



PRESS RELEASE - FOR IMMEDIATE RELEASE

Thirty-two applicants, including one company from abroad, received the right to use the Value and Quality Award Certification Trademark at the Parliament House on 12 September.

Agricultural products continued to dominate in 2024, but robotics and artificial intelligence also appeared.

The prizes of the Value and Quality Award Tender were presented at the Celebration of the Economy in Main Order House of the Parliament on 12 September. This year, the use of the Trademark and the Award were gained by 38 applications from 32 applicants, with more than 30 businesses from different fields showing their creativity and inventiveness. As in previous years, agriculture-related products were the largest group of award winners, despite the well-known difficulties facing the sector. A new addition to this year's field was that 10% of the applicants were outstanding in the fields of robotics, artificial intelligence and IT. The winning entries came from 12 counties in the country, with one entry from across the border from Transylvania. János Latorcai Dr, Deputy Speaker of the National Assembly, and Sándor Farkas, Deputy Minister of the Ministry of Agriculture, delivered speeches and presented the awards. The Board of Announcers was pleased to see a significant number of new applicants and that more than 1,000 products, product groups and services of 200 partners are now using the Value and Quality Award Certification Trademark.

The Value and Quality Award Tender was announced and implemented for the seventh time by its Board of Announcers, by DIAMOND Szervezőiroda Bt., ExVa Vizsgáló és Tanúsító Kft., FANNIZERO Kft., HAJNAL Húskombinát Kft., INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft., Legrand Magyarország Villamos Rendszerek Zrt., SZÁM-PONT Számítástechnikai és Oktató Központ Kft. Main Patron of events of the Value and Quality Award is Mr. János Latorcai Dr, Deputy Speaker of the Hungarian Parliament. The Main sponsor of the competition is the State Secretariat for Nation Policy at the Prime Minister's Office, Professional promoter of the competition is Ministry of Agriculture and Professional partner of the competition is the National Food Chain Safety Office.

In line with tradition, the awards of the Value and Quality Award Competition were again presented at a ceremony in the Main Order House of the Parliament on 12 September. The use of the Value and Quality Award Certification Mark and the award of the distinctive title is recognition of goods, services and economic organisations meeting a complex set of high-quality criteria and demonstrating a strong commitment to quality in their activities.



The competition and the label itself focus on outstanding achievements and performance, recognising businesses that pay particular attention to the protection of the natural environment, sustainability, energy efficiency and respond to global challenges with modern, state-of-the-art tools.

Kiss Károlyné Ildikó, founder of the trademark said, *"The key to Hungary's future and to overcoming crises lies in its commitment to quality. This approach can not only keep us on our feet, but also give us the opportunity to become a major player in international markets. In our challenging times, it is particularly important to recognise and promote quality products and services, such as our Value and Quality Award Tender Scheme, which offers a unique opportunity to compete in a non-trade-specific way. Our rigorous judging system continues to ensure that only really high- quality products and services are awarded the right to use our trademark, for the benefit and safety of consumers. In the light of the economic forecasts and the stabilizing environment, we are paying special attention to exploring new opportunities for quality development and innovation, thus strengthening Hungary's position in the global market,"* said the Managing Director.

János Latorcai, Deputy Speaker of the National Assembly, the main patron of the Value and Quality Award Tender, highlighted in his welcome speech: *"The first half of the year saw a steady increase in the volume of retail sales, which means that consumption growth has been uninterrupted for the sixth ongoing month. It should also be noted, however, that the expansion is only modestly in line with the increase in real wages, which is up by around a tenth in the first half of the year. As a result, the Hungarian economy is likely to experience a gradual recovery over the rest of the year, mainly as real wage growth slowly reduces household caution and household consumption may become more extensive, alongside an increase in savings. A significant part of the uncertainties leading the population to be cautious also had a negative impact on the business sector, but it is clear that businesses with long-term plans have done everything in order to gain a competitive advantage. In the short term, the special offer and repackaging of a product can also provide a competitive advantage, but in the long term, only an active quality policy combined with innovation, i.e. the production of value and quality, can lead to success. In itself, the value of a well-known brand can give confidence to a product, and in most cases, it can serve not only to distinguish it but also to certify its quality, just as trademarks being created for this purpose.*

By giving consumers confidence, a credible quality certification gives a clear competitive advantage and makes a product or service more marketable. This year, many businesses have recognised this practical importance and competed in one of our country's best known and perhaps most prestigious quality certification system, the Value and Quality Award Tender.



Sándor Farkas, Deputy Minister of the Ministry of Agriculture, said:

“The 21st century seems to be a major challenge for humanity, as no one could have foreseen, despite the economic progress and increase in living standards of the past decade, that first a pandemic, then a drought of historic dimensions, and finally a war would radically transform our life. We have experienced how vulnerable nations and, within them, we, the people, are to each other in today's world. The war and the wrong response to it in Brussels have intensified this, and have also demonstrated that the complete abandonment of national self-determination and self-sufficiency is a vulnerability that no responsible leadership in any country can afford. Hungary and its Government are much and often attacked for its policy of standing up for peace, national sovereignty and the protection of Hungarian people, families and businesses. Peace would not only save the lives of thousands of people, but it would also strengthen an economically declining Europe, putting European nations back on the way to development. Innovation has always been the key to progress and as our fast-developing world evolves today, it has and will continue to have a special significance. For many years now, the Value and Quality Award Tender has been helping to achieve this, and has become a benchmark for the quality of Hungarian products and services.”

This is followed by cosmetic products, machinery and equipment, information technology products, energy-efficient construction products, infrastructure investments, domestic and foreign tourism, rural tourism, travel and tourism, followed by education, training, continuing education, products, equipment and services for human health and safety, cultural events, sporting events and other services.

This year, as a result of a rigorous five-round evaluation process, 38 entries from 32 entrants have been gained the use of the Value and Quality Award Trademark. 37 national and 1 (one) international winning applications were announced. In addition to the 14 capital, 18 applications came from Eastern Hungary and 5 from the Western part of the country. 7 of the most outstanding students also received valuable special prizes in recognition of their work. 3 media companies were honoured for outstanding communication work. The majority of the award winners, more than 60%, already hold an ÉMIN (Value and Quality Award) or some other qualification, award or trademark.

In keeping with tradition, the main category of agricultural and food products was the most popular, accounting for 53% of the total.

The entries judged to be the most outstanding have been awarded the use of the Value and Quality Award trademark and with it the Value and Quality Award Distinction. The Merit Awards and Special Prizes are certificated with a diploma in Hungarian and English, designed by graphic artist Károly Balázs. Its emblem is a unique trophy designed by Andrea Szócs, Ferenczy Noémi Prize-winning artist.



Special prizes were also awarded to outstanding entries by the founders and members of the Awards Council:

- The Entrepreneurial Merit Award is merited by Nádudvari Élelmiszer Feldolgozó és Kereskedelmi Kft.
- The Merit Award for Innovation was gained by Natur Gold Global Kft. for the creation of Grana Antico product line.
- The Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender was gained by Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt. for their

Application on Energy innovation using the thermal water of Zalakaros.

- The Merit Award for Digitalization of the Value and Quality Award Tender was given to Dtec Developments Kft. for their application on TaxiDriver application and softwer.
- The Merit Award „Talent of the year” of the Value and Quality Award Tender was gained by T-CAD Stúdió Bt.
- The Merit Awards “Local Patriot” were given to Jó Hentes Kft., for application on Good Butcher Gourmet Peasant Sausage range of Kalocsa, as well as to Poultry Brasov Kft. (Transylvania) for application on Székely Csürke fresh and frozen chicken meat.
- The Merit Award for Lifetime Achievement is merited by prof. dr. János Latorcai, vice-president of the Hungarian Parliament, Main Patron of the Value and Quality Award Tender, as well as by Mr. László Károlyi, general director of Legrand Magyarország Villamos Rendszerek Zrt., member of the Board of Announcer of the Value and Quality Award Tender.
- The Merit Award for Communication of the Value and quality Award Tender was gained by Editorial team of TV 2's „Mokka” and „Facts” programs, Central Editorial Office of the county newspapers of Mediaworks Hungary Zrt. and by MTVA News Directorate.

Successful applicants and applications to the Value and Quality Award Tender have been rewarded with valuable special prizes by the organisers individually, as well as by various companies, public authorities and NGOs. The Value and Quality Award Certification Trademark is a clear indication of the excellence of its user internationally. The award rightly ensures positive distinction for their winners and symbolises the strengthening of the Hungarian economy.

The list of winners is available in the document entitled Winners and regional distribution, and more information on the competition can be found in the Background information!

Budapest, 12th September, 2024

Board of Announcers of the Value and Quality Award Tender

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

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