

PRESS RELEASE – For immediate release**Businesses consider quality as a competitive advantage –
the Value and Quality Awards have been presented**

This year, 22 entries from 19 applicants were awarded the right to use the ‘Value and Quality Award’ certification mark. The prestigious awards were presented at a formal ceremony in the Riding Hall of the Royal Palace in Gödöllő. The group of winners reflects the diversity of the domestic economy, as companies of all sizes and from all sectors – ranging from micro-enterprises to large corporations – are represented. More than half of the winners entered the competition as first-time applicants. This also demonstrates that the commitment to quality and innovation is a core value for responsible businesses.

In the 2026 application year, quality, innovation and market competitiveness continued to be key criteria. 19 applicants were awarded the right to use the ‘Value and Quality Award’ certification mark. The award winners include 3 micro-enterprises, 8 small enterprises, 5 medium-sized enterprises and 3 large enterprises, which clearly demonstrates that high-quality performance is not a matter of company size.

Of the 22 successful applications, 11 relate to agriculture and the food industry, highlighting the stable and dominant role of these sectors. In addition, the construction industry, medical technology, the cosmetics industry, education, tourism, crossword puzzle creation, the pet food and animal feed industries, as well as several service sectors are also represented.

“Nowadays, it is not enough for quality to be excellent – it must also be proved. This year’s entries for the 2026 Value and Quality Award clearly demonstrate that companies are increasingly looking for professional benchmarks in order to credibly support the value of their products and services. It is particularly meaningful that more than half of the award winners are first-time entrants. “This shows that quality, innovation and marketability are no longer merely marketing tools, but the true cornerstones of a competitive advantage in the market,” said Ildikó Kiss Károlyné, founder of the Value and Quality Award Certification Mark.

The geographical distribution of the winning applications is also diverse: in addition to Hungarian businesses, there were also successful applications from Transylvania, Slovakia and the Czech Republic. In Hungary, businesses from Budapest, Western Hungary and Eastern Hungary were all represented in significant numbers, which shows that high standards of quality and innovation are evident throughout the country.

At present, the Value and Quality Award is the only non-sector-specific recognition for which a wide variety of products and services can be applied.

The evaluation of the applications proceeded in a five-round, several-stage professional judging process. In addition to the quality of the products and services, the experts reviewed the quality tests, certificates, expert reports, quality management systems and the economic and financial data submitted. The evaluation covered the marketability, economic benefits, export potential, energy efficiency and sustainability solutions of the



proposals, as well as the added value offered to consumers by the products and services. As part of the evaluation process, test purchases were also carried out where they were necessary.

“The common credo of the 2026 proposals is that the key to market success lies in measurable and demonstrable value creation.” Excellence is not a function of size: a commitment to quality and the creation of added value are characteristics of both micro-enterprises and large companies. “This is precisely why independent professional confirmation is equally important for both segments,” added Ildikó Kiss Károlyné.

The Value and Quality Award Tender was organised and run for the ninth time in 2026 by ABP-Corp. Kft., Bocsiviki.hu Kereskedelmi és Szolgáltató Kft., Délalföldi Kertészek Zöldség-Gyümölcs Termelői és Értékesítő Mezőgazdasági Szövetkezete, DIAMOND Szervezőiroda Bt., FANNIZERO Kft., Harkányi Gyógyfürdő Zrt., JUSTICE Security Vagyonyvédelmi, Tanácsadó és Szolgáltató Kft. and Koch's Torma Kft.

The patron and host of the Awards Ceremony was Dr György Gémesi, Mayor of Gödöllő, who presented the awards as well. Prof. Dr Csaba Gyuricza, Rector of the Hungarian University of Agriculture and Life Sciences, gave a welcoming address and presented the special awards. László Németh, President of Hungarian Association of Craftsmen's Corporations delivered a ceremonial address.

The venue of the ceremony

The Board of Announcers of the Value and Quality Award considers the independence and professional merit of the trademark an important standard, and therefore regards it as a particular honour that the Speaker of the Hungarian National Assembly, Ágnes Forsthoffer, has given her consent for the Value and Quality Award Ceremony to be held once again in 2026 in the Upper House Chamber of the Parliament Building. Due to the months-long preparation of the event and the organisational process required to secure the venue, the Board of Announcers had already finalised this year's ceremony location earlier and concluded the contract for its implementation. For this reason, the 2026 ceremony did not take place in the Parliament. The Board of Announcers trusts that next year the Parliament will once again be able to host the presentation of this prestigious economic recognition, continuing a tradition of more than 20 years. A dignified venue for this year's award ceremony was provided by the Riding Hall of the Royal Palace of Gödöllő, which hosted numerous high-level international meetings and negotiations during Hungary's first rotating presidency of the European Union, as well as the official international press conference following the most recent V4 Prime Ministers' Summit held on 23 June 2026.

10 September 2026, Gödöllő

Board of Announcers of the Value and Quality Award Tender

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