**IMMEDIATE PRESS RELEASE**

**67 applications of 60 tenderers won the Value and Quality Award in 2019.**

**The excellences of our economic life were welcomed in the Parliament on 10th of September.**

**The Value and Quality Awards were presented at the Celebration of the Economy in the Upper House of the Parliament on 10th of September. This year, 67 applications from 60 applicants, including 7 from Transylvania, earned the trademark uses and awards.**

**At the ceremony, speech was made and awards were presented by: János Latorcai, vice president of the Parliament, Sándor Farkas, deputy minister of Ministry of Agriculture, János Potápi, State Secretary for National Policy at the Prime Minister’s Office and Hunor Kelemen, President of the Democratic Alliance of Hungarians in Romania. Among the winners we can find small and medium-sized enterprises and large businesses, as well as individual entrepreneurs with patents. The 67 applications of 60 applicants covered more than 100 topics in almost entire range of the economy. This year with 31% more applications gained the honourable title of Value and Quality Award compared to the last year.**

In 2019 the Value and Quality Tender was launched and realized by Diamond Management Office Ltd. ((organization coordinating and carrying out the overall organization and execution of the application on behalf of the trademark founders), Hajnal Meat Processing Factory Ltd., Legrand Hungary Electricity Systems CJSC., Poli-Farbe Chemical Industry Ltd., ProfessionCert Engineering Services Ltd., as well as the Transylvanian S.C.SSM & SIU S.R.L., headquartered in Mezőcsávás. Mr. János Latorcai Dr., Deputy Speaker of the Parliament is the main patron of the Value and Quality Award. The key supporter of the Application System is the State Secretariat for Nation Policy at the Prime Minister’s Office, foreign support is given by the Democratic Alliance of Hungarians in Romania.

Following the closing of the Hungarian Quality Product Award in 2018, the honourable titles of the Value and Quality Award were presented for the second time this year in the Upper House of the Parliament on September 10.

The honourable title “Value and Quality Award” is the recognition of products, services and economic organizations which are demonstrably committed in their activities towards quality issue giving high priority to the production of high quality goods as well as services.

The aim of the Value and Quality Award Tender is to recognize the high quality level of 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, to encourage the development of services thereby contributing to the market activity and also to the development of exports of the producers.

Kiss Károlyné Ildikó, founder of the Value and Quality Award Tender System said: *“The introduction of the Value and Quality Awards Certification Trademark has been dictated by development. One of the focus points of the Board of Announcers was the promotion of generational renewal and the evaluation of knowledge asset management. In fact, distinctive signs highlighting outstanding results and achievements are playing an increasingly important role in economic life. Last year's and this year's applications were successful, as there are currently 221 applications submitted by 116 different companies among our trademark users. This year's prize winners covered 21 application topics. It also shows that* *businesses related to the broadest topic are considering the objective testing very important, moreover also shows that the result would be presented by a quality certification mark.* *This positive distinction also means serving users and consumers all at a higher level.”*

The honourable title of the Value and Quality Award together with the possibility to use the Value and Quality Trademark were gained by 31% more applications than in the last year. The award-winning applications came from 13 counties, affecting all regions of the country, and of course, the capital, Budapest, can also boast a significant number of award-winning applications. By number: 33% of the winners are from Budapest, 58% are from countryside, 9% of our winners came from abroad. In more than 30% of the winning tenders, the application topics are linked. This represents a 19% positive shift towards more complex tenders compared to the last year. 73% of the winning applications fall within the scope of products, while 27% are related to some kind of services.

The range of prize-winning tenders well demonstrates the movement of consumer requirements and demand-supply trends. Food-related applications, like last year, represent the most populous group. Nearly 30% of the trademark users are in this field. Restaurant catering played an important role in the tenders related to catering, but it is to be welcomed that there is a competitive spirit in the field of community catering by striving for quality. The product range of cosmetics and household chemicals has widened. IT applications are promoting the modern education with new technologies. Climate-friendly and energy-efficient solutions can be found not only in the building industrial tenders but also in other applications, even the appreciation of products and ideas resulting in long-term sustainable development, high quality of life and realistic economy-level savings.

**János Latorcai, vice president of the Parliament, main patron of the event outlined in his welcome speech:** *„I am especially pleased to be able to welcome Hungarian cross-border award winners this year, but after all, it's just as important that among this year's winners there are a number of companies having found stable import markets with their products across the borders in neighbouring countries. The Value and Quality Award trademark certifies - on the basis of objective metrics - the outstanding quality of awarded products and services comparable to almost any imported goods, while offering a symbolic commitment to domestic and Carpathian Basin Hungarian producers.”*

**According to Sándor Farkas, Deputy Minister of Agriculture,** domestic products and services have become increasingly popular among consumers in recent years. “*More and more people are recognizing that with domestic products they choose the quality and the safety by supporting thus the Hungarian employers as well. The quality as the most important measuring degree was also necessary to realize this result. The goal of the Value and Quality Award is to be proud of the values we are creating, to recognize the best, to show the outstanding achievements of Hungarian companies through their dedicated work.” – he added.*

**Árpád János Potápi, State Secretary for National Policy at the Prime Minister’s Office emphasized in his welcome speech:** “*Since 2010, every measure of the Hungarian Government has been determined by serving the community of the Hungarian nation. We are mobilizing our imagined, known and new resources along this path, we are experiencing day by day that the Hungarian community living in the Carpathian Basin and in the Diaspora is an opportunity. This is an opportunity to help those who need it, to encourage and support young families, to give guidance on how to implement a good idea, to provide today's children and future generations with high-quality education in their mother tongue and to strengthen the safe environment of our own culture in all areas of life. The owners of the Value and Quality Award and its Merit Awards they all chose to create value, to present and share our common values, so that we can experience the success of their work together.”*

**Hunor Kelemen, President of the Democratic Alliance of Hungarians in Romania** outlined: ***„****There are various ways to believe in the endurance of a community, there are many ways one can strive for its development, so there are numerous ways to thrive a community, to strengthen their belief in their own future. Hopefully the number of those businesses will increase who embrace new and innovative ideas, who are looking for investors, creating new jobs, thus persuading young generations to remain in their homeland.* *The project of The Value and Quality Grand Prize - that is proudly supported by the Democratic Alliance of Hungarians in Romania- presents stories mentioned above, and this is already the second time to say thanks to them, to their dedication. It presents the stories of determined entrepreneurs, whose stamina, talent and engagement have earned success. It presents the stories of those Transylvanians, who wanted more, who wished for something better, those, who work to create a happier and more predictable future for their families, friends and community.”*

The most prestigious applications have gained the Value and Quality Award together with the use of the Value and Quality Award Trademark. The Award is attested by honorary certificate in English and Hungarian languages, designed by the graphic artists, Károly Balázs and Gábor Sárkány, as well as by the unique applied arts trophy decorated with Value and Quality Award emblem and made by the creative team of Porcelain Factory in Hollóháza.

Outstanding applications have received special recognitions as well from the Board of Announcers and Founders:

* The Entrepreneurial Merit Award is gained by Deka Union Ltd.
* The Posthumous Value and Quality Award for Lifetime Achievement is merited by Mrs. László Lődi, lacquer paint industrial engineer, professional advisor of Poli-Farbe Ltd.
* The Merit Award for Energy Efficiency and Environmental Protection was given to Budapest Gyógyfürdői és Hévizei Plc. for renovating and modernizing baths in Budapest.
* The Merit Award for Innovation was gained by Szatmári Konzervgyár Ltd. for their application on Rege reform sauces.
* The Merit Award for Innovation Leader was gained by Antal Mészáros, managing director of CSOMIÉP Ltd. having mul tiple patents.
* The Merit Award for Digitalization is merited by Oktatási Hivatal (Office of Education) for application on DPR AAE Career Guidance Support Model.
* The Honourable title “Talent of the year” was awarded to Mag-Log Transport Ltd. for their application “Pocket-friendly, clockwork accurate logistics, safety, optimal processes, transparency, complete logistics outsourcing”.
* The Merit Award for Communication is gained by creative team of MTVA's cross-border news agent network, creative team of MTI news service, Creative Team of HÍR TV and Central Editorial Office of MédiaWorks’ regional daily newspapers.
* The Carpathian Homeland Merit Prize of the Value and Quality Award is given to “Révész Imre” Association of Transcarpathian Hungarian Fine and Applied Artists and by Klára Simó, president of the Transylvanum Foundation.
* Lifetime Achievement Award for Carpathian Homeland is merited by Mr. László VÉGH, sociologist, political scientist, founder of Bibliotheca Hungarica in Somorja.

The announcers of the tender, various companies, high authorities and NGOs offered additional valuable special prizes to successful applicants as recognition of their performances.

The Value and Quality Award Certification Trademark is a clear international reference to the outstanding quality of its users. Its indication on products and services is a positive distinction of user symbolizing the strengthening of the Hungarian economy as well as promoting the most important treasure of Hungary, the performance of the gray matter.

**The list of winners is included in „Winners and territorial distribution” document, more information on the competition can be found in the Background Information!**

**Budapest, 10th of September, 2019**

**Board of Announcers of the Value and Quality Award**

Further information on Value and Quality Award are available through the following email address: [**www.emin.hu**](http://www.emin.hu)

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