



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Dear Reader,

Due to our today's challenges, as so often in history, it is our prominent task to base the legitimacy of our nation and to show in all areas of life what we Hungarians are in the world. The struggles of long centuries have taught us - as Márai Sándor puts it - "we cannot be mediocre". Living either inside or outside Hungary, being appropriate cannot be enough for us, since we have to strive for excellence in order to demonstrate our performance. This rigorous commitment and determination helped us to recognize: to be Hungarian today means quality.

The Hungarian Quality Product Award has served as a guide in the past two decades being a standard we set for ourselves to which we insist on. By extending the Hungarian Quality Product Award to the Carpathian Basin, Hungarians living abroad also had opportunity to contribute to this challenge by preserving and raising the "Hungarian standard" with their performance. Nowadays companies gaining the use of the certification mark, award-winning organizations and dozens of career paths enhance our nation's reputation throughout the Carpathian Basin. The key to the prosperity of Hungarians living in the motherland and abroad is still creating quality value. In the recent years the Hungarian Government has launched several initiatives for supporting foreign Hungarian communities in preserving Hungarian values and creating new values. Through a number of programs we are helping foreign entrepreneurs in Hungary to realize their development idea, as well as we encourage them to create a quality future for their families and communities in their homeland.

Value and Quality - The Value and Quality Award Trademark launched this year - continuing the joint work started in previous years - tells everyone that we, Hungarians believe in the success of these two issues, value and quality. We will continue to build the 21st century history of the cross-boundary coherent Hungarian nation on value and quality.

Árpád János POTÁPI

State Secretary for Nation Policy at the Prime Minister's Office.

"Activities of Hungarians living abroad are indispensable for the survival of Hungarians' vitality in Carpathian Basin."

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The State Secretariat for National Policy was established in 2010 by the Hungarian Government. Eight years have passed since. You have been heading this activity four years, how would you summarize the national policy of recent years?



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Due to political changes in the year of 2010, a real activity started in order to realize the unity of Hungarians at all levels. Between 2010 and 2014, the framework of Hungarian national policy was established, it has been filled with content over the past four years, and we have shaped the national policy systematically along the common goals. In order to strengthen education and economic developments, institutional structure, as well as to preserve the identity of the diaspora and Hungarian communities, we have executed and maintained infrastructural developments, thematic programs, professional and social networks in the Carpathian Basin. Since 2014, we have launched programs in two priority fields, that is the education and economic development contributing in the long run to the survival and prosperity of foreign Hungarians in their homeland. While in 2009, at the time of the last socialist government, 9 billion forints came to national policy, in 2017 this amount exceeded 100 billion at general government level, however in 2018, there are also nearly 100 billion forints available for national policy purposes.

What is the direction of national policy this year?

One of our most important goals is to keep professional and social networks set up and maintained as a result of our previous thematic years. We continue the programs of the previous years and to work together with our existing partners. This year we announced „The year of Hungarian families living abroad, 2018” being addressed to the entire Hungarians of the Carpathian Basin. During the year, we are launching a tender invitation among others to promote foreign Hungarian small communities, family-friendly activity of enterprises, furthermore we are giving financial support to health institutions associated with pregnancy, childbirth and childhood, we are organizing training courses for experts helping Hungarian families from abroad. At the same time the Ministry of Human Resources of the Ministry of Peace

we would like to provide a start up package for families seeking maternity support.

In connection with the program „Umbilical cord” launched by the Ministry of Human Capacities, we would like to provide a starting package for Hungarian families living abroad requiring maternity support.

Last year nearly 10% of the prize winners of the Hungarian Product Award came from across the border. What do you think is what does this ratio tell you?

In recent years, basing on the successes of Hungary, we have been working to provide sure support for Hungarians living abroad. It is a great pleasure for me that the unity of Hungarians in Carpathian Basin is now becoming visible in almost every area of life. The prize winners of the last year and the applicants for this year are well exemplified by the high-quality activity of the Hungarian communities,



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successful enterprises are operated by them, and their achievements are worthy of recognition. I believe that the activity of Hungarians living abroad is indispensable to maintain the vitality of the Hungarians of the Carpathian Basin in the future as well.

