



Special prizes and other awards of the 2024 Value and Quality Tender

Applications and applicants that have been granted a trademark in the current year may also be eligible for special prizes in recognition of their outstanding work.

In the framework of the Value and Quality Award System, special prizes will be offered by the Board of Announcers, the awarding bodies individually, and by various companies, institutions and organisations.

Special prizes can be offered by various companies, institutions and organisations even after the competition has been announced. Special prize donations can be made in writing to the Secretariat of the Call for Proposals by 29 June each year, specifying the exact name of the special prize. Special Prizes will be decided by a simple majority of the Board of Announcers. The Tender Secretariat will notify the donor of the acceptance of the special prize by e-mail. Special prize offers received and accepted after the competition has been announced will be published on the Value and Quality Award Tender's website www.emin.hu.

The following prizes are awarded on the basis of recommendations: Merit Award for Carpathian Homeland, Media Ambassador Merit Award, Merit Awards for Communication of the Value and Quality Award Tender.

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 artisan trophy created by industrial artist, dr. Andrea Szőcs.

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

Merit Award for Lifetime Achievement of the Value and Quality Award Tender

Merit Award for Lifetime Achievement is the recognition of a natural person demonstrating commitment to the outstanding quality and the development of the Hungarian economic culture over many years. This outstanding work is characterised not only by economic activity but also by a high level of social sensitivity.

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 Mr. László Károlyi, general director of Legrand Hungary Electricity Systems CJSC., member of the Board of Announcer of the Value and Quality Award Tender.



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. 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. The Entrepreneurial Merit Award is merited by Nádudvari Élelmiszer Feldolgozó és Kereskedelmi Kft.



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. The Merit Award is gained by Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt. for their Application on Energy innovation using the thermal water of Zalakaros.





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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. The Merit Award for Innovation was gained by Natur Gold Global Kft. for the creation of Grana Antico product line.



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. This year the Merit Award was given to Dtec Developments Kft. for their application on TaxiDriver application and softwer.



Merit Award „Talent of the year” of the Value and Quality Award Tender

The Honourable title “Talent of the year” may be awarded to a first-time applicant 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. The winner of this year’s special prize is T-CAD Stúdió Bt.



Merit Award „Local Patriot” of the Value and Quality Award Tender

This Special Prize is awarded by the Board of Announcers of the Values and Quality Tender to winning applicants showing exemplary commitment to their home country, actively contributing to its development and prosperity by creating jobs and employment, with a strong local focus. This year 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.



Merit Award for Communication of the Value and quality Award Tender

This Merit Award 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, within this for the publicity and promotion of the Value and Quality Award Tender System. This recognition can be used in the own communication of the winner. In 2024 this Merit Award is gained by the editorial staff of TV2 Mokka, the editorial staff of Médiaworks “Vidéki Lapok” and the editorial staff of M1 “Ma reggel” and “Ma Este”.



Special prizes of the Announcers of Value and Quality Award Tender

Special prize offered by DIAMOND Management Office Ltd.

DIAMOND Management Office Ltd. founded a special prize under the name “HERALD”. The Office offers to an award and trademark winning applicant the opportunity to have a permanent independent presence on the www.emin.hu website for one year (to be updated by wishes) while the Office also provides the possibility to the winner to place its own information materials in 100 copies in the press conference news 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. This special prize is merited by Terék Művészeti Kft.





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Special prize offered by ExVa Ltd.

ExVa Ltd. provides the winning applicant selected by them with a full accredited IP audit in the year following the award.

The special prize is attested by a unique ornament and by an honorary diploma made by the fine artist, Andrea Szócs Dr. This special prize is merited by Bastion Guard Kft.



Special prize offered by FANNIZERO Ltd.

FANNIZERO Ltd. will offer its branding mentorship to the health lifestyle applicant being selected to use Value and Quality Award trademark. FANNIZERO Ltd. will provide opportunities for joint product development, publish on its website for 12 months and showcase the winning business on its all-social media platforms. The special prize is certified by a trophy and a certificate of honour. This special prize is merited by GYULAHÚS Kft.



Special Prize offered by Hajnal Meat Factory Ltd.

Hajnal Meat Factory Ltd. - 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. This special prize is the Hajnal László Memorial Prize, which 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 winner of the 2024 László Hajnal Memorial Award is CERES Sütőipari Zrt.



Special Prize offered by INNOVA North-Plain Regional Development and Innovation Agency Nonprofit Ltd.

INNOVA Ltd. will provide a special prize of 400.000.- HUF to the applicant who has been selected to use the trademark, in the form of a 4x2 hour consultancy session on INNOVA's operational topics. The special prize is certified by a certificate of honour. The special prize is merited by Nádudvari Élelmiszer Feldolgozó és Kereskedelmi Kft.



Special Prize offered by Legrand Hungary Electricity Systems CJSC.

As special prize, Legrand CJSC. offers a premium-grade self-manufactured product package to applicant - selected by them - who is winning the use of the Value and Quality Trademark. This year the special prize was awarded to Losonczi Innovation Kft.



Special price offered by SZÁM-PONT Computer Science and Training Center Ltd.

SZÁM-PONT Ltd. offers a special prize to the applicant who has been selected to use the trademark: 1 day training in leadership development. The special prize is attested by an honorary diploma and the "Apple of Knowledge" ceramic ornaments. This special prize is given to Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt.



Special prizes offered by different organizations

Special prize offered by Communautrade – Europe Trade and Consulting Co. Ltd.

Communautrade - Europe Trade and Consulting Co. Ltd. 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 Trade and Consulting Co. Ltd. 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 merited by Dtec Developments Kft.



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Special Prize of the Farkas Bertalan Centre for Education and Methodology

The Farkas Bertalan Center will award a special prize to the applicant selected by them who has shown an outstanding example of responsibility and who has been awarded a trademark. The special prize is a copy of replica on 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 eponym and professional advisor of the Bertalan Farkas Education and Methodology Centre to "One step more" Hajós István Foundation for the application on the implementation of "Adopt a family" program.

Special Prize of FÁN GROUP Ltd.

Since its establishment, FÁN Group Ltd. has been committed to value creation and quality services. As a mark of respect, and in the spirit of tradition, it will offer a special prize to an applicant of its choice, in recognition of an activity that it considers to be particularly relevant to the spirit of the tender. The recognition is symbolized by a Zsolnay vase and a Certificate of Merit. This special prize is given at the first time to Mrs McIntosh Richard Duncan's for „Crochet Picture Exhibitions" application.

Special Prize of Charity Foundation for Health-ness

The Health-ness Foundation, which focuses on the main areas of health promotion, prevention and rehabilitation, offers its special prize as a cooperation in joining the VOSZ Women Entrepreneurship Section, participating in professional events and business development programmes. The prize is merited by Planet Herbal Kft. for application on Pranagarden ProgE-stro Balance Cream

Special Prize of Marketing Art Ltd.

The main profile of Marketing Art Ltd. 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, consulting and business development. As a special prize, it will offer 10 hours of online consultancy worth HUF 400.000,- to one of its selected businesses. This special prize is merited by Harkányi Gyógyfürdő Zrt.

Special Prize of Mr. László Károlyi

László Károlyi has been a leading figure in the domestic and international economic life for decades. On the basis of his outstanding professional knowledge and experience, he will offer a special prize to the most innovative or creative benchmarking business start-up, based on the creative benchmarking business logic, selected him and awarded a trademark in the year in question. The special prize: 5 sessions of organisational restructuring and business development consultancy for 1 hour, worth 300.000,-Ft, certified by a certificate of honour. This special prize is given to Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt.

The Special Prize of the Hungarian Electrotechnical Association, the ELEKTROTECHNIKA SPECIAL AWARD

The prize is awarded to applicants who have won prizes in the fields of energy, power engineering, electrotechnology, measurement technology, building electricity, lighting and electronics, or to applicants who can apply the achievements of the above-mentioned sectors in a pioneering way. The special prize will be a front-page article in the almost 124-year-old Hungarian Electrotechnical Association's professional journal Elektrotechnika, founded in 1908 and now 116 years old, and an article on the winning entry. The special prize is certified by a certificate of honour is merited this year by Zalakarosi Családi-, Élmény- és Gyógyfürdő Zrt. for application on „Energy innovation using the thermal water of Zalakaros".

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

The company has been committed to innovation and new technologies for 10 years, mainly in the commercial, agricultural and construction sectors, and has been active in Asia for more than 5 years. As a special prize, it will offer to market and promote the product of its choice in Kazakhstan. This prize is merited by Green Tyre Zrt. for their Safety Rubber Tiles - FS product family.

Special prize offered by Magazine for Injured People ("SÉRÜLTEK.HU MAGAZINE"): PRIZE FOR CARING

Magazine for Injured People has the goal to identify and to recognize already existing tools, machines, inventions being available on the market or under production, which are developed to help people living with disability. These are representing value for people needing help. The special prize is attested by an honorary diploma. This special prize is merited by István Hajós Foundation's One Step More: Adopt a Family programme.

Special Prize offered by Transilvanum Foundation

The community and events of the Transilvanum Foundation have been a meeting point for successful businessmen, artists and experts from Transylvania for ten 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, moreover the 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 prize-winning organization, as privileged guest, can take part at the Transylvania Gala being one of the most important events of the Foundation at the beginning of 2025. This special prize is merited by Poultry Brasov Kft.

Communication offers of Trade magazine

The October issue of Trade magazine will include a Value and Quality Award supplement with a summary of the awards ceremony and the toast from the jury, including the list of all the winners as well. In addition, all winners will receive a voucher entitling them to a 30% discount to be used for appearing in any Trade magazine.

New trademark users (creators and creations) will be presented free of charge in the Hungarian and English electronic catalogue of the Value and Quality Tender appearing on foreign exhibitions and business forums and reaching the representatives of the economic diplomacy as well.

Call for Value and Quality Award tender, presentation of prize winners, tender information and application form are available electronically at the following website: www.emin.hu