

## 5 key arguments to invest in Hungarian ICT sector

- ✓ Access to a well-qualified labour pool
- ✓ Successful co-operation between multinational firms and universities
- ✓ Outstanding R&D results in some niche areas
- ✓ Extraordinary growth rates in the sector
- ✓ Make your presence in Hungary! Some others have already...

### ✓ Access to a well-qualified labour pool

- more than 30,000 students in IT education
  - 14 universities with IT faculty
  - Numerous PhD students specializing in computer sciences in 2005/2006
- Click [here](#) and learn more about the Hungarian labour market...

### ✓ Successful co-operation between multinational firms and universities

- **Innovation and Knowledge Centre, Budapest**  
Budapest University of Technology and Economics & 9 IT companies
- **Digital Community Centre, Miskolc**  
Miskolc University & Hewlett-Packard
- **Research and Training Program, Szeged**  
Szeged University & Tata Consultancy
- **eScience Knowledge Centre, Budapest**  
ELTE University of Natural Sciences & Delta Electronic, Econet, ESRI, MultiRáció
- **Oracle Competency Centre, Budapest**  
Budapest Technical College & Oracle
- **CISCO Networking Academy Program, Budapest**  
Budapest Technical College & Universities of Szeged, Pécs and Veszprém
- **SAP Competency Centre**  
Budapest Technical College & SAP

### ✓ Outstanding R&D results in some niche areas

- IT, data security, data protection
- CAD/CAM design
- Software development for mobile devices
- Embedded mobile applications
- Navigation systems

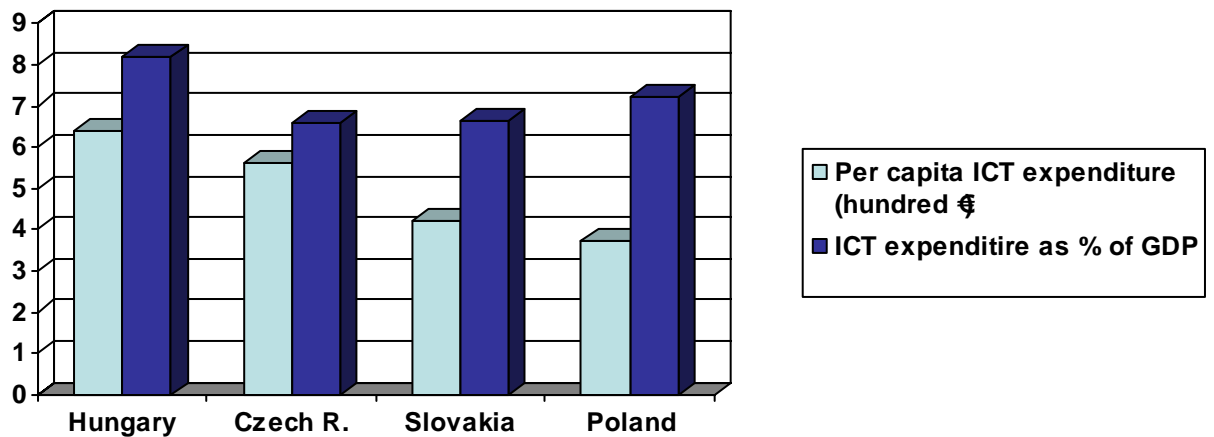
- Anti-virus, firewall protection
- Digital film-making and colouring
- Character recognition
- Language technology
- Document management, data processing

Click [here](#) and learn more about the Hungarian R&D sector...

✓ **Extraordinary growth rates in the sector**

**The Hungarian ICT market at a glance**

The Hungarian ICT market showed a **dynamic growth** in the past couple of years. Between 2003 and 2006, the average annual growth rate reached 10%, slightly exceeding that of Central Eastern Europe (9.6%) and well exceeding the rate of the European Union (2.75%). Today the Hungarian ICT market represents 18.7% of the Central Eastern European total. Furthermore, Hungary has the **highest per capita** and **GDP-related ICT expenditure** in the region.



Source: EITO, 2006

Hungary has become one of the major players in **hardware production** in the region. In computer assembly and communications equipment production the country is the leader in CEE. The **software market** is the fastest growing IT segment in Hungary, its weight grew considerably in the past couple of years. The country has strong positions in IT security, virus protection and character recognition software development as well as in bio-informatics. Last year the demand has been growing for security software, business intelligence and data management applications and ERP solutions for small and medium sized companies.

Today the banking and financing sectors and the SMEs play a major driving role in the **IT services market**. IT services are expected to grow at about 8.6% in 2006-2007. A above the average growth is expected in outsourcing and systems integration (IDC, 2006). The **outsourcing market** showed a robust growth last year, its rate reached 11%. The large outsourcing companies in Hungary are focused on the regional market and offer more offshoring and nearshoring services. The demand in the Hungarian market concentrates on desktop and system hosting and operating services.

✓ **Make your presence in Hungary! Some others have already...**

Foreign Direct Investment has a significant role in the ICT sector as the share of foreign companies reaches 95% in communications equipment production and 30% in total hardware production.

The largest producers in the ICT sector include **IBM, Flextronics, Samsung, Albacomp, General Electric, Nokia, Siemens, Solectron, Sanmina, Elcoteq, Videoton, Orion, Sanyo** etc. The major players in the ICT services market include: **IBM, Hewlett-Packard, Nokia, Ericsson, ORACLE, SAP, CISCO, Siemens, Satyam, TATA Consultancy, Synergon, EDS, FreeSoft, T-Systems, Getronics, Dataplex, BT, Sun Microsystems, Microsoft.**

There are almost **100 R&D units in information technology and computer sciences** in Hungary, employing more than 2200 professionals. Many IT companies long-established in Hungary have begun relocating R&D activities here. Examples include **Nokia, Ericsson, Siemens, Avaya, Motorola, Philips, Oracle, SAP, TATA Consulting Services** and **HP-Compaq**.

## Latest developments in the Hungarian ICT sector



In September 2003, Oracle set up its European, Middle-East and African Database and Research and Development Centre and in October its Data Warehouse Nearshore Centre. In 2005, it expanded its research and services hub in Budapest.



In 2002 EDS opened a regional service centre providing IT support services in Budapest; in 2004 an SSC was opened in Vasvár (Western Hungary)



Getronics opened its Global Service Centre in Budapest in 2004 to provide back-office remote support for all 'non-client touching' services and some of the non-essential client interfacing functions in Europe and the Middle East.



TATA Consultancy opened its first European software R&D centre in Budapest in 2004. The centre supplies the business's European clients, and is one of the 24 global off-shore research and development units of TATA.



In July 2004 Satyam Software Services set up a software centre in Budapest.



BT set up a Central-European IT service centre in October 2004. The centre which acts as a general service centre for BT, offers outsourcing solutions for other companies, too.



SAP established its R&D Centre in Budapest in 2005.



In 2006 IBM won the "Investor of the Year Prize" for its new SSC centre where the company created 700 new jobs and invested HUF 6.5 billion.

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- Market and production data by subsectors
- Company profiles – data and description
- Software market in Hungary – analysis
- PC related manufacturing in Hungary - data
- Statistics on salaries in related position
- Statistics on education
- Ideal locations in Hungary where you can make your own success story.
- Etc.

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