



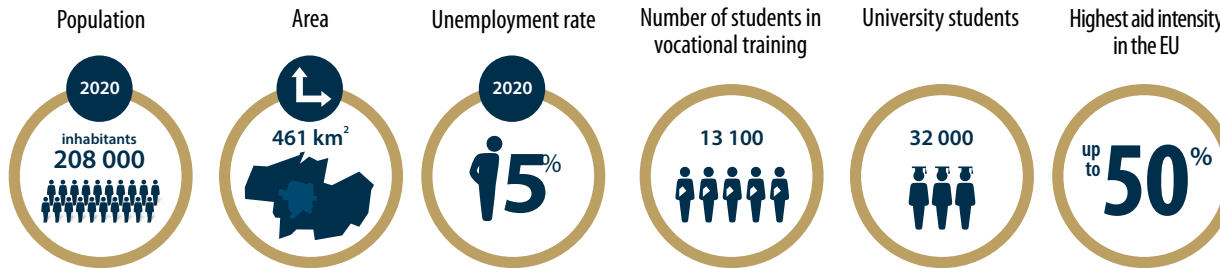
WHY DEBRECEN?

ECONOMY, INVESTMENT, INNOVATION

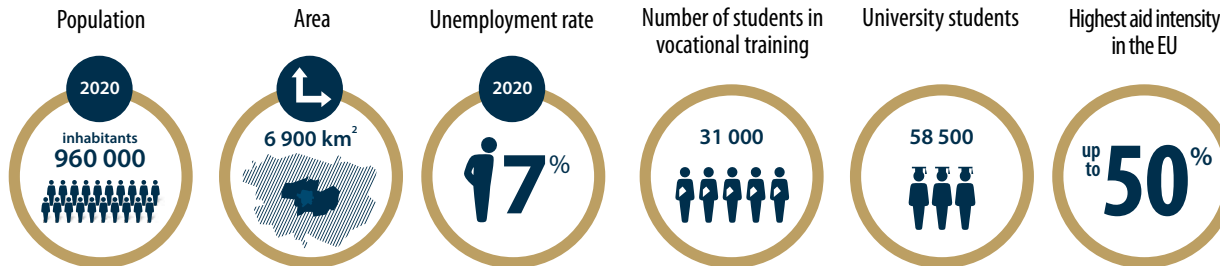


DEBRECEN IN FIGURES

Debrecen



Agglomeration



5+1 REASONS to invest in Debrecen





Berlin 1145 km

Munich 910 km

Prague 790 km

Zagreb 600 km

Vienna 500 km

Budapest 231 km

DEBRECEN IN EUROPE

Debrecen is the largest city in Hungary outside of Budapest, located 220 km from the capital. The city has excellent accessibility by road, train, and air. Public logistics and container terminals will be built by the borders of Debrecen as part of the National Intermodal Container Terminal Network by the end of 2021.

Debrecen is directly connected to the Hungarian motorway network, and thereby also to Western Europe, and so it is easily accessible from any major European city via motorways.

Debrecen is an important hub of the international railway corridor connecting Budapest and Moscow, whose Hungarian section is the busiest railway line in Hungary, and part of the core railway network corridors of the Trans-European Transport Network (TEN-T).

Debrecen International Airport, complying with the Schengen criteria, serves scheduled flights to several major European cities.

Lufthansa

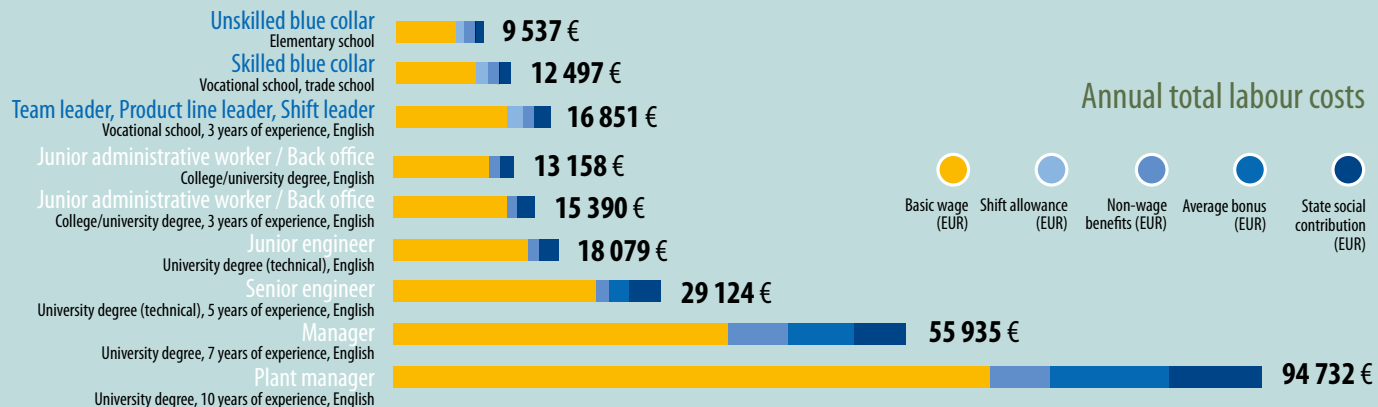
Wizz

Munich (DE)	London (UK)	Paris (FR)	Eindhoven (NL)	Milan (IT)	Barcelona (ES)	Tel Aviv (IL)
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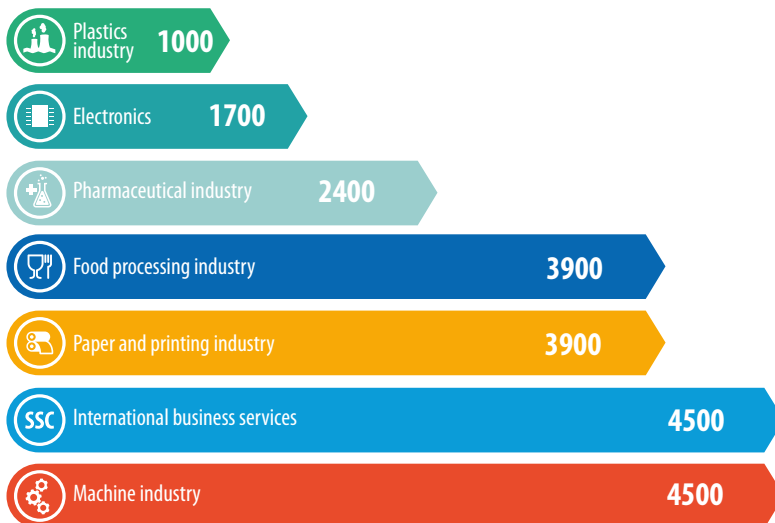
Moscow (RU)	Larnaca (CY)	Mallorca (ES)	Basel (CH)	Dortmund (DE)	Malta (IT)	Doncaster-Sheffield (UK)
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LABOUR MARKET

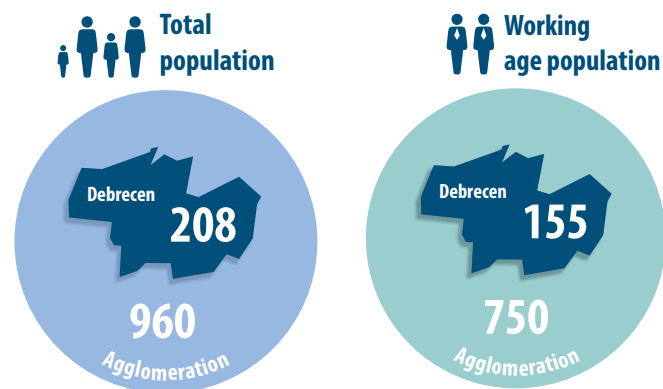




Number of employees in the leading economic sectors of Debrecen

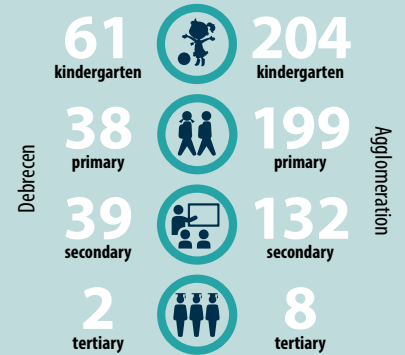


Overall and working age population (15 to 74 years), in thousand persons

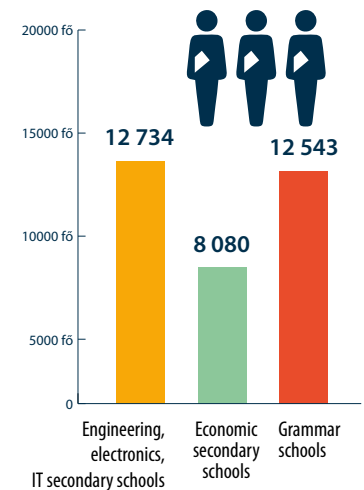


EDUCATION

Number of educational institutions



Number of pupils/students Debrecen-Agglomeration



International School of Debrecen



To build upon this tradition and to rise to the challenge of a rapidly changing world, the Municipality of Debrecen has committed to open an international school in September 2019. The

International School of Debrecen (ISD) provides both foreign and Hungarian students with the education of the 21st century in a modern and professional environment while maintaining a close relationship with the local and regional communities. The students from 3-18 years learn from a broad and balanced curriculum to gain the essential knowledge and skills that provide a foundation for a successful future in higher education and beyond. International School of Debrecen is a candidate school for the IB Primary Years Program. This school is pursuing authorization as an IB World

School. IB World Schools share a common philosophy, a commitment to high-quality, challenging and international education.

Deutsche Schule

Deutsche Schule in Debrecen will open its doors in September 2021 in the maintenance of the General Cultural Center of Germans Living in Hungary, which is one of the guarantees of a quality pedagogical program. The aim of the institution is to provide education on primary and secondary school level in accordance with the curriculum and the training requirements of Baden-Württemberg province and Germany. It allows the students to move smoothly between the educational institutions of the countries with an equivalent certificate.

The basic institutions of vocational training renewed in terms of content and organisation:

Vocational secondary school (age 14 to 17)

- 3 years model
- Grades 9 to 11: practice-centred vocational training
- From grade 9: basic education, not profession, but sectoral basic education
- At the end of grade 11: vocational examination, vocational qualification obtained
- Grades 10-11: dual education
- Professional content tailored to companies

Dual education

By way of dual education, cooperation between vocational training institutions, the university and local companies was realized in Debrecen. As a result of the dual education system, students gain practical experiences parallel with acquiring their vocational certificates, university degrees. For companies, it provides an opportunity for satisfying their needs for labour force; in addition, they can reduce their costs incurred in connection with the dual education using state subsidies and tax reductions.

Vocational grammar school (age 14 to 19)

- 5 years model
- Grades 9-12: academic and vocational subjects in a proportion 60 to 40%
- Grades 9-10: basic education, not profession, but sectoral basic education
- At the end of grade 12: final exam, except foreign languages
- During grade 13: only vocational and foreign language education
- At the end of grade 13: a technical qualification exam, which is equivalent to an advanced level matriculation exam
- The training is not only the supply for technical specialist, but also provide the prerequisite of engineering education
- Grades 11-13: dual education
- Professional content tailored to companies

Language courses



UNIVERSITY OF DEBRECEN



University of Debrecen Main Building

The University of Debrecen is the most significant institution of higher education in the region, as well as one of Hungary's five research universities. It offers the widest spectrum of education: the nearly 32,000 students pursue studies at 14 different faculties of the university. The factors that make the University of Debrecen attractive include a colourful academic offering, the high rate of qualified lecturers with advanced degrees, and the 25 doctoral schools.

The University of Debrecen has a very diverse international community: in 2020, nearly 6,500 international students from 120 countries studied here.

Optional language courses:

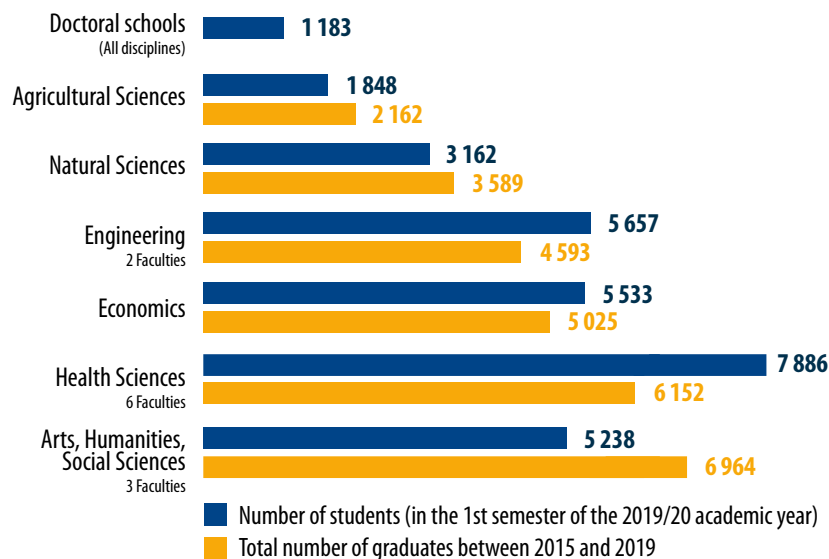


The exit requirements in degree programmes provide that students, in a way depending on the individual programmes, have to pass an intermediate, advance or profession-specific language examination.

Owing to the University's broad range of educational offerings, students can choose from nearly 23,600 courses offered:

- 91** bachelor's programmes
- 49** postgraduate specialist training programmes
- 105** master's programmes
- 16** higher-level vocational training programmes
- 14** undivided programmes
- 92** programmes taught in languages other than Hungarian
- 17** dual education programmes

The number of students at the University of Debrecen



Thanks to its flexibility and enterprise-friendly approach, the University of Debrecen cooperates with many companies in Debrecen and the region. When needed, the University also provides an opportunity for launching training consisting of 7-8 courses in accordance with the labour force needs of local economic operators.

The most important strategic partners of the University of Debrecen:



**INVEST IN
DEBRECEN**



AVAILABLE BUSINESS INFRASTRUCTURE

Industrial parks



Southern Industrial Park

Krones, Vitesco Technologies, Deufol, BHS Trans, InterTanker



North-Western Industrial Area

BMW



Debrecen Regional and Innovation Industrial Park

NI, Schaeffler, Bumet, Oerlikon, Bürkle, Manz, Sensirion, Gravic, Transcosmos, Neopac, Popz, Pipelife, RR Donnelley, Flexiforce, Richter Gedeon



Western Industrial Park

Baromfudvar 2002, ZOLEND, J&J, SOFÉM



DELOG

Trans-Sped, Róna Dohányfeldolgozó Kft. Family Frost, Sváb Gastro, Magyar Posta, WKS Ungarn



Debrecen Science Park

Deutsche Telekom IT and Telecommunications Hungary, Deutsche Telekom Systems Solutions Hungary, University Innovation Center, National Vaccine Factory, Thyssenkrupp

Class "A" offices



Agora Offices; Thyssenkrupp Components Technology Ltd. Debrecen production plant and warehouse expansion; FIREFLIGHT Ltd. hall and office building; Csoki Max Wholesale Ltd. Trading Center; Community and Office building for Richter Gedeon Plc.; NI plant.

Curver – Rubbermaid plastic factory; Richter Nyrt. DBP Energy Centre Building; TEVA Plc. Generics R&D Directorate Building; Municipal Aquatic Centre; Hotel Lycium; Kölcsey Convention Centre; MODEM; Fónix Arena; NI plant

Gravic printing plant; MANZ manufacturing plant; Transcosmos SSC Center; Bürkle manufacturing and assembly plant; Sensirion production plant; Coca-Cola Logistics Centre; RR Donnelley printing plant; FlexiForce metal industry plant; Business Incubator House; POPZ European Production and Logistics Centre.

Deutsche Telekom IT Solutions; Forrest Offices; International School of Debrecen; Debrecen Airport Innovation and Incubation Center; NI warehouse building; Tesco Extra Shopping Centre; Nagyerdei Stadium; In Vitro Diagnostics Block, University of Debrecen campus, Aquaticum Waterpark

Real estate developers



LOGISTICS SERVICES



Trans-Sped site

Debrecen has an excellent location and well-established transportation infrastructure. Supplementing this, the full range of warehousing and logistics services are available in the city, with the interconnection of three branches of transportation (air, road and rail).



TRANSPED



Logistics Services

Debrecen Logistics Center and Industrial Park
Storage (200,000 m ²)
Import/export customs clearance
Transportation (250 utility vehicles)
Transportation by road, sea and air (8 offices)
Transportation in containers
Logistics services in production (packaging, creation of unit loads, commission, labelling, shrink wrapping)
Value added logistics
Warehouse construction and operation
Maintenance



Xanga Group

Turnkey industrial and logistical real-estate development
Warehouse leasing
Aerial transport (aircraft service, cargo transfer)
Rail freight
Basic logistical services (warehousing and cargo handling, transportation)
Logistical services with high added value: <ul style="list-style-type: none"> • Import/export documentation, customs clearance • Goods requiring special handling – Security • Multimodal freight transport
Commission
Packaging/Repackaging, Labeling
Counsel

Logistics and container terminal

At the junction of M35-354 highways, with direct highway access
Built with a heavy-duty rail link to main line 100
High-capacity parking for trucks
24 hour per day operated, illuminated cargo area
Heavy-duty cargo area
Loading tracks for receiving full length international freight trains
Marshalling yard
Container loading
Logistics services
Entitlement for costumer clearance
Goods-costums terminal

INVESTORS IN DEBRECEN



MICHELE MELCHIORRE
Managing Director
BMW Group Plant Debrecen



„In Debrecen we have found a great home for our future BMW Group Plant Debrecen. Site Preparation was well done by the municipality and our construction activities are on schedule. We already hired our first local associates who support the ramp-up and we are looking forward to become a responsible partner for the city and its residents.”

BMW signing ceremony



PASCAL MÄNNCHE
KRONES Hungary

„Debrecen is a great city to work and to live with a fully supportive infrastructure, municipality, vocational school and university system. Krones is looking forward to be a significant and meaningful part of the city life and to strengthen Debrecen's economy further.”



ROMAN DAMSCHKE
Diehl Aviation

„Diehl has found an excellent economic environment in Debrecen, and highly educated, motivated young people. With Diehl Aviation, Debrecen becomes an important development location in the aviation industry.”



BOGSCH ERIK
Richter Gedeon

“The City of Debrecen offers Richter not only the appropriate location, but also the appropriate professional background.”

Automotive and machine industry



Business Service Centers



Health industry



INVESTORS IN DEBRECEN



Vitesco site design plan



LUKAŠ JURÁNEK

Vitesco Technologies

"The city of Debrecen with the established infrastructure and its qualified and motivated people provides an ideal environment to support our future automotive business development.

Vitesco is pleased to contribute to the further growth of Debrecen by building a new community and establishing a close cooperation with the municipality and the educational institutions."



VINCENT ZINK

Gravic Hungary

"Debrecen is now the best location for SMI as GRAVIC, we can attract number of existing talents. Thanks to Debrecen economical environment we are sure that our sustainable growth is granted here."



SZABÓ MIKLÓS

Tranzit-Food

"As people from Debrecen, we can think, develop and achieve success in Debrecen."

Electronics industry



SENSIRION



Printing and plastics industry



RUSSMEDIA
new. every day.

RR DONNELLEY

NEOPAC
THE TUBE

SZ variáns
CSOMAGOLÁSTECHNIKA

PIPELIFE

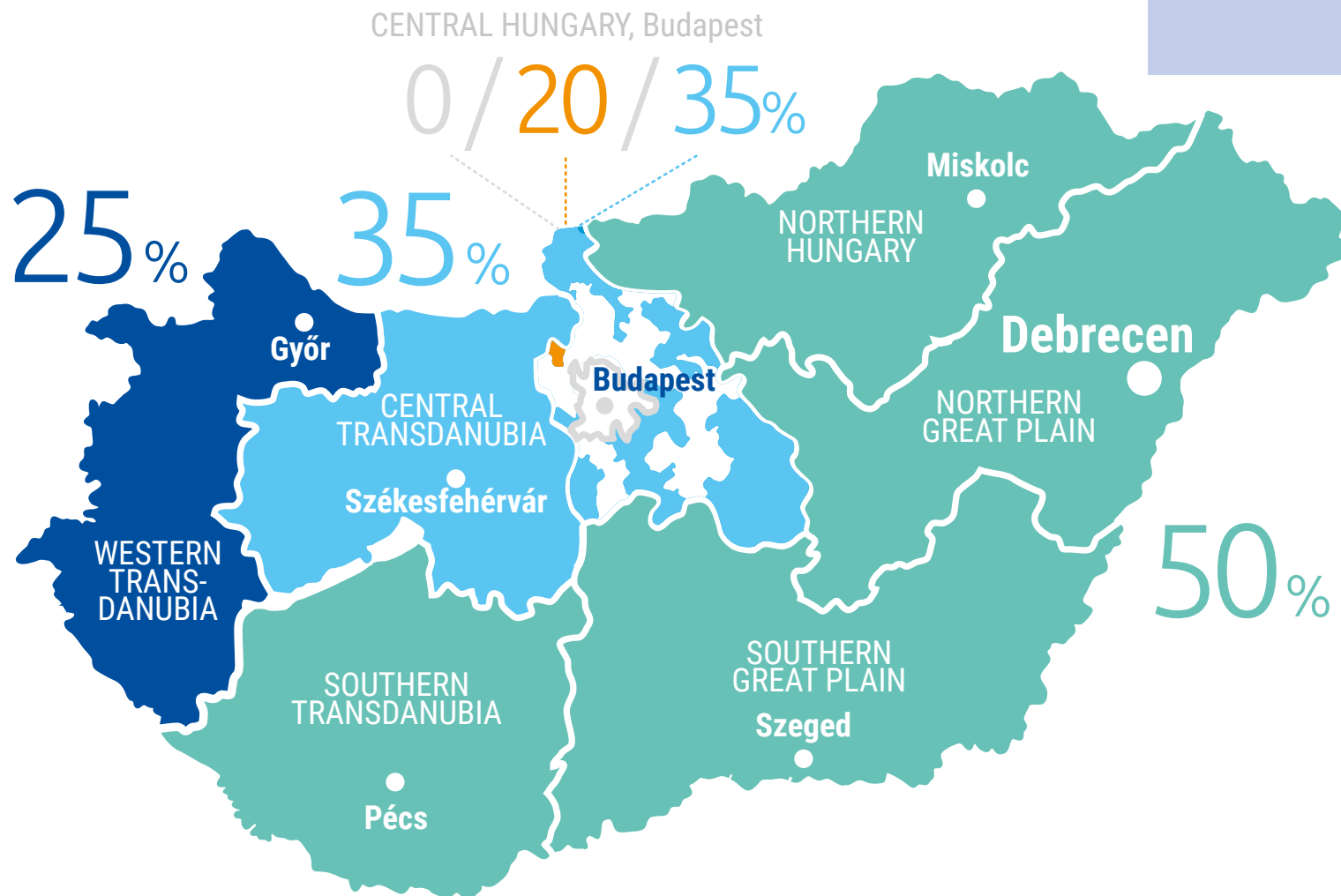
Food industry



alföldi



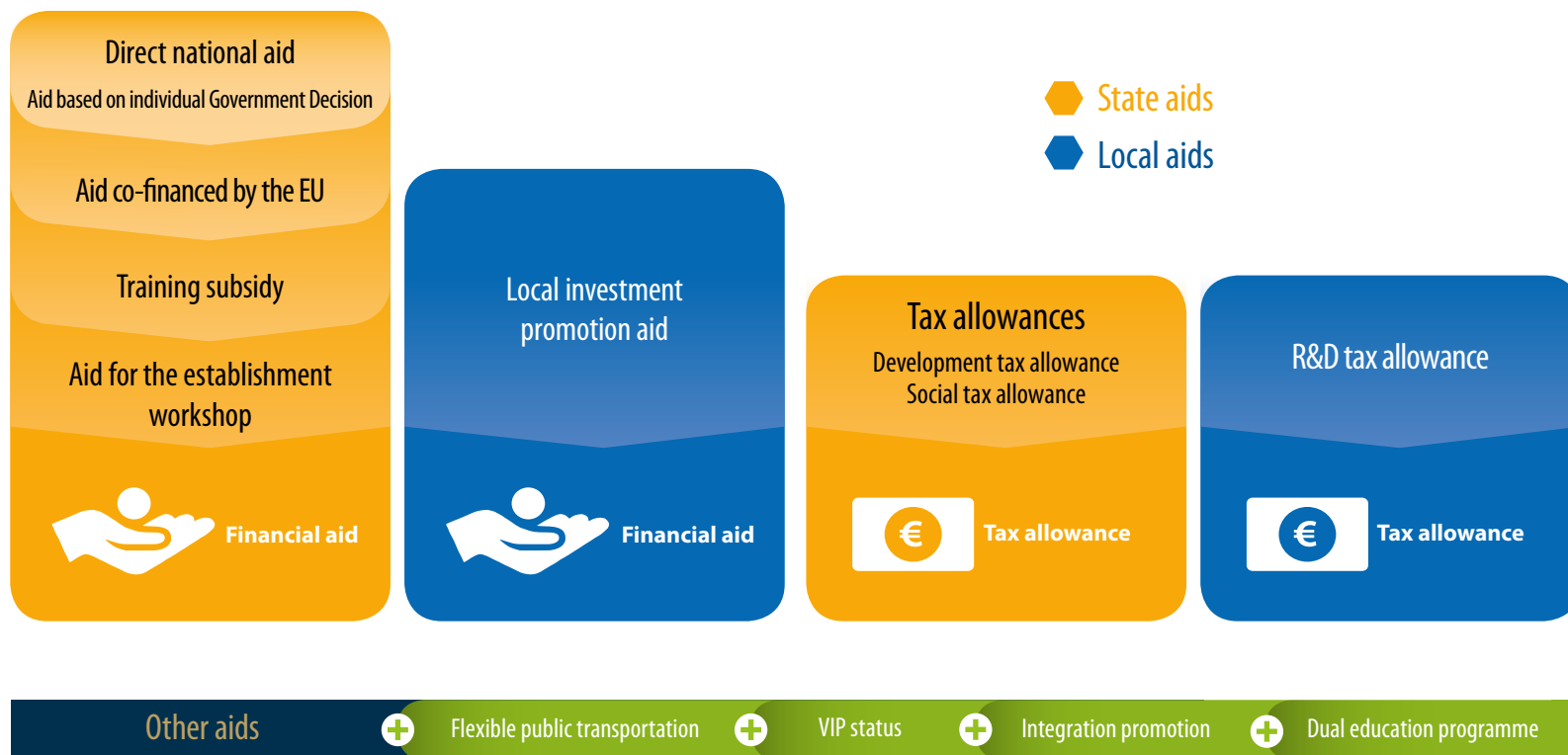
AVAILABLE INCENTIVES



The Government of Hungary and the City of Debrecen are committed to creating an entrepreneur- and investor-friendly business environment thus supporting the competitiveness of local companies. Therefore, enterprises establishing themselves and creating jobs in Debrecen are



offered several types of aids and incentives, depending on the volume of the investment and the number of newly created jobs. The maximum aid intensity is 50%, which is the highest possible rate in the European Union.



CONFERENCE TOURISM



Kölcsey Convention Centre



Wide range of opportunities

In recent years, Debrecen has become an exclusive international conference center, with excellent venues and features available to satisfy all kinds of demands, from events for a few people to series of events for several days with thousands of participants. The city hosts several hundred conferences every year, including business, scientific, professional, cultural, religious and civil society events.

As one of the most modern conference centers in Hungary, Kölcsey Center (4026 Debrecen, 1-3. Hunyadi street; E-mail: rendezveny@hotellycium.hu Information: +36 52 506 600) is of special importance among the venues in Debrecen, offering state-of-the-art technology to its clients, including:

- built-in and mobile sound system, audio mixing room
- possibility of projecting, canvas, projector, control room

- wireless internet access
- stage platform with adjustable height and extensions, mobile grandstands
- stage lighting system with a control room
- internal space and technology suitable for TV and radio broadcasts
- cable television system with control and editing rooms
- simultaneous interpretation system for the use of four languages

The most beautiful stadium of Hungary, Nagyerdei Stadium is also a favoured event venue with a number of rooms and halls available for different occasions and protocol events. Besides the above, several other high-quality spaces are offered in the city for organising elegant, exclusive events, including Főnix Hall suitable to host up to 8 500 people, the Nagyerdő Water Tower with a unique atmosphere and offering a great variety of cultural programs, or Lovarda Conference Center.

Accommodation and gastronomy

The city's capacity for tourism provides opportunities for organising conferences of international significance or international sports events attracting several thousand visitors. The four and five-star hotels in Debrecen offer visitors a wide range of accommodations, special gastronomic experiences and services to satisfy at the highest levels.



LIVABLE CITY



Aquaticum Waterpark

Real estate



Acquisition



Flat rental (80-100 m²)



House rental (80-100 m²)

Culture and Sports



Gastronomic and cultural festivals



Bicycle paths



World championships in Debrecen
(2001-2019)

Services



Hotel beds



Restaurants



Shopping Centres

Municipal services



Public transport lines



Healthcare service providers



Expats in Debrecen

INVESTMENT PROMOTION





European Cities and Regions of the Future 2020/21

Best FDI Strategy Award 2nd place



City FDI Promotion Strategy of the Year

3rd place, 2019



European Cities and Regions of the Future 2018/19

Best FDI Strategy Award 1st place



CEE Shared Services and Outsourcing Awards

Debrecen - Emerging City of the Year in CEE 2017

World Bank Group Doing Business Report 2017

1st in absolute rank



We provide you efficient help throughout the whole investment period,
from data collection to after-care:



Decision making phase

- provide up-to-date information
- organise your site visits
- recommend industrial parks, offices



Implementation phase

- coordinate the permission process
- find local suppliers and developers
- help you meet the deadlines



Operation phase

- help in employer branding
- cooperate with educational institutions
- connect with HR companies

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Chamber of Commerce and Industry of Hajdú-Bihar County

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Sources:

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University of Debrecen (2020)

EDC Debrecen's own research

HIPA (2020): Current aid information

