



# ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

## BACKGROUND INFORMATION ON VALUE AND QUALITY AWARD TENDER

The Value and Quality Award Tender was first issued and implemented by DIAMOND Management Office Ltd. in 2018 by coordinating and performing organizational and management duties related to the tender, commissioned by the trademark founders, furthermore by Hajnal Meat Processing Factory Ltd., KÖMI Ltd., Legrand Hungary Electricity Systems CJSC., Poli-Farbe Chemical Industry Ltd., ProfessionCert Engineering Services Ltd. and S.C.SSM & SIU S.R.L. headquartered in in the Transylvanian Mezőcsávás. Priority support is provided to the implementation of the tender as well as to the work of Board of Announcers by the State Secretariat for Nation Policy at the Prime Minister's Office and the Democratic Alliance of Hungarians in Romania. Professional advices are provided by the Hungarian Intellectual Property Office.

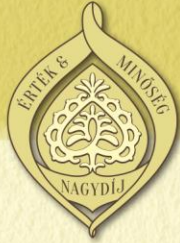
### History

The Hungarian Quality Product Award Trademark was introduced in 1998 for the recognition of outstanding quality products. After 20 years this was followed by the Value and Quality Award certification trademark which has been representing an outstanding quality based on proven good traditions outside of our borders, at international level as well. One of the owners of Hungarian Value and Quality Award Certification Trademark is identical to the founder of the Hungarian Quality Product Award, while the other owner is the member of the Board of Announcers of Hungarian Quality Product Award. Among the project managers of the Value and Quality Award we can also find supporters and announcers of the Hungarian Quality Product Award.

The Value and Quality Award Trademark embodies and expresses Hungary's recognition and commitment to the values and the certified quality. The honourable title "Value and Quality Award" is the recognition and prize of products, services and economic organizations which are demonstrably committed in their activities towards quality issue giving high priority to the production of jointly and severally high quality goods as well as services. The prize-winners present exemplary models contributing to the development of the economy. The Value and Quality Award is an up-to-date certification trademark being in line with today's challenges by orienting consumers with a clear distinction of outstanding values (goods and services) in the increasingly expanding product range of the globalized market economy.

Mission of the Value and Quality Award Tender System is to recognize the high quality level of the goods and services introduced in tender applications, to promote the production of high quality products being competitive on international markets and the production of goods with high intellectual added value as well as to encourage the development of services. Its further aim is to contribute to the market activity and also to the development of exports of the producers becoming qualified through this competition. In addition to this tasks, its duty is also to provide obvious support to the customers in quality-conscious choice, to contribute to the development and marketing of health conscious and energy-efficient products, to support the activities of enterprises operating in intellectual property-intensive industries and the appearance of high value-added products and services as well as to develop the active quality policy of producers and distributors.





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Any finished product, product line, software produced or distributed in Hungary or in the Carpathian Basin, complying with the goals of the tender according to the main tender categories, moreover any related services can participate in the tender. Furthermore, individual service can also relate to the subject of the tender. If the applicant is not identical with the manufacturer, or with the right holder of the product, software or of services forming the subject of the tender, the entry to the tender needs the manufacturer's/rights holder's agreement. The purity and inviolability of the tendering system is ensured by an objective requirement system, and the evaluation of an impartial and independent expert body. The use of the trademark awarded is regularly controlled by the announcers of the tender, thereby guaranteeing the safety and the continuous quality standards towards consumers and consumers.

The tender evaluation runs in several rounds. The tenders are evaluated by a professional jury invited by the Announcers on the basis of the submitted documentation. The jury's work is assisted by other specialists as well invited by the Board of Announcers, who will draw up a written report. The invited jury members and specialists will sign a declaration of incompatibility. The list of the jury members and invited specialists is not public till the day of the award ceremony in order to ensure the fairness and clean procedure of the tender. The Declarations of Incompatibility are forming part of the tender procedure documents.

Upon evaluation the jury will take the followings into account:

- Content and aesthetic wholeness of the tender documentation;
- Safety, adequacy, quality, innovative nature, marketability, economic utility, export strength of the product/product line and services submitted to the tender;
- Application of energy saving, environment friendly solutions, advantages offered to the consumers;
- Certificate or expertise issued by a third party (certification body) proving the product adequacy;
- Experts' opinion;
- Experiences of tests performed by qualified and accredited laboratories;
  
- Application of quality management system (e.g. ISO, or HACCP in case of foods);
- Intellectual property protection awareness;
- Legal rules for placing on the market
- Prizes and certification trademarks previously awarded;
- Additional voluntary benefits offered to the consumers;
- Credibility of financial data included in the Application Form;





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- Main relevant official complaints, measures, disputes being in progress;
- Creative ideas, unusual and innovative, future-oriented solutions.

The honourable title “Value and Quality Award”

Based on the decision of the Board of Announcers the tenders evaluated the most outstanding will receive the title of the Value and Quality Award, and along with this the right to use the trademark free of charge for one year.

The award is attested by an English-Hungarian honorary diploma designed by the graphic artist, Gábor Sárkány as well as by a unique applied arts trophy made by the creative team of Porcelain Factory in Hollóháza.

The honorary certificates and unique applied arts trophies will be presented by the Vice-President of the Hungarian Parliament or by his delegate.

## Special Prizes

Besides the Announcers of the Tender different companies, authorities, bodies are offering special prizes under the Value and Quality Award Tender System.

Special prizes can be awarded only by those applicants who won the Value and Quality Award in the current year with the exception of Value and Quality Award for Lifetime Achievement, Value and Quality Award of Merit for Carpathian homeland, Lifetime Achievement Award for Carpathian homeland, Value and Quality Merit Award for Communication and Value and Quality Memorial Award.

## Special prizes founded by the Board of Announcers

### Entrepreneurial Merit Award of the Value and Quality Award Tender

The Entrepreneurial Merit Award founded by the Board of Announcers with tradition-creating purpose can be given to enterprises proving to be able to produce premium quality and value over a long time. They enhance the good reputation of the Hungarian economy with their market activity, developments and innovations.

### Value and Quality Award for Lifetime Achievement

With the aim of creating tradition the Board of Tender Announcers established the Value and Quality Award for Lifetime Achievement for awarding natural person demonstrating their commitment for outstanding quality as well as for raising up the culture of the Hungarian economy during their activity of several years. Its outstanding work is not only characterized by its economic activity however by high level of its social sensitivity.





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Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender

The Board of Announcers established the Merit Award for Energy Efficiency and Environmental Protection to protect environment, to maintain the ecologic balance of the earth and to encourage sustainable development of civilization. The prize is won by solutions, products and systems, which measurably contribute to the reduction of the carbon-dioxide emission, to the formation and development of the energy-conscious environment.

Merit Award for Innovation of the Value and Quality Award Tender

The Board of Announcers established the Merit Award for Innovation with the aim of creating tradition. The award is given out to the creators of solutions, products and systems, who have outstandingly shown the potential of the domestic creativity through the innovative features of their tender in the current year as a reflection of the entrepreneurial culture in Hungary.

Merit Award for Digitalization of the Value and Quality Award Tender

The Board of Announcers founded the Merit Award for Digitalization for tradition-creating purpose. This merit award is to be given to especially creative applications of the technology of the twenty-first century as well as to tenders improving and preserving quality of life.

Merit Award for Communication of the Value and Quality Award Tender

The merit award for communication is given by the Board of Announcers of the Value and Quality Award Tender to the printed or electronic media doing the most for the communication of high quality values in the year of the call for tender, within this for the publicity and promotion of the Value and Quality Award Tender System.

The awards will be presented by the Vice-President of the Hungarian Parliament or by his delegate.

Merit Award for Carpathian Homeland of the Value and Quality Award Tender





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This Merit Award is to be given to such natural person, who has over the years proved to be committed to strengthen and to enlarge the business relations between the cross-border regions and the motherland. On the other hand, the award is given to organisations or businesses being active in abroad and having key role in the economic cooperation between the regions of Carpathian Basin. The award recognizes those who are committed to respect for the traditions, the idea of Hungarians and the protection of the environment beyond the continuous high quality. The Merit Award for the Carpathian Homeland can be yearly given only to one (1) natural person. In case of foreign organisations maximally 3 Merit Awards are available.

## Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Tender

With the aim of creating tradition, the Board of the Announcers of the Value and Quality Award founded the Lifetime Achievement Award for Carpathian Homeland. The award may be allocated to such natural person, who has over the years proved to be committed with their economic activity in strengthening, enlarging the economic, cultural and educational relations with cross-border regions and with the motherland, moreover who has dedicated for respect of traditions and for notion of Hungarians.

The awards will be presented by Mr. Árpád János POTÁPI, State Secretary for Nation Policy at the Prime Minister's Office.

## Special prizes of the announcers of Value and Quality Tender

Special Prize offered by Hajnal Meat Factory Ltd.

Hajnal Meat Factory Ltd. - having received the Hungarian Quality Product Award and Merit Award for Economy several times - founded a special prize with tradition-creating purpose in memory of Mr. László Hajnal, head of the factory who died in 2016. Recognition of outstanding quality products was a matter of heart of Mr. Hajnal. This special prize is the Hajnal László Memorial Prize which is awarded to a food business-related applicant by the management of the company who first participates in the tender. This recognition is the distribution of high-priced products in the company's stores. This special prize is symbolized by a Hollóháza porcelain vase and a document on distribution's possibility. The recognition is given up by senior László Hajnal, retired meat master and his wife.

Special Prize offered by KÖMI Ltd.





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KÖMI Ltd. offers a personalized engineering service as recognition of outstanding quality Hungarian products to manufacturer or service provider recommended by KÖMI for winning the Value and Quality Award. The special prize is attested by a honorary diploma. The special prize is presented by the managing director of KÖMI Ltd., László János Somogyvári.

Special Prize offered by Legrand Hungary Electricity Systems CJSC.

As special prize Legrand CJSC. offers a premium-grade self-manufactured product package to applicant winning the Value and Quality Award selected by them. The special prize is presented by Mr. László Károlyi, general director of Legrand Hungary Electricity Systems CJSC.

Special Prize offered by Poli-Farbe Chemical Industry Ltd.

Poli-Farbe Ltd. offers a special prize for creation of "Innovative and livable living space" to the successful candidate who won the Value and Quality Award.

The special prize is presented by Mr. Antal Szabó, managing director of Poli-Farbe Chemical Industry Ltd.

Special Prize offered by ProfessionCert Ltd.

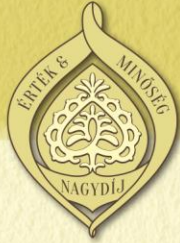
In the year after obtaining the Value and Quality Award, ProfessionCert Ltd. provides a process optimization survey free of charge to the winning applicant selected by them. The special prize is attested by a honorary diploma. It is presented by Mrs. Ágnes Bálint, managing director of ProfessionCert Ltd.

Special Prize offered by S.C.SSM & SIU S.R.L.

In the year after obtaining the Value and Quality Award, the company provides a work and disaster management audit free of charge to the applicant chosen by them.

This special prize is also attested by a honorary diploma. It is presented by Mr. Győző Zoltán Szabó, managing director of S.C.SSM & SIU S.R.L.





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## Special prizes offered by different organizations

### Special prize offered by Communautrade – Europe Trade and Consulting Co. Ltd.

Communautrade - Europe Trade and Consulting Co. Ltd. has been pursuing successful and diversified activities in Western Balkan countries for many years in economic, commercial and financial fields. As a special prize, Communautrade Europe Trade and Consulting Co. Ltd. offers an information package promoting market entry of the awarded Applicant to one (1) western balkan country chosen by the awarded Applicant. The ideological value of the prize is HUF 250,000. The special prize is presented by Mr. Attila Galambos, managing director of Communautrade Ltd.

### Special prize offered by National Association of Hungarian Journalists (Magyar Újságírók Országos Szövetsége – MUOSZ)

Jury appointed by MUOSZ selects the applicant - from the Value and Quality Award's winners - who receives 'Press Quality Award' as special prize for innovative developing strategy.

The recognition is attested by a honorary certificate. The prize is presented by the representative of MUOSZ.

### Special prize offered by HUNGEXPO C. Co. Ltd.

With the aim of improving the popularity of high quality Hungarian products, HUNGEXPO C. Co. Ltd. offers an exhibition area of 10 square meter for a producer or a service provider - awarded with the Value and Quality Award and selected by HUNGEXPO - at the a fair chosen by the winner and organized by HUNGEXPO Zrt in 2019. The prize is presented by the head of HUNGEXPO C. Co. Ltd.

### Special prize offered by Magazine for Injured People ("SÉRÜLTEK.HU MAGAZINE"): Prize for Caring

Magazine for Injured People has the goal to identify and to recognize already existing tools, machines, inventions being available on the market or under production, which are developed to help people living with disability. These are representing value for people needing help. The recognition is attested by a certificate and a unique craft ornamental piece made by the artist Deél Vilma, founder of the Society of Disabled Artists, Creators and Artisans. The prize is presented by Chief Editor of the Magazine.

### Special Prize offered by Transilvanum Foundation





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The community and events of the Transilvanum Foundation have been a meeting point for successful businessmen, artists and experts from Transylvania for five years. The Board of Trustees of the Foundation awards Transylvania's special prize to Transylvanian organizations doing a lot for promoting Transylvanian products, services and culture. The special prize is represented by a unique memorial plaque. The prize-winning organization, as privileged guest, can take part at the Transilvanum Gala being one of the most important events of the Foundation at the beginning of 2019. The special prize is presented by Ms. Klára Simó, president of the Foundation.

The award ceremony of the Value and Product Award will be held ceremoniously with a wide attendance on 11th September 2018 in the Upper House Room of the Parliament. The main patron of the event is Dr. János Latorcai, Vice President of the National Assembly.

## PRESENTATION OF THE ANNOUNCERS OF THE VALUE AND QUALITY AWARD

Through their own activities as well, the Announcers of Value and Quality Award Tender are striving to develop and realize concepts for promoting the business success of enterprises producing excellent products.

Diamond Management Office Ltd.

The programs of Diamond Management Office Ltd. are primarily designed to improve the economic position of innovative industrial enterprises with the aim to explore and demonstrate competitive products. It recognizes products (goods, services) and business organizations being demonstrably committed to quality issues during their activities. The Diamond Management Office Ltd. is a dedicated mediator of energy-conscious environmental requirements and consumer interests alike. It provides assistance for the widest possible and more effective protection and use of knowledge assets.

Hajnal Meat Processing Factory Ltd.

Hajnal Meat Processing Factory Ltd. is a Hungarian-owned company in 100%. The factory was inherited from father to son and grandchild. Nowadays the third generation has already overseen the activity of the company. It is located in Kisalföld, 8 km from Győr, in an industrial park They are processing Hungarian half-pigs, the cut meat is offered to their customers in their stores. At the same time they are producing meat products as well, which are also sold in multinational sales networks outside their





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stores. The philosophy of Hajnal Meat Processing Factory Ltd. is quality-oriented and tradition-conscious. They are producing Hungarian products under the motto "from our family to the table of your family"!

"Tradition is not to preserve the ashes but to pass the flame!" (Tamás Morus)

KÖMI Ltd.

KÖMI Traffic Engineering Bureau, Engineering, Environmental, Water Management Services Ltd. was established by private individuals with the principle of high level engineering services, quality control and quality assurance. The colleagues have technical supervisor, expert and responsible technical manager licenses in the fields of civil engineering and traffic construction. Most of them are in the designers register and all of them are members of the Hungarian Chamber of Engineers.

Legrand Hungary Electricity Systems CJSC

Legrand and its legal predecessors have been in the Hungarian market for nearly 100 years. It designs, manufactures and sells electrical installation materials. The multinational company, Legrand Group, is a world leader in classical electrical installation and low voltage electrical installation products on all five continents. The company sells its products in 180 countries of the world, employs 35,000 people worldwide. The Legrand Group is committed to eco-development alongside sustainable development, which aims to define the environmental indicators of new products and to reduce our Eco Footprint. Legrand's principles include the commitment to high quality, creativity and the quality-conscious guiding of customers. Starting with the production of traditional switches, Legrand is now a good example of how to harmonize the value and quality in the production of nowadays complete systems, IoT devices and smart homes. Tradition and innovation which are integrated by Hungarian knowledge and labour force with the long-term sustainable development.

Poli-Farbe Chemical Industry Ltd.

Poly-Farbe Chemical Industry Ltd. is one of the Hungarian leading paint and plaster factories being in 100 percent Hungarian-owned company. The initial size and capacity of the company is well illustrated by the fact that in the first year of their activity, less than 20 tonnes of paint were produced and sold. Since then, this number has been increasing continuously every year. In 2017 they produced and traded slightly more than 44,000 tons of paint, thus their price income exceeded 11 billion forints. In 2014, there was an increase in foreign trade as well, exports accounted for about 6.5 percent of total turnover. Today the company supplies paints to neighbouring countries, including Austria, Romania, Serbia, Slovakia and Slovenia. Poli-Farbe, employing nearly 280 people, invested billions of HUF into developments during its activity of 25 years. Not only in Bócsa, but also in the surrounding settlements,





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the company provides employment to many people thus ensuring their livelihoods as well. The year 2017 was a milestone in the company's history. A new unit of factory equipped with robotics technology and a 21st century production line was built by investing more than one billion forints. With these new capacities they can increase their export activity.

ProfessionCert Co. Ltd.

ProfessionCert Co. Ltd. is a Hungarian-owned company in 100% with head office in Budapest. Their main activities: independent technical and engineering inspections, testing services, expertise, certification and process development in Hungary and beyond our borders as well. The employees of the company have professional experience of several decades covering a wide range of different fields of expertise. It is a priority for ProfessionCert to emphasize the safety and quality of products / services, and to increase their competitiveness. Therefore, the promotion of the Value and Quality Award Tendering System is considered by them as a task of high priority.

S.C. SSM & SIU S.R.L. (Romania)

The S.C. SSM & SIU S.R.L. is a Transylvanian company dealing with labour safety. The owners founded this fast-growing company in 2008 with the aim to provide their partners with an external, accredited service combining their expertise and social commitment by means of which it is possible to perform a safe, harmonious, productive work not endangering human life. With its work safety activity of outstanding quality, the company belongs to the few who are providing a permanent full service to the partners. By 2018, the company is in permanent contractual relationship with more than 650 companies. In 2012 the company started its agricultural activity as well with walnut plantation and cultivation of berry fruits, by exploiting the geographic location of the settlements, the productive capacity and climatic conditions of the land. Today they are farming already on 5 hectares of land, their products are purchased by local users. Product distribution across the EU will start soon.

Budapest, 9th of March, 2018

Board of Announcers of the Value and Quality Award

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