSera (Agriculture Magazine)
- October – TarlaSera (Agriculture Magazine)





# TRADE PROMOTION

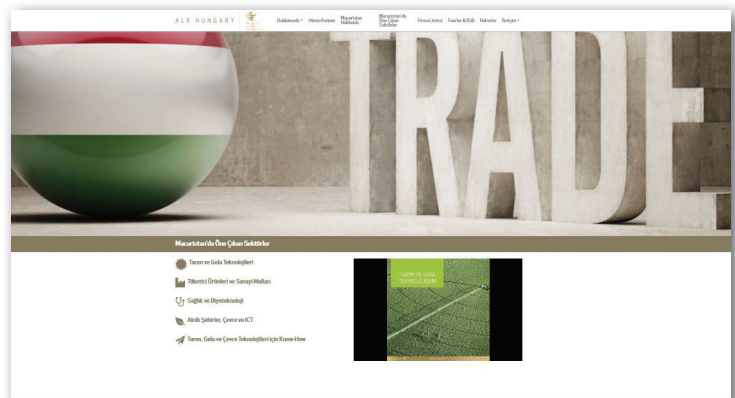
## Local Webpages

We currently host and maintain two webpages: Turkey and Greece.

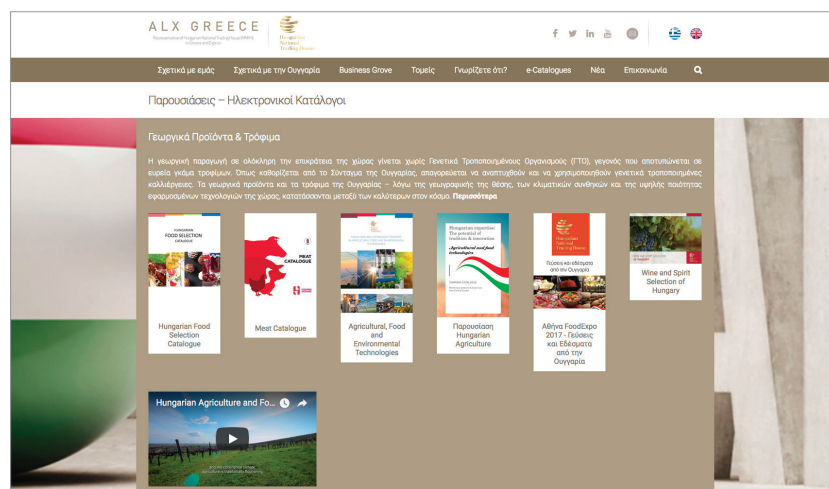
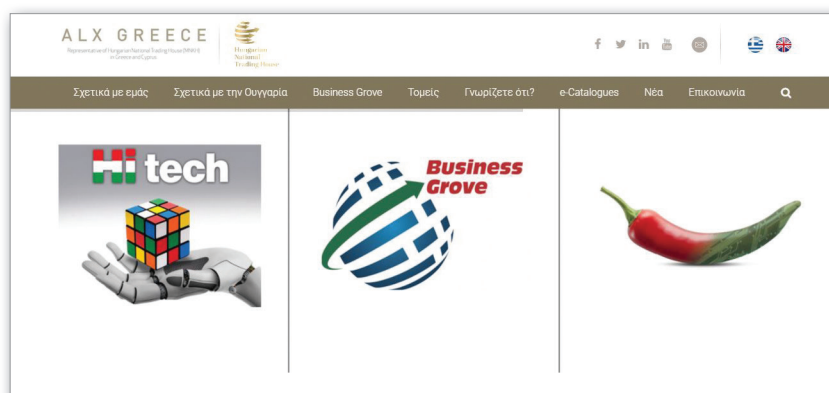
These webpages are considered to be valuable reference sites for Turkish and Greek business people who are inquiring about trade and investment potentials in Hungary.

Both webpages not only offer information about Hungary but also house all the MNKH files on Hungarian sectors and MNKH member company catalogs.

The Turkish webpage address is [www.alx.com.tr](http://www.alx.com.tr). The Greek webpage is [www.alx.com.gr](http://www.alx.com.gr)









# TRADE PROMOTION

## Social Media

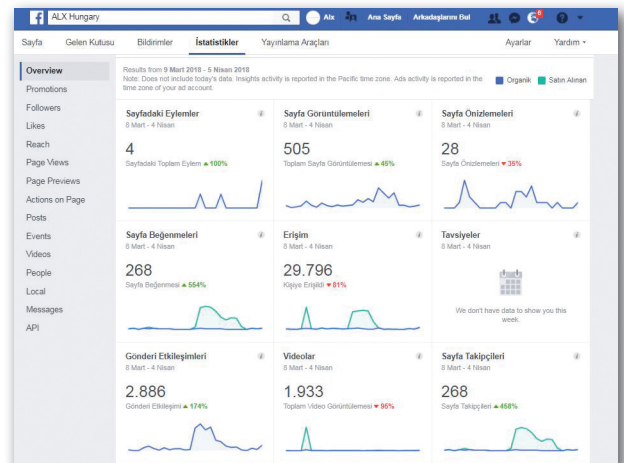
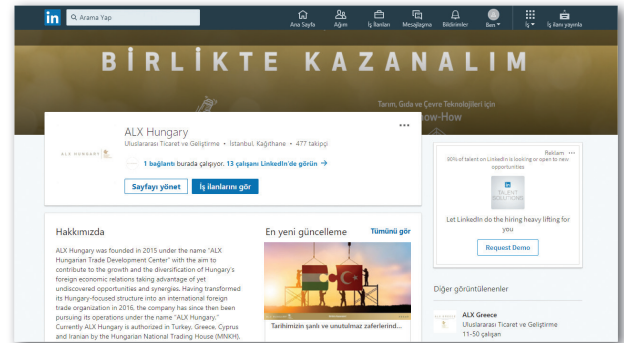
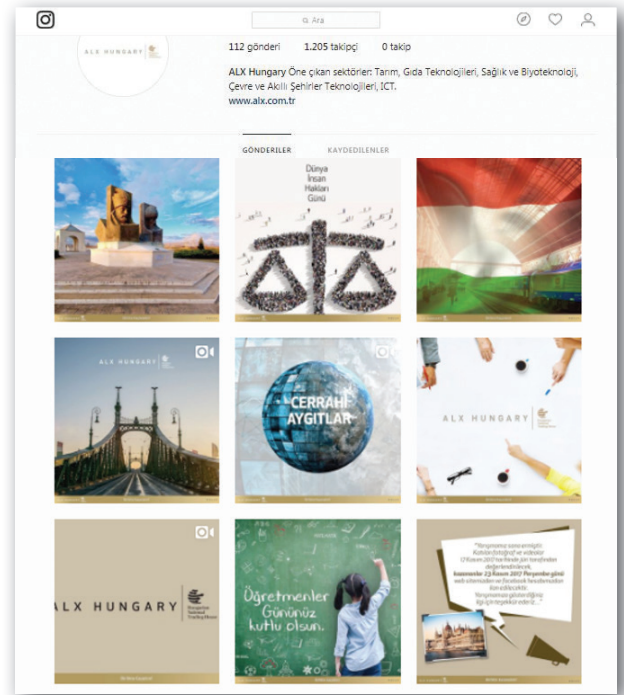
Both Turkey and Greece offices use various social media accounts actively to promote trade opportunities in Hungary and to increase awareness of MNKH - ALX supports to business people.

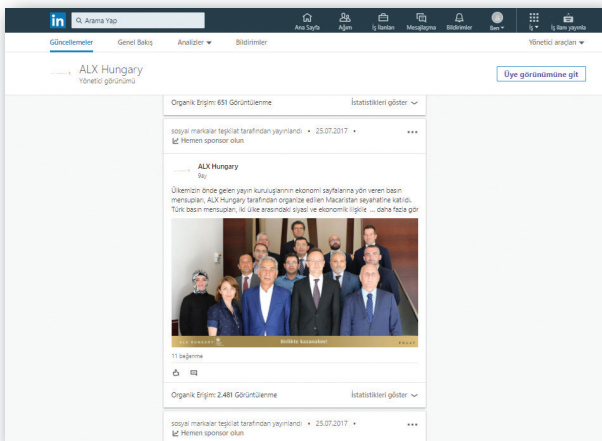
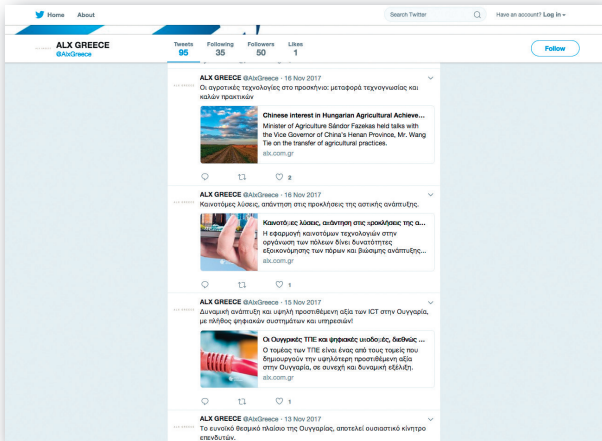
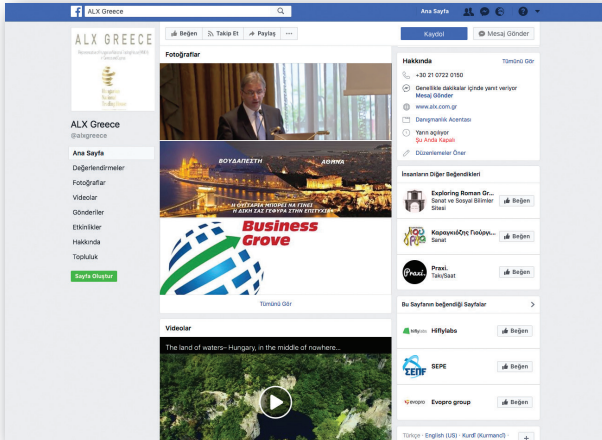
 [facebook.com/alxhungary](https://facebook.com/alxhungary)

 [twitter.com/alxhungary](https://twitter.com/alxhungary)

 [linkedin.com/company/alxhungary](https://linkedin.com/company/alxhungary)

 [instagram.com/alxhungary](https://instagram.com/alxhungary)





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 [linkedin.com/company/alxgreece](https://linkedin.com/company/alxgreece)

# COUNTRY VISIBILITY & PROMOTION

## Visits to governmental bodies, institutions and organizations



T.C.  
CUMHURBAŞKANLIĞI GENEL SEKRETERLİĞİ  
(Kurumsal İletişim Başkanlığı)

### İLGİLİ MAKAMA

ALX Magyar – Török Kereskedelmi Központ Kft. Türkiye Ankara İritibat Bürosu yetkilisi Ersin Ertas, T.C. Cumhurbaşkanlığı Kurumsal İletişim Başkanlığı bünyesindeki İnternet Yayın Müdürlüğü ve Proje Yönetim Müdürlüğü'ne 2017 yılı içerisinde ziyaretlerde bulunmuş, kurum ve Cumhurbaşkanlığı arasındaki iş birliği süreçlerinin geliştirilmesi konusunda istişarelerde bulunulmuştur.

Önümüzdeki süreçte, ALX Magyar – Török Kereskedelmi Központ Kft. Türkiye Ankara İritibat Bürosu tarafından yapılacak projeler, Macaristan'daki faaliyetler konusunda Cumhurbaşkanlığı'na bilgiler sunulmuştur.

  
İbrahim SİĞİN  
Kurumsal İletişim Başkanlığı  
İnternet Yayın Müdürü V.

Cumhurbaşkanlığı Genel Sekreterliği (06500) Beştepe-ANKARA  
Telefon: 0 (312) 521 51 59 Faks: 0 (312) 521 58 32  
e-posta: [iletisim@tck.gov.tr](mailto:iletisim@tck.gov.tr) Elektronik AG: [www.tck.gov.tr](http://www.tck.gov.tr)

Ayrıntılı Bilgi İçin İritibat: İbrahim SİĞİN  
Müdür V.  
Telefon: 0 (312) 521 47 50



Presidency of Turkey

Prime Ministry of Turkey

Republic of Turkey Ministry of Energy and  
Natural Resources

Republic of Turkey Ministry of Economy

Republic of Turkey Ministry of Foreign Affairs

Republic of Turkey Ministry of Customs  
and Trade

Republic of Turkey Ministry of National  
Defense

Republic of Turkey Ministry of Food,  
Agriculture and Livestock

Republic of Turkey Ministry of Health

Republic of Turkey Ministry of Youth  
and Sports

Republic of Turkey General Directorate  
of Highways

Hungarian Embassy in Ankara

Turkish State Railways (TCDD)

Disaster and Emergency Management  
Presidency of Turkey (AFAD)

Ankara Water and Sewerage Authority (ASKI)

Turkish Petroleum Corporation

General Directorate of Construction Works  
of Turkey

General Directorate of Renewable Energy  
of Turkey

General Directorate of Meat and Milk Board  
of Turkey

İlbank A.S.

World Bank in Turkey





Piraeus Municipality  
Salamina Municipality  
Alimos Municipality  
Glyfada Municipality  
Voula Municipality



Ministry of Economy of Iran Islamic Republic



# COUNTRY VISIBILITY & PROMOTION

## Media Visibility and Publications



As always, in 2017 too, ALX has spared a considerable portion of its budget for nationwide media coverage for the purpose of promoting Hungary. We select the best possible medium of the time and make various publications on Hungary to create country awareness and to relay our messages.

### **ALX Hungary 2016 Activity Report – May**

An extensive report on 2016 activities of ALX Hungary was prepared. The 44-page booklet was published and distributed throughout Turkey and Hungary. Especially the distribution in Turkey increased awareness on trade potentials of Hungary.

### **Turkish Journalists Trip to Budapest – July**

On July 12th, leaving Turkey together with ALX Hungary General Manager Mr Galip Yilmaz and Investment Director Mr Fikret Nas, 6 Turkish journalists arrived to Budapest and were transferred to Hotel Marriott. Next day, the group was the guest of Foreign Minister Mr Péter Szijjártó for lunch. Other high level executives of Hungarian Governmental Organizations were also present. (President of HIPA Mr Róbert Ésik and President of Hungarian EXIMBank Mr Zoltan Urban). The lunch proceeded in a very friendly atmosphere where the representatives of Turkish media asked many questions which the Hungarian Minister answered wholeheartedly. Upon their return, the interview with Minister Szijjarto made the headlines in all the 6 newspapers.

### **INBusiness Magazine – October**

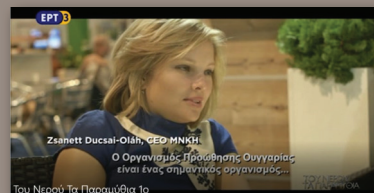
To ensure our brand's visibility and to support our development in Cyprus, we prepared and published a 16-page supplement in INBusiness Magazine. Although the supplement concentrated on trade promotion of Hungary with special emphasis to MNKH, including the statement of the CEO, we also covered many other subjects from bilateral relations to culture and tourism.

## Water Tales-November

In cooperation with Greek state TV (ERT3), ALX co-produced three episodes of the locally famous series "Water Tales" where Hungary was promoted with its historical, touristic, business, culinary and scientific values.

## Sabah Daily Newspaper Supplement-December

We prepared a full-size 24-page supplement with Sabah Daily Newspaper which is one the top-3 daily newspapers in Turkey. Hungary supplement of ALX was distributed on December 22nd 2017 Sunday. The circulation exceeded 300 thousand which means that the supplement reached more than 1 million Turkish people nationwide. The contents covered Hungarian-Turkish economic relations, Tourism, Culture, History and Sports. It also included special statements of many high ranking and high profile people from both countries. Some of the most important statements were from President of Turkey, Hungarian Minister of Foreign Affairs and Trade, Turkish Minister of Economy, Turkish Minister of Science, Industry and Technology, CEO of Hungarian National Trading House, and the President of Turkish Hungarian Business Council of DEIK, President of Hungarian Investment Promotion Agency. The same supplement as a whole is being printed in Hungarian language in early 2018 to be distributed to related parties in Hungary.





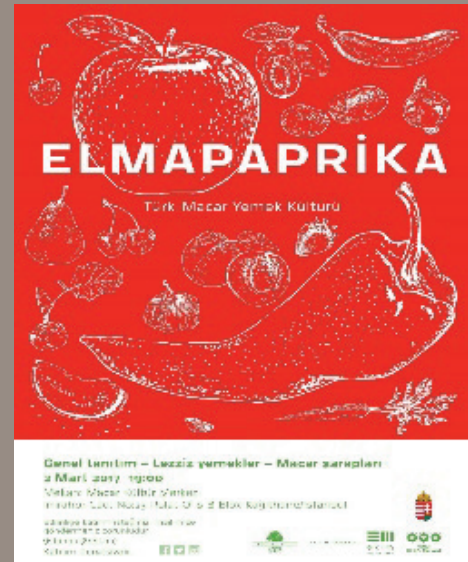
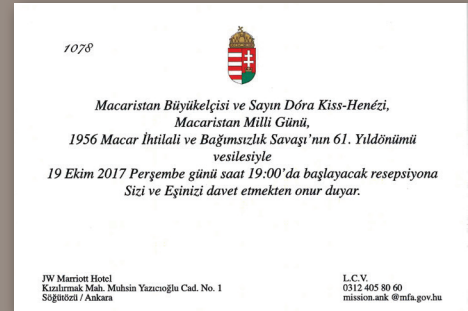
# CULTURAL AND SOCIAL ACTIVITIES, SPONSORSHIPS

In 2017, ALX HUNGARY has sponsored many events and activities both in Turkey, Greece and Hungary. These organizations have been very successful in strengthening the bonds between the people of both countries. The seeds of personal relations sown in these events have in some cases led to mutually beneficial business relations.

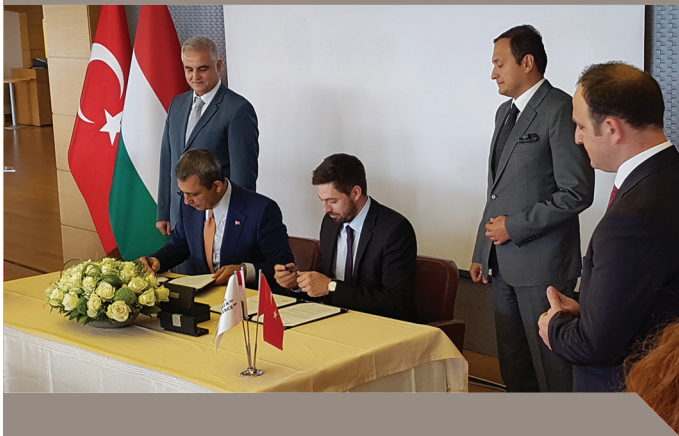
- Sponsorship to contemporary art exhibiton in Hungarian Cultural Center in January
- Sponsorship to "Istanbul100" exhibition which opened on 9 February in Hungarian Cultural Center
- Sponsorship to ELMA PAPRIKA – Hungaricum on 2 March in Hungarian Cultural Center
- Sponsorship to Athens Hungarian Gastro Event 2017 on 28 March.
- Sponsorship to Easter Gastro Program on 25 April
- Sponsorship to Geometry exhibiton which opened on 18 May in Hungarian Cultural Center
- Sponsorship to 2 Nations – 1 Camera exhibitions in Ankara in April and Pecs in September
- Sponsorship to Personal Space exhibition which opened on 14 September in Hungarian Cultural Center
- Hungarian – Turkish "Cookbook" printing sponsorship
- 61. Anniversary of Hungarian Revolution Reception on 19 October 2017.
- A Journey to Ottoman Empire Exhibition in Istanbul opened on 16 November 2017.
- "Hungarian Winter Wonderland" gala and Hungaricum on 14 December 2017.







# HIGHLIGHTS OF 2017



## Hungarian PM Viktor Orban's visit to Turkey-June

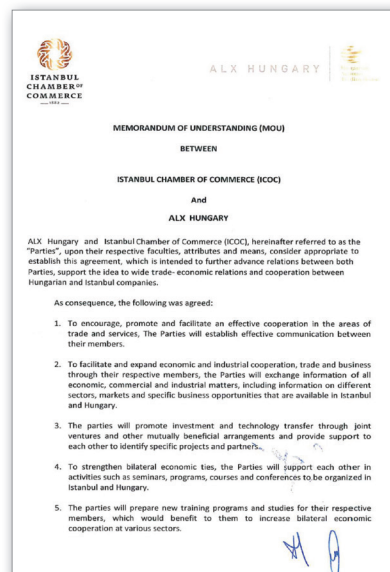
Hungarian Prime Minister Mr Viktor Orban arrived in Istanbul on 29 June with an entourage of 110 bureaucrats and business people and spent the afternoon in Istanbul where they were hosted by ALX Hungary. Next day, the third meeting of Turkey-Hungary High Level Strategic Cooperation Council in Ankara was co-chaired by Turkish and Hungarian Prime Ministers. As a side event of the HLSCC, we organized Turkey-Hungary Business Forum with the participation of many business people from both countries.



## Hungarian Minister Levente Magyar's visit to Turkey-July

Mr Levente Magyar visited Turkey on 6 and 7 July. Mr Magyar was accompanied by ALX Hungary during his 2-day seminar programme to Chambers of Commerce in Istanbul and Bursa.

During the seminar for investment and trade opportunities held in Istanbul Chamber of Commerce, an MoU was signed between the Chamber and ALX to fully cooperate on introducing Chamber members with MNKH companies.



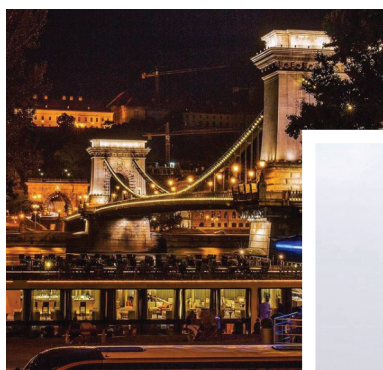


## Business Grove-December

This is an ALX Greece initiative to provide a common platform for the development and enhancement of Hungarian - Greek entrepreneurship. We have created a mechanism which will facilitate and enhance the cooperation between companies & organizations from Greece and Hungary which are active in the Technology sector (ICT, Smart City, Agrotech). The Business Grove platform aims to promote and support the development of business relations between Hungarian and Greek enterprises in order to attract companies seeking partnerships both locally and internationally. Our ultimate goal is to create a climate of confidence which would enable further cooperation, for parties with mutual interests. "Re:Define Technology" was the kick-off event of the Business Grove initiative where it was presented and explained to a select audience of journalists, heads of commercial unions, representatives from local authorities and private sector.

## Instagram photo and video contest-October

ALX Hungary opened an instagram contest on Hungary in October. The participants were asked to share their photos or videos from their travels to Hungary. 1.700 people participated our contest with 3.800 photos and 200 videos. A jury of 4 professionals made the selection. The best 10 contents were selected and the owners were presented with two return tickets to Budapest.











ALX HUNGARY

