



HEPA

Hungarian Export
Promotion Agency

HEPA - EXPORT DEVELOPMENT AND MARKET EXPANSION

Gabor JENEI

Chief Executive Officer

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HUNGARY – BULGARIA



Population

9,800,000



Area

93,024 sq km



Main industries

Agriculture, Food, Electronics, Tourism



GDP/capita

48,600



Economic Structure

Agriculture: 4%
Industry: 31%
Services: 65%



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Population

6,437,360



Area

110,994 sq km



Main industries

Agriculture, Food, Mining, Tourism



GDP/capita

41,901



Economic Structure

Agriculture: 2.5%
Industry: 22.7%
Services: 62.5%



FOREIGN TRADE TURNOVER IN 2022-2024

	2022	2023	2024
Volume of total export, million EUR	1920	2076	2125
Volume of export of goods, million EUR	1646	1725	1760
Share in total export of goods	1,16%	1,15%	1,22%
Share in the export of goods to EU-27	1,51%	1,49%	1,61%
Volume of export of services, million EUR	274	351	365

HUNGARIAN FOREIGN TRADE DEVELOPMENT SYSTEM



OTHER SECTORAL EXPORT PROMOTION ORGANIZATIONS





REGIONAL PARTNER OFFICES AND FOCUS REGIONS



Global Network

Partner Offices



Focus Regions



HEPA SERVICES



INFORMATION

- ▶ Education
- ▶ Market Information



NETWORKING

- ▶ G2B
- ▶ B2B
- ▶ Exhibitions
- ▶ EEN



SUPPORTED AREAS

- ▶ Marketing activities
- ▶ Investments

Free of charge and tailored services for domestic enterprises based on their degree of export maturity

PRIORITY SECTORS



Energy cooperation



Automotive



Electronics



IT and Robotics



Food industry





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THANK YOU FOR YOUR ATTENTION!

INFORMATION

E-mail: info@hepa.hu

www.hepa.hu

www.exportacademy.hu

www.enterpriseeurope.hu

www.export.hu

www.kormany.hu/kulgaszdasagi-es-kulugyminiszterium

www.exporthungary.gov.hu

www.hipa.hu

www.ced.hu