



# Swedish Innovation Highlights in Hungary 2021



# Foreword

*In late 1995, several Swedish investors in Hungary, with help from the Swedish Embassy established an organization which would aid economic cooperation, boost development and promote the unique values of the Nordic business community. Today, the Swedish Chamber of Commerce in Hungary celebrates its 25th birthday, and looks into the future of investment and innovation in the two countries business activities.*

*Since its integration into the European market, Hungary has become one of Sweden's top trade partners in the CEE region. At this moment, the Swedish business community is comprised of around 130 direct subsidiaries or Swedish owned companies and over 90 additional indirect Swedish enterprises in Hungary. Swedish companies are represented in such diverse fields as the automotive industry, retail, electronics, information technology and financial services.*

*Throughout all sectors, Swedish business is associated with quality, innovative spirit and sustainable, environmentally conscious development. Such expertise is increasingly valued in Hungary, as the country is currently going through a massive transformation into a technologically advanced, high value-added economy.*

*To participate in this process, the Swedish state has several mechanisms in place to support companies' international innovation, investment, and the exchange of goods, services and ideas. The Team Sweden initiative, supported by the Swedish Chamber of Commerce, Business Sweden and the Embassy of Sweden in Budapest offers a great opportunity for Swedish companies in Hungary, where they can already expect to find a growing market and a business community eager for cooperation.*

*The last 25 years of commerce has laid the foundation for the Hungarian market's transformation in the next decade, in which Swedish companies will hopefully play a central and profitable role. ●*

## IMPRESSUM

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## Embassy of Sweden Budapest

Sweden ranked first in the European Innovation Scoreboard 2020. According to the report, *Sweden's leading position in this area depends on good opportunities for research and innovation through, for example, a high willingness to cooperate between SMEs, well-built infrastructure in IT, and a high level of education.*

A keyword here is opportunities.

At the beginning of the 20th century Sweden was one of the poorest countries in Europe. One of the main reasons for the steady growth in the post-war period was the global competitiveness of a range of companies with products based on innovations and state-of-the-art engineering such as SKF, Volvo, Ericsson, SAAB and ABB (ASEA). At the beginning of the 21st century the share of services of exports and growth, also based on innovations, has increased significantly with brands like Spotify, Klarna, Skype and through internationally successful games and music industries.

To a large extent it has been the opportunities created through the educational system and through one of the highest shares of GDP globally for research and development that have served as prerequisites for this development. Other crucial factors consist of extensive possibilities for skills development in combination with a social security system that enables people to develop or change their careers. Additional important elements include a business-friendly climate where Sweden has been ranked among the top ten countries globally by the World Bank and other indexes.

For an export-oriented nation today a high capacity for innovation is the most important factor for sustaining competitiveness.

To be competitive in today's world one cannot only rely on having the right conditions at home. One also needs partners. Sweden has a long business presence in Hungary, and today more than 130 Swedish companies are active on the Hungarian market. Many of these companies have significantly contributed to make both the Swedish and Hungarian economies more innovative and R&D driven. As the world economy is changing, we need to put even more efforts to develop digital and sustainable solutions. Increased cooperation between Swedish and Hungarian businesses, researchers, engineers, and experts will contribute to rise our countries ability to meet the challenges of the coming years. ●



**Dag Hartelius**  
Ambassador of Sweden  
to Hungary



We are proud of our first 25 years of partnership and innovation with Hungary

The Swedish Chamber of Commerce in Hungary was established in 1995 in response to the expanding economic and commercial relations between Sweden and Hungary. Although the world looks very different today, our mission has not changed; we are still here to represent the interest of Swedish companies in Hungary, to help them explore new business opportunities and ensure that our values and investments are well recognized.

We represent a strong and diverse community of around 130 Swedish companies continuing to grow their presence and revenues here and employ almost 20000 citizens here. Sweden remains in the top 15 countries of Foreign Direct Investments.

The Swedish values is a strong glue in our community: a culture built on fairness and equal treatment is well perceived by the employees, and provides us with an attractive value proposition on the labor market. Swedish companies serve as ambassadors of great innovative partnerships building on trust which is one of the cornerstones of "Swedishness" but it is also fair to say that they serve as important guiding principles and expectations on partners in the local market.

Over the 25 years, the overall industrial landscape has changed where "production or manufacturing" sectors have been complemented with industries that are leading in technology, data, knowledge and innovation. Swedish companies are well positioned in their respective sectors and considered global leaders in innovation. They bring international experience, ability to leverage best practices and seek expansion with reliable and stable partners in Hungary with a strong focus on value add and sustainability.

Being part of a global network represents opportunities to tie business and our countries even closer to each other. We believe Sweden is a great match with Hungary and as a Chamber, our ambition is to continue to explore, evolve and innovate for the future. ●



**Thomas Straumits**  
President, Swedish Chamber of  
Commerce in Hungary



*Business Sweden* is commissioned by the Swedish Government and industry to help Swedish companies grow global sales and international companies invest and expand in Sweden; our clients range from start-ups via small- and medium sized businesses to multinational enterprises.

Due to the character of Swedish companies, innovation has always been a focus in our support to our clients and, recently, it has also been incorporated as an important part of our strategy 2020-25, along with sustainability. The innovation aspect is thus integrated in our daily activities and collaboration in a transversal way.

Looking back only a few years, we have seen a big development in this area. As an example, of all the assignments we undertook at our office during 2020, approximately 25% were in the “digital space” and as for so far in 2021, that number is over 40%. This is most probably a shift related to the general development in the Swedish and global economies. These companies represent both the “old” and the “new” economy – on one hand traditional companies that digitalize parts of their offering or utilize digital technologies in their processes, and on the other hand companies that have a digital business model, client and provider interaction (not to forget the e-commerce revolution).

Another trend we can see is the increasing need of external innovation to stay competitive – through partnerships, joint ventures, licensing, or acquisitions. There is a growing interest about, and focus on, innovation not only from players in industries that have adopted this early on (e.g., pharma and high-tech manufacturing) but slowly in more traditional industries as well.

Collaboration and co-creation are the core of Sweden’s innovation power. In one program we are leading, the “*Alliance for Competitive Production*”, we secure successful digital transformation and future competitiveness with our leading Swedish, Hungarian, and international manufacturing sites based in Hungary. It is one, large, innovative ecosystem serving as a manager’s peer-to-peer exchange and benchmarking program for piloting and implementing new technologies. Growing with new members each year, it is a very good example of successful Hungarian-Swedish innovation collaboration. ●



**Hampus Nilzén**  
Trade Commissioner  
at Business Sweden





EMBASSY OF HUNGARY  
STOCKHOLM

Hungary and Sweden enter the new decade sharing common interests and key objectives: to work and invent for the future. Having open and export-oriented economies, it is equally important for both of our countries to increase competitiveness, to create more jobs, to use all potential of innovation, research and development to strengthen our economies and to take the possibilities inherent in the transition towards sustainability and a climate friendly future.

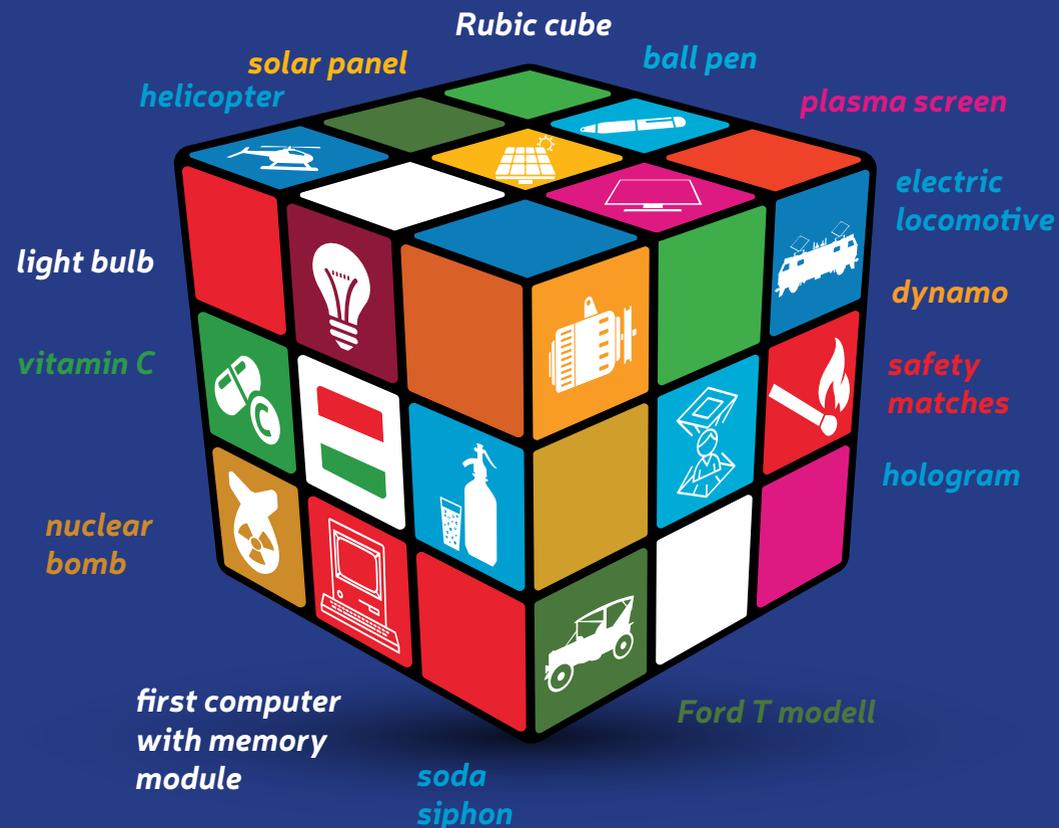
The Hungarian economic policies focus both on strengthening the companies already established in Hungary and on attracting new investments. These goals are clearly visible in the Hungarian-Swedish trade and investment relations as a growing number of Swedish companies invest or reinvest in Hungary and the Hungarian-Swedish trade-flow is solid and full with potential. Creating stable, predictable and attractive environment for businesses is a priority for Hungary. I am glad to say that Hungary has earned the trust of Swedish investors and I am happy to declare that they are a very important part of the Hungarian economy from manufacturing to engineering, from service centers to research and development companies, from retail to regional centers. In addition many of them became leaders in their respective business sectors in Hungary. I also see a growing interest from Hungarian companies to be active on the Swedish market and to find new ways of partnership and cooperation with Swedish enterprises.

At the Embassy of Hungary in Stockholm we are dedicated to contribute to strengthen and expand the bilateral economic and trade relations between our countries. We pay special attention to all companies active in the Hungarian-Swedish context. We have established the "Doing Business in Hungary Network" where we provide regular information to all our partners and provide costume-made services according to their needs. Our joint efforts with the Swedish Embassy in Budapest, the Swedish-Hungarian Chamber of Commerce, Business Sweden, the Hungarian Investment Promotion Agency and the Hungarian Export Promotion Agency should pave the way for even more results. ●



**Adrien Müller**  
Ambassador of Hungary  
to Sweden

# A few invention contributions...

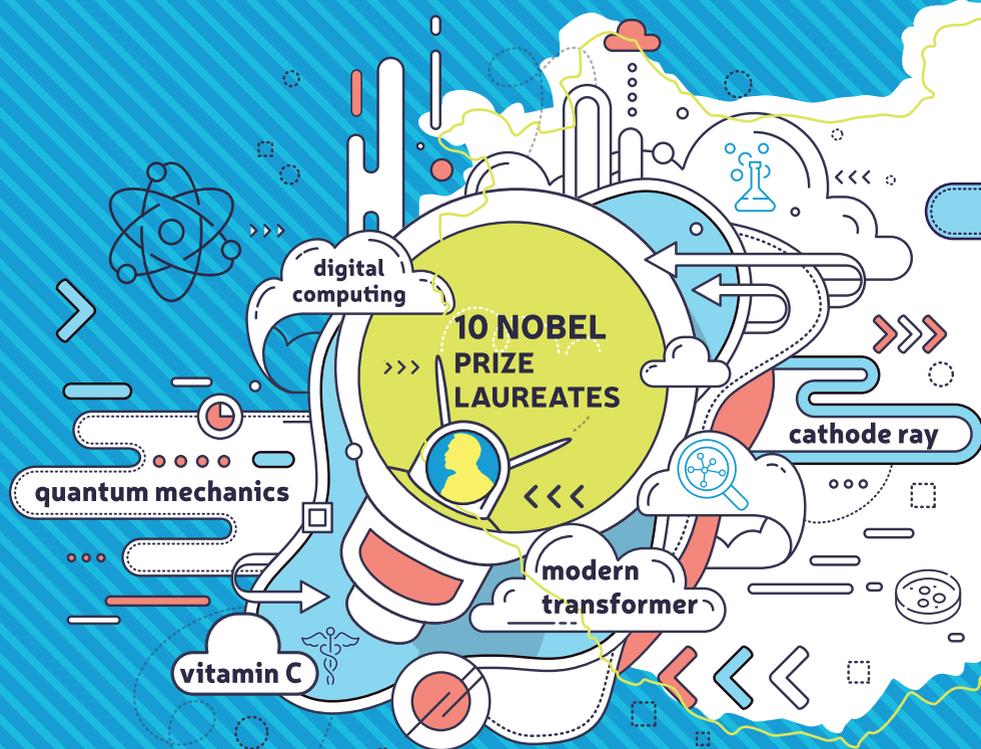


## ...by inventors of Hungarian origin

# Innovation in Hungary

Strong heritage and growing momentum driving the change of dimension

Hungary has most probably punched above its weight in sciences, especially in the field of **engineering and biotechnology**.



This innovative heritage is combined with today's local talent and skills, supported by a strong educational system with practice-based dual education, smart policies and appealing **incentive schemes supporting R&D**.



Are you planning to increase innovation capacities?  
Would you like to learn more about what Hungary can offer?

The Hungarian Investment Promotion Agency offers a one-stop-shop service to investors.

**Global companies** are increasingly focusing on Hungary as an ideal location for high value-added services and R&D on top of manufacturing activities.

Contact us: [www.hipa.hu](http://www.hipa.hu)



# Innovation in Sweden

Based on data about research and development funding, the number of start-ups per capita, and the amounts of registered patents, Sweden is consistently ranked among the most innovative countries in the European Union. Historically, Sweden placed a high emphasis on education, leading to an early transition into a high-value-added, industrial and services economy. Later, the creation of the welfare state also helped foster a business environment that favors innovation, lowering the risk of experimentation.

Sweden was also among the very first countries to focus on green industries. Currently, over 50 percent of the energy used in Sweden comes from renewable sources, most prominently, hydropower, wind turbines and biofuel. Switching to alternative energy and investing in research of sustainable solutions proved to be a good decision, since today, green solutions are among the fastest-growing economic industries, putting the Swedish economy on a steady trajectory of growth.

Today, Sweden is not only a user but an exporter of knowledge. Some of the most internationally well-known Swedish companies (as seen in the chart) are also among the country's top innovators. Companies in the Engineering and Information Technology sectors (which account for the largest share of Sweden's GDP) are the most internationally renowned, followed closely by the pharmaceutical industry and health science – a recent achievement of which was helping to develop one of the first Coronavirus vaccines.

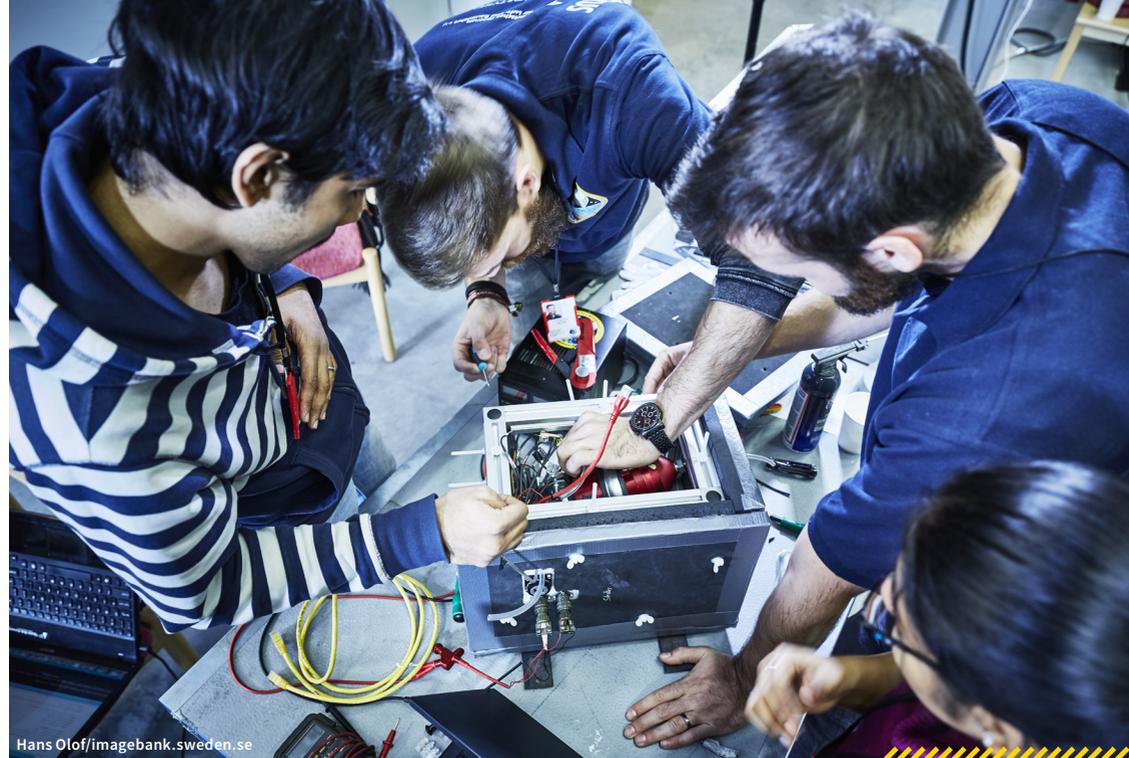
Despite the large amount of private capital invested in innovation, Swedish government funding of research and development projects is also one of the highest in the EU. National organizations such as the Knowledge Foundation and the Vinnova innovation agency continue aiding companies and other economic actors venturing into novel fields.

Internationally, the efforts of Swedish businesses are greatly helped by the Team Sweden initiative, a government program supporting exports and international expansion, promoting a positive image of Sweden. Team Sweden offers broad support to Swedish companies that want to enter the increase their reach, ranging from advisory services, through marketing to direct financing. In each country, the local Chamber of Commerce is ready to support all Swedish companies aiming to work with local partners, furthering their reach and improving their businesses with new ideas.

## Most innovative Swedish companies in 2020

Company	Researcher positions in Sweden	Change since 2019	Researcher positions globally
1 Ericsson	8 500	+500	25 000
2 Volvo Cars	8 150	+745	9 000
3 Saab Group	8 000	+3 000	9 400
4 Volvo Group	4 550	-1 150	11 100
5 Scania	4 100	+200	4 300
6 Astra Zeneca	1 600	+100*	9 600
7 Axis	1 484	+23	1 666
8 Cevt	1 472	-85	1 472

Source: Johan Kristensson, Linda Nohrstedt



Hans Olof/imagebank.sweden.se

# Innovation in Hungary

Hungary is known as the birthplace of some of the world’s most famous inventors, whose contributions include the ballpoint pen, safety matches, electric engines, and holograms. Although today the country is ranked as a moderate innovator on the European Innovation Scoreboard, several factors point to Hungary’s immense potential as an upcoming innovation hub and a regional leader in high-value-added industries.

Currently, the CEE region is among the fastest developing areas in Europe. Due to the rapid adaptation of advanced technologies, these economies are quickly moving up the value-added chain, changing from “assembly plants” to high-tech producers, as well as contributors to global innovation.

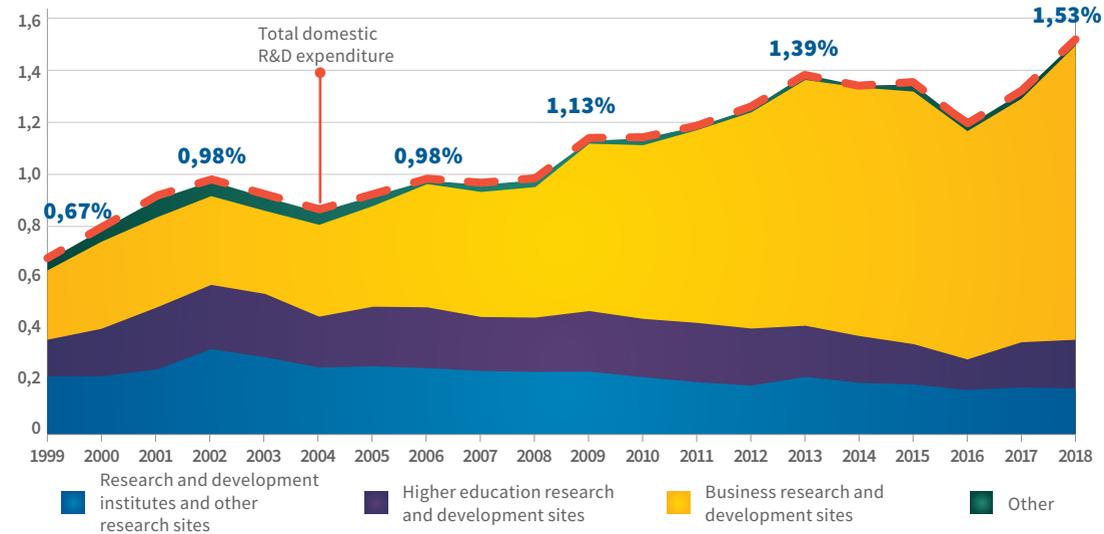
Since 2000, the Hungarian GDP share of the R&D sector has been growing steadily, reaching 1.5 percent in 2019. Both public and private investment into the Hungarian innovative industries has been increasing rapidly, contributing to the rapid growth of sectors such as ICT, medicine technology and hardware production. According to the research published by the European Centre for Policy Reform and Entrepreneurship, in collaboration with Nordic Capital, Hungary saw one of the largest increases in the number of employees working in knowledge-based industries in the last half-decade. High-tech sectors are expected to become the engine of the Hungarian economic growth in the 2020s, replacing traditional industries like automotive and chemical production.

Today, Hungary is a regional leader in several innovative fields. The country hosts the region’s first complex for the development of autonomous vehicles, experimental centers for 5G testing, and a number of successful university research groups active in the fields of health science, IT, and biotechnology.

In 2020, the government announced the Smart Specialization Strategy for 2021 to 2027, a framework for the advancement of knowledge-based industries, which includes increased government funding of R&D capacities, subsidies for companies introducing industry 4.0 solutions, and digital education initiatives for citizens as well as employers.

During this ongoing transformation, more and more international investors are noticing Hungary’s potential; the country’s excellent IT infrastructure, an increasingly sound market, and a university system that is eager for cooperating with the business world all contribute to its compatibility.

## R&D expenditure as a share of GDP (%) in Hungary



Source: KSH



Sonia Sabell/imagebank, sweden.se



**Examples  
of Swedish  
innovative  
companies  
in Hungary**

## ABB

ABB is a leading global technology company in electrification products, industrial automation, and robotics & motion, with customers in utilities, industry, and transport & infrastructure, supported by ABB's innovative digital solutions. Since its foundation in 1991, ABB Hungary has successfully built a knowledge-based company serving local and global customers.

ABB has a long history of technology innovation that includes the pioneering of the world's first commercial all-electric microprocessor-controlled robot in 1974, the introduction of high-speed "delta" robots, and most recently, the development of the world's first truly collaborative industrial robot, YuMi, in 2015.

In Hungary, ABB's robotic systems are used primarily in automotive, food & beverage, pharmaceutical, electronic, and industrial production. For instance, a plate glass plant in Orosháza uses ABB's heavy-duty, multifunctional robotic system to safely and quickly move huge glass plates. Another one of ABB's clients, a pasta factory in Gyermely uses a high-performance, fully autonomous sorting and palettizing system developed by the company. ABB's innovative strength is built on global capabilities and reach matched with well-developed local talent and technical knowledge. ●



**ABB**

## Airvent

For over 40 years, members of Airvent group have been at the edge of the development, production, and sales of ventilation equipment for comfort, industrial and residential applications.

In the company's main production plant in Kecskemét, Hungary, over 500 000 articles are produced annually, making Airvent one of the market leaders in Hungary, while continuously progressing on several export markets as well.

Airvent's broad product line consists of air diffusers, airflow volume controllers, induction units, chilled beams and air handling units, each of which contributes to an energy efficient and comfortable indoor climate. The company has also emerged with a complementary automation solution called A+, an innovative digital control system that seamlessly integrates with several of their demand-controlled ventilation products, resulting in large overall energy savings. Apart from the traditional HVAC products, Airvent also offers UV-C FiltAir, a local air sterilizer, developed for the elimination of airborne pathogens.

Airvent's deep roots include a culture of collaboration, innovation, quality and drive, which are necessary to design, manufacture and distribute creative and smart HVAC products, satisfying the high standards of its customers'. ●



**AIRVENT**

## Elanders

Elanders offers a wide range of cost-efficient services and innovative total solutions in the field of print management and supply chain management. The Group has more than 6,000 employees and operates in 20 countries on four continents.

Elanders Hungary was established in Zalaövő in 2001 as a print specialized site of Elanders Group. The production plant grew into one of the country's most modern and significant printing companies. Providing sheet-fed offset printing and digital solutions as well as linked services. In the past 20 years, Elanders Hungary introduced many innovative solutions which helped to serve our customers on the highest level with high-quality products. Besides quality, environmental friendliness plays an important role in our everyday life. Elanders Hungary keeps introducing green solutions to be in line with internal and customer expectations.

Elanders is one of the few companies in the graphic industry that can follow multinational customers over country borders and offer comprehensive solutions that include printed matter and other related services such as kitting and packing or just-in-time and sequence deliveries. ●



## Electrolux

Electrolux is a leading global appliance company that has shaped living for the better for more than 100 years. Under our brands, including Electrolux, AEG and Frigidaire, we sell approximately 60 million household products in approximately 120 markets every year.

Electrolux Hungary operating for 30 years in three different locations. Jászberény and Nyíregyháza are the main European manufacturing basis of high-quality refrigerators. At Budapest the company operates its supporting functions, sales, marketing, customer service, controlling, logistics and supporting functions for Electrolux Group departments.

Electrolux focuses its innovations on products that provide outstanding consumer experiences within three innovation focus areas, taste, care and wellbeing. As a global leader in household appliances, Electrolux continuously works to be a Better Company, with safe and resource-efficient operations, reducing our own footprint, as well as our suppliers' while working towards a diverse and inclusive workforce built on our strong ethical foundation. ●



## Ericsson

Ericsson is one of the leading providers of Information and Communication Technology (ICT) to service providers. Creating game-changing technology and services that are easy to use, adapt, and scale, it supports customers globally to achieve success in a fully connected world. The company is also a leading developer of 5G technology, as the Ericsson 5G platform enables service providers to embrace opportunities and offer new services for new users and industries.

In Hungary, Ericsson's subsidiary has been a central player in the telecommunications industry for more than 30 years. Today, it is one of the largest companies active in telecommunication and information technology research and development, employing over 2,000 people in Hungary. Ericsson was the first to implement evolving levels of mobile internet from 1G to 5G in Hungary with Magyar Telekom. Apart from domestic service providers, engineers participate in serving telecommunication systems globally from the Ericsson Service Delivery Center in Budapest. ●

## IKEA

IKEA manufactures a wide range of well-designed, practical, affordable, and high-quality home furnishing products offered while paying attention to people and the environment, and combining modern, high-tech production with a traditional Scandinavian style.

Since its foundation in Sweden in 1943, IKEA became the world's largest home furnishing company, now employing 160 000 people worldwide. In its furniture production, IKEA largely uses innovative materials and pays special attention to sustainability, using in large part recycled ingredients.

In Hungary, IKEA celebrated the 30th anniversary of the opening of its first store on Örs Vezér Square last year. Since then, two more stores opened, and IKEA became a leading furniture retailer in the country: in 2020, 6.2 million people shopped at the three Hungarian stores combined.

Digitalization and technological innovation are at the forefront of IKEA's ongoing development, as the integration of Wi-Fi and Bluetooth devices becomes a central part of the company's smart home design. ●



**IKEA**  
**LAKBERENDEZÉSI KFT**

## Intrum

Intrum is the industry's leading debt management company with operations in 24 European countries. Intrum helps companies thrive by supporting their customers and offering solutions that measurably improve their customers' cash flow and long-term profitability. An important part of a company's mission is to ensure that individuals and companies receive the support they need for debt relief. Intrum employs more than 9,000 dedicated and empathetic professionals who serve around 80,000 companies across Europe.

Operating since 1993, Intrum Hungary's team is made up of 500 experienced and trained experts ready to mediate debt disputes and facilitate repayment. The company is Hungary's leading credit management firm, among its clients some of the country's leading banks and service providers are included.

Apart from outstanding expertise in financial matters, Intrum operates within the core values of empathy, ethics, dedication and a solution-centered attitude. Intrum's goal is to lead the credit management market in a transparent, people-centered direction and set a high standard for the industry through their ethical, sustainable business practices that is represented in their slogan as well: "Leading the way to a sound economy." Intrum promotes sustainability for people, companies and entire societies. ●



**intrum**



**Empathy  
Ethics  
Dedication  
Solutions**

## Kinnarps

Kinnarps is one of Europe's largest provider of workspace interior solutions, with operations in 40 countries, providing interior workspace items for offices and public environments. Kinnarps was founded in 1942 and is still a wholly-owned family business today, which prioritizes a high quality and low environmental impact at the entire value chain, from raw material to finished solutions for the workspace.

Kinnarps Hungary was founded in 2000 and has been constantly evolving. Over the years, their knowledge of ergonomics and wellbeing helped hundreds of companies to transform their spaces where they can create a lasting business and where individuals can thrive. Listening to their customers they recognized that there is a great need for innovative and functional solutions for workplace design that needs to be based on extensive research that involves the actual end users. Which is why Kinnarps created Next Office®, a results-oriented method that has its starting point in an organization's operation's needs and in which, employees are key.

With a boundless curiosity, Kinnarps is committed to delivering attractive interior solutions that help business leaders and organizations stay motivated, productive and happy. A new office is not just an interior design project – rather it is a project to support and grow next to all the other changes happening in the organization. ●



**Kinnarps**



## LEAX

LEAX Group AB, a Swedish company based in Köping, is a supplier of critical components primarily within the heavy vehicle industry but also to the general industry, agriculture, mining, construction, and automotive industry. LEAX was established in 1982 and has since inception grown to over 1300 employees with production across 10 factories in three continents.

The group's first Hungarian site at Mezőkövesd was originally founded in 1970, as part of the Csonka János Machinery, which mainly produced a 150ccm hoe and compressor and airbrake manifolds for buses and trucks. After privatisation, the plant got linked to Swedish owners, like Exir group and later Arkivator group. LEAX Hungary got acquainted with the Swedish working style, their commitment to customer service and high quality already at that time, this is what made easier the integration into the LEAX group in 2014.

LEAX has clear strategies to reduce their dependency on the Commercial vehicle sector (by balancing the portfolio with increasing share in other industries) and developing and launching new product offerings.

The market trends influencing our business are electrification and sustainability. The main projects the company is working on a state-of-the-art high-tech machining of gear line products like silent gears for electrified cars. ●



## LINDAB

Founded over 60 years ago Lindab a significant role in both the HVAC and building products market. The company has three focus product areas: ventilation, building products and buildings. The products are characterized by their high quality, ease of assembly, energy efficiency, and a consideration towards the environment.

In Hungary, Lindab Kft has been present since 1991 and quickly became a market leader. Lindab has successfully introduced a roof cover steel plates in the country to such extent that in common speech roofs made from steel plates are referred to only as Lindab roofs. In addition to roofing material, roof drainage systems are also produced in the factory at Biatorbágy for the general public. For b2b clients, Lindab offers a large variety of steel-structure buildings, ducts and ventilation accessories.

Through continuous innovation, Lindab develops and manufactures products and systems solutions that simplify their respective construction segments and provide a better, healthier indoor climate. In the spirit of environmental awareness, Lindab has recently shifted to the use of the sustainable GreenCoat coating for their construction components, and developed the revolutionary Ultralink technology that ensures control and operation of ventilation systems with minimal energy consumption. ●



## Qamcom

Qamcom is a leading Swedish technology specialist application company with unique and deep competence within hardware, software and system development. They offer everything from on-site consultants through to external R&D or complete transformation processes. Qamcom offers value-driven technology solutions, products and services in the fields of advanced signal processing, artificial intelligence, robotics, wireless communications systems, industrial IoT and system safety.

Qamcom's Competence Centre in Budapest was started in 2019 with the aim to serve their customers in Central Europe with the same high standards of expertise and quality as the rest of the group. Their approach to technology development is completely industry-independent and can be adapted to many particular circumstances, business goals and desired effect. Qamcom's current focus industries include: Automotive, Telecom, MedTech, Aerospace, Manufacturing and Smart Cities.

The group believes in knowledge, experience-sharing and that you can achieve greater things together with others. They embrace diversity and values perspectives, helping people to constantly adapt, evolve and create value for all of their stakeholders. ●



## Saab

Saab provides the global market with world-leading products, services and solutions from military defense to civil security. With operations in over 100 countries, Saab continuously develops, adapts and improves new technology to meet customers' changing needs.

Saab has been a trusted supplier to the Hungarian Defense Forces (HDF) for over two decades. The backbone of the cooperation between Saab and HDF is the Gripen fighters program, running successfully for more than 15 years. Saab has also delivered two deployable DAM hangars to HDF. DAM significantly increases the operational availability of the Hungarian Air Forces (HunAF) by reducing the dependency on stationary infrastructure, enhancing their airspace policing capabilities. Carl-Gustaf® M4, man-portable, multi-role weapon system allowing dismounted soldiers to deal with multiple challenges on the modern battlefield, is another Saab product in the use of Hungarian Defence Forces. Saab also develops and manufactures a comprehensive range of camouflage solutions for increased survivability and force protection, including protection of military vehicles.

Saab brings to Hungary world-leading products, services and solutions, ranging from military defense to civil security. Thanks to successful projects delivered to customers from various sectors within homeland defense, Saab is and always will be a proud partner to support Hungarian security. ●



## SKF

The history of SKF started in 1907 with the innovation of the double-row self-aligning ball bearing that solved the problem of a textile factory in Gothenburg. Since then, SKF's organization has been continuously adjusted to serve customers in the best way. Today in a world shaped by population growth, urbanization, digitalization and environmental concerns, industrial reality is the true challenge. And that's exactly where SKF wants to be. Right at the center, providing reliable rotation for the real world.

SKF's expertise is built on the development, design and manufacture of bearings, seals and lubrication systems. SKF also provides machine health assessment, engineering and remanufacturing services. In the industrial market, application-driven innovation is what clients value the most. SKF can meet this demand with its catalogue products and, in other cases, solutions specifically developed to meet application needs.

This journey started around 25 years ago when SKF offered to its customers not only high quality products but a concept called 'Trouble Free Operation'. Technologies developed a lot as well as SKF and now we are offering 'Rotation for Life' concept which contains all modern information technologies aligned with all I4.0 requirements. ●




## Trelleborg

Trelleborg Sealing Solutions is a leading global supplier of sealing solutions. Over the past 50 years we've developed a portfolio of seals and bearings that can meet the most demanding industry-specific needs. Innovation is one of Trelleborg's core values and we aim to proactively apply innovative thinking in everything we do.

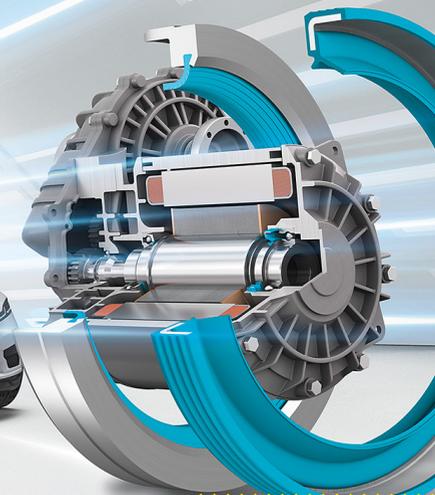
By doing so, we can continuously pioneer developments that create competitive advantage. Our ambition is to think differently, in a new and creative manner on a daily basis with a focus on innovations that not only encompass products and functions but also process, applications and service.

At Trelleborg Sealing Solutions, our innovation activities concentrate on creating solutions and applications in close cooperation with and to meet the changing needs of our customers. An example would be the high-velocity rotary seals developed by our product development engineers to meet electric car manufacturer demands. The HiSpin® PDR RT and the HiSpin® HS40 seals make a significant step in overcoming issues related to sealing in extreme conditions at high rotary speeds. This next-generation sealing technology enables electric cars to meet the ultimate goal of travelling the same distance as a gasoline vehicle on one charge. ●



Boost your ride  
with next-generation  
e-axle sealing

now



## Volvo Cars

Being eco-conscious has been the way of life for Volvo Cars since the early 1970's when the company was among the first to openly acknowledge the harmful environmental effects of motor vehicles, and simultaneously vowed to effect change. Beginning with the invention of the game-changing three-way catalytic converter in 1976, Volvo Cars has been making great strides in building greener cars.

By presenting the Volvo LCP2000 study in 1982 the Volvo Environment Concept Car in 1992, and then the series production Volvo 850 Bi-fuel in 1996, the company led the industry by example, and promoted the introduction of alternative fuel engines (including hybrids), weight reduction measures and recyclable materials. Volvo built the world's first diesel plug-in hybrid (2013), the world's first plug-in hybrid seven-seater SUV (2015).

Volvo Car Hungary and its 13 retailers have also been able to contribute towards these goals: in 2020, over 21% of all Volvo cars sold in Hungary were plug-in electric vehicles, while this ratio was over 37% in case of the XC90 SUV model.

Today, the group is on a fast track to phase out non-electrified powertrains altogether by 2025, when global sales are expected to be shared equally between battery electric vehicles and plug-in hybrids. ●

V O L V O



## Volvo Hungary

Volvo has been producing trucks since 1928 and today, the company is one of the largest global medium to heavy-duty truck producer. Volvo Trucks is focusing on researching the possibilities of sustainable road transport and developing alternative solutions.

The group's transport vehicles are a common site on the Hungarian roads since the 1970s, when Volvo was the first western European brand winning a tender at the newly established Hungarocamion. In 1999, Volvo started engaging Hungarian customers directly through its own subsidiary in 1999, opening a center at a former Hungarocamion site in Budapest.

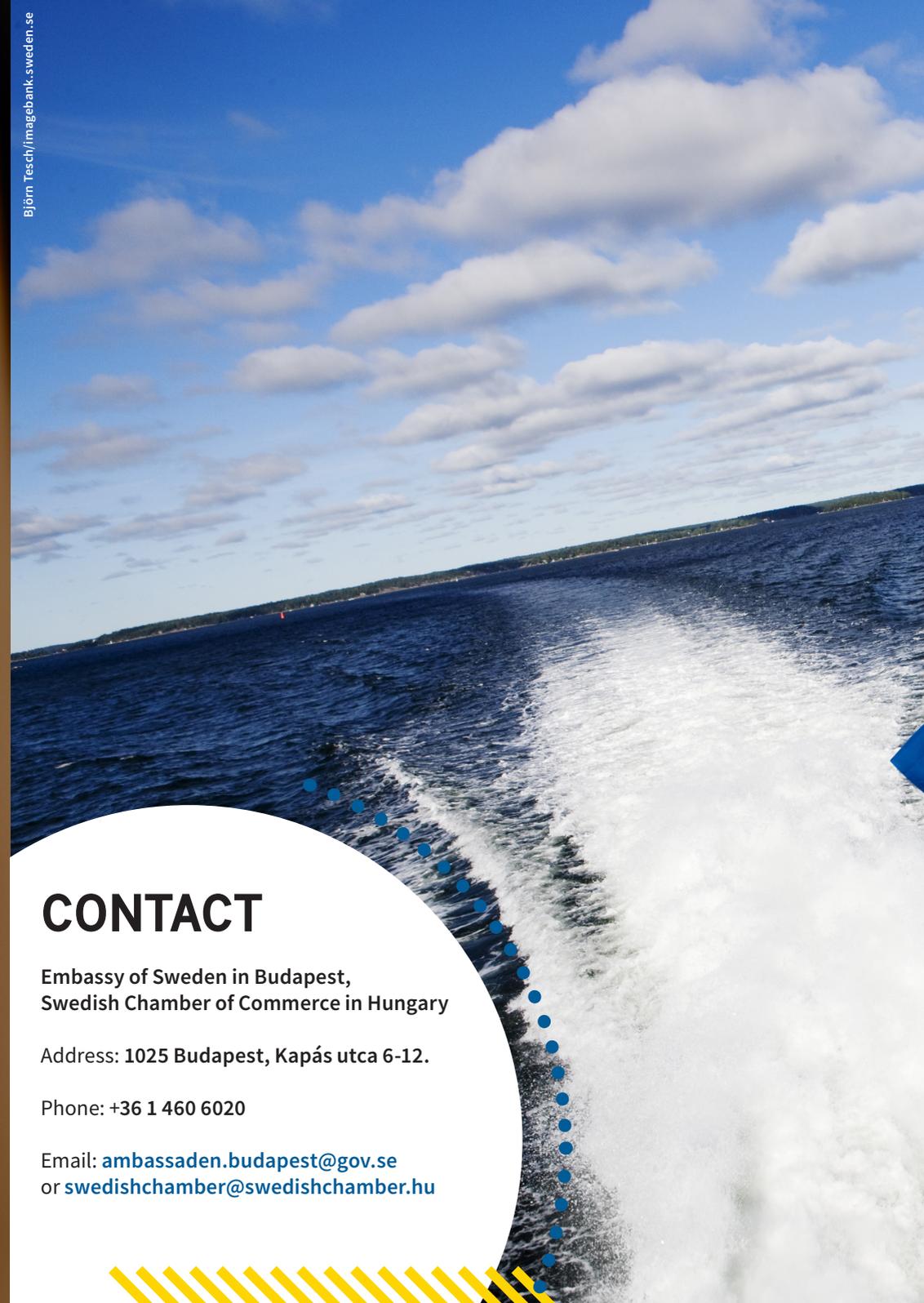
The demand for road transportation and the quantity of goods carried is increasing year by year; on the other hand, manufacturers have to find solutions to reduce the environmental impact. As a possible response to these challenges, Volvo Trucks has developed and demonstrated a technology called platooning, a smart technology that allows trucks to coordinate their movement, improving transportation efficiency. The first road test of this technology and its presentation to the press took place in 2017 in Hungary, on the M1 highway. The test demonstrated that platooning can make transportation safer and more efficient, to use less fuel, and reduce CO2 emissions.

In 2021 Volvo Trucks Hungary launches and starts sales of gas-powered LNG trucks for long haul transport on the Hungarian market. At the same time Hungary's first ever purely electric Volvo truck for urban transport will soon be in daily operation. By 2025 the company aims to launch their fuel-cell electric vehicles for the full range. ●





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