



## Value and Quality Award Tender Call for applications and order of procedure 2025

The following attachments form integral part of the Call for applications and order of procedure:

*Attachment No. 1: Application form of the Value and Quality Award trademark to be awarded in the frame of the tender announced in 2025*

*Attachment No. 2: Aggregated Declaration sample*

*Attachment No. 3.: Guidelines for conformity documents being necessary for submission of the tender*

The 2025 Trademark Use Agreement Model and 2025 Data Management Information are available at homepage [www.emin.hu](http://www.emin.hu).

Motto:

***"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."***

*/:Péter Müller:/*

National, public and one-round call for applications

is invited by

Bocsiviki.hu Kereskedelmi és Szolgáltató Kft.,

DIAMOND Szervezőiroda Bt.,

ExVA Vizsgáló és Tanúsító Kft.,

FANNIZERO Kft.,

Hajnal Húskombinát Kereskedelmi és Szolgáltató Kft.,

KOCH's Torma Kft.,

LEGRAND Magyarország Villamossági Rendszerek Zrt.

**as members of**

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

for gaining

the right to use the trademark of the Value and Quality Award of the year 2025

Main Patron of events of the Value and Quality Award is Mr. János Latorcai Dr., Vice-president of the Hungarian Parliament.

Professional promoter of the competition: Ministry of Agriculture.

Main sponsor of the competition: State Secretariat for Nation Policy at the Prime Minister's Office.

Professional partner of the competition: National Food Chain Safety Office.

Strategic partners of the tender: Trade Magazine.

*The right to use of the Value and Quality Award Trademark can be won on the basis of voluntary submitted tender.*

*The purity and inviolability of the application system are ensured by objective system of requirements as well as by the judgement of unique and independent body of experts.*

*The use of the marks awarded can be controlled by the tender announcers thereby guaranteeing the continuous quality standard for users and consumers.*



## 1. Mission of the Value and Quality Award

To recognise products and services of outstanding quality and reward the businesses creating them.

The use of the Value and Quality Award Certification Mark is not only a recognition of work and achievements, but also of efforts to promote the quality of the domestic economy. This is why we believe that our trademark users are true idols, who, with their innovations, prove day by day the creativity of the Hungarian mind and that it is possible to produce value and quality in Hungary.

**The Value and Quality Award Certification Trademark represents continuously controlled, certified quality, and at the same time embodies and expresses Hungary's respect and commitment to true values!**

## 2. Aim of the “Value and Quality Award’s application

- **to recognise** the high quality of innovative, energy-efficient, health-conscious, best-in-class products and services submitted to the competition, thus contributing to the development of quality policies of manufacturers/distributors/service providers.
- **to encourage** the production of competitive, high-quality goods and services with high added intellectual value by conveying positive value.
- **to support** the penetration of producers of these products and services in both domestic and international markets.
- **to provide** clear guidance to quality-conscious consumers thanks to its well-known trademark.
- **to promote** the development of businesses in intellectual property-intensive industries for the quality development of the Hungarian economy.

## 3. Subject-matter of the tender

The competition is open to all goods, product families, software and related services, which are manufactured and marketed in Hungary or in the Carpathian region, according to the main categories of the competition, and which meet the objectives of the competition, and which may form a system or a stand-alone service.

**If the applicant is not identical with the manufacturer, or with the right holder of the product, software or of services forming the subject of the tender, the entry to the tender needs the manufacturer’s/rights holder’s written agreement.**

### 3.1. Main tender categories:

1. Industrial machinery and equipment, household appliances, office technology devices and equipment
2. Vehicles
3. Clothing and accessories
4. Beauty products
5. Household chemical products, chemical products
6. Furniture, home and office equipment, supplies and accessories
7. Outdoor furniture, equipment
8. Energy efficient building products
9. Implemented establishments
10. Building industrial services
11. Infrastructural investments
12. Silicate industrial finished products (glass, porcelain, ceramics)



13. Sport accessories and equipment
14. Playgrounds, playground and public space fitness equipment
15. Toys
16. Handicraft products (juried crafts, folk art, home craft products)
17. Information technology (programs, systems)
18. Agricultural and food industrial products in fresh and processed forms including non-alcoholic and alcoholic beverages, nutrition supplements, foods for particular nutritional uses including diets and supplements for sports people, handcrafted foods and herbal teas
19. Pet foods, feeds
20. Medical devices (active medical devices as well), medical instruments
21. Products and services for human health and safety
22. Tools, applications, products, services developed for people living with help
23. Services helping people to spend their free time in a cultured way, inland tourism (including tourism-related catering), village tourism, travel organization, travel agency activities, foreign tourism / travel organization
24. Packaging technology (design, material and process)
25. Packaging materials, equipment
26. Education, training, post training, educational methodology and activity
27. Educational programmes, interactive educational programmes
28. Textbooks and guides (interactive means), publications
29. Books and other printed brochures
30. Lighting, lighting technique
31. Products/services for improving life quality
32. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery and catering based on local traditional gastronomic values
33. Public catering
34. Cultural and sporting events, museum programs, services
35. Fancy goods
36. Leather products (horse tools, bags, suitcases, wallets)
37. Watches, jewellery, fashion jewellery
38. Internal and external walls, facades, design elements, wooden unique solutions, doors and windows, use of interiors in any function in outdoor living space
39. Products and services made and provided by people with disabilities
40. Web shop services
41. Transport, warehousing, storage including dangerous materials as well
42. Other services
43. Introduced health and safety tools, equipment and methodologies
44. Furnishings, interiors of any function in the interior living space
45. Electronic products



## 4. Tender terms and conditions

### 4.1. Applicant:

Any natural or legal entity and incorporation, company without legal personality, individual entrepreneur, creative community can submit tenders. One applicant can submit several tenders and several applicants can submit a joint tender. One tender can include only one product or one product line. One product line may consist of max. 15 products with similar characteristics. (By product we mean goods, software and services).

In case of a product family, in addition to the name of the product family, a list of all members of the product line is mandatory. The exact denomination of the members of the product family is a condition for complete tender documentation. (To be indicated in points 10-11 of the Application Form, the name of the product family must be followed by the full name of the members of the product family.)

No application can be entered for any technology process being not materialized in a product, software or such service, which has not been introduced to the market at the time of submitting the tender.

The tender is public.

Once the application has been submitted, it cannot be withdrawn!

The announcers of the tender do not expect from the applicants to reveal business secrets or confidential information! The applicant undertakes not to withhold information relating to the essential content of the application on the basis of business secrets.

From the submission of the tender dossier up to the announcement of results, or in the case of gaining award, the trademark user has notification commitment towards the Tender Secretariat until the end of the use of the trademark. It means that any changes concerning applicant/trademark user/tender dossier (including points 4.2.3.1-8.) has to be signed in written form.

Failure to provide this notification, when it becomes public, has the consequence of being excluded from the tender, even suspension or withdrawal of the trademark use.

### 4.2. Content of the tender documentation:

The tender has to be submitted in Hungarian language, in one (1) printed copy and one (1) copy is necessary on electronic data medium (pen drive). The content of printed and electronic copies needs to be identical in 100%, that is, the electronic version has to be the scanned version of the paper-based application. (The electronic application will thus contain one (1) PDF file and one (1) photo folder.)

In addition to the application file, the paper cover letter must be accompanied by a signed original copy of the Application Form. (The cover letter together with the Application Form are indicating towards the Secretariat of the Call for Proposals that the application has been submitted). These should not be included in the application documents! The original copy of the Cover Letter and Application Form is not part of the application file, but it is an essential condition for the acceptance of the application! The absence of a Cover Letter or the absence of an Application Form attached to the Cover Letter will result in the documentation being considered incomplete and will lead to a negative mark in the document review.

A copy of the Application Form must be attached to the application file in the appropriate place according to the table of contents!

The tender dossier must be drawn up in the order set out in point 4.2 of the Call for Proposals, taking into account the legislation in force! Inadequately sequenced application documents (both paper and electronic) will result in a negative evaluation when the documents are reviewed.



#### **4.2.1 Table of contents**

#### **4.2.2. Tender Entry Form (application form)**

The data sheet "Application Form" (Annex 1) must be filled in and signed in original and in the company's name. The name and position of the person signing the application form must be legible! (The original copy must be attached to the cover letter, one (1) copy must be attached to the application file!)

The Application form is valid only together with the tender documentation!

#### **4.2.3. Declarations**

The declarations listed below in Annex 2 must be duly completed and signed in the appropriate manner! The originals must be attached to the paper application documents! (The declarations in Annex 2 may also be used on company paper.) The absence of original copies of the Declarations is a negative evaluation when reviewing the documents.

**4.2.3.1.** Statement that the applicant contributes to managing information provided in the tender dossier according to the data protection law being in force at all times.

**4.2.3.2.** Declaration on the acceptance of the invitation to tender, as well as its terms and conditions.

**4.2.3.3.** Declaration stating whether the applicant has been subject to official inspection in relation to the quality and safety of its products and services in the year in question up to the date of submission of the application and in the previous year. If so, whether the authority has made any substantial objections or taken any action. In case of objections, name of the objection, list of measures taken to remedy the objection.

**4.2.3.4.** Declaration that the Application as well as the applicants' product/product line, software, services do not infringe any third party's copyright. Should any third party enforce any claim against the tender announcers pursuant thereto, the applicant agrees to direct remedy liability.

**4.2.3.5.** Declaration that the company complies with applicable fire protection regulations and rules.

**4.2.3.6.** Declaration with legal responsibility that the applicant has no outstanding or unpaid public debts, fines, penalties, bankruptcy, liquidation, winding-up or other legal proceedings (including consumer protection, health and safety at work and fire safety inspections). The declaration must be accompanied by an official statement supporting the applicant's declaration (National Tax Office zero certificate).

**4.2.3.7.** A declaration with legal responsibility proving that the copies of the documents contained in the application file are true and faithful copies of the originals, that the originals are available at the applicant's location or at the applicant's premises and that they may be inspected on the spot by the Tender Secretariat or by the invited experts.

**4.2.3.8.** Declaration of Cost Share Commitment (To be completed only in the case of joint applications. There is no form for this, it can be done on company paper.) In the case of a joint application, applicants must provide separate declarations of their willingness to pay. (For example: all costs incurred in



connection with the application are shared 50/50. In the case where only one of the applicants bears 100% of the costs, the applicant exempted from the costs must declare that it is exempted from bearing the costs by common agreement of the applicants named.)

**4.2.4.** Proof of signing rights: specimen signature or a copy of the notarised power of attorney for the signatory/signatories of the Application Form and Declarations.

**4.2.5.** Manufacturer's approval consent. In case the applicant is not the manufacturer of the product/product family or software being applied for, the written consent of the manufacturer to participate in the application. In the case of contract manufacturing, the Applicant's declaration of liability.

**4.2.6.** Bank notification or certificate confirming the payment of the application fee.

**4.2.6.1. The tender procedure fee runs at HUF 295.000 + 27 % VAT (HUF 79.650, -), that is totally HUF 374.650 to be paid per tender submitted.**

The procedure fee shall be transferred to the bank account of DIAMOND Szervezőiroda Bt., performing the secretarial and organizational tasks of the competition, No. 11717009-22467980 led at OTP Bank Nyrt. before the deadline for submission of the application. IBAN account No. HU83 1171 7009 2246 7980 0000 0000, OTP Bank SWIFT identification mark (BIC): OTPVHUHB.

**The tender procedure fee cannot be paid by postal cheque or in cash. Failing to pay the procedure fee will result in the exclusion from the tender system.**

The invoice for payment of the application fee, which does not require financial settlement will be issued by the tender running DIAMOND Szervezőiroda Bt. and sent to the applicant additionally within 5 (five) working days after the receipt of the transfer and the submission of the required data.

*In order to issue and send an invoice, the following data must be sent to [baboklara@emin.hu](mailto:baboklara@emin.hu) within one (1) working day after the payment of the application fee:*

- a. exact name of the applicant, exact billing address with postcode, tax number / Community tax number in case of foreign applicant;*
- b. exact postal address of the applicant with postcode;*
- c. e-mail address used to receive a tele-bill;*
- d. exact denomination of products/product line, services being subjects of the tender in a manner as stated in the application form;*
- e. name, phone number and e-mail address of tender's contact person;*
- f. document certifying payment of application fee;*
- g. statement on the fact that bearer of costs is not the same as the tenderer and provision of data requested above referring to costs' bearer.*

*Each of points (a) to (e) may be replaced by sending the completed and signed application form to the above e-mail address.*

If you do not provide the information requested above, we can only issue an invoice after reviewing the application documents received!

**4.2.6.2.** Payment of the application fee by applicants within the EU, having Community tax number who are not based in Hungary: the application fee is to be paid without VAT, i.e. HUF 295.000 per application, given that the supply of services is outside the territorial scope of the VAT Act. (If the application fee is



incorrectly paid, in excess of the amount of VAT, the VAT will be refunded, less the cost of handling fee i.e. HUF 5.000).

In order to issue and send the invoice, it is necessary to send the data requested in section 4.2.6.1 to the e-mail address indicated therein by the deadline.

**4.2.6.3.** Payment of the application fee for applicants within the EU, no having Community tax number, who are not based in Hungary: the application fee must be completed with VAT, i.e. a processing fee of HUF 374.650 per application has to be paid. In order to issue and send the invoice as soon as possible, it is necessary to get the information requested in section 4.2.6.1. to the e-mail address indicated therein by the deadline.

**4.2.6.4.** The application fee can be also paid in Euros. In the case of payment in Euro, the application fee will be as follows, taking into account points 4.2.6.1-3: € 855,00 application fee or € 855,00 + 27% (i.e. € 230,85) VAT, for a total gross application fee of € 1.085,85 per application submitted.

**4.2.7.** Presentation of the Applicant (maximum 3 pages). The Applicant has to briefly present (history, business, eventually legal environment, most important products, services, annual production volume/value, turnover, within this the export rate, suppliers and customers, technology and raw material bases, etc.), as well as all other important facts, actions helping the evaluation of the tender. Based on self-assessment the Applicant has to analyse the marketability of the enterprise and its rank among businesses producing similar goods. In case of local government, the Applicant should present its social value, importance and effectiveness.

**4.2.8.** Description of the product/product line, software, service possibly up to 2 pages.

The presentation has to be started by repeating some highlighted sentences set out in paragraph 12 of the Tender Entry Form. Please point out the advantages of the product/product line, software, service being more favourable in terms of use, energy efficiency, environmental awareness and sustainability compared to similar products and services.

**4.2.9.** Presentation of home and foreign market position of the product/product line, software, service (max. 1 page). Price of the tender subject, price-value ratio, comparison regarding the place on the international market (as regards function and price how the tender subject can be classified on the basis of self-assessment); sales, market launch, requirements, description of results, information on the market endeavours (vision) and issues, presentation of references, analysis of the market share. Presentation of trends during the recent period, and of achieving goals set. Examination of customers' satisfaction (presentation of results supporting that the activity of the company is for meeting the buyers' demands in the best possible way.)

**4.2.10.** Presentation of the environment protection output (max. ½ page) Compliance with the environment protection rules in production, packaging and services. Enforcement of environment protection aspects in the product, services and during the production, use and destruction of product/product line and services. Eventual connection to different environment protection events, contacts with social organizations. Presentation of energy efficiency in the activity of the enterprise as well



as during the production of the tender's subject. (Proof of compliance with relevant environmental legislation e.g. waste management.)

#### **4.2.11. Legal compliance documents**

All documents relating to the product/product line, software, service which are required by consumer protection legislation and other rules. In addition to the regulations, presentation and documentation of the obligations assumed voluntarily in the interest of the consumers. (The itemized list of the most important documents to be attached is included - without the need of completeness - in Annex No. 3.)

**4.2.11.1.** The copy of all effective certification issued by any third party (accredited certification body) on the product/product line, software, service (for example: expertise, qualification certificate, certification, inspection report). The third party's certificate is necessary in all cases, even if the product adequacy certification is left to the manufacturer/distributor by legislation.

**4.2.11.2.** Copies of documents proving protection of industrial property rights and intellectual property  
If available: Certified copy of documents on the protection of industrial and intellectual property rights issued by the Hungarian Intellectual Property Office or copy issued by the Intellectual Property Office of the European Union, or European Patent Office even by World Intellectual Property Organization.

**4.2.12.** Copy of the certificate on the applied quality management system (e.g.: ISO, TQM, HACCP). (It is not a general tender term, but it is an advantage, if the applicant has a certified quality management system.)

When application of any legally defined quality management system is compulsory for the applicant's activity (e.g. HACCP), proof of certification is also a tender condition. If the applicant has a quality testing lab, the own testing protocol on the product/product line, software, service forming the subject of the tender as well as the approval of an external certification body have to be enclosed.

**4.2.13.** Copies of documents attesting that the product/product line, service won quality awards, obtained certificates at earlier tenders in Hungary or abroad, copies of prizes gained at exhibitions and fairs. (e.g. Hungarian Agricultural Quality Prize, Premium Hungarian Food Trademark, Environment Friendly Product Trademark, etc. Awards and prizes gained in national and international professional competitions).

**4.2.14.** Photos and brochures showing the product/product line, software, service as Paper-based documentation as a whole (also in application environment) and their characteristic features.  
- Photos (product photos, product images, photos showing the nature of a service, screenshots for software, etc.);  
- Videos (product videos, videos showing the nature of a service, videos showing how software works, etc.).  
The condition for complete documentation and evaluation is a good quality visual presentation, as indicated below, in both printed and electronic formats. In the first three rounds of judging, the judging will be based primarily on documents, so it is in the applicant's interest to provide good quality visual material that illustrates the point. The absence or inadequate quality of these will result in a negative assessment when the application is judged.





#### **4.2.14.1. In printed form:**

Paper-based documentation must always be accompanied by paper-based images! These should be photos taken in sharp, visible lighting conditions, perhaps brochures or publications.

#### **4.2.14.2. In electronic form on an electronic medium (pen drive):**

All images and videos must be copied to one (1) separate directory (folder)! Acceptable electronic formats: for photos, JPEG, JPG, PNG - at least 150 DPI or 4000 x 2000 pixel resolution. In the case of printed brochures and publications, please attach the original electronic format (creative) on which they are based, or the electronic form of the publication in PDF format. For video, all known formats in a time frame of up to 3 minutes. Post-scanned prints made on a photocopier are not acceptable! Copied merging of images into a Word or PDF document is not acceptable!

If you have any questions, please contact Mónika Kun-Molnár Communications Expert directly at [kmmonika@emin.hu](mailto:kmmonika@emin.hu) or by phone at +3670-883-8303.

**4.2.15.** The order in which the application file is to be drawn up must be in accordance with the list in point 4.2.

### **5. Tender consultation**

During the year in question, prior to the submission of the application, members of the Secretariat and representatives of the Board of Announcers designated in the Call for Proposals will provide free consultations on applications for a maximum of 2 (two) times per application, for a maximum of 1 (one) hour, including, if necessary, on the applicant's premises. Subsequently, a consultation is possible for a fee, the amount of which will be determined individually by the Tender Secretariat and the Board of Announcers. Consultation relating to already submitted and received tenders is no longer possible!

### **6. Tender submission**

The complete written tender documentation has to be submitted in 1 (one) printed copy and 1 (one) copy in electronic format (pen drive) in Hungarian according to point 4.2.

Paper-based applications will be kept by the Tender Office for one year after submission, i.e. until the end of the first post-control period. Electronic application materials will be kept for five years after submission. If the successful applicant is subject to a formal investigation or legal proceedings within one year of the date of submission of the application and this is formally made known to the Tender Office, the paper-based documentation will be retained until the end of the procedure.

#### **6.1. Deadline for tender submission: 29 May 2025 (Thursday)**

The application documents (covering letter and original Application Form, as well as the complete Application file /paper and on a flash drive/) must be received by the Tender Secretariat by this date. (The indicated deadline is the deadline for submission of the application documents, the product does not have to be submitted by this date!) When submitting by post, please ensure that the application documents are received by the deadline! Applications received after the deadline for submission of applications may be disqualified!



### **6.2. Applications submitted by post:**

DIAMOND Szervezőiroda Bt.  
Érték és Minőség Nagydíj Pályázat, Pályázati Titkárság  
H-1172 Budapest, Gátfutó u. 15.

### **6.3. Personal submission of tender:**

Applications submitted in person, by prior arrangement by telephone, only between 9 a.m. and 14 p.m. on 29 May 2025 at the following address:

DIAMOND Szervezőiroda Bt.  
Érték és Minőség Nagydíj Pályázat, Pályázati Titkárság  
1172 Budapest, Gátfutó u. 15.  
(Phone: Kiss Károlyné Ildikó +36-20-934-4909)

## **7. Tender rules of procedure**

### **7.1. Tender Secretariat:**

The secretarial and coordination tasks of the tender procedure are performed by DIAMOND Szervezőiroda Bt. as Tender Secretariat of the Value and Quality Award.

Address: H-1172 Budapest, Gátfutó u. 15.

Postal address: H-1172 Budapest, Gátfutó u. 15.

Tax number: 26241094-2-42

Chief executive officer: Kiss Károlyné Ildikó

Phone numbers of executive officer: Kiss Károlyné Ildikó, phone: +36-20-934-4909, e-mail: [kissildiko@emin.hu](mailto:kissildiko@emin.hu)

Financial coordination: Babó Klára, Head of Secretariat, Financial Expert, phone: +36-20-511-2102, e-mail: [baboklara@emin.hu](mailto:baboklara@emin.hu)

Web: [www.emin.hu](http://www.emin.hu)

### **7.2. Acceptance of applications:**

Tender dossier submitted in closed form by the deadline will be opened by the Pre-jury organised by the Tender Office. The Pre-jury is verifying that the submission has been made in accordance with the terms of the Tender and the applications are admissible or not. If the tender documentation complies with the call for tender, the Tender Office will issue the Statement of Acceptance with admission numbers in electronic form. In the following, the completeness or incompleteness of the tender documentation submitted will be recorded by the Document Jury. The members of the Document Jury are composed of experts invited by the Board of Announcers of the Tender.

In case the submitted tender documentation is incomplete, the Tender Office – in accordance with the commitment of Document Jury - will invite the applicant to complete it by the specified deadline. The Tender Office informs the Applicants in a so called “Letter of Acceptance” together with an “Acceptance No.” on their further tasks relating to the additional jury rounds and expert examinations, if it is necessary on making a short movie introducing the tender, on sample supplies, as well as on removal of non-processed samples.



### **7.3. Procedure and phases of the tender evaluation:**

The tender evaluation runs in several rounds. The tenders are evaluated by a professional jury invited by the Announcers on the basis of the submitted documentation. The jury's work is assisted by other specialists as well invited by the Board of Announcers, who will draw up a written report. The invited jury members and specialists will sign a declaration of incompatibility and confidentiality. The list of the jury members and invited specialists is not public till the day of the award ceremony in order to ensure the fairness and clean procedure of the tender. The Declarations of Incompatibility are forming parts of the tender procedure documents.

#### **Schedule of the Jury:**

- 1. First round:** Pre-jury, opening and reception of applications, formal and informal examination, checking admissibility, reconciliation of the payment of procedural fees with bank notifications, preparation of invoices (if required). Technical checking of electronic material, re-submission in case of faulty equipment. Providing electronic copies of the materials to jury members and experts.
- 2. Second round:** Document Jury, thematic content evaluation of the applications, identification of eventual shortcomings, appointment of experts and fixing requests for goods' samples or their inspection.
- 3. Third round:** expert reviews and evaluations. Experts can also contact applicants directly concerning their application. Control of applications under official procedures.
- 4. Fourth round:** Main Jury, appraisal of the applications taking the expert reports into account, sensory tests, preparation of the decision-making, proposals to the Board of Announcers.
- 5. Fifth round:** decision made by the Board of Announcers on the awarding, trademark uses and special prizes ((by adopting the recommendations of Merit Award for Communication). Approval or refusal of recommendations for Carpathian Homeland Merit Prizes.

#### **Members of the Board of Announcers:**

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.,  
LEGRAND Magyarország Villamossági Rendszerek Zrt.

#### **7.3.1. Request for tender products, check production conditions**

During the evaluation process, the jury members and experts are entitled to inspect, test and use original copies of the products being evaluated during product requests and/or on-site visits. The Tender Office will send an official notice thereon to the applicant in the application receipt. The advice on product request will contain the date and time of sending in and return. The Tender Secretariat will request test samples on two occasions: 1: Expert test samples, which will be forwarded to the invited experts; 2: For the Main Jury (sensory tests, catch samples, tastings). During the jurying process, the goods are used and may be damaged or destroyed. Both the jury members and the specialists can decide on inspecting the product at an external site or on the place of the production. In the latter case, the tenderer must ensure that the goods/services can be inspected, presented and the production conditions checked at a pre-arranged time.



### 7.3.2. Main evaluation criteria

The jury will submit the results of the evaluation to the Board of Announcers together with a recommendation for awarding made by taking the expert's report into consideration.

Upon evaluation the jury will take the followings into account:

- Integrity of the content and aesthetic appearance of the tender dossier;
- Safety, adequacy, quality, innovative nature, marketability, economic utility, export strength of the product/product line, service submitted to the tender;
- Application of energy saving, environment friendly solutions, advantages offered to the consumers;
- Certificate or expertise issued by a third party (certification body) proving the product adequacy;
- Decision of the Experts;
- Results of tests performed by qualified and accredited laboratories;
- Application of quality management system (e.g. ISO, or HACCP in case of foods);
- Intellectual property protection awareness;
- Legal rules for placing on the market;
- Adequacy and actuality of the information provided by the applicant in the electronic submission form;
- Former prizes, certification trademarks;
- Additional voluntary benefits offered to the consumers;
- Credibility and reliability of financial data included in the Application material;
- Main relevant official complaints, measures, disputes being in progress;
- Creative ideas, unusual and innovative, future-oriented solutions;
- Availability of and compliance with work and fire safety regulations.

### 7.4. Advice on decision:

All applicants (company manager, contact person) will receive advice on the decision of the Board of Announcers in electronic mails. Information on the use of the trademark and on the Awarding Ceremony will be sent out separately.

Following the annual closing of the application, unsuccessful applicants will receive a short review of their application on request.

#### 7.4.1. Awarding

**The denomination of the trade mark in Hungarian: Érték & Minőség Nagydíj - in English: Value & Quality Award**

**Awarding the use of the Certification Mark of the Value and Quality Award:**

Based on the decision of the Board of Announcers the tenders evaluated the most outstanding will gain the use of the Value and Quality Award Trademark, and along with this the right to use the honourable title of the Value and Quality Award. The award is attested by an honorary certificate in English and Hungarian unique designed by the graphic artist, Balázs Károly as well as by the unique artisan trophy with the emblem of the Value and Quality Award, created by artisan Andrea Szócs Dr.

(One (1) Hungarian and one (1) English honorary diploma and one (1) trophy belong to one (1) awarded tender. Additional diplomas and trophies can be ordered at a cost price through the Tender Secretariat. The relevant subsequent orders are to be sent to the e-mail address „kissildiko@emin.hu up to 05th of August, 2025. The price of honorary diploma together with dossier: HUF 60.000 + 27% VAT/pc. The price of the Value and Quality Award trophy: HUF 70.000 + 27% VAT/ pc.). (For payment in Euro, the price of the honorary diploma is €174,00 + VAT/each, the price of the trophy is €203,00 + VAT/each.) These prices apply



only to orders placed by the above deadline, any request made after that date will be considered as a custom order and will incur a cost increase due to unique production.

The award winner agrees to indicate the Value and Quality Award label on product/product line, service upon making publicity for the awarded product/product line and service during the whole period of distribution. The company using the trademark must indicate the hashtag #EMIN in its social media communications, postings and when informing its followers about the award of the trademark.

The Hungarian and English certificates attesting the use of the Value and Quality Award Trademark and the unique porcelain trophies bearing the ÉMIN logo. are presented by Mr. Sándor Farkas, Deputy Minister of Agriculture or by his delegate.

### **7.5. Trademark use:**

On behalf of proprietors of trademark protection, the DIAMOND Szervezőiroda Bt. will sign a contract with the awarded applicant for the use of the Value and Quality Award title and logo. After the award notice, the Tender Secretariat will send the trademark use contract in a separate e-mail.

The contracts must be printed in three (3) copies by the Applicant, signed in the trademark's name on all pages, dated if necessary, and sent in three (3) originals to the Tender Secretariat by 20 August, who will return one copy being signed and countersigned by a lawyer to the trademark's owner or will hand it over personally at the Awards Ceremony or will return it to the user of the trademark by other means. Of the three copies sent, one copy is for the trademark user, one copy is for the trademark owner and one copy is for the countersigning attorney.

**The conclusion of the trademark agreement is a condition for receiving the award and using the trademark!**

A sample of the actual trademark use agreement is available at [www.emin.hu](http://www.emin.hu).

*Content of the trademark use agreement:*

*Contracting parties, previous events, definitions, subject of the contract, usability and display of the Value and Quality Award (ÉMIN) trademark (trademark diagram) in Hungarian - English, description of the trademark, method of use of the trademark, obligations of the user, duration of use of the trademark, fee for the use of the trademark, post-inspection, extraordinary inspection, breach of contract, vis major, termination of the right to use the trademark, actions after termination, unauthorized use of the trademark, amendment of the contract, statements and warranties of the parties, notices, contacts, confidentiality and data protection, dispute settlement, partial invalidity, mixed provisions.*

Pursuant to the contract on use (trademark - licence agreement) and Act XI of 1997 § 23 (1) on the protection of trademarks and geographic marks on goods (trademark – licence agreement) the beneficiary of the trademark protection will give permission to use the trademark of the Value and Quality Award. The user is obliged to pay a fee for this.

From 1 September 2025, the trademark proprietors shall set the annual fee for new trademark users at HUF 80.000,00 + 27% (i.e. HUF 21.600,00) VAT, i.e. HUF 101.600,00 gross (in case of payment in Euro € 231,00 + VAT.) The fee shall be payable in advance per application upon request of the Proprietor.

The fee for the use of the trademark is fixed in the Trademark Agreement and remains unchanged during the period of use of the trademark! The use of the Value and Quality Award Label is free for one year after awarding (in the present case from 1<sup>st</sup> of September, 2025 to 31 of August, 2026). After the fee-free period, the use of the trademark is only possible with a post-application inspection, an approving audit report and payment of the relevant costs. The annual review is carried out by experts appointed by the trade mark proprietors. The costs of the review shall be borne by the awarded user of the mark. The cost of the post-inspection fee will be determined on a per application basis and will be set out in the Trademark



Agreement. The amounts stated therein shall remain unchanged until the expiry of the Trademark Agreement.

#### **7.6. Expanding and narrowing the range of trademark products:**

During the term of the trademark contract, the trademark user has the option to expand the range of products or services or, in the case of a trademark-using product line, to narrow down the range of products if one of the members of the product line ceases to be manufactured.

##### **7.6.1. Expansion**

An extension is possible on payment of an administrative fee of HUF 20.000,- + VAT (€ 60,00 + VAT for payment in Euro) per application, subject to the following conditions: In the case of an extension, the request for an extension must be formally notified in writing to the Secretariat of the Value and Quality Award Tender.

The test reports and certifications attached to the original application must be sent for each of the products to be extended! After the expert has given a positive written opinion, an amendment to the trademark contract authorising the use of the trademark is drawn up, which is valid together with the original contract and the documents proving the change. The test reports, certificates and attestations enclosed with the original application must be sent for each of the new products to be included, and their validity period must comply with the legislation in force! The expert evaluation also requires a real inspection and testing of the products. After a positive written opinion of the expert, an amendment to the trademark contract authorising the use of the trademark is drawn up, which is valid together with the original contract and the documents proving the change.

##### **7.6.2. Narrowing**

In the case of a reduction in the range of products for which a trademark is to be used, a formal written request for a reduction in the range of products for which a trademark is to be used must be submitted to the Secretariat of the Value and Quality Award Tender stating the reason for the narrowing. On the basis of the application, an amendment to the trademark contract is drawn up, which is valid together with the application and the original contract.

#### **7.7. Post-inspection:**

Information on the ongoing monitoring of the beneficiaries and users of the trademark is set out in the trademark contract.

The use of the trademark beyond one year, for a further one-year period, is only possible with a follow-up audit of the application and an approving audit report.

The annual review is carried out once a year by the organization designated by the trademark holders (DIAMOND Szervezőiroda Bt.) from the end of February to 30 June of each year. The notified body has the right to involve experts and subcontractors in the inspections. During the post inspection of the awarded applications, the body entitled to audit all documents less than one year old, which also had to be submitted with application. If in the meantime there is a new legal change for the product or service, it is essential to submit the documents required for compliance with the legislation in force.

The list of documents to be requested during the post-inspection is included in Annex 3 of the current year's Call for Proposals without the need for completeness. In addition to the documents, the body



authorised to carry out the inspection may also request the product of the trademark user or carry out an on-the-spot inspection.

The costs of the inspection are to be borne by the awarded trademark user. The cost of the post-inspection is HUF 100.000 + 27% (ie HUF 27.000) VAT, ie gross HUF 127.000 (in euro 290,00 € + VAT) which amount is fixed in the trademark use contract and remains unchanged during the validity of the contract! The cost of the follow-up inspection is payable in advance at the request of the Rightsholder!

If the expert does not recommend to approve the continued use of the trademark after the post-inspection, the use will be suspended, or ultimately withdrawn, which will be made public by the Board of Announcers. The blocking is ended when the mistakes are corrected and after it the trademark may continue to be used.

## **8. Special Prizes**

Applications and applicants gaining right of trademark use in the current year may receive special prizes as well. Besides the Announcers of the Tender, different companies, authorities, bodies are offering special prizes in the frame of the Value and Quality Award Tender System. Different companies, institutions and organizations also have the opportunity to offer special prizes after the announcement of the tender as well. Special prizes may be offered in writing to the Secretariat by 29 June of each year by indicating the exact name of the special prize. The admission of special prizes is decided by the Board of Announcers with simple majority. The offeror will be informed on the admission of the special prize by the Tender Secretariat in electronic message. Special prize offers received and registered after the announcement of the tender will be published on the website of the Value and Quality Award, [www.emin.hu](http://www.emin.hu).

*Contact details of Value and Quality Award Tender Secretariat:*

DIAMOND Szervezőiroda Bt.

1172 Budapest, Gátfutó u. 15.

e-mail: [kissildiko@emin.hu](mailto:kissildiko@emin.hu)

The Board of Announcers may also decide to award special prizes not linked to a winning application: Value and Quality Award for Lifetime Achievement, Value and Quality Award of Merit for Carpathian homeland, Lifetime Achievement Award for Carpathian homeland and Value and Quality Merit Award for Communication which are granted on the basis of recommendations.

### **8.1. Special prizes founded by the Board of Announcers:**

Special prizes founded by the Board of Announcers are attested by a Hungarian-English honorary diploma designed by Gábor Sárkány, graphic artist as well as by a unique applied art trophy made by Andrea Szócs Dr., craftsman.

The special prizes are presented by Mr. János Latorcai Dr., Vice-president of the Hungarian Parliament or by his delegate.

#### **8.1.1. Value and Quality Award for Lifetime Achievement**

The Value and Quality Award for Lifetime Achievement is for awarding natural person demonstrating their commitment for outstanding quality as well as for raising up the culture of the Hungarian economy during their activity of several years. Its outstanding work is characterized not only by its economic activity however by high level of its social sensitivity.



#### **8.1.2. Entrepreneurial Merit Award of the Value and Quality Award Tender**

The Entrepreneurial Merit Award is to be given to enterprises proving to be able to produce premium quality and value over a long time. Their several applications have gained the use of the Value and Quality Award Certification Mark. They also contribute to the development of the economy with their developments and innovations, and they permanently enhance the good reputation of the Hungarian economy with their market activity.

#### **8.1.3. Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender**

The Merit Award for Energy Efficiency and Environmental Protection recognizes environment protection, maintenance of the ecologic balance of the earth as well as recognition of ensuring and promoting sustainable civilization development. The prize is won by solutions, products and systems, which measurably contribute to the reduction of the carbon-dioxide emission, to the formation, development and sustainability of the energy-conscious environment as well as to the reduction of the ecological footprint.

#### **8.1.4. Merit Award for Innovation of the Value and Quality Award Tender**

The Merit Award for Innovation of the Value and Quality Award Tender is given out to the creators of solutions, products and systems, who have outstandingly shown the potential of the domestic creativity through the innovative features of their tender in the current year as a reflection of the entrepreneurial culture in Hungary

#### **8.1.5. Merit Award for Digitalization of the Value and Quality Award Tender**

This merit award is to be given to especially creative applications of the technology of the twenty-first century as well as to tenders improving and preserving quality of life.

#### **8.1.6. „Talent of the year” Merit Award**

The Honourable title “Talent of the year” may be awarded to an enterprise giving priority in its outstandingly sophisticated application to the promotion of people’s well-being through local natural values and by using high-quality products or services.

#### **8.1.7. “Local Patriot” Merit Award**

This prize is awarded by the Values and Quality Award Jury to the winning applicant who has shown an exemplary commitment to the home country, actively contributing to its development and prosperity by creating jobs and employment, with a strong local focus.

#### **8.1.8. "For Youth” Merit Award**

This Merit Award was founded by the Board of the Announcers of the Value and Quality Award Tender with the aim of creating a tradition in recognition of the outstanding activities of the award-winning company for the continuous development and renewal of the learning and teaching processes of young people, taking into account and applying modern educational trends and tools.





#### **8.1.9. Merit Award for Communication of the Value and Quality Award Tender**

The Merit Award for Communication is given by the Board of Announcers of the Value and Quality Award Tender to the printed or electronic media doing the most for the communication of high-quality values in the year of the invitation to tender, within this for the publicity and promotion of the Value and Quality Award Tender System. The fact of recognition can be used in the own communication of the winner as well.

#### **8.1.10. "Media Ambassador" Merit Award**

The Board of Announcers of the Value and Quality Award Tender founded the „Media Ambassador” Merit Award to be given to a natural person who has a long history of communicating the importance and necessity of values and excellence and who has contributed to the promotion of the Value and Quality Award Competition at a high level. The award winner may use the recognition in its own communications and the Value and Quality Award Competition will also use it in all its communications.

#### **8.1.11. Merit Award for Carpathian Homeland of the Value and Quality Award and Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award**

The Board of Tender Announcers of the Value and Quality Award – agreeing with the government program - attaches a great importance to the cooperation of the Carpathian Basin regions, to the strengthening of economic relations, in which the common qualities and creativity are the keys of success.

In order to strengthen the above goals, the Board of Announcers established the Merit Award for Carpathian Homeland of the Value and Quality Award as well as the Lifetime Achievement Award for Carpathian Homeland of the Value and Quality. The Board of Announcers decides on the awards on the basis of recommendations.

The deadline for submitting proposals for the award is 20 June 2025.

The recommendation shall be presented in Hungarian on maximum three pages by registered mail to the following address:

Secretariat of Value and Quality Award Tender (Érték és Minőség Nagydíj Pályázati Titkárság)

Merit Award for Carpathian Homeland of the Value and Quality Award Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award

H-1172 Budapest, Gátfutó u. 15.

The date of the posting stamp is accepted as date of submission.

The recommendation can also be previously submitted in electronic way as well to the e-mail address: [kissildiko@emin.hu](mailto:kissildiko@emin.hu)

The Merit Award for Carpathian Homeland of the Value and Quality Award as well as Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award are attested by a Hungarian-English honorary diploma designed by Balázs Károly, graphic artist moreover by a unique applied art trophy made by Andrea Szőcs Dr., craftsman.

The special prizes are presented by Lőrinc Nacsa, state secretary for nation policy at Prime Minister's Office or by his delegate.

##### ***8.1.11.1. Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Tender***

Lifetime Achievement Award for Carpathian Homeland was founded by the Board of the Announcers of the Value and Quality Award. The award may be allocated to such natural person, who has over the years proved to be committed with their economic activity in strengthening, enlarging the economic, cultural



and educational relations with cross-border regions and with the motherland, moreover who has dedicated for respect of traditions and for notion of Hungarians.

One (1) natural person may be awarded the Carpathian Homeland Lifetime Achievement Award each year.

#### **8.1.11.2. Merit Award for Carpathian Homeland of the Value and Quality Award Tender**

This Merit Award is to be given to such natural person, who has over the years proved to be committed to strengthen and to enlarge the business relations between the cross-border regions and the motherland. On the other hand, the award is given to organisations or businesses being active in abroad and having key role in the economic cooperation between the regions of Carpathian Basin. The award recognizes those who are committed to respect for the traditions, the idea of Hungarians and the protection of the environment beyond the continuous high quality.

### **8.2. Special prizes of the Announcers of Value and Quality Tender:**

#### **8.2.1. Special Price offered by Bocsiviki.hu Kereskedelmi és Szolgáltató Kft.**

The Bocsiviki.hu Kft. will offer its monthly consultation to the selected applicant who has won the use of the trademark for one year, on the professional topic chosen by the winner, and will publish it on its website for 12 months. The special prize is certified by a trophy and a certificate of honour.

The award is presented by Viktória Bocsi, founder and owner of Bocsiviki.hu Kft.

#### **8.2.2. Special prize offered by DIAMOND Szervezőiroda Bt.**

DIAMOND Szervezőiroda Bt. founded a special prize under the name "Herald". They will offer to the selected applicant winning the use of the Value and Quality Award Trademark in the current year as well as they offer the opportunity to have a permanent independent presence on the [www.emin.hu](http://www.emin.hu) website for one year to be updated at will, as well as to include 120 copies of its own information material in the press material of the press conference announcing the competition. The special prize is attested by a unique ornament made by fine artist Andrea Szócs Dr., as well as by an honorary diploma created by Károly Balázs, graphic artist. The special prize will be awarded by Károlyné Ildikó Kiss, founder of the Value and Quality Award trademark.

#### **8.2.3. Special prize offered by ExVA Vizsgáló és Tanúsító Kft.**

The winning applicant selected by the company will receive a Digital Multichannel Gas Mixer (capable of mixing 100 types of gas) for 1 month free of charge for the year following the award, with full technical support. The special prize is attested by a unique ornament and by a honorary diploma made by the fine artist, Andrea Szócs Dr. The special prize is presented by Ágnes Bálint, sales and marketing director of ExVA Kft.

#### **8.2.4. Special prize offered by FANNIZERO Kft.**

FANNIZERO Kft. will offer its branding mentorship to the health lifestyle applicant winning the use of the Value and Quality Award trademark. Moreover, the company will provide opportunities to the selected applicant for joint product development and will publish the winning business on its website as well as on all social media platforms. The special prize is attested by a unique ornament and a honorary diploma. The prize is presented by Fanni Seprenyi, founding owner of FANNIZERO Kft.



**8.2.5. Special Prize offered by Hajnal Húskombinát Ipari, Kereskedelmi és Szolgáltató Kft.**

Hajnal Húskombinát Kft. - having received the Hungarian Quality Product Award and Merit Award for Economy several times - founded a special prize with tradition-creating purpose in memory of Mr. László Hajnal, head of the factory who died in 2016. Recognition of outstanding quality products was a matter of heart of Mr. Hajnal. This special prize is the Hajnal László Memorial Prize. This special prize is awarded to a food business-related applicant by the management of the company. This special prize is symbolized by a Hollóháza porcelain vase. The recognition is given up by Hajnalné Raucsik Krisztina, managing director of the company.

**8.2.6. Special Prize offered by KOCH's Torma Kft.**

KOCH's Torma Kft. will offer a premium KOCH'S gift pack as a special prize to the applicant who wins the trademark use of their choice. The recognition is given up by Attila Ujházi, managing director the KOCH's Torma Kft.

**8.2.7. Special Prize offered by LEGRAND Magyarország Villamossági Rendszerek Zrt.**

As special prize, LEGRAND Magyarország Zrt. offers a premium-grade self-manufactured product package to applicant - selected by them - who is winning the Value and Quality Award. The special prize is presented by Mr. László Károlyi, general director of LEGRAND Magyarország Zrt.

**8.3. Special Prizes offered by various Organisations:**

**8.3.1. Special prize offered by Communautrade – Europe Kereskedelmi és Tanácsadó Kft.**

Communautrade - Europe Kereskedelmi és Tanácsadó Kft. has been pursuing successful and diversified activities in Western Balkan countries for many years in economic, commercial and financial fields. As a special prize, Communautrade Europe Kereskedelmi és Tanácsadó Kft. offers an information package promoting market entry of the awarded Applicant to one (1) western Balkan country chosen by the awarded Applicant. The special prize is presented by Mr. Attila Galambos, managing director of Communautrade Kft., Honorary Consul of Northern Macedonia to Hungary, President of the Western Balkans Section of the Hungarian Chamber of Commerce and Industry.

**8.3.2. Special Prize of the Farkas Bertalan Oktatási és Módszertani Központ**

The Center will award a special prize to the applicant it selects who has shown an outstanding example of responsibility and who has been awarded the use of the Value and Quality Award Trademark. The special prize is the replica copy of the launch key of the Soyuz-36 spacecraft and a certificate of honour. The award will be presented by retired Brigadier General Bertalan Farkas, the first Hungarian astronaut, the name giver and professional advisor of the Farkas Bertalan Oktatási és Módszertani Központ.

**8.3.3. Special Prize of FÁN GROUP Kereskedelmi és Szolgáltató Kft.**

Since its establishment, FÁN GROUP Kft. tradition it will offer a special prize to an applicant of its choice, in recognition of an activity which it considers to be particularly relevant to the spirit of the competition. The recognition is symbolized by a vase and a certificate of honour by the artist Zsolnay. The special prize will be awarded by Csaba Kanizsai-Tóth, CEO of FÁN GROUP Kft.



#### **8.3.4. *Special Prize of Health-ness Alapítvány***

The Health-ness Alapítvány focuses on the main areas of health promotion, prevention and rehabilitation. The Foundation offers its special prize winner cooperation in joining the Women Entrepreneurship Section of National Association of Entrepreneurs and Employers (VOSZ), participating in professional events and business development programmes. The special prize is presented by Zsuzsa Gláser-Katona, president of the Foundation's Board of Trustees and co-chair of the VOSZ Women Entrepreneurs Section.

#### **8.3.5. *Special Prize of Mr László Károlyi***

László Károlyi has been a leading role in the domestic and international economic life for decades. On the basis of his outstanding professional knowledge and experience, he offers a special prize to the most innovative or creative benchmarking business start-up, small or medium-sized, based on the business logic of the trademark he has selected for the year in question. The special prize: 3 sessions of organisational restructuring and business development consultancy for 1 hour, in worth of HUF 300.000 certified by a certificate of honour. The special prize will be awarded by Mr László Károlyi.

#### **8.3.6. *„Special Prize ELECTROTECHNIKA” offered by the Magyar Elektrotechnikai Egyesület***

The recognition can be awarded to an award-winning applicant in the fields of energy, energetics, electronics, measurement technology, building electricity, and lighting technology which can use the achievements of the above sectors as a guideline for its activities. The special prize will be a front-page article in the professional journal Elektrotechnika, founded in 1908 and now 117 years old, of the almost 125-year-old Magyar Elektrotechnikai Egyesület, as well as an article on the winning entry.

The special prize is attested by an honorary diploma, presented by Mrs. Péter Tóth, Chair of the MEE Technical History Committee, Marketing and Communications Officer.

#### **8.3.7. *Special Prize of Marketing Art Kft.***

The main profile of Marketing Art Kft. is marketing and communication consulting. Their team offers their clients the benefits of the organisation of an advertising agency, the reliability of an employee and the flexibility of a consultant. Their colleagues are highly skilled professionals with decades of experience in marketing, sales, management, branding, brand management, event management, trade marketing, as well as in various areas of consulting and business development. As a special prize, they will offer 10 hours of online consultancy in worth of HUF 400.000 to one of its selected businesses. The special prize will be awarded by Krisztina Bódi, the company's Managing Director.

#### **8.3.8. *Special Prize of M&R Innovations and Special Solutions s.r.o.***

The company has been committed to innovation and new technologies for more than a decade, mainly in the commercial, agricultural and construction sectors. It has been active in Asia for more than five years, where it is committed to helping companies enter this dynamic market. As a special prize, he will offer to market and support the winning product of his choice in Kazakhstan. As a special prize, they will offer to market and promote its chosen award-winning product in Kazakhstan. The special prize will be presented by the company's CEO, Richárd Kun.



### **8.3.9. Special Prize of Scratch & J Kft.**

The Scratch & J Kft., committed to quality services for many years, will offer the winning applicant a 10 suitable 45-minute stress relief Scratching therapy pass. The value of the rental is 225.000,- Ft. The special prize will be awarded by Paulina Pálfiné Szabó, owner of the company, and Paulina Kalmár, CEO.

### **8.3.10. Special Prize offered by Transilvanum Alapítvány**

The community and events of the Transilvanum Alapítvány have been a meeting point for successful businessmen, artists and experts from Transylvania for 12 years. The Board of Trustees of the Foundation awards Transylvania's special prize to Transylvanian organizations doing a lot for promoting Transylvanian products, services and culture. Furthermore, the special prize can also be awarded to an organisation whose activities can build a bridge between Transylvanian and national economic cultures.

The special prize is represented by a unique memorial plaque. The special prize is presented by Ms. Klára Simó, curator of the foundation.

## **9. Trade magazine's communication offer**

The October issue of Trade magazine will include a Value and Quality Award (EMIN) supplement with a summary of the awards ceremony and a toast from the jury, including a list of all the winners. In addition, all winners will receive a voucher entitling them to a 20% discount, which they can use to appear in a Trade magazine.

## **10. Award Ceremony**

The award ceremony of the Value and Quality Award Tender will be held with a wide attendance on 11<sup>th</sup> of September 2025 in the Upper House Room of the Parliament (The exact calendar day may change due to the Parliament's programme!). Among the invited guests, outstanding personalities of economy and public life, heads of diplomatic missions, leading officials of business diplomacy will be present. The widest media attention will follow the ceremony.

**The main patron of the event is Prof. Dr János Latorcai, Vice-President of the National Assembly, hosted by the President of the National Assembly.**

## **11. Supervision of products winning the right of using the Value and Quality Award Trademark**

The parties must immediately notify each other in writing of any changes in the activities of the contracting parties that affect the contract!

The Board of the Announcers and the trademark owner are entitled to check and verify the product, product line, services recognized by the Value and Quality Award with regard to adequacy and in relation to the publicity of the Award to be made obligatory by winners.

Extraordinary review is possible if the trademark user becomes unworthy to the use of the trademark or if a negative report is received in connection with the product and service participating in the tender. The organization designated for the audit: DIAMOND Szervezőiroda Bt. which is entitled to engage subcontractors.

In case the quality of the monitored product, product line, service deteriorates compared to the quality of the product, product line, service of the tender submitted for gaining the Hungarian Quality Product Award, and the negative report proves to be true, moreover the applicant fails to fulfil the modifications, measures stipulated by the inspection body, the applicant becomes unworthy for wearing the award, the right for the trademark use can be withdrawn, the public will be informed thereon by the Board of Announcers. In



the event that a public procedure is opened against the awarded product, service, the Board of Announcers may suspend the use of the award, and withdraw it in case of a condemning verdict, moreover make this fact public.

Any changes concerning the use of the Value and Quality trademark will be made be made public, optionally together with sending notice to the media.

## **12. Termination of Trademark Use Rights**

**12.1.** Upon termination of the trademark contract, the right to use the trademark and the use of the distinctive title will also cease.

**12.2.** The contract may be terminated by the user by 10 May of each year, without giving any reason, at the end of the year of use of the trademark. Trademark year's round is 31st of August in each year. If the rightsholder does not receive the notice of cancellation within the indicated time limit, the trademark user is obliged to pay the full amount of the trademark fee. Termination of use of the Trademark is only possible in writing by sending it to DIAMOND Management Office Ltd., Secretariat of the Value and Quality Award Tender, H-1172 Budapest, Gátfutó u. 15., or by e-mail, address: [kissildiko@emin.hu](mailto:kissildiko@emin.hu)

**12.3.** The Contract may be terminated immediately with extreme termination in case of serious breach of contract.

**12.4.** In addition to the cases expressly stated in the Agreement, it is possible to terminate the Agreement by extraordinary termination in the following cases:

If the User

- seriously violates the Contract or order of procedure, including the case of unworthiness;
- not covers the Fees payable under this Agreement despite of a call;
- bankruptcy, liquidation or liquidation proceedings are initiated against the User;
- engages in any improper conduct affecting either the application or the trade mark.

## **13. Publicity of the tender**

**13.1.** The announcers can individually and jointly act in relation to the publicity of the tender system.

**13.2.** The tender is announced every year in March at a public press conference.

**13.3.** The complete text of the call for tender, the application form, the presentation of the award winners, the events of the tender are published on the tender website, [www.emin.hu](http://www.emin.hu).

**13.4.** The tender information can be available on the websites of the Announcers as well.

**13.5.** Tender Office of the Value and Quality Award represented by the Board of Announcers provides or may provide official information on the actual events of the tender system in a press release.



**13.6.** The first presentation of the users of the trademark and the winners of the awards takes place at the awards ceremony in the Parliament in September each year.

**13.7.** The news on the tender events is communicated to the media centres through *MTI* Hungarian News Agency.

**13.8.** The products and their manufacturers, services and their service providers awarded with the Value and Quality Award will be presented in the official Hungarian-English electronical catalogue of the Value and Quality Award tender free of charge, which is available at fairs and exhibitions, business forums abroad and it also reaches the representatives of the economic diplomacy.

**13.9.** The Tender is presented on the websites of the Board of Announcers of the Value and Quality Tender: Bocsiviki.hu Kereskedelmi és Szolgáltató Kft., DIAMOND Szervezőiroda Bt., ExVA Vizsgáló és Tanúsító Kft., FANNIZERO Kft., Hajnal Húskombinát Kereskedelmi és Szolgáltató Kft., KOCH's Torma Kft., LEGRAND Magyarország Villamossági Rendszerek Zrt.

**13.10.** The strategic partner of the Call for Proposals, Grabowski Publishers Trade Magazine, will present the Call for Proposals on its website.

**13.11.** The Value and Quality Award Tender may be presented in programmes broadcast by MTVA, TV2 and HÍR TV.

**13.12.** The electronic platform [www. emin.hu](http://www.emin.hu) provides the participants of the Value and Quality Award Tender (promoters, sponsors, trademark users) with a free of charge communication opportunity by publishing information of public interest.

#### **14. Tender-relevant information are given in English by**

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