

30 Years of Swedish Highlights in Hungary



2025

Preface

Swedish business culture is guided by values of equality, trust, and collaboration – principles that foster open dialogue, responsible leadership, and sustainable growth. These ideals have long shaped how Swedish companies operate, both at home and abroad.

In Hungary, Swedish businesses have translated these values into practice through sustainable operations, community engagement, and a strong focus on long-term development. Many have made Hungary a regional centre for manufacturing, R&D, and services, investing in local talent, innovation, and partnerships that benefit both countries. The Swedish Chamber of Commerce in Hungary plays a key role in nurturing these ties and promoting mutual understanding.

This anniversary publication, compiled by Team Sweden, highlights three decades of Swedish achievements in Hungary – through stories of collaboration, innovation, and shared progress. As we mark the 30th anniversary of the Swedish Chamber of Commerce in Hungary, in partnership with the Embassy of Sweden, we celebrate the people and companies whose commitment continues to strengthen Swedish – Hungarian relations and inspire a sustainable future.

Team Sweden
Hungary, 2025

Message from the Embassy



Diana Madunic
Ambassador of Sweden to Hungary

Economic relations between Sweden and Hungary have deep historical roots, but it was in the 1990s that trade and business ties began to flourish on a larger scale. For three decades, Swedish companies have been an integral part of Hungary's economic landscape, contributing to competitiveness, sustainability, and growth.

Sweden has long been recognized as a nation of science, engineering, and innovation. From Alfred Nobel's dynamite to today's fossil-free industries, technological progress has shaped Sweden's prosperity. This same spirit of innovation has found fertile ground in Hungary — a country with a proud tradition of inventors, excellence in research, and a highly skilled workforce.

Over the past 30 years, the Swedish business presence in Hungary has grown and diversified across sectors such as clean technologies, digital solutions, advanced manufacturing, and consumer goods. Swedish companies not only create jobs but also drive technological development and strengthen local supply chains.

This dynamic relationship is supported by Team Sweden in Hungary, a collaboration between the Embassy of Sweden, the Swedish Chamber of Commerce, Business Sweden, and the Swedish Institute. Together, we foster bilateral cooperation, assist Swedish enterprises, and promote growth through partnerships, knowledge exchange, and joint initiatives.

Sustainability lies at the heart of the Swedish business philosophy. For most Swedish companies, the ongoing green transition is not a burden, but an opportunity and they are often at the forefront of developing new and innovative green technologies. This expertise has been shared with Hungary through investments and partnerships focused on circular economy solutions, electrification, and energy efficiency.

Both the Swedish and Hungarian economies rely on free trade and access to global markets. As members of the European Union, our two countries work together to promote growth, productivity, and competitiveness. This cooperation will be even more important in the years to come, as we together continue to build a sustainable and innovative European economy.



Photo: Lennart Pittja/Sápmi Nature/imagesbank.sweden.se

Message from the Swedish Chamber of Commerce in Hungary

CELEBRATING 30 YEARS OF SWEDISH BUSINESS VALUES AND PARTNERSHIP

Founded in 1995, the Swedish Chamber of Commerce in Hungary has grown into a dynamic network of companies and professionals committed to sustainable business, innovation, and ethical values. As we celebrate our 30th anniversary, we reflect on the mindset that drives the success of Swedish companies, both in Hungary and around the world.

Swedish businesses have demonstrated that lasting success is rooted in values such as trust, transparency, inclusiveness, and long-term thinking. These principles, combined with continuous innovation and a strong sense of social responsibility, remain key to resilience and competitiveness.

The Chamber serves as a professional platform where members connect, share knowledge, and grow together regardless of whether they come from digitalization, manufacturing, clean technology, consumer goods, or service industry. As part of Team Sweden in Hungary, we work to strengthen the visibility of Swedish companies by linking their brands with Brand Sweden and other key partners.

Advocacy is a central focus of our work. We engage in policy dialogue and build relationships with decision-makers in both the public and private sectors. Often in partnership with the Embassy of Sweden, the EU Chambers, and other business chambers, we promote the interests of our members and help facilitate new opportunities.

Networking remains at the heart of our mission. Through business events, peer-learning platforms — such as our special events on sustainability, innovation, and AI, as well as our CEO, HR, Manufacturing, and IT Forums — and meetings with key stakeholders, we support meaningful connections and the practical **exchange of knowledge** across industries.

We are grateful for the partnerships, trust, and community that have brought us this far, and we look forward to building on this legacy in the years to come.



Roland Jakab
President of SCCH
HUN-REN



György Nagy
Vice President of SCCH
Sigma Technology



László Nith
Vice President of SCCH
Nefab Group



Péter Tóth
Chief Economy Manager of SCCH
Electrolux



András Boráros-Bakucz
Board Member of SCCH
Ericsson



Ágnes Kapornai
Board Member of SCCH
Husqvarna



András Mikó
Board Member of SCCH
Airtent



Szabolcs Pálinskás
Board Member of SCCH



Diána Sebestyén
Board Member of SCCH
Kinnarps



Márta Böddi
Director
Swedish Chamber of Commerce in Hungary

Expert insights

from Swedish and Hungarian professionals on business challenges
and visions



Sustainability in times of crisis: adaptation, commitment, and action



Irén Márta
Managing Director, Business Council for Sustainable Development in Hungary



Today, sustainability is often no longer about competitiveness, but about operational viability and long-term survival. According to the World Economic Forum's Global Risks Report 2025, business leaders ranked extreme weather as the second greatest risk over the next two years, and the top risk over the next decade. All the top four risks are environmental or climate-related. **Within the European Union alone, extreme climate events have caused an average annual economic loss of €26 billion over the past decade.**

Amid global economic and geopolitical instability, climate extremes, and resource scarcity, the strategic relevance of values-driven operations has significantly increased. At the same time, the past year has made it clear: **companies cannot base their sustainability efforts solely on regulatory expectations.**

In Europe, sustainability regulations, such as the CSRD, CSDDD, and the EU Taxonomy, represent a profound shift toward a more transparent and responsible economy. However, in 2025, the implementation of these regulations was postponed in several areas, and the scope of obligations will be reduced. The proposed "Omnibus Simplification Package" may reduce CSRD scope by 80%, easing burdens short term but risking weaker accountability and ESG data quality.

At Business Council for Sustainable Development in Hungary (BCSDH), we see strong momentum even among companies not yet required to report, many already committed to regular ESG disclosures. This voluntary engagement reflects an emerging consensus: **sustainability reporting is no longer merely about compliance but about building long-term business resilience and trust.** In our third ESG comprehensive survey, we will explore how these regulatory shifts are impacting internal business practices and whether the concerns around weakened accountability are playing out in real terms.

Data-driven operations and the rethinking of value chains are becoming increasingly unavoidable. Insights from the fourth annual internal sustainability maturity assessment by BCSDH show clear acceleration in supporting processes such as ESG reporting, stakeholder engagement, and supplier evaluation. These assessments also reveal that when a specific sustainability theme becomes the focus of the year, member companies tend to follow a recognizable learning curve. Initial ambition is typically high and often exceeding current capabilities. As companies move into implementation, a more realistic self-assessment emerges, followed by deeper self-reflection. At this stage, strengths and gaps become more clearly defined, and both goals and actions are refined. This pattern was clearly visible, for instance, in the evolution of net zero commitments.

BCSDH's 2024 survey shows net zero commitments have plateaued, but 66% of respondents now have measurable emission reduction targets. Notably, the proportion of companies measuring across their entire value chain has doubled in two years, rising from 21% to 43%. However, there is a clear lag in climate adaptation planning: **although 91% of the companies are already feeling the effects of climate change, particularly in energy security and raw material supply, only 16% of them have a meaningful adaptation strategy,** despite the fact that over 85% of Europeans believe adaptation investments must happen now to avoid higher future costs (EIB Climate Survey, 2024).

According to the World Resources Institute, every dollar invested in climate adaptation and resilience can generate over \$10 in benefits within a decade.

The picture is therefore nuanced: Hungarian companies are on the path to transformation, although their responses are still largely reactive. For most of the Swedish-rooted companies, where climate adaptation and nature-positive practices

are already embedded in day-to-day operations, adopting the changes is a steady, continuous and natural process.

Transforming businesses requires not only tools but a shifting leadership mindset. The companies of the future will be led by those who understand that **nature is not a given, but a resource to be protected, and that employees are not a cost, but active partners in the solution.**

A fair and inclusive transition also requires companies to ensure that any infrastructure or new business investments create high-quality, safe jobs that respect labour rights, provide decent wages, and ensure employee well-being, especially where such jobs are most needed. Developing future-proof skills, including marginalized groups, and strengthening supply chain and community resilience are no longer just social expectations but core business imperatives.

And as we look ahead, we ask: how can the circular economy be part of this transformation? We will search for answers together with over 300 experts at the European **Circular Economy Hotspot**, hosted for the first time in Budapest, 5-7 October 2026.

Overall, corporate sustainability is no longer just a metaphor, it is about the ability to sustain. The cost of inaction will far exceed the investments required today. Yet this is not only a risk, but also a strategic opportunity: those who act proactively now can generate substantial long-term value.

CORPORATE CLIMATE ACTION SNAPSHOT - 2024

-  Net zero commitments plateaued
-  66% of companies now have Measurable emission reduction targets
-  Value chain emissions tracking Doubled in 2 years
-  91% of companies report being affected
-  16% of companies have MEANINGFUL adaptation strategy
-  85% of Europeans say: invest in adaptation NOW to avoid higher future costs
-  ROI of adaptation for each dollar spent (WRI). \$10+

From R&D investments to green innovation



Katarina Bjelke
Director General of the Swedish Research Council



In Sweden, the R&D expenditure as part of the GDP was 3,6% in 2023, whereas the business sector stands for over 70% of this figure. These figures reflect the fact that Sweden has a strong focus on R&D in many of our companies as well as in academia, and that the collaboration between academia and business sector is strong.

Sweden has a tradition of acknowledging the value of high-quality research and the impact it has on society. Maybe the most important and reputational being the Nobel prizes that have, in accordance with Alfred Nobel's testament, been awarded yearly to acknowledge science for the greatest benefit of mankind.

Another important thing to highlight is the contribution of many Swedish private persons and companies that have set up their own foundations or contribute in different ways to fund research in several areas.

If we look back at history, we can better understand Sweden's commitment to research and innovation. A key reason goes back to the Swedish prime minister, Tage Erlander, who led Sweden between 1946-1969. He was a strong advocate for research and its significance for Sweden. During his time in office, Sweden invested heavily in science and technology, and he was himself actively engaged in promoting research and innovation. Erlander recognized that research was crucial for Sweden's progress and competitiveness in an increasingly technological and economically demanding world. He was convinced that research and education were the keys to Sweden's future and that it was important to invest in these areas. Erlander emphasized the importance of Sweden continuing to invest in research to assert itself in international competition. He argued that research was vital for a small but highly developed technological and economic nation like Sweden.

Thus, Swedish research and innovation have been at the core of priorities for the Swedish society for a long period.

Today a fourth yearly bill/plan from the government lays the foundation for the period to come and since the parliament decides on the bill, these plans are kept despite changes in government.

The current government presented the recent bill to the parliament just before Christmas 2024. It included quite a lot of ambitions and money for Swedish research and innovation, to be able to deliver excellence in research and to give new and ambitious opportunities for innovation. In fact, this was presented as the most ambitious research and innovation bill in Sweden ever.

Critical technologies, like quant AI, etc., receive a lot of focus, but the focus is also strong on curiosity-driven free research, investments in research infrastructures, collaboration, and internationalisation.

I would like to highlight some key elements explaining why Sweden, and the other Nordic countries (Finland, Denmark, Norway, and Iceland), stand out as strong research nations and consistently rank high on innovation scoreboards, like the European Innovation Scoreboard or the Global Innovation Index.

As I can see, the strong performance in Sweden can be explained from a combination of structural, cultural, and policy-related factors:

Strong public investment in R&D

The Swedish government allocates a high share of GDP to research and development, and the funding is often stable and long-term, reducing uncertainty for universities and businesses. Large commitments of funding from private investors accompany this investment.

Internationalisation

The share of international co-publications between 2019-2021 was 70% and during the years Sweden has built long-standing collaborations in research and development with many countries.

World-class education systems

Free or low-cost higher education ensures broad access and high skill levels with an emphasis on problem-solving, creativity, and digital literacy from an early age.

Collaboration between academia, industry, and government (the "triple helix")

Well-established innovation ecosystems where universities, companies, and the public sector collaborate closely. Public funding often encourages joint projects across these sectors. Sweden is also fortunate to have quite a lot of private foundations, which both parties can benefit from.

Strong digital infrastructure and early adoption of technology

Sweden has a strong digital infrastructure and an early adoption of technology, and on top of that a high penetration of broadband and digital services. In general, the government and citizens tend to be early adopters of digital solutions (e-government, fintech, health tech).

Inclusive and trust-based society

Swedes are inclusive and have a trust-based society. High level of social trust makes collaborations and risk-taking easier. Flat hierarchies and low power distance help create an environment of open innovation and knowledge sharing.

Effective innovation policies and institutions

Agencies like Vinnova play key roles in supporting startups, SMEs, and research-based innovation. They also have clear strategies for green transition, AI, and sustainable development.

Strong startup and entrepreneurial culture

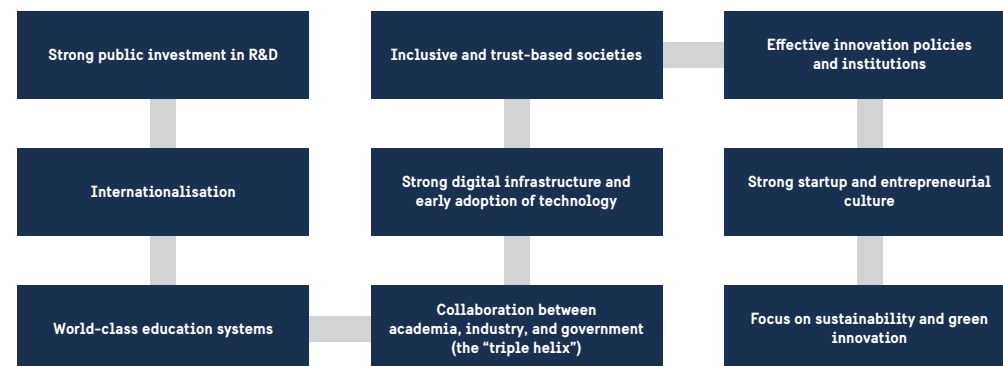
The Swedish capital, Stockholm, is a global hub for tech startups, and is often called the "unicorn factory" after Silicon Valley. Access to venture capital has improved, the government supports entrepreneurship, and work-life balance policies allow people to pursue creative and entrepreneurial projects.

Focus on sustainability and green innovation

Ambitious climate targets push the innovation in renewable energy, circular economy, and clean tech. Nordic companies are seen as leaders in sustainable business models.

Sweden can certainly do better in both research and innovation; a lot is to be done.

However, I think that other parts of Europe can learn something from the Swedish and Nordic research and innovation ecosystem culture. And we, in Sweden, are of course happy to further strengthen our collaborations internationally.



Key success factors

of Swedish companies and their strategies to strengthen European competitiveness



Swedish companies in Hungary: a success story

Over the past three decades, Swedish companies have become an integral part of Hungary's economic and social landscape. Their presence spans industries as diverse as healthcare, manufacturing, ICT, design, retail, energy, and media. Despite operating in different sectors, common threads run through their success stories: a strong alignment with Swedish values, a commitment to sustainability and innovation, and the ability to build long-term partnerships grounded in trust and transparency.

1. Swedish values as a competitive edge

At the core of nearly every company's narrative is the emphasis on values: sustainability, equality, transparency, and innovation. These principles are not abstract ideals but are embedded in daily operations, product development, and customer relations. Whether in healthcare (AstraZeneca, Green Sound), manufacturing (ABB, Autoliv, Electrolux, Dometic), or technology and services (Aleido, Ericsson, Sigma Technology), companies consistently highlight how these values enhance both competitiveness and societal benefit.

2. Sustainability and green transformation

A defining trend is the centrality of sustainability. From Volvo's climate strategy and Electrolux's zero-waste factory to IKEA's hybrid retail model and AstraZeneca's "Ambition Zero Carbon," companies consistently integrate environmental responsibility into their operations. Many go beyond compliance to actively drive change across their supply chains,

employees, and customers. Sustainability is seen as both an obligation and a strategic driver of long-term success.

3. Innovation and digital transformation

Innovation is another unifying factor. Swedish companies demonstrate agility in responding to changing technologies and customer needs. Ericsson's pioneering role from GSM to 5G, IKEA's phygital store concept, Atlas Copco's connected and data-driven productivity solutions, and SAAB's advanced engineering and defense technologies all showcase how Swedish firms combine tradition with cutting-edge innovation. Importantly, innovation is often collaborative: companies co-develop solutions with universities, clients, and local partners to strengthen research, safety, and technological progress.

4. People-centric culture and diversity

A strong focus on people, diversity, and inclusion is a hallmark of Swedish corporate culture in Hungary. Transcom emphasizes skill-based hiring, continuous learning, and equal opportunities as ways to build competitive and resilient teams. Paprika Studios, with its international reach, showcases how creativity, openness, and cross-cultural collaboration foster innovation and global engagement. This people-first approach, shared by many Swedish companies, ensures that organizations remain adaptable and inclusive while contributing to both social and business success.

5. Collaboration and partnerships

Long-term partnerships are central to Swedish business success abroad. Companies actively collaborate with Hungarian universities, public authorities, suppliers, and local communities, creating ecosystems that strengthen competitiveness and innovation capacity. SAAB's cooperation with academic and defense institutions highlights the strategic importance of knowledge exchange and security innovation. Business Sweden plays a catalytic role in fostering these networks, helping to scale digital transformation and healthcare innovations through co-creation platforms.

6. Local presence with global vision

Swedish companies balance their global reach with a strong local presence. Many have established production sites, R&D centers, or service hubs in

Hungary that serve not only domestic needs but also regional and global markets. This combination of local anchoring and global integration enables them to be agile, competitive, and resilient in a rapidly changing Europe.

Taken together, the experiences of Swedish companies in Hungary show that business success in Europe is increasingly shaped by sustainability, innovation, and values-based leadership. Swedish firms have demonstrated that competitiveness is not only about efficiency and profit but also about trust, responsibility, and shared progress. Their collective presence in Hungary underscores the power of combining Swedish values with local expertise, delivering benefits for companies, employees, and society at large.



Photo: Per Pixel Petersson/imagebank sweden.se

Best practices

from Swedish businesses operating sustainably



ADVANCING EUROPE'S GREEN TRANSITION THROUGH INNOVATION AND COMMITMENT

For over 30 years, ABB has been a key player in Hungary's industrial transformation, delivering advanced technologies that reflect core Swedish values—sustainability, innovation, and transparency. As a global leader in electrification and automation, ABB is committed to enabling a low-carbon society through both its solutions and its operations.

ABB's Sustainability Strategy is anchored in science-based targets aligned with the 1.5°C scenario of the Paris Agreement. The company has joined the Climate Group's EV100 and RE100 initiatives, committing to electrify its global fleet, source 100% renewable electricity and improve energy productivity by 2030. In Hungary, these goals are already taking shape: ABB has been transitioning its company vehicles to electric and powering its Fót warehouse and service site with on-site solar energy.

Through its Mission to Zero™ program, ABB helps customers reduce emissions with smart energy management, e-mobility, and digital automation. ABB technologies support Hungarian industries and municipalities in improving energy efficiency and embracing clean energy.

ABB has made significant progress toward its Scope 1 and 2 greenhouse gas emissions targets. By 2024, it achieved a 78% reduction from its 2019 baseline, with 95% renewable electricity use and a 92% cut in SF₆ emissions. ABB's Electrification (EL) business, which accounted for two-thirds of the company's emissions in 2019, has played a pivotal role in this progress.

Beyond technology, ABB invests in STEM education and local partnerships, fostering a diverse, future-ready workforce.

ABB Hungary's long-term success is a testament to the power of sustainable innovation. By combining global ambition with local action, ABB continues to strengthen Europe's competitiveness—one smart, green solution at a time.

For more information about ABB's global sustainability strategy, scan the QR code below:



ENGINEERED TO OUTRUN



Customized MES solutions for large enterprises



With over more than 20 years of experience, ADB-Pro Informatikai Kft. specializes in customized software development and technical support. Our mission is to help the endeavors of large enterprises in digital transformation through customized solutions including MES or B2B portal solutions, our goal is to increase the productivity and competitiveness of our customers by creating value from data.

We cooperate with many renowned Swedish partners. We are a proud partner of **Electrolux, Dometic, Haldex and Qvantum**. Through these partnerships, we have embraced and integrated Swedish values such as transparency, quality focus, and sustainability into our own operations. These values have contributed to our continuous development and to building strong, trust-based cooperation with new partners.

We achieve customer satisfaction by delivering working software as soon as possible and continuously, maintaining close daily collaboration between business experts and developers. Our

flexible and agile approach allows us to respond effectively to changing needs, ensuring high quality and efficiency throughout each project.

Our corporate culture focuses on people. We provide our teams a professional, development-oriented work environment and ensure clear, goal-focused management at every level.

Implementing our MES or B2B portal solutions will lead to a significant reduction in production costs. Our systems enhance product quality and consistency, minimizing defects and rework. It provides unprecedented visibility into your operations, enabling proactive decision-making and faster problem resolution.

We look forward to continuing our journey of innovation and partnership, bringing these proven values and tangible benefits to even more businesses.

Airvent



Airvent is a Hungary-based company with strong Swedish roots, founded in 1990 and part of a group employing around 300 people across Europe. The group also includes Klimatbyrån AB in Sweden and Netavent A/S in Denmark. Together, we bring close to 50 years of experience in developing, producing and distributing technically advanced products for ventilation and air-handling systems.

Our Scandinavian–Central-European DNA has fostered a culture where Swedish quality discipline and innovation meet Hungarian creativity and engineering excellence. This combination enables us to respond swiftly to regional market demands while pursuing a long-term, sustainability-driven vision.

Three core principles guide our operations:

1. Life-cycle value over first cost. By integrating energy-efficient EC motors, high-performance heat recovery modules in our air handling units, and providing smart demand-based ventilation controls, we help our partners reduce operational emissions by a large degree.
2. Innovation through open collaboration. Cross-border R&D teams in Malmö and Kecskemét co-develop product platforms designed for optimal market adaptation. This collaborative structure shortens time-to-market and allows us to customize solutions for a wide range of applications, from schools and offices to hospitals and industrial facilities.
3. People first. We are a human-centric company, investing continuously in our teams. Internal training programmes and mentorship between Hungarian and Swedish colleagues ensure a steady pipeline of ventilation experts. Many of our current leaders began as apprentices within the company. These practices illustrate how mid-sized Swedish–Hungarian companies can combine specialization, digitalization and people development to strengthen Europe's competitiveness, while contributing to healthier indoor environments for all of us.



Photo: Patrik Svedberg/imagebank.sweden.se

TURNING DIVERSITY INTO A COMPETITIVE ADVANTAGE AT ALEIDO

Aleido is a leader in aftermarket information and learning solutions. Our customers develop complex products or systems, or seek knowledge and confidence to create lasting change, within a wide range of industries including automotive, telecom, advanced machinery, rail and medtech. As a Swedish-owned company operating in five countries, nearly 1,000 of us work every day to bridge the gap between people and technology, making the advanced simply understood.

We believe that the more diverse our team is, the better we understand the world – and, with it, our partners.

Our journey in Hungary started 20 years ago within Semcon's Product Information business area, and for the last two years, we have operated as part of Aleido—a standalone company spun off from Semcon. Today, we are proud to support the Aleido Group from our Budapest office with a team of over 250 colleagues.

Being part of a global team means that our colleagues in Hungary connect daily with peers from Sweden, Germany, the UK, and China, as well as with customers across multiple countries and continents. Experiencing such a diversity of cultures and perspectives not only broadens their international outlook but also deepens the local expertise they bring to every project.

At Aleido, we believe that great ideas come from people with various backgrounds and experiences.

“For me, the most rewarding part of being at Aleido is seeing how diverse experiences turn into progress. We grow not just because of what people already know, but because of their drive to learn, adapt, and build something meaningful together.”

Péter Kiss, Country Manager

In a world where technological change is constant, having different perspectives is key to crafting meaningful solutions.

That starts already with recruitment: we follow a skill-based hiring approach, focusing solely on competence. Instead of filtering by degrees and job titles we focus on what truly matters: curiosity, a growth mindset, strong English skills, and a passion for technology. Our colleagues come from diverse backgrounds — former musicians, teachers, IT specialists, mechanics, even pastry chefs and chimney sweeps. Everyone starts on equal ground. What unites them is their potential and willingness to learn, not where they've come from.

After joining us every new team member receives hands-on support through a structured onboarding programme and dedicated mentorship.

For the first few months, the newcomers are paired with a dedicated mentor and supported by other team members who share their knowledge and expertise. The programme combines structured training in tools, processes, and standards with real project involvement, balancing technical and human aspects of development. Mentors help mentees navigate not just tasks but also team dynamics, offering both technical guidance and emotional support. Through a blend of personalised guidance, focused mentoring, we create an environment where all team members have equal opportunities to grow from day one.

Our hybrid work culture enables talented people from across the country to join us without needing to relocate to the capital. This approach not only enhances diversity but also ensures equal opportunities for everyone, regardless of their location.

By fostering an environment that balances support with autonomy, we empower people to collaborate, learn continuously, and grow in a culture of mutual trust.

At Aleido, we live by our values: we embrace different perspectives, collaborate openly, build meaningful relationships, and approach situations with a forward-thinking mindset, which we call being a “possibilitarian.” These principles keep us at the forefront of the information evolution and help us create lasting value for our customers, people and technology, while contributing to a sustainable future.



ASSA ABLOY IN HUNGARY: BUILDING LONG-TERM SUCCESS THROUGH SWEDISH VALUES

At ASSA ABLOY, we are proud of our strong and growing presence in Hungary, where we deliver advanced entrance solutions for sectors such as manufacturing, logistics, healthcare, and retail. Our long-term success is rooted in core Swedish values, sustainability, innovation, equality, and transparency, which guide everything we do.

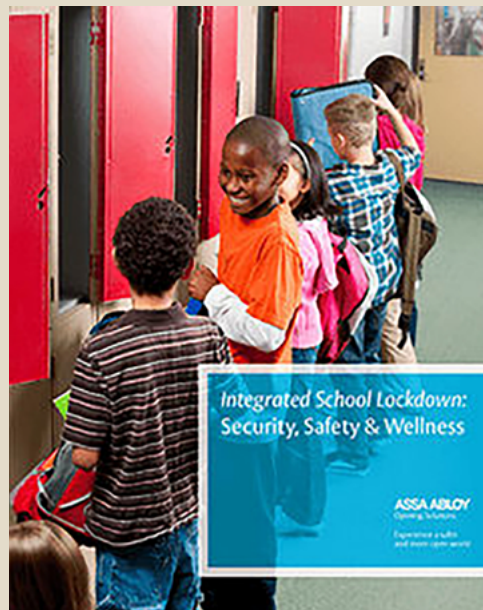
In Hungary, we support our customers in reducing energy consumption and emissions through high-performance entrance systems that enhance insulation, climate control, and operational efficiency. These sustainable solutions contribute to environmental goals while lowering total operating costs for our clients.

Innovation is at the heart of our business. Through connected digital services and real-time monitoring, we ensure predictive maintenance and uninterrupted facility operations, crucial for demanding

environments like hospitals and warehouses. Our technologies help future-proof our customers' infrastructure and support their digital transformation journeys.

We are committed to equality by building inclusive service teams and designing accessible, hygienic, and safe entrances for all users. Our transparency is evident throughout the customer journey, from initial consultation to project completion, ensuring compliance with local regulations and open communication at every stage.

Looking ahead, we plan to further strengthen Europe's economic competitiveness by investing in energy-efficient infrastructure, expanding our service network, and offering customized solutions to meet evolving market demands. By combining Swedish values with global expertise, we empower people, businesses, and communities across Hungary and the entire region to thrive in a more open and sustainable world.



AstraZeneca, a global biopharmaceutical leader operating in over 100 countries, plays a key role in Hungary's healthcare and research ecosystem. The company's major logistics hub in Budaörs supplies medicines to 20 countries, strengthening both Hungarian and regional healthcare infrastructure.

In Hungary, AstraZeneca supports treatment in oncology, respiratory and immunological diseases, cardiovascular conditions, diabetes and rare diseases. The company has a longstanding commitment to scientific excellence, with a clinical research legacy dating back to 1993. Currently, nearly 60 clinical trials are running locally in partnership with more than 200 organizations, including leading universities.

AstraZeneca maximizes societal impact through public-private partnerships, supporting data-driven public health research and promoting preventative healthcare and improved patient journeys.

The company works closely with universities and communities, reflecting its dedication to equality, inclusion, and broader health access.

Sustainability is a key priority: AstraZeneca emphasizes responsible consumption, biodiversity protection and minimizing environmental impact in manufacturing and sourcing. In Hungary, the company has transitioned its fleet to fully electric vehicles, significantly reducing transport emissions and actively participates in tree planting initiatives to restore local ecosystems. Central to these actions is the "Ambition Zero Carbon" program, aiming for zero carbon emissions globally by investing in renewable energy and engaging suppliers to reduce indirect emissions.

Guided by values of scientific and patient focus, ethics and entrepreneurship, AstraZeneca's presence enhances Hungary's healthcare system, driving innovation and sustainable growth across Europe.

In Hungary

Atlas Copco has a long history of creating sustainable productivity in Hungary through the development of sales, service and production. This journey started already 1971, when Atlas Copco became one of the first foreign companies to sign a representation agreement following Hungary's New Economic Mechanism.

The strategy and business model to reach our targets

Since 1873, Atlas Copco has evolved from steam engines to advanced technologies, adapting to meet the needs of customers and society. The company combines deep experience with strong stakeholder relationships to drive sustainable, profitable growth.

Our Focus

With over 150 years of innovation, Atlas Copco remains committed to its mission and vision: to be "First in Mind—First in Choice." The strategy emphasizes continuous improvement and stakeholder value.

Innovation

Innovation is central to the strategy. The company enhances customer productivity through energy-efficient, connected, and data-driven solutions. These are supported by leading technologies and significant R&D investments.

Presence

Atlas Copco leverages its global footprint and diverse customer base to identify profitable niches and expand into adjacent markets. Products are sold directly or indirectly, often under different brands. Production is located close to customers in Europe, Asia, and the Americas to ensure responsiveness and efficiency.

People

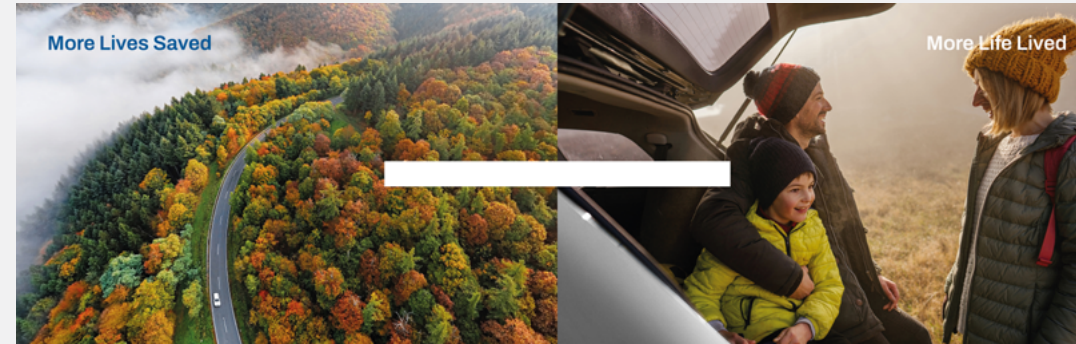
Success depends on passionate, skilled people. Atlas Copco attracts talent with the right mindset and empowers them with freedom and accountability to grow and deliver customer value.

Service

The service business focuses on increasing coverage of the installed base and enhancing offerings through connected products and insights, ensuring long-term customer relationships.

Resilience

An agile, decentralized model enables quick adaptation to market changes. Asset-light operations, flexible workforce, and strong aftermarket services provide built-in resilience and operational efficiency.



AUTOLIV – SAVING MORE LIVES

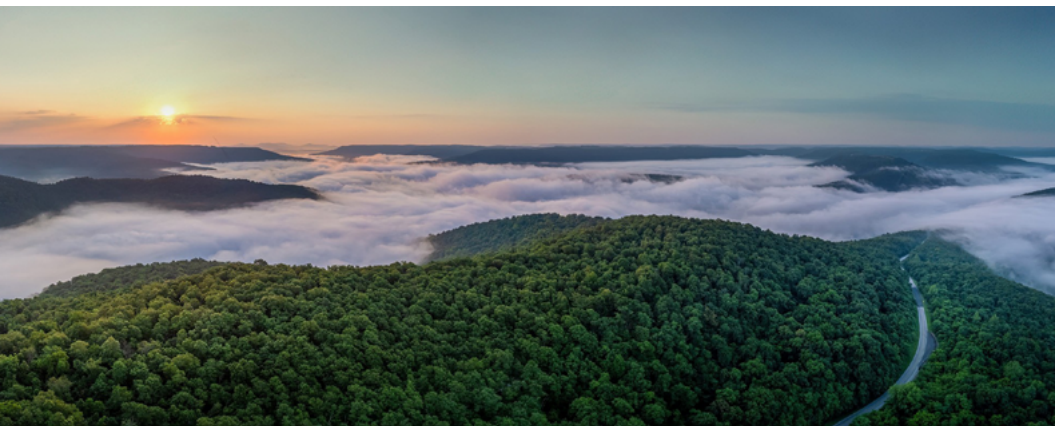
At Autoliv, saving lives is not just our mission – it's our passion. As the world's leading automotive safety supplier, our products protect millions of people every single day, helping to prevent injuries and saving over 30,000 lives each year. This is the true power of innovation in action, and a testament to our unwavering commitment to making mobility safer for everyone.

With deep roots in a tradition of technological excellence, Autoliv continues to push boundaries in the field of automotive safety. We design and manufacture advanced systems – from airbags and seatbelts to autonomous safety technologies – that are trusted by the world's leading vehicle manufacturers. Our solutions are not only technically sophisticated but also purpose-driven, aiming to reduce traffic fatalities and improve road safety globally.

Our dedication to sustainability drives us to minimize our environmental footprint across all operations. We are actively working toward climate-neutral manufacturing, responsible resource use, and net-zero emissions across our supply chain. These efforts reflect our belief that protecting lives also means protecting the planet for future generations.

At the same time, our inclusive culture empowers diverse teams to collaborate, innovate, and deliver world-class results. We believe that a diverse and engaged workforce is essential to long-term growth and continuous improvement.

These principles – innovation, sustainability, and inclusion – are the foundation of enduring growth and global leadership. We are proud to represent Swedish values on a global stage and look forward to building a safer future in all aspects of life, where innovation saves lives every single day.



Business Sweden



Business Sweden is commissioned by the Swedish government and Swedish industry to support Swedish companies to grow global sales and establish strategic partnerships. We are especially working with Swedish companies within the life science sector as well as within manufacturing, who are interested in growing their operations via new client- and partner- acquisitions as well as with companies, who are interested in investments inorganically via acquisitions and organically.

Collaboration & co-creation within digital transformation and sustainability are the core of Sweden's innovation power. In one program that Business Sweden is leading, the "Alliance for Competitive Production", we secure successful digital transformation and future competitiveness with our leading Swedish 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. One other program is rather transformation of health care systems with support of real evidence data and improved patient pathways, where authorities, hospitals and companies join forces for long-term improved, sustainable health care systems.

To be competitive in today's world is all about partnerships. Sweden with its long business presence in Hungary and more than 130 active Swedish companies looks forward to developing the Swedish and Hungarian company ties further, beyond the already strong Swedish manufacturing and R&D investments in the country today.

In case you are interested to learn more about how you can tap into Team Sweden's activities or explore new ones, contact Sweden's invest and trade commissioner for more information via Maja.Zoric@business-sweden.se



Dometic Group is a global leader in mobile lifestyle solutions, with products including refrigerators, air conditioners, hobs, awnings, sanitary systems as well as power and control solutions designed for motorhomes, boats, trucks and outdoor activities. The company's products are sold in around 100 countries and achieved sales of SEK 25 billion in 2024, with around 7,000 employees worldwide.

Dometic Hungary consists of a manufacturing site in Jászberény and a Shared Service Center (SSC) in Budapest. The Jászberény factory is one of the company's key European production bases, primarily producing cooling solutions for motorhomes and boats. The factory employs approximately 400 people and growing its operation since the start. The factory's products are largely exported, contributing to Dometic's global supply chain.

The Budapest Shared Service Center is providing financial, HR, IT, procurement and other services to the company's various units. The SSC aims to

increase the efficiency of internal processes and support global operations. The expertise and efficiency of the Budapest team contribute to the company's competitiveness and customer-centric operation. Dometic is committed to providing its customers worldwide with high-quality products and services, supporting the convenience and freedom of a mobile lifestyle.

Contact information:

- Factory: 5100 Jászberény, Necső Telep 1.
- Budapest SSC: 1143 Budapest, Gizella út 42–44. (Moha Ház)
- Tel: +36 1 468 4400
- E-mail: budapest@dometic.hu
- Website: www.dometic.com



Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell household products in around 120 markets every year.

Electrolux Group has been present in Hungary since 1991. Today, nearly 700 colleagues across two locations – Budapest and Jászberény – are working together every day to **“Shape living for the better”** in a more sustainable way.

We live in the present, but we work for the future, because the way we act today defines the world we will live in tomorrow. This belief is at the heart of everything we do. Every idea, every product, and every human connection we create reflects our commitment to a better future.

Kids who care: Educating tomorrow's Food Heroes in Hungary

In 2024, Electrolux Hungary proudly joined the global World Food Heroes campaign, an initiative by the Electrolux Food Foundation in collaboration with Worldchefs, Food Banks, and AIESEC. The campaign aims to involve Electrolux employees in educating children aged 7–11 on sustainable eating habits and food waste reduction through fun, interactive workshops.

Between September and November 2025, 16 volunteer facilitators from Electrolux Hungary engaged over 660 children across five cities, including Alattyán, Alsónémedi, Budapest, Jászberény, Pusztamonostor. The workshops combined storytelling, superhero role-play,

and creative activities such as the “Smart Plate” coloring sheet, all aimed at inspiring kids to make mindful, sustainable food choices.

Looking ahead to 2025, the goal is to engage 20,000 children in 35 countries, with the support of 500 trained Electrolux colleagues.

The campaign not only deepened Electrolux Hungary's connections with local communities – particularly schools and families – but also enhanced the company's global competitiveness by promoting a socially responsible brand image and involving employees in purposeful, impactful volunteer work.

“Choose wisely, cook sustainably!” – a message that resonates with the next generation of changemakers.





Zero Waste in Action: Electrolux Jászberény Refrigerator factory's commitment to sustainable production

Zero Landfill is an Electrolux Group's program that aims at reducing the Group environmental footprint by decreasing the amount of waste sent to landfill. The program focuses on waste reduction and on opportunities for material recovery and reuse. In November 2024, Electrolux Hungary's Jászberény Refrigerator factory achieved a major milestone in its sustainability journey: zero waste to landfill. This means that 100% of the waste generated at its Hungarian production site is now either recycled, reused, or recovered - none is sent to landfill.

This achievement results from a long-term commitment to circular economy principles, employee engagement, and continuous improvement in waste management processes.

Key pillars of the program include:

- Rigorous waste sorting and tracking systems
- Partnerships with certified recycling and recovery partners
- Employee training and awareness campaigns

By eliminating landfill waste, Electrolux Hungary not only reduces its environmental footprint but also enhances its operational efficiency, competitiveness, aligning with the EU's Green Deal and circular economy goals.

This initiative reflects Electrolux Group's broader ambition to lead the home appliance industry in sustainability and responsible production. 88% of our manufacturing sites are now "Zero Waste to Landfill" certified. We aim to certify all our sites by 2025.

Zero waste is not just a goal - it's a mindset.

Read more:



FROM GSM TO 5G - ERICSSON HUNGARY'S 30-YEAR JOURNEY IN INNOVATION

GSM, MMS, 4G, 5G—groundbreaking technologies that have transformed how people connect in Hungary. We've been there from the beginning, and we've led the way. For 30 years, Ericsson Hungary has been at the forefront of digital innovation, shaping the country's communications landscape and contributing to Europe's technological competitiveness.

From building one of Hungary's first GSM networks in 1994 to launching the world's first Multimedia Messaging Service (MMS) in 2002, Ericsson Hungary has consistently introduced first-of-their-kind technologies. We brought GPRS, EDGE, 3G, HSPA, LTE (4G), LTE Advanced (4G+), and most recently, 5G to Hungary in partnership with Magyar Telekom—each milestone reinforcing Hungary's role as a regional leader in mobile communications innovation.

The Budapest R&D center, a strategic hub for 5G and cloud-native technologies, employs 1,600 professionals and has generated over 250 patents

in the past decade. Nearly one-third of Hungary's international patents come from Ericsson Hungary, showcasing its significance as a national R&D powerhouse.

This commitment to innovation was recently recognized with the 2024 Information Technology Innovation Award, honoring our pivotal role in 5G standardization. The award recognized four pioneering patents that enhance connectivity, enable seamless handovers, support autonomous industrial vehicles, and improve network intelligence—technologies essential for unlocking the full potential of 5G.

Reflecting on the past 30 years, we remain dedicated to shaping the future. Proud of our role in Hungary's innovation ecosystem, we support local talent and collaborate with academic institutions for digital transformation. Here's to another 30 years of innovation, impact, and Swedish excellence in Hungary.



For everybody and every body

Essity has, from its origins in pulp and forestry, grown into a global leader in hygiene and health. We're focused on innovation that cares and sustainability that makes a difference. Every day, we work to improve people's well-being across the globe. Looking ahead, we're focused on breaking barriers to well-being. Our plans include integrating more digital technology into our offerings, advancing sustainable practices, and tackling global challenges like hygiene access and climate change. By continuing to innovate and expand, we aim to lead the way in creating solutions that enhance people's well-being around the globe.

We improve well-being for the benefit of people and society by providing essential hygiene and health solutions. We aim to achieve net-zero by 2050 through full value chain decarbonization, improving circularity, and responsible forest management. We support healthy and diverse ecosystems through

responsible and sustainable management of natural resources. We deliver sustainable innovation, improving hygiene and health outcomes, addressing user needs, generating commercial value, and promoting positive social and environmental sustainability. We leverage our expertise across the value chain to promote responsible practices, achieve commercial success, and deliver sustainable outcomes, creating value for all stakeholders. Our innovation process is deeply embedded in our company's strategy and business model. Innovation work at Essity is driven by market trends, customer and consumer insights, new technology and business models, which all require new skills and mindsets.

Essity's predecessor has been established in Hungary in 1985. With its market-leading brands Essity is a significant player in the categories in which we improve the quality of life for millions of Hungarians.











Fjällräven



The Swedish outdoor brand **Fjällräven** entered the Hungarian market around 2010, when its parent company **Fenix Outdoor** established a regional office in **Budaörs** to oversee operations in Hungary and Romania. Led by **Mr. Zsolt Beszédes**, the office became a coordination hub for retail development and community initiatives.

From the outset, Fjällräven pursued a strategy based on **authenticity, sustainability, and long-term brand building**, reflecting the company's global philosophy of responsible outdoor living. Its market presence initially relied on online sales and collaborations with trusted outdoor retailers such as **Mountex**, later expanding to dedicated brand corners and, in 2024, to the opening of the **first Fjällräven store in Budapest's MOM Park**. Despite global digitalisation trends, **over 80% of Hungarian sales in 2023** were generated through physical retail, confirming the continuing importance of in-store experiences.

Beyond commercial growth, Fjällräven has demonstrated a strong commitment to **community and environmental engagement**. In 2014, the company launched the **Fjällräven Vándortúra**, a multi-day hiking event inspired by Sweden's **Fjällräven Classic**. Celebrating its **10th anniversary in 2024**, the event has attracted thousands of participants and has become a prominent platform for promoting sustainability, outdoor culture, and Nordic values in Hungary.

Fjällräven's development in Hungary exemplifies how Swedish companies can **successfully localise their operations** while preserving core values of design excellence, durability, and respect for nature. By integrating **Scandinavian sustainability principles with Hungarian outdoor traditions**, Fjällräven strengthens both **Swedish-Hungarian business relations** and Sweden's broader reputation for **quality, environmental responsibility, and community spirit**.

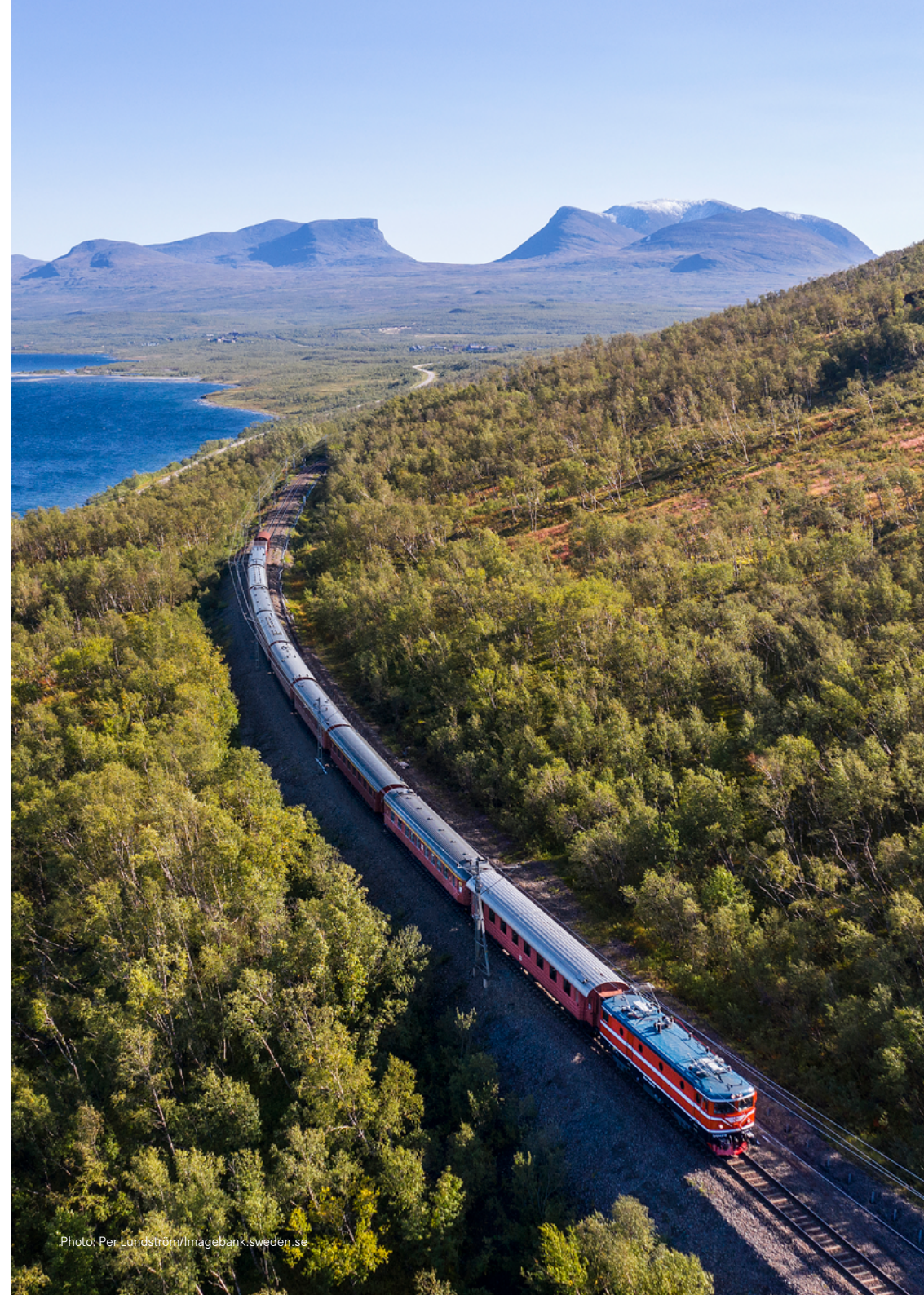


Photo: Per Lundström/Imagebank.sweden.se

Green Sound



GREEN SOUND: BRIDGING SWEDISH INNOVATION AND HUNGARIAN HEALTHCARE

Green Sound is a committed partner of Swedish medtech excellence in Hungary. Representing world-renowned Scandinavian companies such as Elekta, C-RAD, and RaySearch. Our mission is to bring cutting-edge, patient-focused cancer care technologies to Hungarian healthcare institutions. Our operations are rooted in the Swedish values we proudly share - innovation, sustainability, equality, and transparency - ensuring long-term benefits for both patients and healthcare professionals.

Through close collaboration with hospitals and clinics across Hungary, we deliver not only technology but also specialized expertise, application support, and enduring partnerships. We believe in fostering clinical excellence, knowledge exchange, and trust in every project we undertake.

Together with our Swedish partners, we contribute to building a more resilient, inclusive, and forward-thinking healthcare system in Hungary and across Europe.



OUR SWEDISH PARTNERS

Elekta – hope for everyone dealing with cancer

Elekta is a Swedish medtech company and a global leader in precision radiation oncology. Its expert teams are committed to delivering state-of-the-art treatment solutions for cancer and neurological diseases. With a consistent focus on the patient, and in close collaboration with leading researchers and clinics, Elekta continues to pioneer efficient, reliable, and gentle cancer treatments - at minimized costs to healthcare systems.

"At Elekta, we have a united Purpose that motivates us - Hope for everyone dealing with cancer. It drives us towards our Vision - A world where everyone has access to the best cancer care. And we aim to get there through our Mission - Improving patient lives by working together with our customers and partners."

These shared values are not only at the core of Elekta's global impact but also shape our collaboration and Green Sound's internal operations and commitment within the Hungarian healthcare system.

C-RAD – precision through surface-guided radiation therapy

C-RAD is a Swedish innovator and global leader in surface-guided radiation therapy (SGRT). Its advanced technologies enable clinicians to deliver high-precision treatments while enhancing patient safety and comfort. By enabling real-time motion tracking and non-invasive patient positioning, C-RAD is setting new standards in radiotherapy - improving outcomes while reducing risks and side effects.

The company actively contributes to Europe's economic competitiveness by fostering cross-border clinical partnerships, supporting research-driven collaboration, and promoting a more inclusive and future-ready healthcare ecosystem.

RaySearch – the future of treatment planning

RaySearch is a Swedish software company developing next-generation digital tools for cancer treatment planning and data integration. With its flagship platform RayStation and its oncology information system RayCare, enables personalized treatment strategies tailored to each patient.

RaySearch collaborates with leading institutions worldwide to push the boundaries of cancer care. Its focus on interoperability allows for seamless integration into diverse clinical environments.

We are proud to collaborate with these market-leading, innovation-driven companies. Over the years, our partnerships have been built on trust, shared values, and mutual inspiration. Their openness, vision, and creativity continue to influence and motivate us. These are the values we live by and strive to reflect through our work in Hungarian healthcare and beyond.



Husqvarna



Husqvarna Magyarország Kft. began operations in 2006 after separating from Electrolux-Lehel Kft., and merged with Gardena Magyarország Kft. in 2009. This strengthened its position in the hobby gardening market through enhanced product synergy.

Operating via a specialized dealer network, the company aims to expand its market share with a broad product range and competitive campaigns. In 2014, the Group restructured into separate brand divisions: Husqvarna, Gardena, and Construction, the latter added in 2017.

Despite a 7% drop in total sales in 2024, the company achieved significant growth in robotic mowers and battery-powered tools, which now represent nearly 30% of its turnover. Sales were also boosted by emphasizing original accessories and spare parts, expanding the battery-powered product line, and promoting higher-value machines.

The “Professional Customer Relations” program, launched in 2023 for landscapers and green space professionals, continued to succeed in 2024. The offering increasingly shifted toward robotics, meeting evolving professional demands.

To support its growing product portfolio, the dealer network expanded, and many outlets were upgraded using Husqvarna’s standardized shop design. The University business development program enhanced dealer staff knowledge and service quality.

Additionally, the company continued its support of forestry and horticultural schools, as well as municipal fire and disaster services, donating equipment and sponsoring educational competitions.

Marketing focused on spring and autumn, with increased digital presence, online advertising, and search engine optimization. Brand visibility and customer engagement remained top priorities across all platforms.



IKEA



IKEA IN HUNGARY: EXEMPLARY GROWTH AND A GLOBAL PIONEER

In recent years, Hungary has taken on a prominent role in IKEA’s global strategy—one of the most striking examples of this being the international pilot of a new hybrid store concept launched at the Soroksár IKEA store. This innovative system, blending digital and physical – phygital – retail experiences, is revolutionizing the way customers shop: rugs are projected onto the floor, digital kiosks guide visitors, and the IKEA app supports navigation and product discovery.

The Soroksár IKEA store is currently the largest IKEA fulfilment store in Europe, and by 2026, it is well on track to become the largest of its kind within the brand globally. The transformation of the store reflects the company’s strong commitment to innovation and long-term growth in Hungary. With the help of automated solutions, the capacity for online order processing is set to nearly double—annual

deliveries could increase from 540,000 to 950,000. This means not only faster and more efficient service for customers, but also contributes to reducing environmental impact through shorter delivery routes.

However, this development is about more than just technology. As part of the transformation, comprehensive training programs have been launched to ensure that IKEA co-workers are well-prepared and confident in facing the evolving challenges of the retail industry.

Today, IKEA’s presence in Hungary goes far beyond that of a traditional retail operation: the country has become a key location where the company tests and implements new solutions on a global scale. The progress achieved here—from store development and redefined customer experiences to continuous co-worker growth—positions Hungary as a strategic player in shaping the future of IKEA.

Intrum

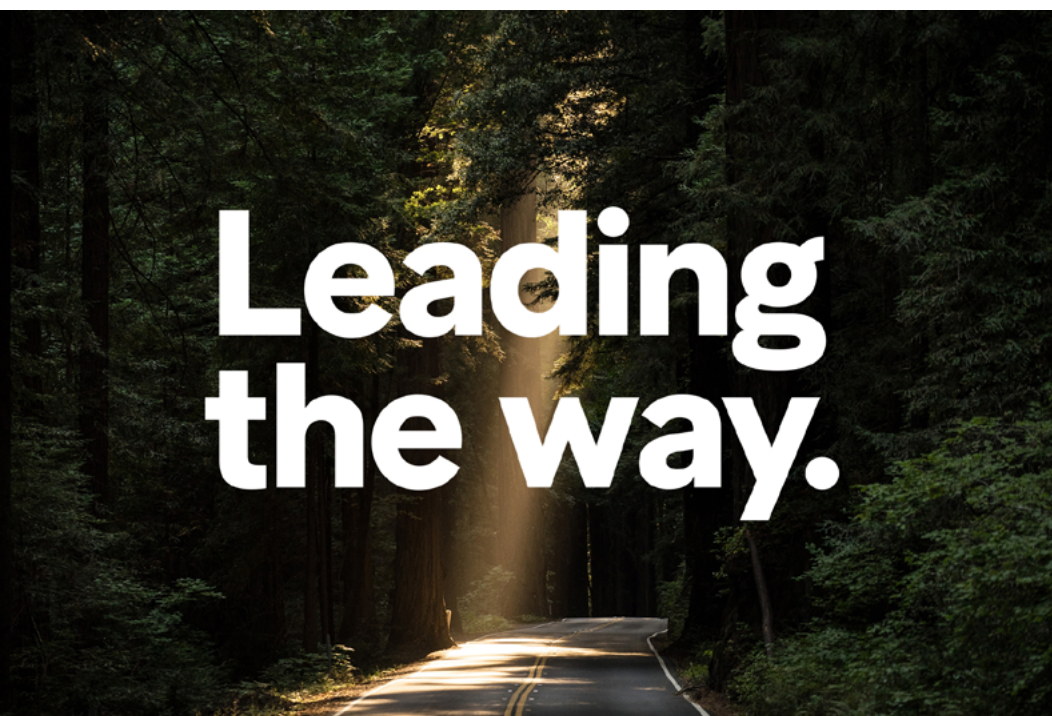
intrum

Intrum is the industry-leading provider of credit management services, operating in 20 European markets. With a strong commitment to creating long-term value for businesses and individuals, Intrum plays a vital role in contributing to a well-functioning economy. By helping companies secure payments and supporting individuals with overdue debts, Intrum fosters financial stability, reduces systemic risk, and promotes inclusive, sustainable growth.

With approximately 9,500 skilled professionals serving 70,000 businesses across industries—from local SMEs to multinational corporations—Intrum provides tailored services such as debt collection, credit optimization, accounts receivable management, and advisory solutions. These services help clients maintain healthy cash flow, reduce credit risk, and free up resources to focus on innovation and expansion.

From our perspective, long-term business success requires more than financial results. It demands integrity, trust-based partnerships, ongoing digital development, and a commitment to fair and ethical treatment of all stakeholders. Sustainability is embedded in our strategy—not just environmentally or socially, but economically—ensuring resilience for our clients and for society. At the same time, through our operations, we provide opportunities for all employees to help benefit society and thereby make a difference through their daily work.

By supporting efficient credit flows and financial recovery across Europe, Intrum strengthens competitiveness in the EU, enabling companies to grow and invest. In 2023, we celebrated 100 years globally and 30 years in Hungary—reflecting our enduring role in both the European economy and the local business community.



Leading the way.

Joseki



JOSEKI: SWEDISH INNOVATION AND HUNGARIAN INGENUITY

Joseki Solutions is a Hungarian-Swedish joint venture rooted in Qamcom of Gothenburg, blending Swedish innovation with Hungarian ingenuity. Since 2019, our experienced team has delivered IT consulting across Europe, helping clients become more efficient and competitive by **solving complex technical challenges and integrating new technologies.**

Our edge lies in fusing **Swedish business culture**—renowned for innovation, quality, and sustainability—with **Hungary's engineering tradition**, agility, and practical problem-solving. This synergy enables us to offer inventive approaches and robust execution in a rapidly evolving technological landscape.

We specialize in mathematical optimization for fields like transportation, manufacturing, and organizational workflows, combining Swedish precision and Hungarian creativity to deliver highly efficient solutions.

Our work spans multiple areas of artificial intelligence, including generative AI, computer vision, sensor data analysis and machine learning. Understanding that reliable AI depends on solid data, we link Swedish commitment to quality with Hungarian expertise in data science and signal processing.

Our software development covers FPGA and embedded systems alongside backend, frontend, and full-stack web applications, ensuring innovative and dependable solutions for a global market.

Inspired by the strategic game Go, the name “Joseki” represents choosing optimal moves through diverse perspectives. Our intercultural approach is a genuine competitive advantage, bridging two vibrant cultures to give our clients the best of both worlds.

Joseki Solutions is dedicated to fostering the success of the Swedish-Hungarian business community and building future-ready partnerships.



KINNARPS HUNGARY: SWEDISH VALUES FUEL GROWTH IN A CHANGING MARKET

Kinnarps Hungary exemplifies how Swedish companies thrive abroad by staying true to core values—sustainability, innovation, equality, and transparency. For over 20 years, the company has delivered durable, timeless interior solutions and built strong client relationships in Hungary.

Over the past decade, Kinnarps has furnished several 10,000 m² of office space. During the COVID-19 pandemic, it adapted quickly with flexible workspace concepts, expanding its local network and strengthening its market position. A major milestone was moving into a sustainable, state-of-the-art Budapest office, also serving as an interactive showroom. Since opening, it has hosted over 1,500 partners and clients.

In 2023, the showroom earned the “Office of the Year” award, highlighting Kinnarps’ commitment to innovation and quality.

Rooted in Swedish values, the company actively promotes circular sustainability in office interiors. It partners with universities to host guided showroom tours for architecture students, offering valuable educational experiences that inspire the next generation of designers. These tours provide hands-on insight into the principles of the circular sustainability model—an approach that aims to reduce environmental impact, minimize resource extraction, and support long-term economic resilience.

Kinnarps integrates these values into its product design, emphasizing durability, modularity, and recyclability to support a closed-loop system. Through these initiatives, Kinnarps Hungary helps shape the next generation’s perspectives on how sustainable materials and thoughtful design can drive a more responsible and circular future in the built environment.



LINDAB – FOR A BETTER CLIMATE

Ventilation with purpose – building a sustainable future

Lindab is one of Europe’s leading companies in ventilation, providing solutions that ensure a healthy indoor climate and energy efficiency in buildings. Our products stand out for their quality, comprehensive documentation, and environmental consciousness – supporting both comfort and sustainability across commercial, residential, and public spaces.

In Hungary, **Lindab Kft.** is fully committed to green solutions and is one of the key players in driving sustainability within the construction sector, aiming to make buildings healthier, more comfortable and sustainable – whether it’s new construction or renovation. With our expertise and innovative ventilation systems, we actively support the transition towards a more climate-responsible built environment.

For a better climate

At Lindab, we believe that the air we breathe indoors is just as important as the world we live in outdoors.

Our mission is to create healthy indoor air while contributing to sustainable buildings – for people, and for the planet.

Our sustainability framework

Our long-term sustainability strategy supports both environmental and business goals through the following focus areas.

- Create healthy buildings**
 We spend 90% of our time indoors. By delivering solutions that improve indoor air quality and comfort, Lindab contributes better health, well-being, and productivity in everyday life.
- Reduce environmental impact together**
 Buildings are responsible for around 40% of global energy use. Through innovative and energy-efficient solutions, we help reduce both embodied (built-in) and operational carbon emissions to meet climate goals.
- Drive a sustainable business**
 Lindab is committed to reduce our environmental footprint across the operations while being a workplace our employees are proud of.



Målmarks is a Swedish family-owned enterprise specializing in the production and distribution of high-quality plastic products, with a core focus on plastic blow moulding solutions for the packaging, pharmaceutical, and automotive industries within the scope of contract manufacturing. With a legacy spanning decades, our mission is to combine product reliability, customer-centricity, and continuous innovation to serve diverse industries across Europe.

Sustainability is embedded in Målmarks' operations. We prioritize environmentally responsible production through the use of recyclable materials, energy efficiency, and investments in cutting-edge injection molding technologies designed to minimize waste. Recent milestones include expanding automation at our Hungarian subsidiary, enhancing productivity while reducing our environmental footprint.

Over recent years, we have nearly doubled our workforce and expanded our Hungarian subsidiary's turnover beyond initial forecasts, all while maintaining solid profitability — an essential pillar for ensuring long-term financial stability and serving as a reliable employer. Our team remains our most valuable asset, and we are strategically planning to expand our operations further in Hungary with new premises in the same geographical region.

We firmly believe that long-term success is driven by adaptability, operational excellence, and enduring partnerships. By delivering reliable, cost-effective, and sustainable solutions, Målmarks contributes to the competitiveness of the European economy, supporting local employment, regional suppliers, and supply chain resilience. Our commitment is clear: to be a forward-looking, trusted partner helping Europe's industries navigate future challenges.

Mercuri Urval

EXECUTIVE SEARCH AND LEADERSHIP ADVISORY SERVICES, GUIDED BY SCIENCE

MU is a global Leadership Acquisition and Advisory firm. Our experts provide science-based, precisely tailored, quality assured and ethical Executive Search, Professional Search, Leadership Assessment and Coaching services in partnership with private and public sector clients worldwide.

We exist to make sure organisations outperform through diverse and sustainably successful leadership. Our expert teams operate worldwide; wherever our clients need us, we are there.

Our experts stand for Reliable Leadership Advice

Organisations that attract, motivate, and develop the most effective leaders outperform those that do not. Truly successful organisations build the right capabilities and talent at all levels – with leaders who can take their organisation into the future.

Our Executive Search and Leadership Advisory experts' partner with clients to ensure they improve results through accurate appointment of leaders and effective leadership. We have the organisation, expert consultant teams and unique science-based methods required to deliver reliable and quality assured Executive Search and Leadership Advisory solutions wherever in the world you need us.

As a European company with Swedish roots we help our clients to build their businesses in a sustainable way.

MU prioritises success at work for our clients, candidates, and employees, which requires diverse and sustainably effective leaders and teams. We counteract all forms of unjust or unlawful discrimination and pursue inclusive workplaces, equal opportunity, and diverse teams.

As a foundation-owned company with sustainable business operations as ultimate purpose, MU operates according to documented quality standards, work procedures, and governance policies, many of which are third party certified and audited.





SUCCESS FACTORS OF NEFAB HUNGARY Long-term business success and contribution to competitiveness in Europe

Nefab Hungary, encompassing Nefab Packaging Hungary Kft. and Nefab Thermoforming Hungary Kft., plays a pivotal role in strengthening the European economy through innovative and sustainable packaging solutions. Nefab Packaging Hungary has been in the market since 2002, providing consistent value and innovation, while the Thermoforming company joined the Nefab group in 2020, further enhancing the group's capabilities. The long-term success factors of these entities are deeply rooted in their strategic direction, commitment to sustainability, technological advancement, and strong customer relationships.

1. STRATEGIC DIRECTION

Nefab Hungary's strategic direction is aligned with global market demands, focusing on efficiency and innovation. By continuously adapting to changes in customer preferences and regulatory requirements, Nefab Hungary has maintained its competitive edge. This proactive approach allows the company to anticipate market trends and implement solutions that meet the needs of its diverse clientele.

1.1. COMMITMENT TO SUSTAINABILITY

Sustainability is at the core of Nefab Hungary's operations. Both Nefab Packaging and Thermoforming divisions prioritize eco-friendly

materials and processes, reducing environmental impact while enhancing product value. This commitment not only meets regulatory standards but also positions Nefab as a leader in sustainable packaging solutions. As businesses across Europe face increasing pressure to comply with environmental regulations, Nefab's sustainable practices offer a competitive advantage.

1.1.1. Technological advancement

Embracing technological advancements is key to Nefab Hungary's success. Investing in state-of-the-art machinery and processes, particularly in thermoforming technology, has enabled the company to produce high-quality packaging solutions efficiently. This technological edge supports Nefab in delivering innovative products that cater to the evolving needs of the European market. Furthermore, Nefab's focus on research and development ensures that they remain at the forefront of industry innovation.

1.1.2. Strong customer relationships

Building and maintaining strong customer relationships is a cornerstone of Nefab Hungary's success. By fostering collaboration and understanding client needs, Nefab delivers customized solutions that enhance customer satisfaction and loyalty. This customer-centric approach has helped Nefab establish long-lasting partnerships across Europe, contributing to economic growth and stability.

Conclusion: The success of Nefab Hungary, through its packaging and thermoforming divisions, is attributed to strategic foresight, sustainability, technological prowess, and a customer-focused ethos. As a proud Swedish company, Nefab Hungary values its membership in the Swedish Chamber of Commerce, which supports further success and collaboration in Hungary. These factors not only drive Nefab's growth but also contribute significantly to the competitiveness of the European economy by offering innovative and sustainable packaging solutions that meet modern business challenges.



NOLATO – PRECISION, PEOPLE-CENTERED APPROACH, AND SUSTAINABLE MANUFACTURING IN MOSONMAGYARÓVÁR

Nolato AB, based in Sweden, is a global industrial group providing advanced polymer-based solutions for the medical, industrial, and communication sectors. Its core values include long-term thinking, customer focus, ethics, and strong sustainability commitment.

Nolato Hungary Ltd., located in Mosonmagyaróvár, is a key production site within the group. By 2025, the facility will cover 40,000 m² and manufacture high-quality hygiene, medical, and healthcare devices—such as dispensing systems, pumps, valves, and precision plastic components—in a high-cleanliness environment. Production meets strict international standards, ensuring safety and reliability.

Known as one of the region's most respected employers, Nolato fosters a people-centered culture, emphasizing employee well-being, safety, and development. Open communication, supportive

leadership, and long-term career opportunities define its work environment. Motivating and retaining talent is a key strategic focus.

Sustainability is central to Nolato's operations. The company uses energy-efficient technologies, recycled materials, and eco-friendly packaging to reduce its environmental impact. The Mosonmagyaróvár site actively supports Europe's green transition and circular economy.

Nolato has earned a Gold EcoVadis rating and, in 2025, an AA classification from MSCI ESG. Its Hungarian facility integrates energy-saving investments, waste reduction, and responsible resource use into daily operations—where innovation and sustainability go hand in hand.



10 YEARS DRIVEN BY TALENT, DEFINED BY RESULTS

Nordconn is a cross-border consultancy with a 40-person team delivering real impact for scale-ups and corporates across Hungary and Sweden.

Our focus is **interim staffing and consulting** in IT and HR leadership roles.

Nordic values, Central European drive

These values shape everything we do:

- **Partnership over placement.** Build long-term relationships, not one-off deals.
- **"Clear is kind."** Honest, respectful communication, even when it's hard.
- **Work matters.** So does rest. Give your all during delivery and disconnect when it's done.

Five snapshots of success

1. Wizz Air (Airline)

Contracts on time = flight on time. We built HR SLAs, KPIs, and trained the delivery team. Now, they're hitting 100% in operations every month.

2. Auchan (Retail)

With HR management we designed the HR roadmap and implemented a digital system, speeding up hiring and making performance evaluations transparent.

3. NN RAS (Insurance)

Actuary is a key and niche position for risk assessment. By building the network, launching employer branding campaign, made it able to hire 50 of them and establish a strong team.

4. Epidemic Sound (Music Tech)

The Swedish HQ needed global performance data. We created reports that helped leaders make faster, smarter decisions.

5. Hydro (Energy)

Internal digitalization project needed strong rollout. We delivered a team that nailed training and internal comms, ensuring adoption.

Where we stand today

Leaders want more than promises. They want motion and progress. Nordconn delivers talent that makes it happen.

When you're ready to stop searching and start solving, we're ready to step in.

ORBAN CONSULTING



YOUR SUCCESS IS OUR MISSION: INNOVATIVE AND PRAGMATIC SOLUTIONS IN OPERATIONS

ORBAN CONSULTING is a hands-on operations consultancy founded 2010 that supports industrial companies in transforming their processes, site structures, and business models. With a strong emphasis on pragmatism and results, we help organizations navigate complex and ever-changing environments — turning operational challenges into measurable success.

Rooted in Swedish business culture and headquartered in Germany, we operate with more than 100 experts across Central Europe and the Nordic countries. Our clients include leading companies from the automotive, rail, and defense sectors, who trust us to deliver real-world improvements in productivity, quality, and efficiency.

Operational expertise in Hungary

Hungary hosts one of ORBAN CONSULTING's most dynamic and experienced teams — particularly strong in the automotive sector. Our Hungarian experts specialize in:

- Task force operations for urgent performance issues
- Greenfield and brownfield project management
- Ramp-up and turnaround support
- Strategic development of plant and supply chain structures

Beyond automotive, we also support industries such as defense, agricultural machinery, and industrial equipment, helping clients meet both strategic goals and daily operational demands.

Whether you're launching a new plant, stabilizing a struggling production line, or preparing for future growth — ORBAN CONSULTING delivers tailored, hands-on solutions that make a lasting difference.

Paprika Studios

PAPRIKA STUDIOS: A CENTRAL EUROPEAN SUCCESS STORY WITH A SWEDISH TWIST

Are you familiar with major international entertainment formats such as **Dancing with the Stars**, **The Voice**, **X-Factor**, **Survivor**, or **Traitors?** How about dating shows like **Love Island**, **Farmer Wants a Wife**, or **Power Couple**? Or perhaps the **Renitens** crime series, **Paradise City** on Amazon Prime, the hugely successful Polish series **Murderesses** on Netflix, the Czech adaptation of the Hungarian original **Tiger Daddy**, or the Czech, Slovak, and Slovenian versions of **The Teacher**?

You might also recall the viral Telekom prank featuring football star Szoboszlai Dominik—reaching millions of viewers and generating widespread media attention – demonstrating how powerful storytelling and production expertise can resonate far beyond traditional television formats.

If any of these titles sound familiar, you've already encountered the work of Paprika Studios—Central and Eastern Europe's leading independent content production powerhouse. The company not only understands that compelling storytelling is essential to successful media content, but also operates at an impressive scale, leading in its field in CEE by collaborating with more than 30 broadcasters, producing in 17 languages across 8 countries, and delivering over 100 international titles. Its partners include major platforms such as Netflix, HBO Max, Discovery, AXN, Viaplay, CME and VOYO, as well as multinational brands like Telekom and local broadcasters in Hungary like RTL, Tv2 and Antenna Group.

From start-up to regional force

In the rapidly evolving world of global entertainment, very few companies manage to grow, adapt, and lead for over two decades. Paprika Studios is one such rare success story – rooted in Hungarian creativity, shaped by Scandinavian professionalism, and driven by a regional ambition that spans from the Baltics to the Balkans.

Founded in 2004 as a bold Hungarian start-up under the name Paprika Latino, the company set out to bring fresh energy and a new perspective to television content production in Central and Eastern Europe, and quickly became known for its reliable, creative, and high-quality approach – especially in the entertainment and reality genres. The growing reputation soon attracted international attention, and pivotal moment came when Swedish media group Modern Times Group (MTG) acquired the majority stake in 2012 which led to a full ownership by 2015. This strategic investment didn't just bring capital; it introduced a Scandinavian mindset, operational discipline, and a commitment to long-term quality that has defined Paprika Studios ever since.

Swedish structure meets local ingenuity

The MTG acquisition allowed Paprika to expand rapidly – opening offices in ten countries by 2015 and becoming one of the most significant content producers in the region. In 2016, founder Péter Marschall stepped back from daily operations, and leadership passed to Ákos Erdős, under whose direction the company continued to diversify, strengthen cross-border production, invest in scripted development and bring international projects to service or create production hubs.

The influence of Scandinavian operational standards remains visible: structured workflows, collaborative culture, and an unwavering focus on quality. Yet Paprika retained something distinctively Central European—its ability to navigate cultural nuance, maintain local relevance, and stay agile in complex content production environments.

A strategic turning point: management buyout

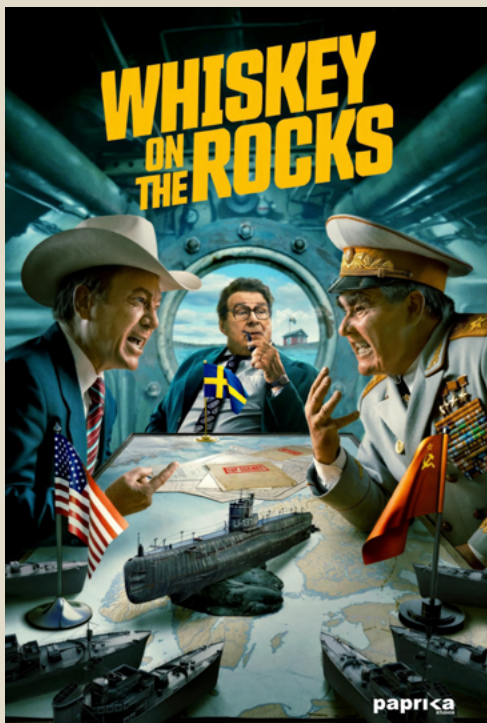
In 2023, as the already renamed Viaplay Group (formerly MTG) announced a new business strategy focused on its core Scandinavian and Dutch markets, the sale of non-core assets – including Paprika Studios – became a natural step. In light of the changing business environment and Viaplay's new strategic direction, Paprika Studios initiated

discussions about the future of the cooperation. These talks ultimately led to a decision: after reviewing multiple options, Viaplay chose to pass the reins to the people who knew the business best – Paprika's own management team.

January 2024, marked the start of a new chapter. Backed by a financial partner Paprika Studios became an independent company again. This shift was about continuity and momentum. "We didn't initiate the change," as Ákos Erdős, CEO recalls, "but once the opportunity arose, we knew exactly how to leverage it."

Despite structural changes, Paprika Studios has maintained strong ties with the Swedish market and its industry partners over the past years. This enduring relationship is reflected in the studio's continued involvement in high-profile Swedish productions — including **Paradis City**, co-produced for Amazon Prime Video, and **Whisky on the Rocks**, service production for Disney+.





A regional hub with global vision

Paprika Studios is today one of the largest and most versatile content production companies in the region. Its headquarters in Budapest oversees a network of local offices and teams across Romania, Slovenia, the Czech Republic, Slovakia, and the Baltic States. In 2023 alone, Paprika produced nearly 600 hours of content in 12 languages, serving more than 30 broadcasters and streaming platforms.

This cross-border structure is more than operational—it's strategic. Paprika's model allows for seamless collaboration between markets, resource sharing, and adaptable formats that meet both local and international content production standards. Its expertise extends from exotic reality shows to large-scale entertainment shows to high-end scripted series, branded content, and digital-native formats. Few companies in the region exhibit such strategic versatility paired with operational consistency.

Storytelling as a core value

Formats and genres may change, but storytelling never goes out of fashion, whether it's a high-stake survival competition or a two-minute branded campaign, compelling narratives remain the foundation of every successful project.

Paprika Studios has long understood this. Storytelling is embedded in its DNA – not just as a creative pursuit, but as a disciplined craft. The team's ability to translate complex ideas into emotionally engaging content, tailored for different platforms and audiences, has made it a trusted partner for both broadcasters and global brands.

This storytelling expertise is also increasingly in demand among streaming platforms and multinational companies seeking regionally grounded but globally appealing content. Paprika's recent collaborations span from Netflix and HBO Max to digital projects with brands like Telekom.

The road ahead: independent, ambitious, global

Since becoming independent, Paprika Studios has renewed its focus on international growth. In 2025, it signed a strategic partnership with ITV Studios, one of the world's leading format distributors—marking a major step toward its dedication to high quality content creation and production in its CEE footprint.

Today, Paprika represents a rare success story: a company born from local ambition, shaped by international collaboration, and now charting its own independent future. It is a model of what's possible when structure meets creativity, when regional knowledge meets global vision – and when storytelling is not just a service, but a philosophy.



Papyrus



Papyrus Hungária Zrt., a member of the Optigroup Group, has been a key player in Hungary's printing and office paper wholesale market for 27 years. In addition to its traditional core product line of printing papers, the company has been diversifying into industrial packaging solutions and hygiene products through acquisitions and organic growth, thereby adapting to the changing needs of the Hungarian market.

The company's headquarters are located in Budapest, and it also operates a Cash & Carry store in the 13th district, where partners can personally explore its product range.

Reliability, quality, innovation, sustainability

The company's core values emphasize reliability, quality, innovation, and environmental awareness. Papyrus Hungária was a pioneer in online customer service, having launched its e-commerce platform as early as 2002, the first among paper wholesalers.

The company obtained FSC certification in 2009 and PEFC certification in 2011, followed by ISO 9001 and ISO 14001 certifications in 2022, and in 2025 received

the EcoVadis Gold rating — all of which confirm its commitment not only to business excellence but also to modern sustainability standards.

A major step forward in this area has been the introduction of electric vehicle deliveries in Budapest and surrounding areas starting in 2024, supporting both the company's logistics and environmental goals.

Since August 2024, Papyrus Hungária has been a member of the Hungarian Business Council for Sustainable Development (BCSDH), actively participating in its initiatives — a clear indication that the company is committed not only to business growth but also to social and environmental responsibility.

Overall, Papyrus Hungária Zrt. stands out as a true partner in the paper, packaging, and hygiene product trade, excelling in service, sustainability, and customer focus.



Founded in 2005 in Växjö, Sweden, Play'n GO is a global leader in digital entertainment, delivering high-quality online games to regulated markets worldwide.

With iconic titles like Book of Dead, we operate in multiple jurisdictions across Europe, Asia, and the US. Our success is built on the core values of Trust, Energy, and Quality, which guide everything we do.

With over 700 employees, Play'n GO embraces a 'digital-first' remote model, allowing all staff to work from home. This shift has improved wellbeing, reduced commuting, and supported a healthy work-life balance. Co-working spaces and bi-annual 'GO Gatherings' help maintain local connections and team spirit.

Hungary plays a key role in our global operations. Since launching our Budapest office in 2016, Play'n GO Hungary has become a central hub for game development, contributing to some of our most successful titles.

The team reflects our collaborative, innovative culture and supports our international growth.

Doing the right thing is at the heart of our approach. We are committed to operating only in regulated markets and leading in responsible gaming. Our sustainability efforts include joining The Climate Pledge, offsetting our carbon footprint, and supporting CSR initiatives through our Volunteering Time Off programme.

Play'n GO's long-term success is driven by innovation, responsible growth, and our values. By creating world-class digital entertainment and developing talent across Europe, we contribute to the region's digital competitiveness and sustainable growth.

We are proud to be a member of the Swedish Chamber of Commerce in Hungary.



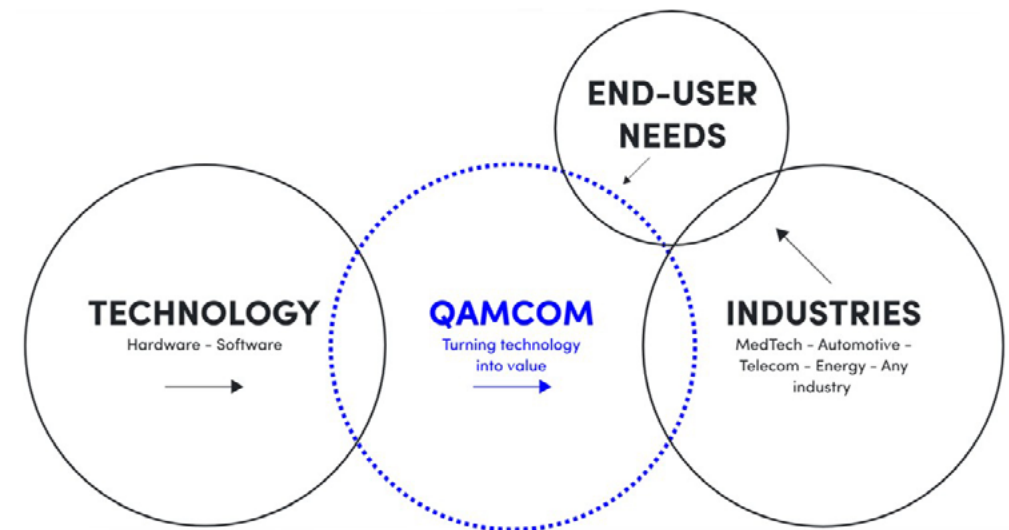
QAMCOM IN HUNGARY: EMPOWERING INNOVATION THROUGH SWEDISH EXCELLENCE

At Qamcom, we are proud to bring our world-class research and technology expertise to Hungary, a country with a growing demand for cutting-edge solutions and smart engineering. Our ambition is to be a preferred technology partner for industries where advanced knowledge in wireless communication, industrial AI, signal processing, and IoT is key to success.

Our presence in Hungary reflects our commitment to embracing Swedish values: sustainability, innovation, equality, and transparency. By combining deep academic roots with extensive industry experience, we deliver tailored solutions that bridge the gap between technology and application. We work side-by-side with our Hungarian clients, guiding projects from idea to implementation, while promoting responsible innovation and long-term value.

Sustainability is embedded in how we operate, from efficient engineering practices to responsible partnerships. Innovation thrives in our flat organizational structure, where ideas move freely and talent is empowered to experiment, create, and solve. We cultivate equality through inclusive teams and a collaborative working culture, while transparency defines our open and adaptable customer relationships.

Looking ahead, our goal in Hungary is to continue growing together with our partners, contributing to national and European competitiveness through smarter systems, stronger research collaborations, and an agile, demand-driven mindset. As part of our global network, our Hungarian team plays an important role in turning complex challenges into real-world solutions that benefit people, businesses, and society.



QantaScope



QANTASCOPE BIOTECH – SWEDISH PRECISION, HUNGARIAN INNOVATION, GLOBAL HEALTHCARE IMPACT

Founded in 2006 in Sweden, QantaScope Biotech connects advanced medical diagnostics with real-world accessibility. A key early achievement was a CE IVD-certified lab automation system, supporting personalized treatment for leukemia patients.

Hungary as a strategic R&D hub

Since 2012, the Hungarian subsidiary has served as a central research and diagnostics hub. During the COVID-19 pandemic, it was among Hungary's leading testing centers. Today, it operates in two main areas: human diagnostics and accredited food safety testing, recognized by Hungary's National Accreditation Authority.

QantaSmart® – laboratory in your mailbox

The company's direct-to-consumer line, QantaSmart®, offers at-home sample collection kits ordered online. Users mail in their samples and receive digital results with actionable insights. The growing test menu reflects a strong commitment to innovation and preventive health.

Corporate wellness solutions

QantaScope also partners with companies to deliver occupational health screenings, helping identify risks early and fostering long-term employee well-being.

Vision 2026 – expansion through innovation

As it nears its 20th anniversary, QantaScope is launching:

- A new diagnostics line for genetic disorders under the QantaSmart® brand;
- An advanced food safety reagent kit targeting international markets;
- New regional lab facilities to deliver faster, localized diagnostic services.

R&D as a growth engine

Looking ahead, QantaScope is forming strategic partnerships in future-oriented sectors like remote health monitoring—positioning itself as a trusted innovation partner in global healthcare. With Swedish precision and Hungarian expertise, QantaScope Biotech is redefining diagnostics: smarter, faster, and more accessible.

Qvantum



The mission of Qvantum is to give access to millions of homes to be part of the energy transition without sacrificing their wallet or their comfort.

Utilising collective expertise from both the heat pump and energy sector, we have developed energy-efficient heat pumps designed for the future energy landscape and more sustainable future.

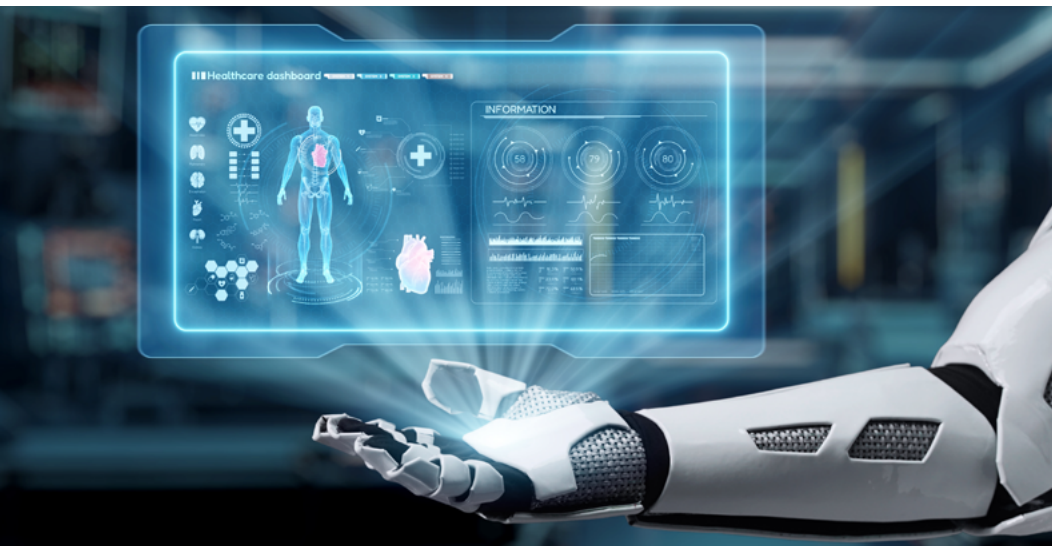
Our engineers, production experts, innovators, problem-solvers, and visionaries are working together to transform the way European cities are heated and cooled. Qvantum is not just envisioning the future of sustainable energy - it is actively building it.

Qvantum Energy was founded more than 30 years ago, focusing on building special heat pumps for industry areas where regular pumps were not enough. We have continued to develop the industry and are today a pioneer in manufacturing heat pumps for tomorrow's energy landscape.

Qvantum provides sustainable energy solutions designed and manufactured in Europe. Its heat pump platform is fully digital, modular and adaptable to individual households, buildings and local energy systems. Heating, cooling and hot water solutions for residential and light commercial heat pumps use energy from outdoor air, exhaust air or geothermal energy as well as waste heat delivered through ambient temperature shared loops.

The heat pump industry has long relied on traditional manufacturing techniques, but Qvantum is taking a different approach. By combining the high-volume white goods production facility of the former Electrolux refrigerator factory in Nyíregyháza, Hungary, with a modular heat pump platform.

The factory's existing infrastructure, combined with Qvantum's modular heat pump design, allows for efficient scaling and high-volume heat pump production, while maintaining precision and quality.



EMPOWERING HUNGARY'S DEFENCE WITH INNOVATION AND SOVEREIGNTY

Growing cooperation within Europe, both at the EU and NATO levels, is strengthening the autonomy of the European defence industry. This comes with a high level of responsibility and requires the expansion of capacities. Saab is committed to this obligation and is investing heavily in research and development to ensure long-term viability. In the coming years, the focus will be on software-controlled technologies, autonomy, and AI-supported capabilities.

Many forward-looking technologies, such as artificial intelligence and unmanned systems, are increasingly being developed by non-military organisations and companies. Saab is establishing strategic industrial partnerships across various markets to drive innovation and equip armed forces effectively. Cross-sector collaborations and acquisitions are becoming increasingly relevant. By forming new partnerships, Saab aims to achieve local growth outside Sweden and become an integral part of the defence ecosystem in these countries.

Saab in Hungary – committed to the future

The new Saab office in Budapest will strengthen cooperation between the Hungarian Defence Forces and Saab, demonstrating a commitment to future projects. Saab will continue to invest in Hungary, collaborating with the Defence Innovation Research Institute of Hungary (VIKI) and Hungarian industries in areas such as Virtual Reality, AI, and Additive Manufacturing.

With a long-term Gripen modernisation programme and the establishment of an Aviation Development Centre in Budapest, Hungary will influence, develop, and benefit from the continuous evolution of Gripen. This centre will offer opportunities for innovation, scientific research, and training, connecting government, industry, and science.

The partnership between Hungary and Saab began in 2001 with the order of the first Gripen fighter aircraft. Today, the advanced Gripen system is a crucial part of Hungary's national defence.



FIREPOWER AND TRAINING

An effective army needs high-performance equipment, strategy, and the ability to use resources effectively. Modern combat training centres (CTCs) allow troops to test capabilities under realistic conditions and prepare for deployment.

In CTCs, troops train for missions, test new methods, and build skills for future conflicts. Over 35 nations, including many NATO members, use Saab's live training system.

In a constantly changing battlefield, firepower, flexibility, and a wide range of capabilities are key. The short-range Next Generation Light Anti-tank Weapon (NLAW) and the fully disposable AT4 weapon support soldiers in adapting and responding quickly. The Carl-Gustaf recoilless anti-tank rifle combines complex demands with tactical flexibility. The new

Carl-Gustaf M4 allows soldiers to neutralise tanks, camouflaged troops, remove obstacles, and engage enemies in buildings.

The Hungarian defence forces are leveraging the aforementioned capabilities to become more modern and advanced, thereby enhancing Hungary's sovereignty. Through our industrial cooperation, technology transfer, and university partnerships in Hungary, Saab is facilitating economic growth and industrial development.



WE HELP MAKE YOUR WORLD A SAFER PLACE

For more than 90 years, Securitas has protected people, property, and peace of mind. Today, we are one of the world's leading providers of intelligent security solutions. We employ 336,000 people across 44 markets and are trusted by hundreds of thousands of clients.

Our story is built on three timeless values of integrity, vigilance, and helpfulness. They guide how we think, act, and work - every day. Integrity means being honest, vigilance means paying attention, taking initiative and always looking for ways to improve, helpfulness means being approachable, service-oriented and accommodating to our clients and colleagues.

The three dots in our logo symbolize these values and our promise to look out for each other and the world around us.

Securitas in Hungary

Securitas has been present in Hungary since 1990 and today employs more than 1,300 people nationwide.

A key strength of our Hungarian operations is that all guarding is carried out by our own people - never subcontracted - ensuring consistent quality, reliability, and full compliance with our global standards.

With five branches and nationwide service capacity, we offer a full range of security solutions, including:

- Static guarding (consider only "guarding" here)
- Remote monitoring, including Remote Video Systems
- Installation and maintenance of security systems
- Risk analysis and security audits

We have deep experience supporting manufacturing, logistics, and office environments, and high-risk locations such as embassies, as well as special events requiring tailored protection.

Our long-term success is built on balance. We combine client satisfaction, employee engagement, and full legal and Group compliance to ensure sustainable, high-quality service delivery throughout Hungary.

Sigma Software



Sigma Software Group is a multinational group of companies with 20+ years of experience in delivering best-in-class software solutions for businesses of all sizes, including startups and software product houses. We are a part of the Swedish [Sigma Group](#), one of the largest Scandinavian IT corporations, owned by [Danir Group](#). Since 2015, Sigma Software has been included in the IAOP's World's Top 100 Outsourcing list every year.

Founded in 2002, we've always been driven by dedication, flexibility, and a deep commitment to helping our clients grow through outstanding service and innovative solutions. Our diverse client base includes over 350 customers in 10+ business domains. Among them are such well-known heavyweights as Volvo, SAS, Scania, IATA, Siemens Healthineers, Verizon Media, and others. Our long-term success is based on innovation, adaptability, and cross-regional collaboration.

Sigma Software Group unites 2,000 professionals in 40+ offices across 22 countries. We're powered by a unique blend of cultures, perspectives, and

approaches, taking the best from every nation to build exceptional technology. Such synergy allows us to support Europe's digital transformation and long-term competitiveness in the global tech landscape.

Today, our organisation operates as a dynamic ecosystem of tech companies, offering 25 innovative software products and 40+ value-added services. We are committed to fostering innovation through our own educational platform, corporate venture builder, and charity fund, ensuring sustainable growth and resilience in an evolving economy.

Established in 2022, our [Hungarian office](#) is located in the heart of Budapest. Our local team collaborates closely with the company's offices worldwide, delivering high-quality software development services to clients across the globe. We support the international EMPOWER HER initiative aimed at promoting gender equality and women's empowerment.



Sigma Technology



A GLOBAL COMPANY WITH FAMILY SPIRIT

Sigma Technology was founded with a mission to make tomorrow's technology usable today. Our vision is to become the **leading tech consulting company** where people are in focus, helping our clients innovate and our people grow. Our consultants and development teams provide cutting-edge expertise in software engineering, embedded systems, IT infrastructure, product information, and digital solutions.

We are committed to contributing to a better tomorrow, delivering superior value to our customers and employees.

Sigma Technology Hungary is a member of the Sigma Technology Group. Based in Budapest, we are home to a dynamic team of over 200 skilled professionals specializing in **software development, testing, technical writing, graphic design, and usability.**

Why choose us?

At Sigma Technology Hungary, we do more than write, design, or code – we transform ideas into impactful products. Our teams partner with companies of all sizes, across all stages of the product development lifecycle, from the initial proof of concept to successful market launch and beyond.

We envision a future where technology is seamlessly integrated into our everyday lives, making it more efficient and accessible. We strive to create products and services that improve people's lives and make the world a better place.

Accelerate your digital transformation

At Sigma Technology Hungary, we help organizations of all sizes, from startups to enterprises and the public sector, to **go digital faster and smarter.** Our experts combine advanced technical expertise with industry-specific knowledge to create custom software solutions that meet your unique

requirements and drive growth. From custom software applications and mobile apps to web development and complex embedded software, our experienced developers use advanced technology to create reliable solutions with advanced security measures.

Clear, accessible product information

A user's journey with your product begins with clear, well-structured information. When technical, internal, and marketing content is professional, accessible, and easy to understand, your product becomes a natural choice.

In the past 30 years, we have been perfecting **product information solutions** of all kinds, from migration services to translation and terminology management, and UX writing. With a global team of 450+ experts, we dedicate over 1,000,000 hours each year to crafting customized documentation that empowers businesses and enhances user experience.

Our Hungarian team of 100+ product information professionals work with **documentation and design deliveries** in telecom, automotive, manufacturing and healthcare sectors.

Sigma Technology's team of professional technical illustrators and creative designers delivers visual content that reflects your brand's unique identity and personal touch. Our goal is to create an excellent user experience through clear communication, well-structured layouts, and most of all, a creative design: everything that helps convey your message and ideas to the target audience.

Our dedicated team provides design and **learning services** for your specific project on a turnkey basis, from concept to completed solutions. What makes us unique? A quick start, creative brainstorming, and quality delivery.



Professional software development across the full lifecycle

With decades of experience in software development, testing, and quality assurance, we combine **technological expertise with a deep understanding of our clients' business needs**. We flexibly adapt our tools, programming languages, and test automation frameworks to each project, while our mentoring and in-house academy programs keep our knowledge continuously up to date.

Our well-structured onboarding process, close collaboration with partners, and extensive experience in agile development ensure efficient teamwork and consistently high-quality delivery.

In the field of telecommunications software, our engineers contribute to the advancement of global communications, from design and development to testing and patent creation.

Expert cloud & AI solutions

With extensive cloud experience, we'll support enterprises in transitioning legacy systems to a secure and scalable cloud infrastructure, ensuring minimal disruption and maximum performance. By leveraging the optimal technology stack with Sigma's domain expertise, we deliver **tailored solutions for industries such as manufacturing, telecom, and space**.

Looking for scalable, robust AI solutions that truly deliver? At Sigma, we specialize in building intelligent systems that handle complex data and drive measurable business results. We cover the full spectrum of AI, from data engineering and advanced modelling to cloud and edge deployments. From predictive maintenance to personalized experiences, we know what it takes to **turn AI into real business value**.

Whether you need to optimize operations, enhance customer experience, or unlock new revenue streams, we have the expertise to make it happen.

Space offerings

For 25 years in Hungary, Sigma Technology has combined Swedish engineering discipline with local talent to help partners build dependable, future-ready solutions—now also for the space economy. Our teams support customers across the full lifecycle: systems and embedded software development, verification and testing, data and AI pipelines, and clear, safety-minded technical documentation aligned with demanding industry standards. We bring the same strengths that define our work in automotive, telecom, and manufacturing—precision, reliability, and safety-focus—together with the soft values that make projects succeed: cooperation, transparency, and trust. The result is a practical, partner-driven space offering that helps organizations enter and scale in the orbital era, **from concept to certified, mission-ready deliverables**.

How we deliver

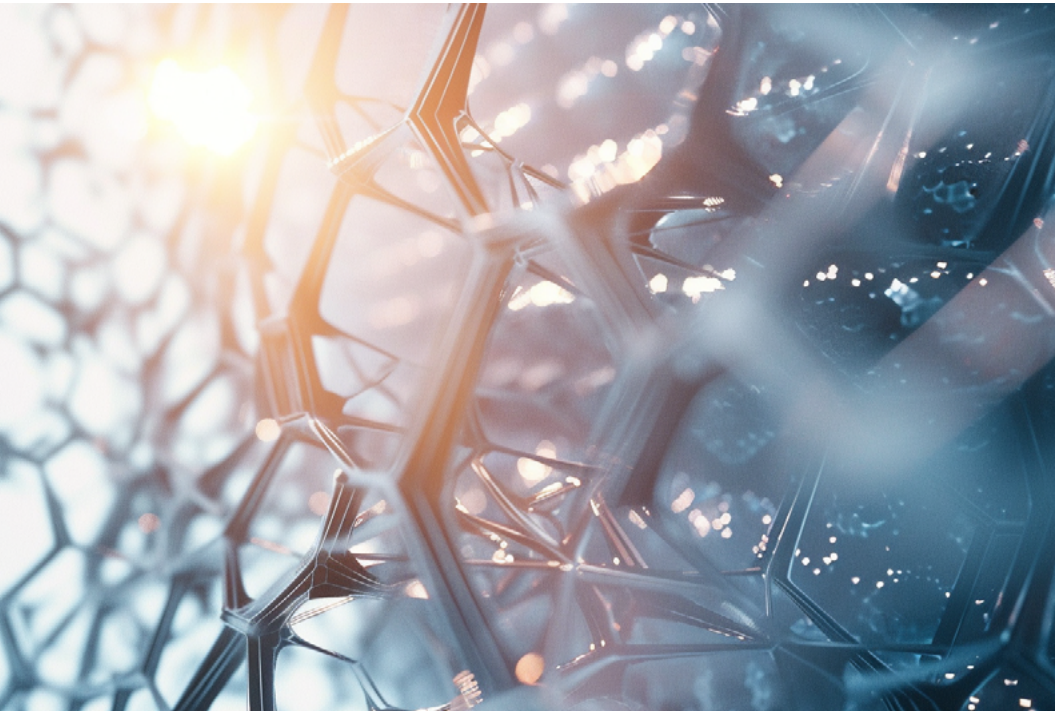
You can choose to have our expert consultants work directly with your team on-site, providing hands-on expertise and guidance. Alternatively, we can develop

and deliver the complete solution in-house, taking full ownership of the project from start to finish. This dual approach allows us to tailor our services to your specific requirements and resources. Regardless of the chosen model, we maintain the highest standards of quality, security, and environmental responsibility.

Sustainability

Sigma Technology contributes to sustainability through community development, education and innovation, gender equality, diversity, responsible consumption, and business ethics. Our involvement includes sustainability projects in Sweden, Hungary, South Africa, and Ukraine, aiming to create a brighter tomorrow and spark positive change. Our main driving force is to **create a better tomorrow** for our customers, our employees, and for the world around us.

Read more:



Skanska

SKANSKA



SKANSKA IN HUNGARY: BUILDING FOR A BETTER SOCIETY

Skanska is committed to creating spaces that actively support the long-term well-being of people, communities, and businesses. Since establishing operations in Hungary in 1987, the company has grown into a leading developer in Budapest, delivering more than 270,000 square meters of modern office space.

Shaped by core principles – sustainability, innovation, equality, and transparency – this approach is reflected in practical, measurable ways. From introducing Hungary's first LEED-certified office building to adopting pioneering standards in user comfort, energy performance, and health-focused design, Skanska continuously evolves to meet the needs of tenants and the city.

The latest development, H₂Offices, reflects this knowledge and foresight. Located in Budapest's Váci Corridor, it is designed to support flexible working, enhance employee well-being, and reduce environmental impact. This is a 3 phases

development. The first one was delivered in 2022 and sold, and the second one is now under construction. In line with Skanska's goal to achieve net-zero carbon emissions by 2045, H₂Offices second building incorporates energy-efficient systems such as heat pumps and rooftop photovoltaic panels and is designed to meet internationally recognised certifications for sustainability, health, and smart technology. These solutions, together, will make it the first speculative carbon neutral office building in operation in Hungary.

Skanska strongly believes that inclusive workplaces foster better outcomes. The company creates environments where employees feel heard, respected, and empowered to contribute. This culture of openness and collaboration extends to external partnerships as well, helping deliver solutions that are both responsible and resilient.

With nearly 40 years in Hungary, Skanska continues to invest in smart, people-focused and environmentally friendly developments that strengthen local communities and enhance Europe's competitiveness.

SKF

SKF

SKF HUNGARY – ENGINEERING SUSTAINABLE SUCCESS FOR EUROPE'S COMPETITIVE EDGE

SKF has been a trusted industrial partner in Hungary for over 30 years, combining deep local presence with global innovation. Our long-term success is built on core Swedish values—technological innovation, sustainability, customer focus, and integrity—which continue to strengthen Europe's industrial resilience and competitiveness.

One of our key success factors is continuous innovation. SKF invests heavily in R&D to develop advanced bearing solutions, condition monitoring systems, and smart lubrication technologies. These innovations reduce energy use, extend equipment life, and improve productivity—directly supporting Europe's shift toward digitalized and energy-efficient industry.

Another cornerstone is sustainability by design. We help our customers lower their environmental footprint through circular economy initiatives,

remanufacturing, and low-friction solutions. This aligns with the EU's Green Deal objectives and supports long-term industrial viability.

SKF's integrated value chain—from design to delivery—is optimized to serve both global and local markets. Our flexible European manufacturing footprint ensures quick adaptation to supply chain challenges, enhancing regional self-reliance and minimizing risk.

Collaboration is also central to our approach. We work closely with OEMs, universities, and technical institutions to co-develop solutions and upskill talent, ensuring Europe maintains a strong engineering base for the future.

As SKF Hungary celebrates this milestone with the Swedish Chamber, we are proud to be more than a supplier—we are a strategic partner contributing to a smarter, greener, and more competitive European economy.

SKF

LESS FRICTION

MORE PROGRESS





TRANSFORMING LIVES, STRENGTHENING EUROPE

"Rare diseases are not obstacles — they are calls to action."

At Swedish Orphan Biovitrum (Sobi), we deliver therapies that change lives, combining cutting-edge science with compassion and purpose. Our mission rests on three principles that define our success and strengthen Europe's position in the global economy:

1. Innovation with purpose

"Every breakthrough is proof that science, driven by purpose, can restore hope." Rare challenges demand rare solutions. By investing in cutting-edge therapies, we give hope to patients and families while positioning Europe as a world leader in pharmaceutical excellence. Here, science is not just discovery — it is compassion in action.

2. Collaboration that builds bridges

"No one should face rare disease alone." Tackling rare diseases requires unity. Through sustainable business practices and partnerships, we make our therapies accessible to those who need

them most. These collaborations strengthen Europe's healthcare ecosystem, fuelling economic growth and innovation across borders.

3. Empowering voices

"When patients speak, the world listens." At the heart of everything we do is the belief that empowered patients can change the status quo. Through initiatives like Unite4Rare, we bring together patients, caregivers, and advocates into a movement that inspires the community and fosters inclusivity. By creating high-value jobs, forging global partnerships, and advancing medical innovation, Sobi fuels Europe's competitiveness. "Our vision: a future where rare diseases are no longer barriers, but bridges to a stronger, more connected society." Together, we are not just advancing healthcare—we are shaping a Europe that commits to leading with innovation, equity and unity.



SSAB'S VISION – A STRONGER, LIGHTER, AND MORE SUSTAINABLE WORLD

SSAB is a global steel company with a leading position in high-strength steels and related services. SSAB vision is a stronger, lighter and more sustainable world, revolutionizing steelmaking with its two unique decarbonized steels, aiming to eliminate CO2 emissions from its own operations.

The annual steel production capacity of SSAB is approximately 8.8 million tonnes. The 5 business segments covering 50 countries are leaders in their respective sectors:

- **SSAB Special Steels** produces quenched and tempered (Q&T) steels, advanced high-strength steels (AHSS) and steel and plate in Oxelösund, Sweden, and Mobile, USA.
- **SSAB Europe** sales strip, heavy plate and tubular products in Europe for the global business in the Automotive customer segment (AHSS), produces steel and plates in Raahé and Hämeenlinna, Finland, and in Luleå and Borlänge, Sweden.

- **SSAB Americas** sales heavy steel plates in North America and produces steel and plates in Montpelier, USA.
- **Tibnor** is the Group's distributor of a full range of steel and non-ferrous metals in the Nordics and Baltics, produced both by SSAB and other suppliers.
- **Ruukki Construction** produces and sells energy-efficient building solutions, mainly in northern and eastern Europe.

SSAB has been present in Hungary since 1995, with a local sales office and a warehouse in Budapest, offering Hardox® wear plates and Strenx® performance steels, for stronger, lighter, and more sustainable steel applications as well as products for heavy industry, transportation, lifting, automotive, and construction. The Hungarian customers benefit from high-level technical support from SSAB's engineers to upgrade their own products to more competitive ones on the market.



Tipi Tents



Born in the wilderness of Swedish Lapland in 1989, Tentipi was founded on a simple, powerful idea inspired by the indigenous Sami people's **káta**: to create a space that fosters community and connection with nature. As the exclusive Hungarian partner, **Life & Ways Tipi team** brings this unique Swedish heritage to the local market, redefining the possibilities for outdoor events. Our mission is to provide an unparalleled experience, offering visually stunning and completely weatherproof venues for elegant weddings, festivals, and exclusive corporate functions. We deliver not just a tent, but a guaranteed atmosphere of natural sophistication, enabling memorable gatherings year-round.

Our philosophy on long-term business success is directly inherited from our Swedish roots: an unwavering commitment to quality and durability. In a world of disposable goods, our tipis are engineered to be "built to last". This principle of longevity and

repairability is our cornerstone, ensuring each structure is a sustainable, long-term asset. By focusing on creating the framework for unforgettable human experiences, rather than just selling a product, we build enduring client relationships based on trust and exceptional value.

This Swedish-Hungarian partnership is a powerful example of enhancing European competitiveness. It pairs Sweden's world-class, sustainable manufacturing with the creation of a high-value, niche service industry in Hungary. This model champions a circular economy within the EU, where durable, repairable goods generate lasting local economic activity, directly contrasting the linear "take-make-waste" model. By fostering cross-border innovation, we not only elevate the regional event industry but also strengthen the resilience and sophistication of the European single market.



Photo: Per Lundström/Imagebank.sweden.se

A GLOBAL COMMITMENT TO SUSTAINABILITY

At Transcom, sustainability is not just a responsibility; it is a strategic priority that drives innovation, resilience, and lasting value for all our stakeholders – employees, clients, partners, and investors. As a global company with over 30,000 employees across 29 countries and the partner of choice for more than 300 clients, we feel the urge to have a positive impact on the planet, its people, and the communities where we operate.

This commitment extends to the AI revolution shaping our world. As a key player in the customer management industry—one of the sectors most affected by this transition—we are moving beyond the hype to practical, people-centric AI applications. We are embracing these technological advancements by up skilling our workforce, integrating AI solutions that complement rather than replace human expertise, and adopting energy-efficient cloud infrastructure to minimize our environmental footprint. By aligning our AI strategy with strict ethical

guidelines and regulatory compliance, we ensure that innovation drives not only revenues but also long-term social and environmental investment.

Transcom believes in sustainability as a powerful driver of positive change. We collaborate closely with our clients, suppliers, and partners to implement best practices across our value chain. In a significant step, we joined the growing community of companies taking action with near-term targets for 2033 and long-term targets to reach net-zero GHG emissions across the entire value chain by 2050, according to the Science-Based Targets Initiative (SBTi) that recently validated our efforts.

Where we stand for: our six pillars

Sustainability is embedded into our corporate strategy and consists of six overarching pillars, closely aligned with our core business activities:

- People development: Actively empower and support our people in their current role and future career (Social)



- Inclusion & diversity: Create an inclusive and diverse workplace (Social)
- Community engagement: Unlock the power of local communities by actively contributing to the overall equality, opportunity, and sustainability (Social)
- Environment & climate: Reduce and mitigate our negative environmental impact through the way we think, act, and procure (Environment)
- Business ethics: Ensure that our actions, interactions, activities, and decisions are rooted in a core sense of ethics and responsibility (Governance)
- Security & privacy: Be trusted by employees, clients, and clients' customers to handle their data and safeguard integrity and privacy (Governance)

multilingual hub with over 230 talented professionals, is not only delivering service excellence but also championing sustainable practices. The Hungarian team was recently recognized for the “Best Green Initiative” in our EMEA Go Green Program—an internal challenge promoting activities from low-carbon commuting to enhanced recycling. Their winning initiative celebrated the site’s 20th anniversary by planting a tree for every team member who has been with the company for over a decade. This simple yet powerful act served as a token of appreciation while contributing to a healthier environment for all, perfectly embodying our belief that small, thoughtful actions can create a large and lasting collective impact.

Hungary: championing the green effort

By fostering collaboration and innovation, we aim to contribute to a greener, more responsible future and the team in Hungary is a shining example of this commitment in action. Our Budapest site, a thriving



Väderstad



Väderstad established its Hungarian subsidiary 28 years ago, bringing a completely new form of sales to the Hungarian market. Without the need for a distribution network, it sought to supply Hungarian farmers directly with the manufacturer's products, including the necessary service and spare parts. This is still the hallmark of the Hungarian business, based on the 26 people who work for the company today. Following an investment in 2006, Väderstad Kft. is located in Kápolnásnyék, where it offers its existing and future partners easy accessibility and professional service in the immediate vicinity of the M7 motorway.

Väderstad has brought a wealth of innovations to the Hungarian market over the past nearly three decades in the field of crop establishment's machinery. The technology of ploughless tillage has pioneered the practice of smart/reasonable shallow and ultra-shallow cultivation, as well as high-speed drilling and planting combined with seedbed preparation and nutrient application.

The staff of the local subsidiary has worked hard to make the technology and techniques of climate-stress mitigating, adaptable tillage part of everyday practice, theoretical and practical foundations of which were developed by Dr. Márta Birkás, a professor at MATE who passed away last year.

Väderstad has sold more than 6 300 tillage equipment, seed drills and planters in Hungary to date, has achieved a leading position in some market segments and has become one of the most popular brands among farmers in the country.

Väderstad wants to respond adequately to the new challenges of the 21st century and is working on a prescription map-based tillage concept and a new sowing method that will allow cereal crops to be planted instead of seeding, which will contribute to better exploitation of the yield potential by achieving a more even spacing of the seeds and uniform emergence and growth conditions.



Visegrad Legal



SUSTAINABILITY AS A SHARED VALUE: LESSONS FROM SWEDISH BUSINESS CULTURE AND OUR COMMITMENT AT VISEGRAD LEGAL

At Visegrad Legal, years of cooperation with Swedish clients has provided us with deep insight not only into legal frameworks and business operations, but also into Swedish corporate culture and values. These principles now shape many aspects of our own work culture and operations.

Such practices include:

- **Selective waste collection and recycling**
- **Eliminating single-use plastic bottles by using filtered tap water**
- **Minimizing paper use by digital systems and digital signatures**
- **Encouraging low-carbon commuting** by promoting cycling to work; we also provide an **on-site bicycle storage area, and city public transport passes**
- **Supporting employee wellbeing**, including **mental and physical health programs, supporting home office, and discouraging routine overtime**

- **Promoting continuous learning** by offering **study leave** and encouraging professional development

These steps reflect our commitment to reducing our environmental footprint and creating a healthier, more productive workplace culture.

Swedish influence and EU frameworks

The influence of Swedish business culture is particularly strong in areas such as workplace wellness and work-life balance—values that have inspired our approach at Visegrad Legal. Not only do we draft and apply but also promote policies that foster a healthier environment at work. For instance, we developed **a unique whistleblowing platform** and organised a business breakfast at SCCH in 2023 to share experience and discuss strategies of employers on how to improve employee wellbeing at work.

By following the example of Swedish culture and aligning with EU directives, we are committed to leading by example – both in our legal work and our daily operations.

Volvo Cars

V O L V O

VOLVO CARS IN HUNGARY: POWERED BY SWEDISH HERITAGE, DRIVEN BY PURPOSE, BUILT FOR LIFE

Volvo Cars is a global brand for people who care — about the world we live in and the people around us. With a clear mission to shape a safer, more sustainable future, the company is redefining premium mobility on a global scale. In Hungary, that mission has been proudly carried forward for 30 years by Volvo Car Hungary — in perfect parallel with Team Sweden's celebration of 30 years of Swedish highlights in the country.

From the very beginning, Volvo Cars set out to make life easier, better, and safer — for everyone. This people-first vision continues to guide our work as we provide the freedom to move in a personal, sustainable, and safe way.

Over three decades, Volvo Car Hungary has earned trust among Hungarian customers and partners through consistent quality and innovation, a commitment to safety and — in its broader sense — sustainability, and a premium experience that reflects the brand's Swedish roots.

Designed around people

Volvo Cars combines refined aesthetics with real-life functionality. Inside every model, high-quality materials, intuitive interfaces, and a clean, minimal design philosophy create a distinctly premium feel — tailored to how people actually live and drive. In Hungary, we bring this vision to life through customer-focused retail, innovative services, and an evolving range of electrified vehicles that match the values and expectations of today's drivers.

A responsible journey ahead

Volvo Cars is committed to becoming a fully electric car company and to achieving net-zero greenhouse gas emissions by 2040 — in line with Europe's environmental goals and green transition. These ambitions shape everything we do, from vehicle development to energy use and supply chain ethics. Volvo Car Hungary contributes to this shift by offering a growing lineup of fully electric and plug-in hybrid models, engaging in broad customer education efforts, and embracing sustainable choices, responsible partnerships.

A legacy of safety

Since introducing the three-point seatbelt in 1959 — and making it freely available to save millions of lives — safety has been at the heart of everything we do. We have remained at the forefront of automotive

safety, developing innovations that protect not only those inside the car but everyone on the road. Today's Volvo cars are equipped with cutting-edge safety technologies and driver assistance systems designed to protect what matters most.

30 years and moving forward

As Volvo Car Hungary celebrates its 30th anniversary, we look back with pride — and ahead with purpose. We are proud to represent a premium brand that combines relentless innovation, responsible values, and a personal approach in everything it does.

No matter how turbulent the world around us is, we'll continue to drive with calm confidence.

Because at Volvo Cars, we don't just build cars. We build them for life.



Volvo Trucks

V O L V O

VOLVO TRUCKS: DRIVING LONG-TERM SUCCESS AND SUSTAINABLE GROWTH

At Volvo Trucks, we believe that long-term business success is rooted in continuous innovation, sustainability, customer-centric solutions, and collaborative partnerships. As part of the Volvo Group, our strategic vision is closely aligned with the goal of delivering efficient, safe, and environmentally responsible transport solutions that meet the evolving needs of our customers and strengthen the competitiveness of the European Union.

For close to three decades, Volvo Trucks has proudly contributed to Swedish-Hungarian industrial cooperation, fostering innovation, sustainability, and growth across borders together with the Swedish Chamber of Commerce in Hungary.

One of the most critical factors in our long-term growth is our commitment to decarbonization and technological advancement. We are actively investing in the development and deployment of zero-emission vehicles, including fully electric and hydrogen-powered trucks. These innovations are essential for reducing environmental impact, meeting EU climate targets, and remaining at the forefront of a rapidly transforming transport industry.

Safety is a core Volvo value and remains central to every innovation we pursue. For nearly a century, Volvo has led the industry in safety advancements, and today, we continue to integrate advanced driver assistance systems, collision warning technologies, and autonomous features to protect drivers, road users, and cargo. Our commitment to safety is not only a moral imperative—it is a key factor in ensuring long-term trust and business resilience.



We also place a strong emphasis on customer success. Through tailored service contracts, connected vehicle technologies, and predictive maintenance tools, we help our customers optimize vehicle uptime, improve fleet efficiency, and reduce total cost of ownership. Digitalization plays a key role, enabling smarter logistics operations and greater agility in response to shifting market demands.

Our people are at the heart of our success. We continue to invest in skills development, vocational training, and diversity initiatives to ensure we build a resilient, future-ready workforce across the region. Our local presence supports job creation, economic activity, and long-term industrial growth.

Volvo Trucks also contributes actively to EU competitiveness through participation in cross-border innovation projects, public-private partnerships, and sustainable mobility initiatives. By engaging in EU-funded research and aligning with European climate and transport policies, we play an integral role in shaping a cleaner, smarter, and more competitive transport sector.

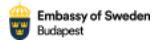
As we look ahead, we remain deeply committed to supporting innovation, sustainability, and industrial progress across Hungary and the broader European region.

Our partners



CREATED BY

IN PARTNERSHIP WITH



SUPPORTED BY



