

ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Press release – to be communicated immediately

The Value and Quality Award is a new trademark in the field of high-quality goods and services. You can apply for 47 main categories equally from home and across the Carpathian Basin. This year, for the first time, the Value and Quality Award was announced in 47 main categories, based on the traditions of the Hungarian Quality Product Award Trademark introduced in 1998 and operated for 20 years, representing the outstanding quality crossing our borders – said the Board of Announcers at the solemn press conference held at the Benczur House on March 9.

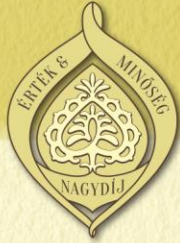
The 47 main tender categories announced are including among others hospitality, building industry, furniture industry, agriculture and food industry, leisure as well as cultural activities and events, education, medical and cosmetic segments, or even manufacture of clothing and sports products too.

At the same time local communities also have possibility to present their activities. Applications for the Value and Quality Award Tender is to be submitted until 25th of May, 2018 and announcement of winners takes place on the occasion of Creators' celebration on 11th of September, 2018 in the Upper Room of the Parliament.

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 name of the Value and Quality Award directly refers to its content, indicating the philosophy and commitment of the trademark holders and their partners, as well as focusing on real values, rejecting the false and the poor quality. The winners of the application are displaying exemplary models contributing to the development of the economy. All the winners from Carpathian Basin and Motherland will receive their prizes at a solemn ceremony on 11th of September, 2018 on the occasion of Creators' feast.

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 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.

The most important part of the international appearance of the Value and Quality Award Tender is the cooperation beyond our borders. The announcers of the tender strive for involving the most active companies in the Carpathian Basin into the work of the tendering system. Mrs. Kiss Károlyné Ildikó, managing director of the Tender Secretariat said at the press conference: „Expanding demands have now exceeded the potential of the certification mark registered in 1998. The trademark registration of the Hungarian Quality Product Award expires in 2018. We, the Value and Quality Award's announcers decided to establish and to introduce a new certification trademark after 20 years. The Value and Quality Award is an up-to-date certification mark meeting our today's challenges and orienting



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consumers with a clear distinction of the most prominent goods and services in the increasingly widening product range of the globalized market economy. The award represents the high quality basing on good traditions in a more modern even international way.

Dr. János Latorcai, vice president of the Parliament, main patron of the event emphasized in his opening speech: „The qualitative and quantitative expansion, like in a developing business, has begun to stretch the earlier framework. For the survival and growth of Hungarians living beyond our borders, it is crucial that products and services of appropriate standard should find market in the mother country as well. At the same time we also need to see that Hungarians across the border are looking for and are happy to buy products originating in Hungary, thus creating a kind of natural and easily accessible export market, which can serve as a springboard for conquering the markets of Visegrád 4s and thus Central Europe.

Árpád János Potápi, State Secretary for Nation Policy at the Prime Minister's Office outlined in his opening speech: "The key to the prosperity of Hungarians living in the motherland or abroad continues to be the creation of quality value. In the recent years the Hungarian Government has launched several initiatives to support the Hungarian communities in the preservation of Hungarian values and in creating new values. Through a number of programs we are helping Hungarian entrepreneurs acting in homeland in order to realize their development ideas and to create a quality future for their families and communities as well. Value and Quality – The Value and Quality Certification Mark launched this year – by continuing the joint work started in previous years – has the following message to everyone: We, Hungarians, believe in the success of value and quality. Our firm intention is to build up the question of value and quality with great emphasis into the 21st-century history of the Hungarian nation belonging together from cross-border too.

Hunor Kelemen, president of the Democratic Alliance of Hungarians in Romania said in his opening speech: ""We highly appreciate the Value and Quality Award because it is an opportunity to determine the rate of achievement, as well as to present and celebrate the everyday work. In addition to the prosperity of our community, we are doing our best to improve the country, which often looks at us as a foreign child, from which we can only hope to recognize the diversity of national minorities. We have learned as a hundred years of reality that the consequence of minority existence is to look for new ways. We organize events to promote Romanian-Hungarian dialogue, products of our small and medium-sized businesses and our farms are placed on the table and to the households of Romanian and Hungarian people, and we could list the further good examples."

Any natural or legal entity and incorporation, individual entrepreneur, creative community can submit application to the Value and Quality Tender until 25th May, 2018. The 47 main tender categories announced are including among others hospitality, building industry, furniture industry, agriculture and food industry, leisure as well as cultural activities and events, education, medical and cosmetic segments, or even manufacture of clothing and sports products too. One tender can include only one product or one product line. One product line may consist of max. 10 products.



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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 a honorary certificate in English and Hungarian unique designed by the graphic artist, Gábor Sárkány as well as by the unique applied arts trophy made by the creative team of Porcelain Factory in Hollóháza. 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 only be awarded to applications and 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.

For more information about the Value and Quality Award, see Background Information!

Budapest, 9th of March, 2018.

Board of Value and Quality Award Tender

Further information: <http://www.emin.hu>

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