



Board of Announcers of the Value and Quality Award Tender 2024

For more than a quarter of a century, the Value and Quality Award Certification Trademark and its predecessor, the Hungarian Product Award, have embodied and expressed Hungary's recognition of, and commitment to, values and quality certified by objective verification!

The Value and Quality Award Certification Trademark is both a benchmark and a guide to build and strengthen a brand carrying real values.

The Value and Quality Award Certification Trademark is owned by two civil persons. The organisers and promoters of the Tender are also NGOs. The professional sponsors are public organisations. The implementation of the project is an outstanding example of cooperation between public and non-governmental organisations.

The Value and Quality Award Tender is a financial and professional partnership between its organisers, like 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 Szolgáltató és Oktató Központ Kft.

The main decision-making body of the Tender is the Board of Announcers having exclusive right to grant the use of trademarks, special prizes and to approve the recognition offered by external organisations.

The announcers of the Value and Quality Award Tender are successful participants of different economic sectors. They operate to the highest standards of professionalism and excellence, by setting a good example to those whose main objective is to move from being good to being outstanding.



VALUE AND QUALITY AWARD TENDER



DIAMOND Szervezőiroda Bt.

The DIAMOND Szervezőiroda Bt. is in charge of the coordination, organization and implementation of the Value and Quality Award Tender on behalf of the owners. In this context, the Management Office is responsible for the smooth management of the tendering process and the high quality of the implementation.

The company's owners and contributing experts have many years of professional experience in quality certification, intellectual property protection, communication and tendering. These competences enable them to perform their duties to a high standard, contributing to the success of the company and promoting the values they represent.

The activities of DIAMOND Szervezőiroda Bt. are linked to the quality policy of the Hungarian economy. Through its communication and programmes, it primarily helps to improve the economic position of innovative industrial enterprises at home and abroad. The company places particular emphasis on discovering, evaluating and presenting competitive products and services, always taking into account the interests and needs of consumers and users.

The Office provides a free opportunity for the users of the trademark as well as for winners and partners of the Value and Quality Award Tender to present and inform them through the competition's primary communication platform, www.emin.hu and related electronic channels.

The Management Office emphasises the importance of effective management of intellectual property for the success of businesses. DIAMOND Bt. stresses that the protection and use of innovative ideas makes a significant contribution to the economic performance of businesses, increasing the value of fixed assets in the annual balance sheet. The company is committed to raising awareness of intellectual property protection to help innovative market players.

The DIAMOND Szervezőiroda Bt. gives priority to the unified digital presentation of the enterprises and their products using the Value and Quality Award Certification Trademark in Hungarian and English, which, through a catalogue-like presentation on electronic channels, aims to ensure wider awareness and accessibility of the enterprises.

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Tamás Gláser

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Erzsébet Schreiber

Judicial food safety and quality expert



Ildikó Kiss

managing director, founder of the trademark



Mónika Kun-Molnár

communication expert



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DIAMOND Szervezőiroda Bt.

Ildikó Kiss, managing director of DIAMOND Szervezőiroda Bt.,
founder of the Value and Quality Award Trademark

1./ Economic forecast suggest that 2024 will not be an easy year. Businesses are slowly learning that challenges create new opportunities. What are you preparing for this year, what will give you strength and motivation?

My conviction remains unchanged: the key to Hungary's future and to overcoming crises lies in a 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 challenging times, it is particularly important to recognise and promote quality products and services, such as our Value and Quality Award Scheme, which offers a unique non-sector-specific assessment.

I am looking forward to 2024 with optimism and confidence as we prepare to launch our bid, building on the experience of previous years. 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 economic forecasts and a stabilising environment, we are paying particular attention to exploring new opportunities for quality development and innovation, strengthening Hungary's position in the global market.

2./ A strict set of requirements must be met and the use of the Value and Quality Award Certification Mark is subject to continuous monitoring. How to apply? How are applications assessed? What does continuous monitoring mean?

The Value and Quality Award Tender of 2024 is a competition to recognise excellence in quality and innovation. You can apply on the basis of the official call for applications, where the application criteria and documentation requirements are detailed. Our experts are available free of charge to advise applicants and help them prepare their application materials to a high standard. The evaluation process is based on a complex, multi-round assessment, focusing on legal compliance, product and service quality and consumer information. The final decision of the Board of Announcers is based on strict professional criteria. The continuous monitoring of trademark users ensures that the use of the trademark is a constant guarantee of quality.

DIAMOND is committed to promoting the development of the Hungarian economy and culture through the competition, highlighting quality and innovation as key values.

3./What kind of intellectual guidance would you give to this year's applicants, who can prove once again that the domestic innovative attitude and the grey matter capable of creating are extremely important for the sustainable development of the Hungarian economy?

Looking ahead to the new challenges and opportunities of 2024, the most important thing I can give our applicants as an intellectual guide is to dare to innovate and dream big. A commitment to innovation and quality is key to driving the Hungarian economy and society forward. I encourage them to have confidence in their own abilities and to take advantage of the opportunities offered by the Value and Quality Award to show how they can improve our country's economy and society. The competition is not a competition, but also a community where they can share their knowledge and build the future together. In the coming application year, we will continue to rigorously evaluate applications to ensure that only genuine values are selected for trademark use, thereby supporting consumer interests and safety.

4./ In your opinion, what is the current relevance of the Value and Quality Award Trademark label? How does it contribute to the market success of products and services?

The Value and Quality Award Certification Mark is of paramount importance, guaranteeing the high quality of products and services. It is a guarantee of quality commitment and market success, reinforcing the credibility and competitiveness of businesses. The use of a trademark sends a clear message to consumers about the reliability of the product, helping to build trust and strengthen market position. In 2024, the aim of the competition is to continue to promote quality and innovation in Hungary, thus supporting Hungary's economic development. We look forward to the Certification Mark continuing to serve as a compass for businesses, guiding them towards market success.



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EXVA
Vizsgáló és Tanúsító Kft.

ExVA Vizsgáló és Tanúsító Kft

Our mission is to make the world a safer place!

ExVA Kft. is a subsidiary of Béres Gyógyszergyár Zrt. Thanks to its wide range of services, it is able to provide assistance to all industries where safe work is a priority and an important aspect.

Our services:

1. CERTIFICATIONS:

- Activity based on accreditation and individual designation by ATEX - EUROPEAN UNION (identification number is 1418 - European Group of Notified Bodies), regulated by Directive 2014/34/EU and further regulations. Certification activities cannot be carried out without testing the products to be certified in our own testing laboratory, which is also accredited by the National Accreditation Authority.
- IECEx - an activity based on accreditation and specific designation by the global organisation IECEx, which is also based on accredited tests.
- Fire safety - Pursuant to Article 13 of Act XXXI of 1996 - appliances, machines and equipment with a fire or explosion hazard may be placed on the market, distributed or installed only if they are in possession of a fire safety conformity certificate. ExVA Kft., as a certification body designated by the Ministry of the Interior, is authorised to carry out the necessary tests for fire safety conformity certificates and to issue them.
- Repair workshop - A repair workshop shall be established for the repair of explosion-proof equipment in accordance with MSZ EN 60079-19 and compliance shall be demonstrated. ExVA Kft. carries out audits of these repair workshops and also undertakes full standard compliance support.

2. LABORATORY TESTS

- TESTING OF EXPLOSION-PROOF EQUIPMENT AND PRODUCTS
- We have an accredited testing laboratory with calibrated instruments and equipment for testing according to various standards, with designated specialist staff.
- certificate of conformity is issued, subject to a factory surveillance audit.
- OTHER TESTS
- Heat and cold resistance test (-70 °C.....+180 °C)
- IP protection testing of products against dust and water ingress (International Protection Marking)
- Examining the effect of humidity
- Size check
- Surface inspection
- Automatic contact protection test
- Safety testing of machinery
- Dielectric strength test
- Insulation resistance measurement
- Discharge time measurement
- Leakage current measurement

3. REVIEWS

The team of ExVA Kft. undertakes the compilation of explosion protection documentation:

- potential explosive hazard assessment, ignition source analysis
- a summary of the prevention measures put in place
- systematisation for specific technologies and plants

This is based on the European Union Directive ATEX 137 (99/92/EC) and the Joint Decree 3/2003 (III.11.) of the Ministry of Health and Safety of the Environment on the minimum requirements for the protection of workers in potentially explosive atmospheres.



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Joint Decree No4. ZONE CLASSIFICATION

- 3/2003 (11.III.2003) of the Ministry of Health and Social Affairs of and Ministry for Employment and Labour provides for the establishment of a zone classification for workplaces in potentially explosive atmospheres where explosive atmospheres may be created by a mixture of combustible gases, vapours, mists (aerosols) or dusts with air. Accordingly, we prepare the Zone Classification, the ignition source analysis and risk assessment, the explosion protection documentation and the electrical and non-electrical review of the hazardous areas.

5. PROFESSIONAL CONSULTATION

The ExVA Kft. team in the frame of a professional consultation gives

- assistance
- technical support for designers, manufacturers, end-users – in order to ensure full compliance with technical standards and legal requirements.

6. ISSUING AN EXPERT REPORT

We provide expert opinions on the design of explosive technological systems in the design and construction of special equipment, individual equipment and devices.

7. MANUFACTURE OF TEST EQUIPMENT

The company is unique in the world in the production of unique testing equipment. These testers allow the user to detect any defects at the design stage, such as the spark tester, the precision digital gas mixers, the minimum gap thickness tester and other custom-designed EXVA testers.

At the end of 2023, we developed a new testing device, a fully automatic Digital Multichannel Gas Mixer. We plan to start selling this equipment in the spring of this year.

PROFESSIONAL RECOGNITION OF OUR ACTIVITIES

Our ATEX certificates and tests are recognised throughout Europe and our IECEx tests and certificates are recognised globally.

Participation in annual proficiency tests with over 75 international testing laboratories. Our test accuracy results are in the top 5 worldwide.



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Ágnes Bálint
managing director



Kristóf Kaszás
Business Development Director



Tünde Nagy-Oroszhegyi
PR and marketing consultant



Botond Nagy
technical director



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EXVA
Vizsgáló és Tanúsító Kft.

ExVA Vizsgáló és Tanúsító Kft.

Our mission: "To provide technical security to our partners."

Ágnes Bálint, Managing Director of ExVA Vizsgáló és Tanúsító Kft., president of the jury

1./ The year 2023 has not been an easy economic environment, following the economic recovery, what challenges or problems did the war and the resulting economic crisis pose to your company's operations?

The economic mazes and obstacles that have emerged have also been a major challenge for ExVA Kft. Perhaps the biggest risk factor is one that applies to the whole of Europe, namely the backlog of orders. From an economic point of view, the situation is similar to that of the Covid epidemic, with a severe shortage of demand threatening European industries.

In spite of all this, ExVA Kft. has been steadily facing difficulties, and we consider the fact that we have completed our new testing equipment, the powder chamber, which we developed and manufactured, a significant achievement, moreover in the spirit of innovation, our experts have already started work on a new testing facility, which we plan to launch this spring (Multi-channel digital gas mixer).

What is still a challenge are the measures to offset the effects of the high inflationary environment (increase in supplier prices, fall in real wages for employees), which will remain our challenge in 2024.

2./ The past period has highlighted even more intensively that fleeing forward is the only way to survive. Do you think that innovation needs and the willingness to develop have changed in recent times? How do you see R&D in 2024?

As I have said before, I believe that the key to progress is development and innovation. This is the only way to be successful. Since a significant part of our revenue comes from the test equipment developed and manufactured by us, the product development is our main objective.

This year, we will therefore complete the development of a unique piece of equipment, similar to the STA (spark tester) and our dust chamber, which will be available to the public in the spring. We hope our new Multichannel Digital Gas Mixer will make the work of many of our customers easier.

We are also continuously upgrading and modernising our STA equipment currently in use.

3./ As an economic manager being committed to excellence, what would be your message to your manager colleagues, to the businesses and last but not least to the consumer?

I wish you all to keep your optimism and always look ahead to avoid difficulties.

4./ As president of the Value and Quality Award tender's jury, what experiences can you share about this year and what message would you like to send to the next year's applicants?

I was very pleased that, despite all the economic difficulties, we were able to evaluate very high quality and sophisticated entries in 2023. I wish for everyone to keep up their ambition despite all the difficulties and to show their developments and the results of their high-quality work to the world and compete!



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FANNIZERO

FANNIZERO Kft.

I do believe that our dreams are there to be fulfilled. A company may grow to the size we dare to dream of. Our world has never been so fast as it is now. In the midst of the noise, we can find opportunities everywhere, if we look for them, because in every trial there is a lesson for us. These lessons are half lived in advance, but understood afterwards. Desire, strength, decision, courage and always getting up one more time than we fell. It is never a shame to kiss the floor, but it is a duty to stand up! These are the most important basis of the entrepreneurship, but they don't come immediately. Life often wraps its best gifts in tasks to be solved, the bigger the task, the bigger the gift. FANNIZERO Kft. was born from such a task, and I was born to fill this gap in the world.

I was a fat little girl whose only happiness was eating. I was addicted to refined carbohydrates, sugar and grain-rich, ultra-processed foods. I liked them very much. My love for delicious, but fattening food made me want to create a world of delicious pizza, pasta and bread that doesn't make me fat and ruin my health. My dream has come true, millions of people can eat heavenly delicacies, mindfully, without sugar and grains. I lost more than fifty kilos before I started my business. I had nothing but the desire in my heart that others should experience it too. It's good to be relieved, it's good to work on ourselves, it's good to be happy, it's good to live and as our own best friend we can achieve anything in life.

I worked and studied for it for 6 years, day and night. I've been scrambling for knowledge. I treated my company like a baby. With patience and love, I have seen us overcome even in the greatest depths. Today, we have our own gluten and grain-free factory, where I am developing the products myself. With 12 products, we have won 6 awards in the last year and a half, we have hundreds of distributors in Hungary and our exports are also growing. My products are present in tens of thousands of households and my desire is to make people's lives more beautiful, easier, healthier and happier than before FANNIZERO products. My desire is that people love life and that their glasses should always be half full, my products can help people find more to love in themselves.

The Value and Quality Award is my favourite competition. I love passionate entrepreneurs, entrepreneurs who create value having desire to make the world a better place. I am committed to helping Candidates on the road to success, which is hard today, harder tomorrow, but beautiful the day after tomorrow!

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Fanni Seprenyi
owner of the company



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FANNIZERO

FANNIZERO Kft.

Ms. Fanni Seprenyi, founder-owner, FANNIZERO Kft.

1./ A repeating phrase of our times is that a healthy body is a healthsoul. This is exactly what FANNIZERO Kft. does. What motivated you to embark on the path you are now rapidly following?

I know the feeling when we lose control of ourselves and think we are victims of circumstances. When I realised my power over my appetite and the sense of achievement came with the big weight loss, my self-worth as a person grew day by day. It was my self-respect, which I found through self-discipline. I believe that if we can control what we consume, we can control what consumes us. The better we treat ourselves, the better we will be, because the limitless freedom of choice is ours forever. FANNIZERO Kft. was born from this experience of success. I wanted others to love life, for the world to feel the power over itself, the freedom of choice, the sweet taste of success. Because everything can be learned and there is always another way. And the one who is happy is the one who has life. That's what we help you do, eat well, be well, love well.

2./Buying food is a matter of trust, and it is also difficult to build a climate of trust in case of health statements. What are you doing to make more people aware of your products and their benefits? What do you see as your biggest challenge?

I just follow my heart, I never forget where I came from, I know exactly what you need even over 120 kilos. Every person desire to be loved and to be loved. People need love and I found a lot of it in myself. I love people, we always give more than the customer expects, these are not just products, they help make a dream come true, solve a problem, create happy moments every family dinner made with our pasta. I'm the marketer, the graphic designer, the product developer and everything that people see. FANNIZERO products have a mission to convey a sense of life, in addition they are representing a controlled premium quality. We only report facts and experiences, the products are fantastic, we know that because people love them. Very few people find the perfect free-range flour the first time, so they are often sceptical about it, fearing that it is just one of many that will end up in the rubbish bin. Then they try it, they experience success and they fall in love with this product. At the same time we fall in love with them and we are inspiring each other with educational and value-creating content and a supportive community. Customer success is my success. At least everybody benefits.

3./ Every day, we are faced with a world that has accelerated, with business and economic environments that can change in an instant, with wars breaking out, catastrophes ravaging, epidemics threatening. As a young entrepreneur, you are a living example that you can come out on top. What strategy could prove successful, what path would you recommend for domestic entrepreneurs?

Everything will pass. It's something to remember when we're really high and also when we feel like the last one in line. We don't roll sixes every day, but when we don't win, we learn and we must remember that! You must remember that this is not a failure, just a lesson. You can do everything smarter, better, differently and you have to dare to do it differently. It was never the smartest who won, but the one who adapted best to the circumstances. We must see ourselves winning, from the first minute! It's okay if we feel like the goldfish is laughing at our dreams, we don't have to tell it. Even at the greatest depths we must be able to imagine ourselves on high, because our imagination is ours alone and in our imagination we can achieve anything. If the heart can aspire, if the mind can imagine, then man can realize it. My advice is to keep pushing the gas pedal, don't give up, keep doing everything until you succeed. If you couldn't do it, you wouldn't want to do it.



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4./ You as a successful trademark user joined the Board of Announcers this year. What kind of ideas do you want to bring to the tender system? Last but not least, what advice would you give to future applicants on why they should apply? Why is it important to draw attention to their products/services with the Certified Quality logo?

It is very important that Applicants believe in the masterpiece. I will look for and strengthen enthusiasm, added value and mission in the Applicants. Winning the Value and Quality Award is the most amazing thing that can happen to an entrepreneur! There are so many fantastic products and services in Hungary today and yet entrepreneurs are afraid to bring them to the light. You have to show what's good! My advice is to be brave, believe in yourself and go for it, because it's a great feeling to become Excellent. Winning a Value and Quality Award is a fast track to success, and a proud entrepreneur is a magnet for success. For me, it was one of the best decisions of my life to apply and I am grateful to be able to help make a miracle happen!





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Hajnal Húskombinát Kft.

**„Tradition is not guarding the ashes but passing on the flame.”
(Tamás Morus)**

Hajnal Húskombinát Kft. - is a real family business. It was founded in 1992 by László Hajnal together with his father. Initially they were solely engaged in meat processing, mostly selling cod meat to supply their growing network of shops.

In 2004, by purchasing the former Ringa meat shops, it became a truly defining meat company in Győr region. Apart from supplying their own shop network, they have become increasingly important supplier of raw materials not only for Győr region but also for many other meat factories in the country.

In 2009 a meat processing factory as a new green-field investment– being adequate to the EU standards in all respects – was realized on 1800 square meters in border of Győr with a processing capacity of 650 half-pigs per day. When choosing the site for investment, the environment-oriented approach was decisive, but it was a good decision from logistical point of view as well. The new processing factory offers possibility to make their products with traditional sawdust fumigation.

The Hajnal Húskombinát Kft. manufactures their already popular products under modern technological conditions by using raw materials in high quality. The production is based on HACCP system coordinated with IFS (International Food Standard) quality management system.

Keeping up with market demands, or trying to listen to the times, they have tried to pamper their loyal customers with kitchen-prepared products. A unique packaging design has been introduced for the different flavours of stuffed loin, and stuffed tenderloin is also being tempted in a new gift box.

Customer satisfaction is a priority in the development of the product range and in new developments. Through continuous questioning, market research and tastings, they strive to understand and satisfy consumers' needs to the maximum and to influence consumer habits with new developments.

Their brand, „Hajnal Meat”, launches two product-lines to the market:

Hajnal Húskombinát Kft. continues to process the product mainly in these two directions. These two product lines got the brand names DYNASTY and GENERATION.

- **Hajnal Meat Dynasty:** we strive for freshly developed new flavours respecting traditions). This product family contains red meat products (for example bologna, hot dog sausage in sheep casing) and different other cold cuts.
- **Hajnal Meat Generation:** the brand name carries the past and the future. This product line is made up of products that can be produced in traditional households as well, with traditional homemade seasoning, by traditional production but in modern hygienic conditions, like traditional smoked meats, pork cheese, chitterlings, bacon and sausages.

New development trend in the last years is to elaborate a delicate product group. Some members of the new product line are available today on the market and they are very popular, like marinated meats with different flavours, Frédi slice, stuffed pork tenderloin in spicy coat. These products also wear the Value and Quality Award Trademark.

According to the production philosophy of Hajnal Húskombinát Kft., high quality is of paramount importance in the food



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industry, because our health depends on it, and we are what we eat. The Hajnal Húskombinát Kft. has been already gained the Hungarian Quality Product Award with their 15 products.

In 2016 the company received the Merit Award for the Economy and in 2017 the Loyalty Award. Our awarded products are wearing the continuously controlled Value and Quality Award Trademark.

For the honour and memory of the founder, the manager of the company created a special prize under name „Hajnal László” to be won by enterprise proving outstanding achievements in the food industrial category in the Value and quality Award Tender.

“Quality and expertise”, it is the credo at **Hajnal Húskombinát Kft.** It can never be a matter of compromise, because here the products are made with love and dedication and delivered to the consumer’s table!





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Krisztina Hajnal
managing director



Ágnes Pap
Quality Management Manager



Ildikó Varga
head of quality management



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Hajnal Húskombinát Kft.

“Traditional recipes must be carefully preserved, quality and progress without roots is an illusion”

Krisztina Hajnal, Managing Director of Hajnal Húskombinát Kft.

1/ How have global events and economic uncertainty in recent years affected your business? What do you expect in 2024? With all these problems well behind you, could you be in for a surprise?

I'll be ready with plans. Our biggest development is to install solar panels by 2024. The energy crisis has forced me to seek out the company of professionals and business people whose experience I can draw on. I am learning to LIVE A BIG LIFE. The past years have taught me that the only way to move forward is to look ahead.

2/ After the end of the year 2023, what will be the experience of your employees and how will they experience the cuts? What can you do to help your professionals, your “core team”, to continue working in your business?

The task is constantly gigantic. Fortunately, due to the strict measures that had been introduced, our regular guards kept working and the plant kept producing. We all gave it our all, we came together again. Once again, it showed how important teamwork, good communication and the correct allocation of tasks are. Despite the continuous work, the order volume showed a slight drop in production. We have been able to keep people through continuous redeployment.

3/ To what extent have you experienced the saying that buying food is a matter of trust? Does the lack of professionals is affecting the operation of the plant and its service units?

We have only been able to pass on part of the drastic increase in raw material prices, because we are not able to pass on any price increases on our back orders. The chronic shortage of professionals has been generated by the school system, as vocational training has been reduced to a minimum, which unfortunately we cannot do anything about, but suffer. Unfortunately, buying food at home is still more a question of price. Unfortunately, in the current difficult economic situation, the purchase of delicatessen products is stagnating.

4/ The skills and labour shortage are constant challenges for you. Has the labour shortage situation changed as a result of labour migration due to the pandemic? What do you see as the way out?

We find it sad that people are less and less willing to do physical work. We have not seen any workforce freed up. We can only rely on the existing human resources. We are trying to solve the staffing problem by reorganising several jobs, but this is only a fire-fighting measure and not a long-term solution. The only way out is to reorganise training.

5/ What kind of intellectual guidance would you give to this year's applicants, who can prove once again that a domestic innovative attitude and the grey matter capable of creating are extremely important for the sustainable development of the Hungarian economy?

It takes hard will and perseverance to get ahead. We must have a goal that we will not give up. We, Hungarians, we are surviving everything, “We are Attila's generation.”



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INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft.

The aim of INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft. is to contribute to the economic development of the region, to the utilization of its innovation potential and to the increase of its domestic and international presence by coordinating and harmonizing the economic development and innovation processes of the region and by providing innovation and resource mobilization services. Our agency is the primary bridge between the innovation and investment needs and services of its owners and the wider community, as well as those of its partners, and the resources available to help them realise their business development initiatives.

As the majority shareholder of the company is the University of Debrecen, we are able to respond quickly and efficiently to requests in all areas of the economy (energy, biotechnology, economics, humanities, tourism, vocational and adult education, etc.).

Our primary objective is to provide domestic economic and non-profit organisations with access to domestic and direct Brussels funding through the following activities:

- Proposal writing, project management tasks. In recent years, we have been involved in writing a number of national and international projects, both for ourselves and for our partners, several of which have already entered the implementation phase. Our staff, with many years of project experience, is at our clients' disposal for the full range of project management services.
- Contributing to partner search. Thanks to our extensive national and international contacts, we can help you develop consortium partnerships.

Thanks to our INNOGOV Municipal Asset Utilization System, we are actively involved in the economic revitalization of municipalities by operating an innovative, unique platform that bridges the gap between local municipal products and services and commercial, investment and industrial enterprises.

In 2023, we are proud to open the largest Creative Workshop in Eastern Hungary, equipped with the most up-to-date tools to help start and develop creative businesses. At FixDebrecen Creative Workshop, in partnership with the City of Debrecen, we aim to make Debrecen a centre for creative industry development in the future.

The Innovation Agency is the leader of the Tourism Cluster organisation, which aims to expand and promote the region's tourism offer, in which unique tourism opportunities implemented by experience tourism service providers can also play a special role.

The unique and sustainable projects we have implemented so far predestine the agency to be even more active in building on the knowledge base of the University of Debrecen, to increase the number of partners and the number of projects to be implemented.

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Gábor Vámosi
managing director



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INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft.

Gábor VÁMOSI, managing director of
INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft.

1. As the head of INNOVA Észak-Alföld Regionális Fejlesztési és Innovációs Ügynökség Nonprofit Kft., how do you assess the changes in the world in recent years? What conclusions have you drawn, how, where do you see opportunities for improvement?

"The only constant is change itself," said Herakleitos. Many people have since experienced this basic thesis in many different situations and, if they were flexible, attentive and intelligent enough, they turned it to their advantage. This is what takes a person, an organisation, out of their comfort zone, but the potential for development is also in it. The world has moved away from the so-called VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world and the business world within it towards the BANI (Brittle, Anxious, Non-Linear, Incomprehensible) world, characterised by fragility, anxiety, non-linear paths and incomprehensibility. No wonder, everything around us has accelerated so much: the growth of population, the economy and production, the amount of information and the possibilities to access it, the development of technology - to name just the most obvious ones. There is also a sense that all this has left tangible traces in the environment and in society. The most effective way to respond to these impacts is to be aware of them and to develop ways of being resilient, so that we can respond to and manage them more easily and effectively.

2. What are the directions of development and improvement in your organisation?

As a development and innovation agency, INNOVA - as our name implies - considers the development of new methods, processes and ideas, and the exploitation of knowledge as its priority. As a solution to some of the problems described above, we see the integration of environmental, social and governance aspects in business processes, in addition to the economic approach. ESG considerations are increasingly being taken into account when assessing the performance of companies, and there is a growing demand for transparency on how they contribute to the conservation and creation of natural and social capital in their daily activities, beyond their financial results. We also see that there are difficulties in the region in terms of access to development resources, cooperation skills and capacity, and the use of newer technologies.

3. Do you have any suggestions or solutions to these difficulties?

Yes, this is part of what we do, and we have methods and tools to deal with these difficulties. One of our main activities is proposal writing, project development and project management, through which we have built up a wide network of national and international contacts. This is a very important value that we would like to continue to build on, as one of the excellent ways to raise funds is to participate directly in international tenders, and the exchange of experience in international consortia is a mutual learning experience. We are also seeing limited cooperation between organisations in Hungary and in our region, which is important for generating ideas and spreading them more quickly, and for the dialogue between economic actors, academia, R&D actors, government institutions and society to develop a knowledge-based economy. It is important to see that there is huge potential in cooperation, including in clusters, and that synergies create much greater value and efficiency. Therefore, the development and further development of clusters is a priority.

4. What are your experiences with digitalisation and the spread of technology?

In terms of technology, use of digital applications and tools, the region is a mixed picture. Almost everyone has a smartphone, fewer have other computing devices, but the generation and sharing of knowledge is much more limited. We believe that it is important to make technological developments accessible to different groups in society, such as interactive educational tools, smart street furniture, computer-controlled work tools, depending on the target group, and to familiarise people with the opportunities of the digital world, which we hope will encourage them to be creative and create value.



VALUE AND QUALITY AWARD TENDER



LEGRAND Magyarország Villamos Rendszerek Zrt.

LEGRAND Zrt. has been a member of the French Legrand Group for more than 30 years. As a global specialist in electrical and digital building infrastructures, dedicated to supporting technological, societal and environmental change around the globe. More than 300 000 product, in-house developments, productions and associated awards shows that the Legrand name is now intertwined with reliability and innovation. That's why our slogan and mission became #legrandimprovinglives

In our catalog, we offer energy-efficient solutions to our B2B and B2C partners with countless solutions and products. Our products are touched daily by people of all ages with different cultural backgrounds around the world. They are the silent everyday objects that are not protagonists of any situation, but that add quality to daily routines through functionality and a seamless user experience. Design is not only about aesthetics, it's about problem solving - that's why users and real-life situations are at the heart of our process, in addition to which, of course, sustainability and carbon neutrality are also goals.

The Group's technological expertise, its leading positions, the breadth and diversity of its range, its international presence and the strength of its brands combine to make Legrand a global pioneer with a presence in nearly 90 countries.

We search to understand people's unmet needs and transform our findings into meaningful solutions that combine practicality with comfort. Our unique approach that combines the strength of a global brand with flexible adaptation to local needs, creates differentiation in the market. We add a HUMAN touch to products that might otherwise seem industrial and technical and combine the right level of technological innovation with clever and practical solutions.

We have a duty to respond to global technological and societal change by helping to develop buildings that can meet major challenges such as digitalisation and the environment. Our solutions make spaces more interactive, sustainable and comfortable.

LEGRAND Magyarország Villamos Rendszerek Zrt.
H-6600 Szentés Ipartelepi út 14.
PF: 10



VALUE AND QUALITY AWARD TENDER



László Károlyi
general director



Eszter Csontos
creative coworker



VALUE AND QUALITY AWARD TENDER



LEGRAND Magyarország Villamos Rendszerek Zrt.

“More than electrical installation: LEGRAND”

László Károlyi, general director of LEGRAND Zrt.

1. As we have said in several of our previous interviews, adapting to a difficult economic climate and constantly innovating is the secret to long-term survival in this rapidly changing business environment. What are the opportunities for a business in such an uncertain environment?

When the business situation changes, you can choose between two options, or you can say “fight or flight”. The struggle is to find solutions that can respond to the challenges of a changed economic environment. You have to adapt, you have to find new solutions and it’s a process. It’s not a question of when to develop new products/solutions, that always needs to be addressed, it’s a question of when to bring them to market.

As the economic environment is characterised by uncertainty and volatility, but we know that climate change is significantly affecting living conditions around the world, anything that helps us to switch to renewable energy sources and helps us to use and recycle more efficiently is clearly a good and new business opportunity in the long term.

2. What is Legrand planning for 2024?

Legrand builds its business development strategy with several years of foresight. Our motto is Legrand #Improvinglives, so Legrand is improving living conditions. This can take two forms: one is to improve the direct quality of life, i.e. to develop products and solutions that help to make life more comfortable, functional and fast. On the other hand, we indirectly improve the quality of life, as our specific energy use reduces the burden on the environment, thus helping to achieve carbon neutrality. In 2024, the focus will be on developing and selling energy-efficient products, which will be marketed under the GREENAMICS brand.

3. What will be the flagship of this family?

Legrand has always considered itself a specialist in the electrical and IT infrastructure of buildings, and now electromobility has become a new link. I think that the electric car charger is the link to the building infrastructure. It is important that there is a very wide and all accessible charging network in the region, area or country where electric cars are used. You should have possibility to charge in office buildings, shopping centres, at home or on the move. At this point, building and mobility are linked, and that is why it has been integrated into Legrand’s strategy as a new element, but it does not stand out from this strategic approach.

4. Are car chargers also self-developed products?

Legrand’s business policy has always been based on organic operations, i.e. in-house development, product portfolio management and acquisitions. Legrand bought ECOTAP three years ago, which, alongside a similar range of products, are complemented by DC chargers that enable high power and high-speed charging. Also, about three years ago, it bought Ernst, whose product range similarly includes electric chargers. Legrand therefore currently covers the entire range of chargers and sells chargers under the two brands mentioned above in addition to its own.



VALUE AND QUALITY AWARD TENDER



Smart switches in place of traditional switches without engraving and wall painting?

Making our homes more comfortable and energy efficient is becoming increasingly important. We consciously make sure that the light is not left on when we leave the house; in a hurry we are not sure if we have unplugged the iron in the morning but want to make sure; or we want to move our blinds according to the weather when we are away on holiday or turn up the heating before we get home. But we don't want to have to go back to chiselling and painting to modernise our equipment.

Legrand Zrt. offers a practical solution to this problem, manufacturing and developing a range of products - intercoms, distribution lines, recessed charging solutions - in addition to its traditional switches, for over 100 years in Hungary and in homes around the world.

We offer a range of "switch families", providing a clean mix of materials, shapes, colours and functions for all environments. Our existing **Valena Life**, **Céliane**, but soon also our new **SUNO** and **Niloé Step** switches can be "smarted" (but can also be used in place of other existing fittings in the same box) in a unique way without engraving, rewiring and painting **Valena Life Netatmo**, **Céliane with Netatmo**, **SUNO with Netatmo** and **Niloé Step with Netatmo**, so that our lighting and shutter control functions can be controlled, monitored and metered remotely via telephone, with smart and conventional switches sharing the same design, ensuring a uniform look.

When planning a new home, it is worth thinking about smart and energy-efficient solutions in advance. No other installation skills are required, and our chosen electrician can install them quickly. This system gives you the possibility to monitor and manage the functions of the whole apartment, but you can start with a single room and then expand the system with a WI-FI communicating EOS intercom or **SMARTHER2 thermostat**.

Nowadays, when we design our homes, we pay attention to the proper positioning of functions: in the bedroom, an USB charging point next to the socket in the bedside cabinet, energy-efficient or motion-sensing switches in corridors and stairwells, so that lights are not left on unnecessarily or switched on at the wrong time, if someone is passing by, have enough sockets or combined sockets in our kitchens to run appliances - even built into the furniture - have a central shutter switch, lighting controls, a light can be controlled from several places and in several ways (e.g. via telephone).

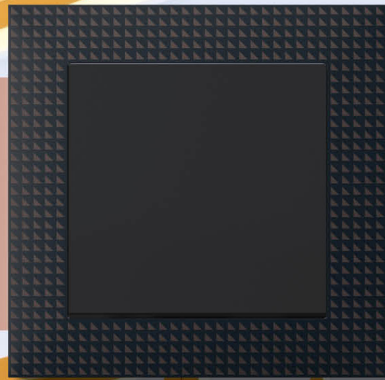
The colour and material of the switches we choose is also important: in the living room we can choose a beautiful **Céliane** leather or glass switch for our leather sofa, porcelain or wood for the kitchen, cheerful colours for the children's rooms, or a more solid, discreet **Valena Life** ivory or a more defined metal for the bedroom.

Browse our switch ranges and find the one that best suits your style.

We're at home with switches.
Switch smart, switch with Legrand!

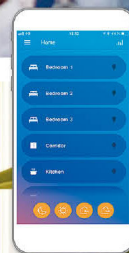
More information:
www.legrand.hu

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VALUE AND QUALITY AWARD TENDER



SZÁM-PONT Számítástechnikai Szolgáltató és Oktató Központ Kft.

The activity of SZÁM-PONT Számítástechnikai Szolgáltató és Oktató Központ Kft. dates back more than two decades. Its main activities are based around human resource development: adult education, labour market services for job seekers and employers, consultancy in elaborating applications and IT services.

The mission of SZÁM-PONT Kft. is to provide its customers with a service of timeless quality and value in the field of education, consulting and IT, which can be used in all areas of work and life, and which meets European standards and market needs, in addition, the company stimulates the effective labour market circulation of the region with HR audit services and recruitment. The main focus of its colourful range of services is on education. To adapt to the changes in the vocational training system, sub-skills are taught, including construction, building services, social work, etc. Within the framework of vocational training, they offer courses in pedagogy, IT, technology, sports and their workplace skills training courses remain popular.

The new field of activity of SZÁM-PONT Kft. has grown from free services complementing adult education: in previous years, they were able to inform many participants of their training courses about job opportunities through their corporate clients and contacts. The labour market services business, as mentioned above, provides the professional framework for this, as it is important for every company to find employees who can contribute to its successful operation not only through their loyalty but also through their value-creating activities.

Company details:

Company name: SZÁM-PONT Számítástechnikai Szolgáltató és Oktató Központ Kft.

Short name: SZÁM-PONT Kft.

Headquarters: 8900 Zalaegerszeg, Rákóczi u. 4-8.

Representant: Andrea Csalló, managing director

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VALUE AND QUALITY AWARD TENDER



Andrea Csalló
owner, managing director



VALUE AND QUALITY AWARD TENDER



SZÁM-PONT Számítástechnikai Szolgáltató és Oktató Központ Kft.

“Investment in knowledge pays the highest interest!”

Mrs. Andrea Csalló, managing director of SZÁM-PONT Számítástechnikai Szolgáltató és Oktató Központ Kft.

1/ Despite the epidemic, the 2023 entries were highly innovative, imaginative, forward-looking and of course of outstanding quality. We are more than 3 years after the outbreak of the health and socially challenging coronavirus epidemic, the Value and Quality Award Tender System is entering its third year in the extraordinary legal order created by the pandemic. In this extremely limited situation, what experience has your business or organization gained last year, and what do you expect this year?

Nowadays, to hope that something will be easier is not just naivety, but ignoring the clear circumstances, the adult education market is a segment of the service industry that is constantly changing even when the world is not in crisis, there are no wars or epidemics. Of course, this period uses our tolerance and shapes our attitude as well: we have always been supporters of hard, targeted, proactive and innovative work, now, however, we really cannot rely solely on hopes or gossips about the future of the market. Until now, we have stood on several feet, but now we are raising all our segments equally, and the primary keyword is now quality. This is not just prestige for a company that has been operating for more than two decades, but a duty. I don't like to use the word pressure because that seems to exclude the joy of working, when it's the other thing that you simply have to maintain. You have to look ahead with good mood and motivation, but optimism does not mean promising false hopes: this is exactly the point, to find the thin borderline, to remain motivated and realistic. Fortunately, we see that this attitude has an effect on the outside as well: the participants in our trainings are feeling this, and just as we do, they are also running forward, as a result a kind of special good-fellowship derives from it, Thanks to this, our courses have lost their popularity, but due to online availability, more and more people are looking for these opportunities. In view of this, we also expanded the portfolio of individual training areas, following the changes in labour market trends and adapting to the needs of companies operating in the region in terms of job search and workforce selection. We have started more than half a hundred courses, with a total of more than seven hundred participants, but this is not the real result in itself, but the 100% exam success rate.

2. Every situation has the potential to change. How have you managed to move your existing programmes into the online space, what innovations have you made?

In my opinion, the change-over is functional in the long term if it gives a learning experience approximately similar to that of personal presence. Let's be honest, the contact lesson is irreplaceable in any way, and not because of professional, but human factors, and we wanted to emphasize this part in order to maintain the experience in a form that also takes advantage of the sometimes hidden or unexploited advantages of the online space.

We produced a video guide for our training groups on the online platforms we use (Skype, ZOOM, Google Classroom, Messenger group), which not only helped them to participate in our courses in a practical way, but we hope that those who watched the video could also use these channels in their everyday communication, with which we not only taught the participants, but also promoted the development of personal competences: in this form, for example, the appearance of a contact-lesson would not have given the opportunity. We can say that this is already the category of two birds with one stone, and we supplemented all this by making our IT equipment park available to those who do not have the necessary IT infrastructure in their homes.

But what I'm most proud of in this area is that we have dreamed big, and we have put two of our proprietary distance learning systems, Octoplus and Merlin, to the test to deliver a better learning experience. It is clearly visible overall, it is already quite a complex package, and after the initial introduction, the participants apparently not only got used to it, but also liked it.



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3. What kind of spiritual guidance would you give to this year's applicants, who can prove once again that a domestic innovative attitude and the grey matter capable of creating are extremely important for the sustainable development of the Hungarian economy?

The current situation, as I mentioned above, requires a different type of thinking than before. I can also say that the related message has universal value and meaning, and can be given to economic organizations as well as to individual consumers: you have to look for opportunities and keep working. Those who stop now may suffer a greater disadvantage than in previous years, as the crisis strongly narrows the range of successfully sustainable businesses. In some respects, this is a welcome process, and it is almost automatic: the market situation cleans itself, so only those are able to remain in the market who can really produce quality in the long term. Of course, you could say that we are "lucky", since there are more than twenty years of experience behind us: in a certain way, it is true, because these twenty years have taught us how to react to changes and run forward, but at the same time, the fact that we have been operating for twenty years is only due to our persistent work. The only thing that must be constant in the life of someone wanting to prosper: work and willingness to take action.





CREATOR
OF THE TROPHY



VALUE AND QUALITY AWARD TENDER

Szócs Éva Andrea visual and ceramic artist

by Dr. Ioana Gruică Savu, art historian

I have been following and admiring Andrea Éva Szócs's work for more than fifteen years. I had the opportunity and the good fortune of collaborating with her in several different projects, and now I have the great pleasure of publicly expressing my thoughts about a valued researcher, an appreciated professor and a highly respected artist.

As an art historian I have always wondered what it takes for an artist to be valuable, not in commercial terms but being able to have an impact over time. I know this is a rhetorical question, but I believe there are some constant characteristics one must be endowed with, like:

intelligence, courage, because, as Georgia O'Keeffe so beautifully said, *"to create one's own world takes courage"*,

sensitivity, for *"a work of art which did not begin in emotion is not art"* according to Paul Cezanne, as well as

curiosity and perseverance *"I am seeking. I am striving. I am in it with all my heart"* - Vincent van Gogh,

hardworking and self-criticism *"if people knew how hard I worked to get my mastery, it wouldn't seem so wonderful at all"* as Michelangelo defined his work, and above all

patience, since the most interesting artists are visionaries, and it takes time for the world to take in what they have to offer.

I believe Andrea Szócs is gifted with all the values mentioned above.

Andrea Éva Szócs has an artistic formation; she graduated from the Ion Andreescu Art and Design University in, in 1997. Later, she undertook DLA studies at the University of Pécs, Hungary, Faculty of Arts, and in 2007 she became a Doctor of Liberal Arts at the same University, with a thesis on the theme of Ceramic sculpture in contemporary architecture., and having published several studies on contemporary art. Dr. Szócs has a vast teaching experience, she has been working as an associate professor at Kaposvár University, now Hungarian University of Agriculture and Life Sciences (MATE) since 2008.



Her academic career only completes her artistic pathway. During and after having concluded her studies, as well as while teaching at the University, she had numerous national and international personal exhibitions hosted by prestigious cultural institutions and galleries.



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Throughout the years, her work generated a great interest; she has been often invited to participate in group projects and international symposiums (some of which she also co-curated) in Hungary, Germany, United Kingdom, Austria, Poland, Slovakia, Croatia, Romania, India, Japan, as well as in Morocco and Egypt.



As a visual artist, Andrea Eva Szócs is more interested in ideas; the focal point of her art are moral, existential or aesthetic problems approached in an analytical and conceptual manner - this is how she established her place in the artistic milieu. Her works are diverse, she uses various means of expression but there is always a personal touch, a twist that one can easily recognize in all her works.

She lives in a present continuous tense, she is highly responsive, extremely receptive to the world around; she absorbs, she filters, synthesizes and transforms her outer environment into austere and minimalist works of art that always manage to trigger strong emotions. Through precise, calculated visual constructions, sequences of reality are transformed into strong artistic objects. She builds up the images with an almost mathematical accuracy. Behind the perfect assemblages, transposed in refined harmony and purified to the essence, an unusual depth is concealed; sometimes irony, self-irony and numerous codes, visual and cultural references that provoke the observer both emotionally and intellectually.

Her art is comprehensive since it deals with humanity in general. Her art is authentic, even though not always comfortable, since it filters nowadays realities.

I honestly believe she is amongst the most valuable ambassadors one culture can have.

