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Thirty-four applicants, including two companies from across the border, received the right to use the Value and Quality Award Certification Mark at the Parliament Building on September 11.

At the 2025 awards ceremony, services, sustainability, and digitalization were also highlighted alongside agricultural products.

The Value and Quality Awards were presented at the Economy Celebration in the Upper House meeting room of the Parliament Building on September 11. This year, more than 30 companies operating in various fields made up the outstanding field; 40 applications from 34 applicants won the prestigious award. This time, civil society organizations were among the award winners for the first time, but foreign companies also successfully applied. Agriculture remained a dominant sector, but cosmetic products using modern technologies, people-centred services, and businesses offering sustainable, innovative, and digital solutions also came to the fore in increasing proportions. The award-winning companies came from 11 counties across the country and Budapest, as well as from beyond our borders, from Transylvania and Slovakia. János Latorcai, Deputy Speaker of the National Assembly, and András Tállai, Deputy Minister of Agriculture, gave speeches and presented the awards at the ceremony. The awards presented at the Economy Day recognized Hungarian quality and value creation both within and beyond the country's borders.

The Value and Quality Award Tender was announced and held for the eighth time in 2025 by Bocsiviki.hu Kereskedelmi és Szolgáltató Kft., DIAMOND Szervezőiroda Bt., ExVA Vizsgáló és Tanúsító Kft., FANNIZERO Kft., Hajnal Húskombinát Ipari, Kereskedelmi és Szolgáltató Kft., KOCH's Torma Kft. and LEGRAND Magyarország Villamossági Rendszerek Zrt., as members of Board of Announcers. The patron of the Value and Quality Award Tender events is János Latorcai, Deputy Speaker of the National Assembly. Its main supporter is the State Secretariat for National Policy of the Prime Minister's Office, its professional supporter is the Ministry of Agriculture, and its professional partner is the National Food Chain Safety Office.

In keeping with tradition, the Value and Quality Awards were presented at a ceremony held in the Upper House Chamber of the Parliament Building on September 11. The use of the Value and Quality Award Certification Mark and with it the bearing of the honorary title is recognition of goods, services, and economic organizations meeting a high standard of complex criteria and are demonstrably committed to quality in their activities. The competition and the trademark itself



are focusing on outstanding results and achievements, recognizing companies who are paying special attention to the protection of the natural environment, sustainability, and energy efficiency, and are responding to global challenges with state-of-the-art, modern tools. as well as are representing values being in line with Hungary's economic interests moreover is contributing to the creation of a stronger economy.

Ildikó Kiss, founder of the Value and Quality Award Tender System said: *"When the Value and Quality Award Tender was announced in March, most companies were aware that if they wanted to plan for the long term, they had no choice but to make room for developments, innovations, and ideas based on continuous situation analysis, but many existing uncertainties prompted businesses to exercise caution. The importance of hard-working businesses creating economic and social value is now beyond dispute. The results also indicate that they are the ones who typically have strong indicators. We were pleased to see a significant increase in the number of new applicants, and the quality of the works accepted in a wide variety of topics was exceptionally high. We can say that the Value and Quality Award Competition and the status and importance of the associated trademark remain as significant as ever,"* said the managing director.

János Latorcai, Deputy Speaker of the National Assembly and patron of the Value and Quality Award Competition, emphasized in his welcoming speech: *"Today, we must talk about growing geopolitical uncertainty and deteriorating global economic risks, while signs of a potential customs war are already visible on export markets. At the same time, we also have reason to be optimistic. Despite the difficulties in the external environment, the domestic economy continues to be strongly supported by household consumption. Real wages, which have been increasing for more than a year and a half, and the government's price stabilization measures have contributed to the growth in retail sales, which is perhaps the most important and stable basis for economic development this year. In terms of retail sales growth, volume and quantity appear to be decisive factors, but from the perspective of long-term economic strategy, quality is even more important. In today's challenging economic environment, quality is not just an expectation, but a strategic tool. High-quality products and services create markets, generate jobs, increase competitiveness, and drive the Hungarian economy forward — both domestically and internationally.*

András Tállai, Deputy Minister of Agriculture, stated: *"The Hungarian government has set a goal since 2010 to use all possible means to help Hungarian entrepreneurs in achieving outstanding performance and to preserve the good reputation of agriculture both in Europe and worldwide. Looking back on our country's history of more than a thousand years, we can bravely say that the Hungarian people have always had a demand for high-quality food. The*



Government considers and will continue to consider its priority task to maintain the high quality of domestic products in order to protect the appropriate standard of living of the Hungarian people. By awarding the Value and Quality Award Certification Mark, we not only recognize the work done and its results, but also the efforts made by the applicants to improve the quality of the domestic economy.”

This year, as a result of a rigorous five-round evaluation process, 40 applications submitted by 34 applicants won the Value and Quality Award Certification Mark. In addition to the 12 applications from Budapest, 15 applications came from eastern Hungary and 10 from the western part of the country. Two applications were submitted by foreign companies based in Transylvania, and one application came from Slovakia.

When evaluating the individual projects, the Board of Announcers of the Tender was pleased to see that traditional and forward-looking technologies were harmoniously combined, where, in many cases, the combination of automation and robotics with human resources plays a key role. There is a significant focus on sustainability and reducing the ecological footprint. They present people-centered, socially oriented, innovative solutions. The focus on security is becoming increasingly important, as evidenced by the prominence of various monitoring systems that provide measurable improvements in efficiency and loss reduction. For the first time in the history of the competition, civil society organizations were eligible for awards, thus recognizing the value-bearing, community-building nature of volunteer work.

Despite the decreasing tendency, in keeping with tradition, most entries were submitted in the main group of agricultural and food products, accounting for 40% of the total. This is followed by a larger percentage of cosmetic products and a wide range of leisure-related services. Small but highly significant award-winning creation in the field of infrastructure investments; aid tools, applications, preparations, and services developed for people living with disabilities; products, tools, and services supporting human health and safety; energy-efficient construction products; various digital-based educational programs; books and other printed publications; transportation, warehousing, and storage; and energy-efficient construction products.

The most outstanding entries were awarded the use of the Value and Quality Award Certification Mark and, together with it, the right to bear the Value and Quality Award Honorary Title. The Quality Awards and Special Awards are certified by a certificate of honour designed by graphic artist Károly Balázs in Hungarian and English. Its symbol is a unique trophy designed by Andrea Szócs, Noémi Ferenczy Award-winning industrial artist.



Outstanding entries also received special recognition from the founders and members of the Board of Announcers:

- Entrepreneurial Merit Award of the Value and Quality Award Tender was merited by Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt.
- Merit Award for Innovation of the Value and Quality Award Tender was merited by TAKÉPSZOLG Takarító és Építési Szolgáltató Zrt. for application on Building a Sustainable Future.
- Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender was merited by Roll-Lamell Kft. for application on Umbrell retractable awnings.
- Merit Award for Digitalization of the Value and Quality Award Tender was merited by Justice Security Vagyonvédelmi, Tanácsadó és Szolgáltató Kft. for application on Intelligent Monitoring Center.
- „Talent of the year” Merit Award was merited by HK Manager Kft. for application HK Manager, Cleaning Management System.
- “Local Patriot” Merit Award went to Mrs. McIntosh Richard Duncanné, representative of the Bocskai kert Reformed Missionary Church Congregation, and Mr. Szabó Kálmán, owner of the Transylvanian company Kupántag SRL.
- "For Youth” Merit Award was merited by Csillagsuli Kft. for their application entitled “Salt miner - building blocks of language”
- Merit Award for Carpathian Homeland of the Value and Quality Award was merited by THERMALPARK DS, a.s.
- Merit Award for Communication of the Value and Quality Award Tender was merited by M1's program Jó Világ, TV2's news programs, Hír TV, and the editorial staff of BORS.

In recognition of their achievements, the organizers offered additional valuable special prizes to the successful applicants and applications in the Value and Quality Award Competition, as did various companies, government agencies, and civil organizations.

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Board of Announcers of the Value and Quality Award Tender

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