

► The department also aims to build the in-house capacities and skills that will enable the Solution Division to cover the full range of needs on the customer side and to implement entire projects independently. The economic decline triggered by the coronavirus epidemic has shed light on the need to balance the customer portfolio of the Solution Division between orders coming from the private and public sectors. As a result, the team led by Norbert Nádas places great emphasis on launching public lighting projects and building the necessary network of connections. The company offers complete project implementation solutions in this segment as well, including ESCO-type financing, which is very popular with customers. Although energy efficiency is the primary consideration in public lighting, there is strong demand for Smart City solutions, particularly smart solutions related to lighting or a more complex set of demands, ensuring the comprehensive management of a settlement's needs and issues.

Positive signs for the future

Norbert Nádas emphasized that the private sector is coming back to life following a standstill period in the

wake of the epidemic, a development that renders the business targets set for this year attainable. A number of potential customers have indicated that they are re-starting projects scheduled for this year, particularly in industrial sectors such as electronics, machinery and vehicle manufacturing. The sales team has also started building relationships with Design Offices intensively.

In the field of public lighting, the goal for this year is to sell several tens of thousands of lamps, and meeting this goal depends solely on tackling possible operational difficulties (legal deadlines, public procurement process, etc.) on the customer side, the commercial director added. Ongoing corporate projects and the ones that have already been completed are proving to be success stories and customers are in constant contact regarding new needs and products for further cooperation.

"Despite the COVID epidemic, which has had a considerable impact on almost all players in the economy, the unanimous message we receive from customers is that they have long been looking forward to a Tungstram presence of this magnitude on the Hungarian market," Norbert Nádas concluded.

Introducing Tungstram in Turkey

To promote Tungstram smart street lighting solutions in Turkey, Tungstram is visiting together with Hungarian Embassy officials and Hepa Turkey team to inform the central and local decision-making authorities.



In fact, the first of these lobbying activities was the meeting in Budapest during the 4th Meeting of the Turkey-Hungary High Level Strategic Cooperation Council attended by Tungstram President & CEO *Joerg Bauer*. With the support of good relations between the two countries, our goal is to be a key player with our smart and innovative solutions for the LED transformation of streetlighting in Turkey's cities.

At the meeting in Kayseri, we presented the Tungstram company and solutions to the mayor and the authorities, got their opinions, and learned about local applications, technical and official requirements. The meeting was attended by Tungstram sales manager in Turkey & STAN countries, *Serkan Özkök*, *Áron Sipos* and *Péter Kövecsi-Oláh*, Commercial Attachés and *Ersin Ertaş*, Government Affairs Manager Hepa Turkey.



Thank you for your loyalty!

Long Service Awards in June at Nagykanizsa

Berkics Rudolfné (40), Lukácsi Tibor (35), Bagóczki Balázs (20), Biró Gáborné (20), Busa Gézáné (20), Dara Gábor (20), Cziczeli Károly (20), Csöndör Lajos (20), Herczeg Zoltán (20), Hetési Lászlóné (20), Hilcz Csaba (20), Jakab István (20), Keller Norbert (20), Kolmanné Proszenyák Éva (20), Kovács Zoltán (20), Kurucz Zoltánné (20), Nagy Józsefné (20), Szollár Anita (20), Szöllősi Katalin (20), Ünnepe István (20), Vajda Barbara (20), Vajda Edina (20), Csizmadia István (15)

Long Service Awards in June at Zalaegerszeg

Borsos István (25)

Long Service Awards in June at Hajdúböszörmény

Fazekas János (40), Orbán András (40)

Long Service Awards in June at Kisvárd

Balogh Zsolt (25), Papp Tibor (20)

Long Service Awards in June at Budapest

Gál Tamás (25), Miklósné Kakas Rózsa (25), Pádár László (25), Akácos András (20), Békési Brigitta (20), Kalmár Anikó (20), Kis Tamás (20), Kovácsné Karikó Ibolya (20), Pál-Kis Ildikó (20), Rónai Katalin (20), Ifj. Stircula József (20), Szőcs Imre (20), Horváth Ildikó (5), Orbán Péter (5)

Long Service Awards in June at Budapest HQ

Gerendás Richárd Lajos (5)

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