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**onal structure of foreign direct investments and in
promotion in Hungary**

PhD theses

Table of contents

I. Aim and structure of the dissertation.....	3
II. Research hypotheses	8
III. Research methodology	20
IV. Research results, conclusions, suggestions.....	23
V. Directions for further research.....	38
VI. References	40
VII. The Author's Related Publications	44
VIII. The Author's Related Conference Presentations	44
IX. Research projects	50

structure of the dissertation

The main aim of my dissertation is the introduction of the Hungarian FDI flow and the FDI's areal localization in Hungary and its region. Another main aim is to evaluate the Hungary's target and tool system of FDI and offering suggestions for the improvement of Hungary's wealth position. Furthermore I analyse as a regional case study the development of the Danubian region in regards of FDI flow and I study the possibilities to the underdeveloped areas applied the tools of investment promotion for economic development.

In the 1970s the FDI flow affected significantly the global economy with the trade obstacles and through privatisation waves. Thus the importance of FDI in the economy only strengthened in the last forty years, its significance can be measured in multiple dimensions. The measurement and registration of FDI stock data according to internationally standard methodology is important to analyse the effects of FDI on the economic development, export and employment. In my dissertation I focus on the regional effects of FDI investment. In 1989 came into force the XXIV. law of 1988 about foreign investment which gave a new foundation to the FDI's legal framework with the elimination of legal administrative regulation and the elimination of ownership

erty, sectoral, employment and areal structure of the economy, and its technological development. In the economic development of the transition of the market economy and in the launching of long-term economic investment flow was a determining factor” (*Barta* 2002, 138.p.).

By my intention I logically thought the topics of the Hungarian FDI and Hungary as significant scientific topics through, systematically worked a comprehensive dissertation concerning the time period of the last two potentials and significance of the dual economy as the most important

with the above aims I will answer in my dissertation the following

The main aim of the dissertation is to study the question what kind of external dimensions.

This question partly in every chapter of my dissertation.

The next research question in the second chapter, researching the analysing the theoretical contexts of the question in regional relation, the economy, the location theories, regional growth theories and the

How globalization strengthened localization and setting a higher value adding factors in respect of the FDI flow?

innovation potential, the capital attraction capabilities of the knowledge-based economy and the development of the R&D duality. I analyse as a case study the economic development of the West-Transdanubian region and in the formation of its spatial structure.

What is the status of knowledge–society, innovation and the R&D in Hungary? How is it changing in respect of knowledge–based FDI projects, connecting with FDI? How typical is the dual structure characterising at domestic and multinational enterprises also in the Hungarian R&D structure?

What role FDI played in the economic development of the West Transdanubian region and in the formation of its spatial structure?

In chapter I answer the following research questions, analysing the Hungarian investment promotion and the directivity of FDI into the underdeveloped regions. For this I analyse as a case study the settling of multinational enterprises in Northern Hungary and the Coloplast investment in Debrecen. I try to answer the question how can be improved the dual economic structure characterising at multinational enterprises, with which tools SMEs' supplier and subcontractor enterprises could be improved, by analysing as a sectoral case study the Hungarian vehicle industry and its supplier background.

What is the Hungarian investment promotion system working at an appropriate level regarding specially to the directivity of FDI into the underdeveloped regions?

extensity of the economy, the location theories regional growth theories.

In chapter I examine the FDI inflow in Hungary also in a Central European environment. In this chapter I analyse the negative effects of FDI inflow on the Hungarian dual economy. In the fourth chapter I examine the effects of FDI in Hungary, its effects to the spatial structure of Hungary and the unequal spatial structure. I examine the role of regions in respect of the capital attraction and I review the factors of the economic development, within this the role of industrial parks and innovation and the knowledge based economy as capital attraction. As a regional case study I analyse the FDI inflow into the Western-Transdanubian spatial distribution of FDI in the region and its territorial structure. I analyse knowledge and innovation in the region of Western-Transdanubia, the innovation potentials and regional development strategy of the region for capital attraction. Using my own research experiences I introduce the North-south and East-western-southern economical and traffic axis.

In chapter I introduce the Hungarian investment promotion system, and the regional investment promotion system. Using my own experiences I analyse that between 2004 and 2013 based on individual government decision how efficiently has been made use of the over 10 million euro – which have great significance to the national underdeveloped regions. I consider the regions of Northern Hungary, Northern Great Plain and Southern Transdanubia as underdeveloped regions.

*directorability case study, I analyse the investment decisions of the Borsod-
 Hatvan, in 2001 for Miskolc, in 2002 for Eger, then the decision
 Nyírbátor and finally as an automobile industrial OEM settlement
 ongoing investment of Mercedes started in 2008 in Kecskemét. I
 nt of Mercedes with the decision of Audi in 1993 for Győr, consider
 of the fact, that 15 years after the settlement of Audi in Győr and
 with similar significance could won in Kecskemét, in the Southern
 h is considered as an underdeveloped region. However it is obvi
 the agglomeration of Budapest was also an important factor in the
 consider as an important success, that in 2008 a location in the Sou
 could satisfy the high standards of a world standard OEM automol
 e importance of the local municipalities in respect of investor attract*

summary chapter I evaluate the hypotheses and present the find
 : conclusions of the hypotheses, my suggestions concerning the imp
 y of investment promotion, and the possible further research directi
 dealing in detail with the regional structure and effects of the FDI fl
 of regional functions against the macro functions, and with the imp
 d regional dimensions, using the domestic and international liter

1 hypotheses

hypotheses proposed – which I examine in the dissertation in accordance with the research questions – are the following:

General hypothesis is, that in respect of the foreign direct investment in the stage of a transitional economy the macro factors are determinant after the political system change -, but this changes in time and with the change of the priorities the regional factors become more significant than the macro factors. The importance of a settlement, workforce, logistics, regional infrastructure, knowledge based economy and clusters will grow.

Local hypothesis I examine comprehensively in every chapter of my dissertation. In every chapter I approach from different aspect the condition, that in a transition economy focusing on Hungary – the regional, local factors, through the realigning of the priorities will become more significant in respect of site-selection of foreign investment.

already called attention in the first half of the 1990s to the fact, that the transition to a market economy and integrates the hungarian economy into the world economy. It is necessary that local municipalities should prepare for the competition with external markets and in favour of this should improve own competitiveness (Erdős, 1994). This strengthens the international competition, and because of this the local factors become more significant according to global aspects, and to the local immobile

ig factors also strengthen the process of the revaluation of the region macro functions. Concerning the weight of the settling factors in the e soft location factors gain more importance than the hard ones. This can be seen in Western Europe, regarding the hard factors – excluding geographical factors – there are hardly any differences anymore so the enterprises decide more and more on the basis of soft factors. Contrast with this in Hungary many considerable locational differences. After the political change the enterprises primarily settled on locations where the hard location factors were suitable. As a result of the development and the additional effects of these locations the soft factors in these locations also improved. The improvement of the soft settling factors also shows that in time the attractiveness of these locations (A külföldi működőtőke beruházásai) can be evaluated against the macro functions. The character of the settling factors changes in accordance with the needs of the economic entities, but the soft factors are also continuously widening, for instance the costs of labor, the factors of the infrastructural state, the activity of the local economy, and the market (Rechnitzer 2001).

As I assume, that in the beginning stages of a transition the macro factors are determined, but in the time with the realignment of the settling factors become more significant than the macro factors. The important factors are businesses, workforce, logistics, regional economical development

*...ect of the foreign direct investment attraction in the future the
ty, the innovation and the research and development will becom
ificant, the changing of the investors' motivations are also pro
Hungary too.*

*his hypothesis in the fourth chapter, my aim is to introduce the
tion effect of the knowledge-based society, innovation and R&D. In
lso review the innovation potential and knowledge-based economy
it attraction factors.*

has a determining role in the growth of the competitiveness and ec
increasing of employment. Company innovation is the key to
t” (Barta 2006, 107.p.). In Hungary the research and development (c
estment environment, the multinational corporations are strongly pr
in Hungary, the corporate R&D is increasing continually and the
itutes in Hungary (*R&D in Hungary...*2010). In the modernization c
Hungary the regional research and development policy plays a d
it the regional innovation networks it is not possible to develop the
or the improvement of the regions income producing capabilities. In
structure of the R&D sector, the capital has a determining r
he R&D expenses and sixty percent of its employment are con
d its agglomeration (Horváth 2003). Globalization and regionalism a

s (Dóry 2005). The regional innovation potential has all the factors he innovation performance of the region. Innovative players are knowledge-base institutes, but also the wider considered innovation p is infrastructure (Rechnitzer 2006). The presence of the FDI does n ment of the research level definitely. Usually in the top technology tion used to be placed outside the corporate center, the strategical d development will continue to be placed in the mother country in Hungary FDI played an important role in the change of th

Further extention of an innovation friendly environment wo the developments of foreign investors (Dóry 2005). The knowled e concentrated in university cities, because there are masses of you the needs of the enterprises as potential employees, and also beca s appear with their knowledge intensive companies (Lengyel 2007).

As above-mentioned it can be supposed, that the knowledge-based and the R&D in respect of the FDI attraction will be more significant the investors' motivations also prove that. This also means, that the n, R&D and the knowledge-based society is extremely important, to be created a more competitive environment for the newer stage of FL

How the political system change the foreign direct investment played a transformation of the spatial structure and the structure of the industry in the Transdanubian region

Western-Transdanubian region and especially its northern area was an attraction for investors. The geographical location, the good infrastructure and conditions proved good attractiveness for the inflow of FDI (*Nyugati közgazdasági zervezetek...2005*). The role of the FDI was determining in the industrial and company foundation in Western-Transdanubia. The investors set up modern production methods and new technologies and through their behaviour they became determining actors of the development and change. Győr-Moson-Sopron County is the most developed in the region (*Várpár 2007*). It is characteristic for the regional distribution of FDI that most was invested into the industrial enterprises, from which 70% was directed to Győr-Moson-Sopron County, 20% in Vas County and 10% in Zala County (*Várpár 2007*). The geographical location of FDI within Western-Transdanubia was not uniform, but it can be clearly stated that the first target of the multinational companies that arrived in form of FDI was Győr which has huge industrial tradition and good infrastructure, furthermore in Vas County Szombathely, Sopron and Szentgotthárd were highlighted targets of the investors (*Várpár 2007*).

Industrial parks proved to be one of the most important economy development factors. The Győr Industrial Park, which played a pioneer role, started the development of industrial parks in Sárvár, Szentgotthárd, Sopron and Szombathely and meanwhile good built infrastructure was available for the investors (Győr-Moson-Sopron County). Industrial parks played an important role in the preservation of competitiveness of the region. The foreign investors preferred the industrial parks

upon the railway-public road reloading terminal operated by G... Industrial Park in the southern area of Western-Transdanubia is complete, which is based on favourable geographical location and connections (*Grosz 2007*).

In the Western-Transdanubian region the foundation of clusters was also an important factor for investments. The clusters through industrial branch-specific services support the connections between the enterprises each other and the enterprises' education, and increasing the competitiveness of a given industrial branch. In the Western-Transdanubian region started already more than 10 cluster for important cluster areas are in connection to the machine industry, renewable energy and tourism (*Grosz 2009*). The establishment of clusters in Hungary promotes the development of supplier networks, the growth of enterprises, furthermore the improvement of regional competitiveness and the development of the developed dual structure too (*Grosz 2005*). In respect of research and development, knowledge basis and the operation of higher education are important factors. In the view of the industry in the region is important, that the engineering education diversity is in harmony with the regional industry structure as first of all for vehicle production, logistics, informatics and telecommunications.

In the investment promotion in Western-Transdanubia the promoting of clusters has to be pointed out, because the investors settle first of all in the region and then they build further their economic contacts to other areas. In connection

athely-Nagykanizsa-Zalaegerszeg. Next to the traffic axis also an economic developed and along the axis could settle down more enterprises.

In Győr innovation axis there should be developed a north-southern

Presently the mostly one lane traffic line directly doesn't make it possible for the region would contribute to the development of the north-southern connections as well, with the development of the north-southern connections (Várpár 2000).

On the basis of the previously mentioned facts I assume that after the political system change will play a significant role in the transformation of the industrial branch structure of the West-Transdanubian region.

As a suitable investment promotion tool system system and the development of the regions the investors can be effectively oriented into the underdeveloped areas of Hungary.

In this hypothesis in the fifth chapter, supposing that despite of the differences, the foreign investors can be effectively oriented into the underdeveloped areas of Hungary. In my opinion this hypothesis is a such a premise whereof I examine wheater FDI really can be oriented with the investment promotion into the underdeveloped areas of Hungary. Within this I examine the period 1994 and 2007 with the subsidy based on individual government decision. It is not successful to direct the above 10 million euro worth investments

automotive industry...2010). The settling of the big car producers means a lot for suppliers too. However not every large automotive industrial has the same opportunities for the suppliers, from the three already earlier settled in Hungary, Suzuki, Audi and Opel, Suzuki engage more, but the other two are not so much. Hungary became attractive characteristically for the first of the major car producer companies, the investments of the large manufacturers attract the following suppliers as well (*Antalóczy-Sass* 2010). Considering the future it has to be noted, that together with the existing three large car producers settled in Slovakia, namely Volkswagen, Hyundai-Kia and Peugeot – in 2012 will be completed with Mercedes as well. This will create good opportunities for suppliers in the region of Slovakia and Hungary (Kovács 2008). Regarding the in Hungary investing German companies it is interesting to note: according to the data from 2008 considering the origin countries, Germany with 12,2 % and stock of 13.9 million euro is the biggest investor (*Elemzés a külföldi befektetésekről ...2010*). On the other hand considering the German companies it is an important fact that according to the DUIHK's survey in 2010 the proportion of the number of the investors who want to invest again in Hungary, and also the DISI Investor Spirit Indicator reflects the spirit of the investors well (*Konjunktúraelemzés Magyarországon ...2010*). It shows in the foreign investment promotion as a result of great significance that years after Audi settled down in Győr in 1993, it was able to settle in Hungary another German car producer company, Mercedes in Kecskemét. East

base has a big significance in respect of the future operation of the co-
operates with the university in Győr and Bosch works together
in Miskolc, and Mercedes will probably establish a similar cooperative
in the college of Kecskemét. Considering the local settling factors it is
that the municipality of Kecskemét served the project leaders and
one of the deputy mayors of the city was personally responsible for

A complicated large investment settlement in the underdeveloped
region realized only with the suitable support of the municipality, with an
in the municipality. The decision making process of the multinational
at the local players have to provide for the investors the requested in-
formation in line and in the suitable foreign language. If the suitable municipali-
ties are not provided, then even though the physical infrastructural conditions
and workforce are available, the not suitable municipal service makes the
company impossible.

*As the above-mentioned I suppose, that with a suitable investment pro-
cess with the improvement of the settling factors the foreign invest-
ment is oriented into the underdeveloped regions.*

*In the Hungarian economy the solving of the dual enterprise structure, and
the foreign direct investment inflow, has a great importance, for the
conditions of the Hungarian small and mediumsize companies need to*

of Mercedes started in 2008 at Kecskemét and the settlement of Audi. In the relation of the above I will study the importance of the local government investment stimulation.

As the average size, capital supply and productivity the foreign enterprises are multiple times the parameters of domestic enterprises, this situation results in a dual economy. The foreign enterprises did not integrate enough into the Hungarian economy, creating an economic duality. One reason was that the settling foreign enterprises did not bring their foreign supplier chains, more likely they will bring with them their foreign settlement. The settlement of Hungarian knowledge-capital remained also at a low level in R&D operations (Barta 2010).

According to Szanyi in respect of the duality the important question is that how to connect the foreign and the domestic companies, and the technological cooperation is a very few small, mediumsize or big enterprises in Hungary who was a technological supplier of the big multinational enterprises. It is generally characteristic of the Hungarian economy that the medium-sized enterprises are practically missing. This is not typical for the Hungarian owned enterprises (Szanyi 2010).

According to Metz-Szanyi states as a common feature of the economies of transition that in the allocation of resources the state plays henceforward a significant role, that in the transitional countries the weaknesses of the small enterprises

agree with this statement, for the Hungarian economy is a key element of the economic policy priorities and the interests of the foreign investor. The main condition of this is the continuous communication with the representatives of the foreign enterprises – with chambers, professional associations with the biggest investor countries considering the origin of FDI, such as the German-Hungarian Chamber of Industry and Commerce (GIC) and the Department of Austrian Economic Chamber (WKO) in Budapest, the American Chamber of Commerce (AmCham) or with the Japanese Investor Association in Hungary.

Sass and Szanyi considering the foreign owned enterprises in the 1990s. One of the interests of economic policy was the investment promotion. It was that mostly the international enterprises possess the capital and technology required for modernization, and they will apply these in Hungary. Along with the investment promotion appeared the orientation of the foreign enterprises with two characteristic directions. On the one hand, the governments encouraged the structure of activity of the enterprises towards more added value activities. On the other hand, they set the goal of increasing the embedment of the large enterprises in the Hungarian economy primarily by developing their supplier networks (Sass-Szanyi 2009).

A supplier network represents a significant network, but the number of suppliers is decreasing for years. In case of the increased demand the already existing suppliers can enlarge their supplier volume only slowly, primarily because of the long process of becoming a supplier is also slow, in Hungary generally it takes 3-5 years for an enterprise to become a supplier. In Hungary the offer of the supplier

*better, more efficient supplier program than earlier, and this goes
with the interests of the multinational enterprises as well.*

h methodology

e of working out the subject of the FDI flow in detail I made prime
 searches. As a part of my primer research I made empirical obser
 concerning the investment motivations and the effectiveness of
 my professional experiencies have proved good possibilitie
 the investment promotion between 2005 and 2007 as the Head of the
 of the Ministry of Economy, then between 2007-2010 as a
 diplomat for foreign economy in Germany in case of more than
 nent projects as a whole I made interviews with the managers of
 nd consulting firms about their investment motivations and the
 f the investment projects. I worked out the results of the inte
 s in detail and built these into this dissertation. Between 1991 and
 ie Chamber of Commerce of Győr-Moson-Sopron County I had opp
 th many managers of foreign enterprises and hungarian companie
) these foreign ones and I had opportunitites to analyse the developm
 these company analyses, results of negotiations and interviews wi
 in my dissertation.

rmore my observations and experience into my dissertation that I g
 Regional Developmental Council of Győr-Moson-Sopron County a
 a between 1997-1998, concerning the realization of the strate
 t goals and my research results in 2001 regarding the examination

FDH, Hungarian Investment and Trade Agency (HITA), MNB, KS
 titutions. I systematized the processed data and I tried to introduce the
 tendencies by the examination of databases.

For research I studied also the theoretical basis of my two decennia
 developmental experiences and researches, I tried to work out in a wide
 in relation of this the domestic and international literature in detail
 theoretical knowledge in this range of subjects. The basis of my di
 hand I was a participant and an active actor of the investment pro
 cesses after the political system change in 1989 in Hungary
 and at the same time I tried to research these processes as well.

h results, conclusions, suggestions

uction chapter of my dissertation I assumed five hypothesis which use of this as secunder research I reviewed the international and FDI investments, on the other hand I worked out the already and domestic statistical databases connected to this subject. I systematically, I tried to introduce and prove the important tendencies with the cases. As primer research I worked out information that I personally negotiated and consulting interviews concerning the hungarian and settlement offer. I made empirical experiential observations and arrangement of investment projects in management whereof I used relevant projects as case-studies.

My first general hypothesis is, that *in respect of the foreign direct investing stage of a transitional economy the macro factors are determining after the political system change -, but this changes in time of the priorities the regional factors become more significant than the importance of a settlement, workforce, logistics, regional knowledge based economy and clusters will grow (H1).*

this general hypothesis overall in every chapter of my dissertation. I approached from different aspects the assumption, that in a transitiona

ificance regarding the investor motivations also further on, but particular factors gained more importance in the investors' decisions.

Local functions and the revaluation of local settling factors can be seen at the beginning of the transition period in Hungary – especially with respect to privatisation – proved to be significantly more attractive in respect to Eastern and Central Europe, than its primary competitors throughout the first years of the transition, in the first half of the 1990s. Hungary was a first rider in political and social changes in Eastern and Central Europe. First of all the macro elements were dominant in the investor motivations. As mentioned the stable political and economic environment, the well developed infrastructure and the relatively high-standard infrastructure, this containing furthermore the telecommunication and bank infrastructure. During the transition these elements have changed, and in the investor decisions the elements of local functions and functions became higher significance, such as according to the preferences of investors educated workforce, logistic centers, R&D centers, the development of the knowledge-based economy, which is a basis for the cooperations, and also the development of the clusters and of other regional factors. As a result of the FDI attraction it proved as a crucial factor, that in which regional factors to develop the workforce, regional policy, the knowledge-based economy, the development direction, that was attractive to the foreign investors. The importance of the

is of the above-mentioned, my first hypothesis, ***that in respect of 'ments at the beginning stage of a transitional economy the macro – as also in Hungary after the political system change -, but this the realignment of the priorities the regional factors become more macro factors, I accept as proved (H1).***

ment of the knowledge-based society, innovation and R&D is a sub DI investment projects, it is an important capital attraction factor, t arger part in the regional investment promotion as well. Because o thesis I assume, ***that in respect of the foreign direct investment attr knowledge-based society, the innovation and the research and devel re and more significant, the changing of the investors' motivatio in concern of Hungary too (H2).***

ny second hypothesis (H2) in the fourth „regional” chapter of my goal was to present the increased investment promotion effect of the y, innovation and R&D. In relation of this I reviewed the regiona Hungary and the knowledge-based economy as capital attraction xamined in the chapter verified, that in respect of FDI attraction the ledge-based society, the status of higher education, innovation and t nd this can be seen in the change of the investor motivations as v

is for the multinational enterprises – with the relocation of a p
ng capacity – to create R&D centers in Hungary. This is impor
he achieving the goal to settle in Hungary more activities with h

őr, Bosch in Budapest and Knorr-Bremse in Kecskemét can be m
les of enterprises for the using of the hungarian knowledge-basis
s in Hungary. The enterprises of Audi and Bosch I analyse as case s
. These are examples of R&D centers in the field of automobile ind
upplier industry, but many research centers settled to Hungary
utical industry as well. These R&D centers are generally conn
ng bases of the companies, there are mostly also physically near th
in the case of Audi in Győr, but it can be mentioned more examples
s in Budapest, so Bosch which has producing capacities in Northe
emse which has a producing capacity in Kecskemét, these comp
s in Budapest. There are also such exceptional examples as develop
an multinational automotive industrial supplier Magna-Steyr in Gy
nented its development center near Audi in Győr, without a
ng basis.

e tendency which can be observed in the automotive industry, is ch
the establishment of producing capacities the next phase is to sett
development centers to Hungary. The possibility of the establis
t basis following the producing capacity has become an increasing

own supply of engineers for the Audi engine development center in Miskolc producing capacities. Another good example is the mechatronical department of Miskolc supported by Bosch, it supplies experts for the development in Budapest and also to the producing capacities of the company in Miskolc. Mercedes in Kecskemét also forming a strategic cooperation with Miskolc. This change of investor motivation is a big challenge for the domestic system, because they need to adapt and match to the educational needs.

The government should support the development of the knowledge-based society. The improvement of innovation is also a strategic goal. It is important that the results of R&D spread to other areas of the economy, through spin-offs from universities, and on the other hand is also important the spin-off of R&D centers towards the suppliers and the Hungarian SMEs. The government in development of the innovation, it is needed to support with innovation processes and the transfer of the research accomplishments to the private sector. The innovation strategy of the Western-Transdanubian region is that the municipality in cooperation with the local research institutions develop an innovation strategy whereby the processes can be launched in practice. However it has to be noted, that in the case of lack of government support, these activities could easily come to a halt.

over-mentioned my second hypothesis that stated that in respect of

examination of the third hypothesis (H3) also in the fourth „regional’ case study I analysed the spatial distribution of the FDI in the Western-Transdanubian region, and also the effects of FDI in the transformation of the structure of the industrial sector of the Western-Transdanubian region. I analysed the economic development tools and settling factors of the role of the industrial and logistical parks and clusters. I examined the potential and the regional development strategy of the Western-Transdanubian region with respect of capital attraction.

In the Western-Transdanubian region can be seen clearly the effect of FDI flow, the investors settled, developed stronger than the areas where the FDI was unsuccessful. The presence of FDI speed up the economic development by reducing the differences between regions. In the Western-Transdanubian region the acquisition of Audi in 1993 defined fundamentally spatial structure of the region. The Audi Hungaria Motor Kft set up a new engine manufacturing technology in Győr, investing nearly 4 billion Hungarian forint since 1993. In the investor motivation of Audi the engineering expertise of Győr-Moson-Sopron county played an determinant role, establishing its many decades activity in Győr. This was verified by the fact that a significant number of workforce from Rába factory, and on the other hand Audi physically started on the basis of Rába, whereafter Audi bought

Győr was significantly smaller. In Sopron the logistical investments were significantly higher than in Mosonmagyaróvár and Rábaköz the investments of thermal power plants and foreign supplier companies represented the development. In these regions the development started only later and in a significantly smaller extent than in Győr-Moson-Sopron county it proved to be true, that with the impelling factors the industrial development also started in the other smaller regions. For this also the development of local industrial parks was necessary, but in Győr-Moson-Sopron, Mosonmagyaróvár and Rábaköz could not been able to attract significant industrial investments. A good example for this is Vas county, where the settlement of the Claudius industrial park proved to be a significant settling factor. Settled in this industrial park as the Jabil multinational electronic company and near to this settled the Tier-1, Tier-2 and other categories of companies. The other parts of Vas county, where the sporadic settlements are characterized by less intensity. In Zala county the development of Flextronics is a significant determinant, those areas – for example in Nagykanizsa – which were not operated, developed with more intensity, like other regions in Zala county. A good example was for the significant decline of the industrial development in Nagykanizsa because of the crisis the Flextronics and General Electric cut back their production in Nagykanizsa. However it has to be added, that these regions were affected stonger by the global crisis began in 2008, than the other regions. For the more equal development of the spatial structure of the region it would be absolutely necessary to build a north-southern

unequal FDI investment spatial structure in Hungary is a well known fact. To examine the assumption, that *with a suitable investment promotion the development of the settling factors the investors can be effectively oriented into the underdeveloped areas within Hungary*, this is my fourth hypothesis (H4).

In the fourth hypothesis (H4) in the fifth „investment promotion” chapter, as a result of the inequality of the regional spatial structure of Hungary the foreign investments can be oriented into the underdeveloped regions. In this framework I examine the effect of the subsidy between 2004 and 2007 with the subsidy based on individual government decision, which extent could be oriented successfully the investments over 10 million Hungarian forint, a great significance of national economy, into the underdeveloped regions. To test the ability of the FDI orientation, I analyse the investment decision in 1998 for Hatvan, in 2001 for Miskolc and in 2002 for Eger, but in 2006 for Coloplast in Nyírbátor.

In the analysis of Állami Számvevőszék (ÁSZ) I established, that in 2004 and 2007 the FDI attraction into the underdeveloped regions based on individual government decision can be said as effective, corrects and the rate of 40% of the new workplaces from the whole. According to the analysis it can be stated, that the creation costs of the new workplaces are decreasing tendency between 2005 and 2007, which shows the

t as the mechatronical department of the university of Miskolc also s
 he case of Coloplast which I examined as a case study as well, it
 he good logistical condition provided by the M3 motorway, the bi
 force available, and the needed IGD subsidy which had to con
 ost of the moving into the underdeveloped region in Northern-Hun
 and the costs of the logistical connection with the settlement in
 this, the Coloplast undertook the „higher risk” and the additional c
 he settlement in an underdeveloped region of Nyírbátor. Summaris
 ie suitable logistical infrastructure – the M3 motorway available –
 e necessary conditions to the orientation of the FDI into the und

chapter as a case study I examined the investment decision of I
 which also proved, that in Hungary, in the underdeveloped region
 with the development of the settling factors an OEM global compan
 vestor. In the decision of Mercedes played an important role the go
 e M5 motorway provided the possibility, within an one hour dri
 lapest and Kecskemét. It has to be noted that in the decision of Merc
 t role also the nearness of the agglomeration of Budapest, but the l
 ed a crucial role as well. Further important settlig factor was the
 orkforce available and the educational possibilities, on one hand
 gineer education on the basis of the technical college of Kecskemét,

ove-mentioned my fourth hypothesis that stated, that **with a suitable tool system system and the development of the settling factors the industry oriented into the underdeveloped areas within Hungary, I do not**), however I find its assumption as justified, because in long-term the development of the underdeveloped regions is an important economic structural development goal, and the ability for the FDI orientation could be an important

hypothesis I assumed, that **for the hungarian economy the solving of the spatial structure, developed as result of the foreign direct investment in the long-term, for this goal the supplier positions of the hungarian companies need to improve in relation to the multinational enterprises** fifth hypothesis in the third chapter, at the developing of the dual spatial structure in the fifth chapter concerning the automotive industrial sector.

chapter I stated the followings about the development of the dual spatial structure. FDI flow played a determinating role in the economical development and in the technological modernization of the country. FDI also played a role in the formation of the spatial structure of the country, however, in the long-term, in the regions, it conserved the unequal spatial structure developed earlier,

enterprises mostly brought along their own supplier companies, which were not present in their earlier supplier chains.

One of the reasons of the development of the dual economy was, that in the 1990s, accompanying with FDI inflow, also changed the earlier contact patterns. In manufacturing connections were broken off. It was typical, for the Hungarian ownership that the final product manufacturers cannot hold the market for the products of the multinational enterprises, and so they were driven to find new suppliers. At the same time for the privatized companies it was characteristic that they lost their original domestic suppliers, the greenfield investments employed by them. In their cases the establishment of new supplier connections starting from scratch often required more time.

One of the main problem is, that the Hungarian knowledge capital was not sufficient to support the R&D activities of foreign enterprises, so regarding the R&D activities a form of duality also can be observed. In the fields of R&D there were few Hungarian enterprises, which were able to become a cooperation partner of the multinational enterprises. There are good examples of the educational cooperation between multinational enterprises, such as the Department of Audi Hungary Engines of the Széchenyi István University, founded by Audi, the Aeronautical department in the university of Miskolc, founded by Bosch, or the industrial cooperation between Mercedes and the College of Kecskemét. For the future like these would be needed.

Another problem is the lack of technological connections between the

nerally in the top of the pyramid are the finished product enterprises, like Audi and Suzuki. These large enterprises and suppliers generally have few connections with the Hungarian suppliers. In the vehicle industry, connections with the second and third circular suppliers. In the vehicle industry, due to high export orientation there are less Hungarian suppliers, the foreign investments like Audi connected usually less to the local suppliers. The solving of the dual enterprise structure described in the foregoing is a great challenge. The capability of the Hungarian SMEs to become a supplier is a policy task in Hungary.

As I have mentioned my fifth hypothesis that stated, that for the Hungarian SMEs, the development of the dual enterprise structure, developed as a result of the foreign investment inflow, has a great importance, for this goal the supplier position of small and medium size companies need to improve in relation to the large enterprises, I accept as proved (H5).

In the next part of my research results in two parts. First I summarize the research results regarding the investment promotion goal and tool systems in relation to the investment promotion system can be increased, in order to improve the investment promotion capabilities of Hungary.

On the other hand in my point of view in order to solve the dual enterprise structure

ows: dynamic macroeconomical growth; in geographycal respect a East and the West; the highest FDI stock per capita; the highest in the central and eastern european region; financial stability; promotion system (*Vápar* 2005). Comparing Hungary with the visegrá group per capita in the period between 1997 and 2005 in every year Hungary and in 2005 Hungary in the most competitiveness rankings also competitors (*Vápar* 2006a). These competitiveness advantages mostly the decade. As a consequence of the recession began in 2008, the FDI stock significantly in 2009 globally and also in Central and Eastern Europe. In this situation for FDI the role of investment promotion reevaluated. The capital Hungary has weakend in the central and eastern european region, and to improve its competitiveness position and of its investment programs.

system of investment promotion it would be important to structural goals:

... of the investment promotion policy it would be important to investment environment, to strengthen the investor confidence, in international and calculable macroeconomic environment has to be created.

...ed this subject in the fifth chapter of my dissertation, analysing the competitiveness position of Hungary in Central and Eastern Europe. A

into the Eastern Hungary. In the case of the investment of Mercedes importance of availability of a site in a suitable extent and of the care.

*ssary to strengthen the supplier industry in Hungary in order that th
in be connected more effectively to the manufacturing proce
ted foreign enterprises.*

ied this subject in the fourth and the fifth chapter of my dissertation.
/ to strengthen the supplier industry in Hungary, because it is al
factor with a strengthened tendency.

*be necessary to increase the rate of reinvested capital which is a mo
it part of FDI stock.*

ired this topic in the fifth chapter in case of the largest germ
s. In the case of Hungary in the last ten years the german a
ents amounted about 50 percent of the FDI stock.

**-mentioned investment promotion purposes can be achieved
ols:**

*urpose of improvement of the general investment environment imp
easing of bureaucracy concerning company foundation process a
on process, simplifying of the tax system, decreasing of wag
ions, changing the companies, adjusting of the education system to*

purpose of improving of the supplier possibilities of the hungarian strengthening of the hungarian background industry the processes could be supported, and supplier programs should be implemented. The possibilities of the SMEs could be strengthened with more suitable conditions and possibilities. With the subsidies for the large investments in Hungary and dual government decisions it should be reached a higher hungarian supplier agreements should be made with the supported large enterprise and supplier business opportunities to the hungarian small and medium enterprises.

the purpose of increasing the reinvested capital stock in Hungary, that in the case of the already settled foreign investors should be incentive of reinvestment of the profit could be achieved for example with the reinvestitions.

purpose of solving the dual enterprise structure it is necessary to create conditions of hungarian SMEs in relation to the multinational enterprises how this is only possible with a comprehensive supplier strategy and the scopes of main tasks needs to be solved in a framework of a program

the subsidies for the large investments in Hungary based on individual

re hungarian suppliers. As I wrote before, the suitable form and if this should be found, because according to WTO regulations direct made because of the neutral competition regulations.

MEs are in continuous shortage of loans and they can not finance theirs their supplier machinery purchasing projects. It is necessary to examine possibilities for them.

domestic potential supplier companies need more engineers, this needs consideration at the establishing of frame number and education direct education system.

educational training should be transformed according to the model of vocational training system, in order to achieve, that the vocational trainees combined with company education in the professional supplier SMEs actually need.

like suitable EU and domestic supplier applications, in understanding form also for the potential supplier SMEs, because at these enter the „capability for making applications” and the professional staff.

strengthening of the cluster programs in order to achieve that, the SMEs know easier about the supplier needs of the large enterprises and the results.

strengthening the leadership skills of the supplier SMEs, ensuring management trainings continuously.

is for further research

there would be expedient to make further researches in the direct of system of investment promotion how could be improved and

For this purpose the efficiency of the goal and tool system of should be examined continuously. It would be worth to compare contemporary promotion systems of the competitor center and eastern european countries case of the visegrad countries and Romania and Bulgaria – concerning elements. It would be worth to create continuously competitiveness and eastern european countries, comparing their investment promotion Hungarian system. In this framework it should be examined the of the investors, considering that the motivations of the investors are the new investments. The changes of the motivations should be reflected in the promotion policy. On the other hand it has to be considered that the companies with investing intension is changing, besides the increase of the rate of SMEs is increasing among the investor companies. This could be necessary, to apply an other investment policy as well.

Issues of measuring of the investor satisfaction should be researched further. For example is the „DISI” index of the German-Hungarian Chamber of Commerce (DUIHK), as an investor spirit indicator. In relation to this it would be interesting to see whether the ways in which the indicators of investor investor spirit could

is that needs improvement in the hungarian promotion system and the . The indicator and the survey could be improved by measuring the other nationalities besides the german investors, so investors of other nationalities could be involved into the survey. The continuous measurement of the investors has a high significance in respect of the further improvement of the system, because it is an important feedback from the investors to the managers.

The role of municipalities in the attraction of working investments respectively could be also an interesting research subject, to see how the municipalities are prepared to the attraction of the investments. The promotion capabilities of the municipalities is a more and more important factor. It would be useful to analyse best practice case studies such as the case of Kecskemét in the settlement of Mercedes.

It is worth to research further the effects of FDI on the economic development and on the change of spatial structure in the Western-Transdanubian region. In this field an important research subject is the further development of the north-south traffic axis and the role of the foreign enterprises. It could be examined the role of the austrian enterprise in the economic development of the austrian region, in the case of the Western Transdanubian region this is a factor with particular significance.

ces

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h projects

mission of the Excellence Pénzügyi Tanácsadó és Szervezetfejlesztő
 e framework of the commission given by the West-Panno
 opment Agency I participated in the regional planning work o
velopment program of the north-southern economic and traffic axis of t
danubian region” completed in 2001. The study created by the Ex
 part of the „*Regional development program of the north-southern*
traffic axis of the Western-Transdanubian region,” completed in coc
 MTA Regionális Kutatások Központja, Nyugat-magyarországi T
 t (MTA RKK NYUTI) which was approved by the Western Tr
 nal Development Council (NYDRFT) in 2001 (*Lados* 2009). My tas
 letion of the study of „*Location development program of the no*
mical and traffic axis of the Western-Transdanubian region” in the
 e commission received from the Excellence Rt. was the completion
 s related to the economic research of the axis region, such as „*Ti*
nation of the north-southern economic and traffic axis of th
danubian region in Győr-Moson-Sopron and Vas county” (*First*
ions of the change and development in the axis region” (*Second*
ssary tasks to be done for the creation of the axis” (*Third Part*),
 parts as an expert for the Excellence Rt.

framework of the part-study of „*The economic research of the no*

7, including industry establishment, commercial networks and bank
 s part-study in the framework of development possibilities of the pro
 iled the the necessity of establishment and possibilities of automotiv
 s industrial, electronic industrial, and food industrial product clusters
 ilities of the homogenization of the tourism sectors and the establi
 al region in the Western-Transdanubian region. In the part-study of
to be done for the creation of the axis” I researched the subjects of
 mogenization, clusterization, locations and possibilities of capital
 gic economic development of the Western-Transdanubian region
 id of regional development program of the north-southern economi
 ndustrial development locations, proposed strategic and operative pr
 s an indicator system which is able to monitor the changes in the
 is and other monitoring subjects.

ed to my research subject from time to time I participated in the cor
 uestionneire, formulation of subjects and questions for the company s
 an-hungarian border region made by the MTA Regionális Kutatások
 at-magyarországi Tudományos Intézet (MTA RKK NYUTI) in 2004