

HEPA
HUNGARIAN EXPORT PROMOTION AGENCY
NONPROFIT CORPORATION LIMITED BY SHARES

Export Development and Promotion of Hungary

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Senior Advisor to CEO
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Helsinki



INSTITUTIONAL STRUCTURE



INVESTMENT



EXPORT

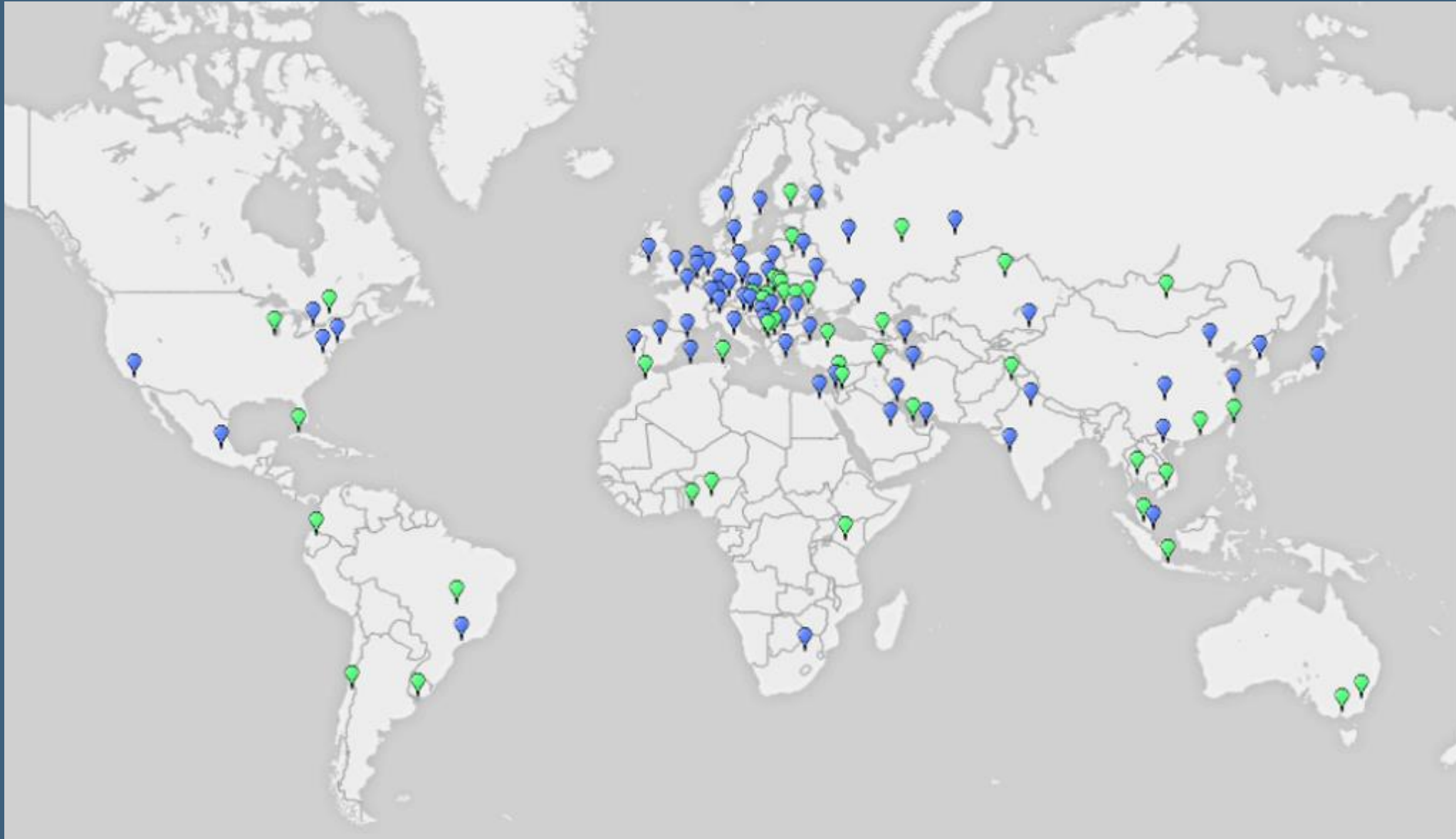


FINANCING



HUNGARIAN MISSIONS - FOREIGN TRADE ATTACHE
NETWORK

Foreign Trade Attaché Network

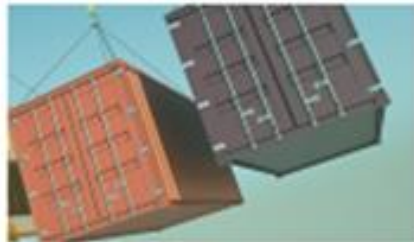


WHAT IS THE GOAL?

What is the goal?
Help local companies to
ENTER FOREIGN MARKETS OR DEVELOP
their existing ones.

This way

CREATE VALUE



BOOST GDP



CREATE JOBS



**STRENGTHEN
PRIVATE SECTOR**



WHY HEPA?



SERVICES



PARTNER
PORTAL



TAILOR-MADE
SERVICES



COMPANY
MISSIONS



TRADE FAIRS,
EXHIBITIONS



B2B
MEETINGS



BUSINESS
FORUMS

SECTORAL AREAS IN FOCUS



ICT



GREEN
TECHNOLOGY



HEALTH INDUSTRY



AGRICULTURE,
FOOD



MACHINERY INDUSTRY

Export Development and Promotional Partner Office Network

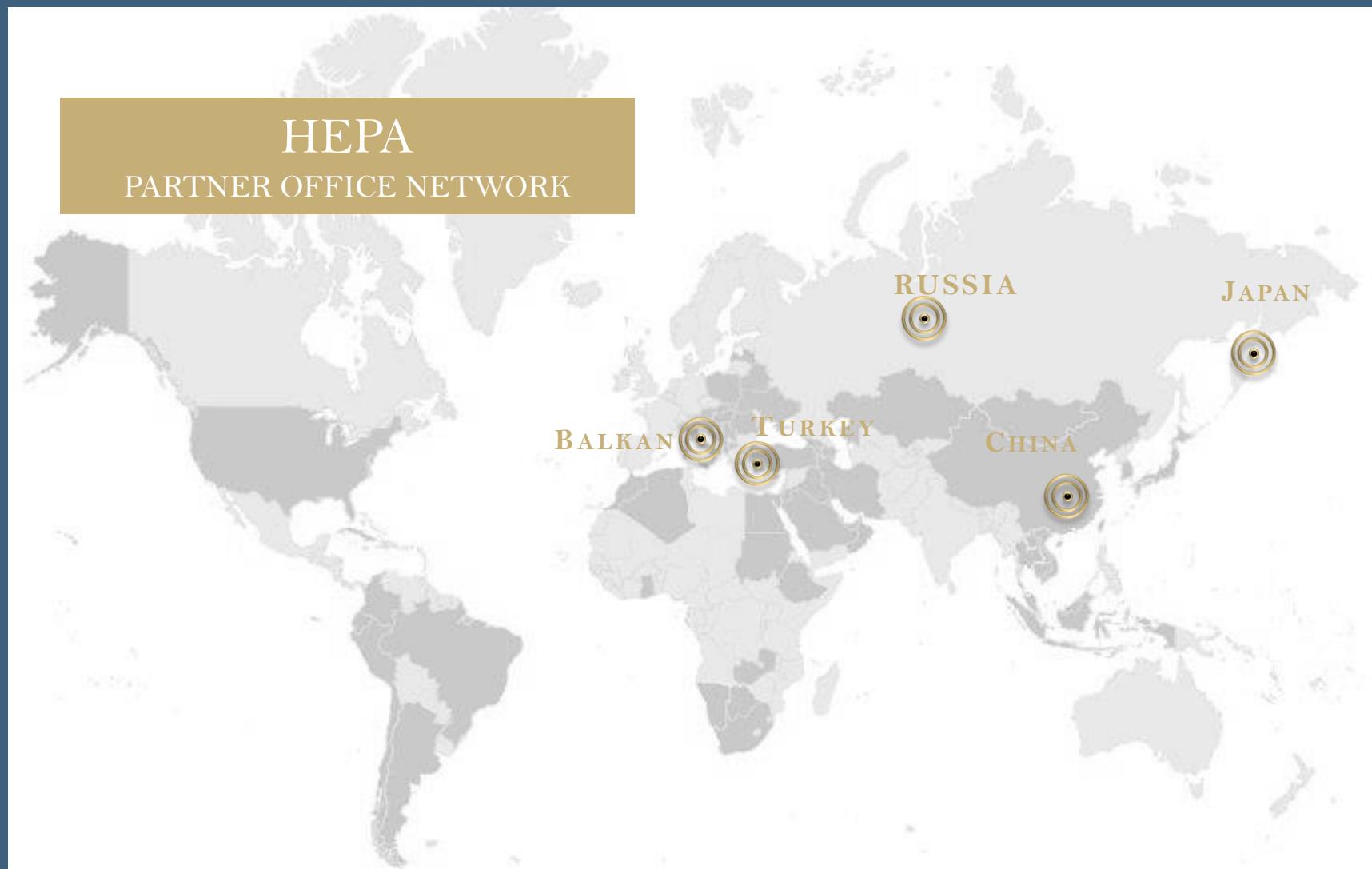
Tasks:

- Export of high quality goods and services;
- Working as an integrator – incorporating of separated goods + services;
- National economic diplomacy – no risk

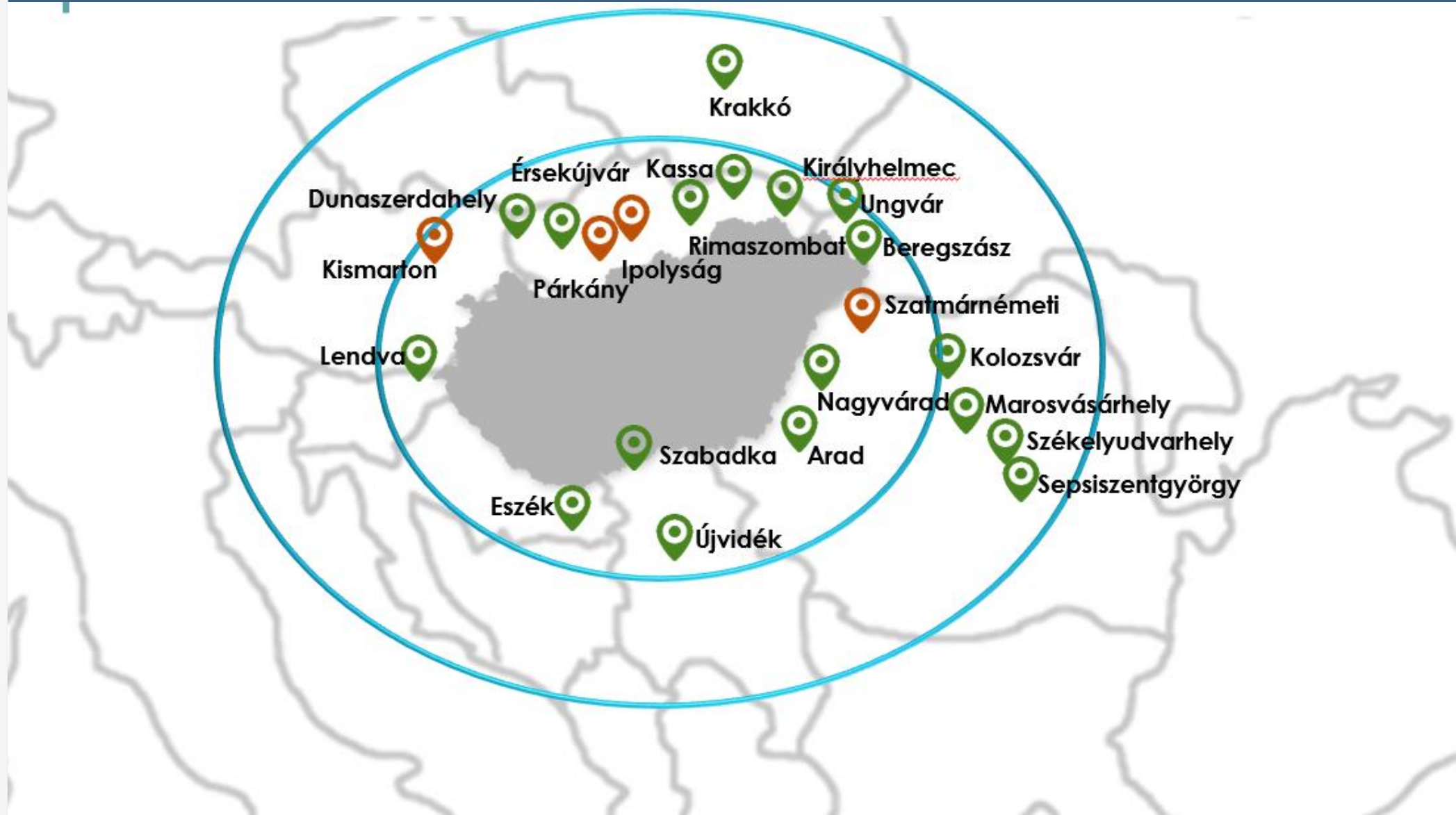
Activities:

- Looking for export opportunities (analyses of target markets, products, prices and sectors);
- Full business management from offers to final delivery, including financial management;
- Overall and intermediary services in the export procedure;
- Follow up of the contracts – transportation, payment, warranty/guarantee topics.

FOCUS REGIONS

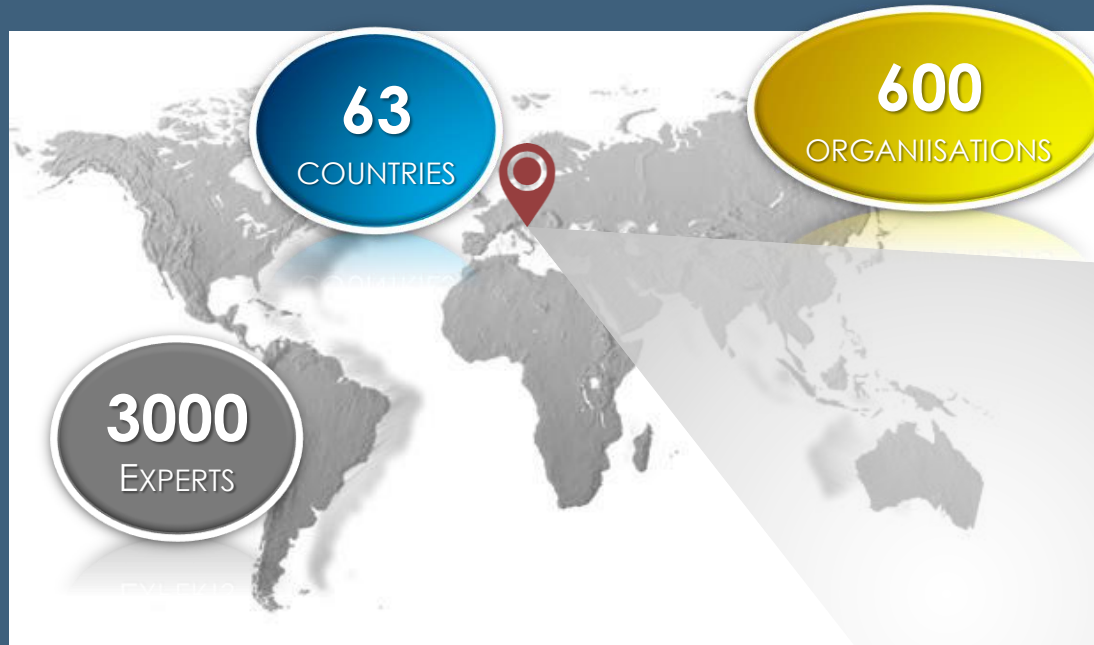


CENTRAL EUROPEAN ECONOMIC NETWORK



ENTERPRISE EUROPE NETWORK

The world's largest support Network for SMEs with international ambitions



ABOUT EEN

- ❑ Key instrument in the EU's strategy to boost growth and jobs
- ❑ Launched in February 2008 by the Commission's DG GROW
- ❑ Co-financed under the EU's COSME and HORIZON 2020 funding programmes
- ❑ <https://een.ec.europa.eu/>

EXPORT ACADEMY



FREE OF CHARGE EVENTS

- Partner Club Events
- Introducing to target markets
- Preparation for the exhibition
- Transborder Export Academy
- Intercultural business seminars



COMPLEX TRAININGS WITH DISCOUNTED PARTICIPATION FEE

- HEPA Export Academy
- Advanced level Export Academy
- Sector-focused Export Academy



WHAT IS IT ABOUT?

402 PARTICIPANTS: OWNERS AND MANAGERS OF SME-S



- 2x2 days management training
- Interactive workshops
- 25 experts and trainers in 4 days
- Building export strategy and developing personal skills



- Market analysis, positioning
- International marketing strategy
- Trade compliance, risks management,
- Financing export and innovation related to exporting



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