



# ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Diamond Management Office Ltd.

Diamond Management Office Ltd. is a Hungarian-owned enterprise in 100%. Its main activity is to organize and conduct the Value and Quality Award Tender commissioned by trademark rights holders. The owners of the organization and the contributing experts have professional experience of several decades concerning quality certification and covering a wide range of tender issues. DIAMOND Management Office Ltd. supports businesses effectively in their active quality policy. Its programs are primarily designed to improve the domestic and international economic position of innovative industrial enterprises. It also aims to find and present competitive products and services with the utmost consideration of consumer and user interests.

DIAMOND Ltd. has an active role in organizing professional conferences where quality issues and consumer protection are of top priority. It is contribution to the presentation of the winners of the Value and Quality Award in various fields. DIAMOND Ltd. as organizer contributes to the strengthening of the economic relations between the institutions and businesses being active in the motherland, the Carpathian region and the V4 countries. An outstanding opportunity for prudent innovative enterprises to support the further financing of their research and development activities by placing their previous results on a business basis. For this purpose, DIAMOND Management Office Ltd. offers its help by giving proposal for exploring business development opportunities as well as by identifying how to take advantage of these possibilities in the field of the widest, most effective protection and use of knowledge.

Following the structured organization of the elements of intellectual capital, as well as after the assessment and analysis of the risks associated with the use, it is possible to prepare the utilization of the knowledge asset. In order to make value-added inquiries to market target groups by an innovative enterprise, it is necessary to define the value of the knowledge asset elements, which is always the focus point of innovation management.

DIAMOND Management Office Ltd. is at the disposal of innovative market participants with its intellectual property protection consciousness and professional assistance. The staff of the Office provides individual advice to the clients who are coming to them. DIAMOND Ltd. considers the unified registration of businesses and products being holders of the Value and Quality certification mark as an important task.

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„The desire for value and quality always comes from the past and leads to the future.”

Kiss Károlyné Ildikó, managing director, DIAMOND Management Office Ltd.

„What would you like to point out from the wide range of activities of DIAMOND Management Office Ltd. being the driving force of the Value and Quality Award Tender?”

The DIAMOND Management Office Ltd. is a 100% Hungarian-owned enterprise, a young organization, but its owners and experts have experiences in a wide range of activities concerning quality certification for several decades. I would also mention here the experiences of two decades related to the tenders aiming to obtain the rights of use of the certification trademark. Our firm intention is to more widely introduce the users of Value and Quality Award Trademark in different relations, both at home and beyond our borders, thus helping to strengthen economic relations and cooperation.

We would like to call attention- with conscious communication - to the values, creations and achievements that are worthy examples of the inventiveness and expertise. We highlight the importance of intellectual property protection necessary for innovative market participants, even we are also available with technical assistance.

„Even the Value and Quality Award’s name also reflects that it is the symbol of excellence, what does the quality, its recognition and its awarding mean to you?”

I believe that the competitiveness of a small country can only be achieved through high-quality products. The most attractive element of the recognition of high quality is the certification mark. Such a clear, well visible label gives positive feedback to consumers by ranging the prize winner among the participants of economic life. And what does recognition mean for us: respect and appreciation for the creator. It also means to raise the creative force to pedestal as an example that can be proudly shown to the world.

In 1998, relating to the then economic aspects was the Hungarian Quality Product Award Tender launched. The economic development of two decades, presentation of values are seeking new ways given that the desire for value and quality always comes from the past and leads to the future. This is a wish distinguishing the best from the good, the excellent from the general, the original from the





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untrue. The Value and Quality Award Application System is basing on this inheritance in the coming years.

“You have just mentioned the past two decades, what is your experience, how businesses are committed to the quality?”

I can definitely say that the strong market competition has also an incentive effect on commitment of enterprises toward quality. More and more products have a higher standard of quality as legal compliance, providing consumers with additional voluntary benefits. Businesses have recognized that only high-quality goods and services have been able to gain and maintain their market positions. An enterprise can be operated on a long-term basis only with stable partners, who are always the satisfied customers, returning clients and guests.

I believe that the mission of the Value and Quality Certification Trademark is to draw attention to all of these issues.

