



Our dear future Applicant!

"You don't have to overcome the difficulty - you have to get over it. The river does not stop to dispute with the rock in its way, but flows over it and rushes serenely towards the sea."

The motto of this year's competition is quoted from Péter Müller. These thoughts are still relevant today. Looking back over the past few years, we have to accept that economic actors have had to deal with crisis management rather than focusing on future developments. Those who have found a balance and harmony in this difficult situation can look to the future with confidence, even though this year will still not be a year of great recovery. There are many obstacles we face every day, but it is clear that we can be successful if we look ahead and overcome them.

Despite the economic difficulties that have arisen, the Value and Quality Award Certification Mark has not lost any of its prestige. There is a demand for reliable quality from manufacturers to distributors, but there is also a growing desire from consumers to spend on reliability, utility and economy, and not to waste money on their purchases. More and more people think it is important to certify quality and display quality certification marks. Unfortunately, the economy's temporary difficulties can leave room for grifters and profiteers. You need to stand out from others, and a good alternative for this is to display the well-designed logo of the Value and Quality Award Certification label.

I believe that the Value and Quality Award Certification Trademark is needed for recognising and rewarding products, services and economic organisations winning the use of the Trademark together with Value and Quality Award and who have a demonstrable commitment to excellence and place a high value on producing products and providing services of universally high quality. The Value and Quality Award Trademark means continuously controlled, certified quality, it also embodies and expresses Hungary's respect and commitment to real values!

This is the spirit in which we are launching the competition again this year.

Our previous winners are a good example of the Hungarian creative force, rich in both knowledge and ideas, who are committed to signifying their excellence by the quality certification emblem on their products. I am convinced that nothing shows the economic strength of a country more clearly and directly than the presence of a certification mark on as many of its products and services as possible.

I encourage you to apply, to be proud of your creations. Measure yourselves, show your excellence!

Kiss Károlyné Ildikó

founder of the Value and Quality Award Certification Label