Greetings from the Mayor

Debrecen is a city with excellent business potential. Being the second largest city in Hungary, any enterprise looking for an investment location may find it attractive. With its high quality of living, easy accessibility by road or train, international airport, continuously expanding industrial infrastructure, a solid educational system and universities, our city offers solutions to meet the most diverse demands of any business and its stakeholders. While in the recent years, knowledge based, innovative industries have grown significantly in Debrecen, and have made our city a major hub, particularly in the areas of pharmaceuticals, ICT and electronics, innovation has also provided efficient support for the development of the agriculture and food industry. As Mayor, I am committed to creating an inspiring, innovative, entrepreneur and investor friendly business environment, based on the achievements of the past decades. In order to achieve it, we have initiated a significant expansion and development of the industrial areas of our city, and the establishment of an English language international school, to enhance our competitiveness, and we have also launched the Debrecen Innovation Program, with the aim of strengthening the research and development potential of the local economy. One of our most important partners in the implementation of these initiatives is the University of Debrecen, which provides invaluable support to many economic players through corporate research partnerships, via its scientific performance, international renown and research background. Another important partner of Debrecen is the Hajdú-Bihar County Chamber of Commerce and Industry, which represents business enterprises, while conveying the demands and recommendations of economic stakeholders during the implementation of development programs. The city of Debrecen offers an excellent business environment and dedicated investment specialists for any potential business partner who seeks a location for their investment.

Debrecen, 26 August 2015

Dr László Papp
Mayor
Greetings from the Rector

With a continuous history of more than four and a half centuries, the University of Debrecen is the oldest institution of higher education in Hungary operating in the same city without interruption. Having been classified as a “University of National Excellence” and offering the highest number of academic programs in the country, the university is an outstanding cultural and intellectual center, officially considered one of the best universities in Hungary.

Via its training programs, the University of Debrecen contributes fundamentally to the competitiveness of the business enterprises in the region. We train outstanding professionals to supply all employers in Eastern Hungary that need first-rate employees with cutting edge theoretical and practical knowledge. Beyond our region, our graduates are also welcome throughout the nation; furthermore, several thousands of foreign students participate in our internationally acclaimed programs every year. The leaders of the University are committed to continuously adjust our educational system to actual market conditions and economic demands.

Our university has a longstanding tradition of successful research cooperation with the business partners. From ad-hoc research partnerships to joint research programs, we have been working closely with several important economic players in many different fields, including pharmaceuticals, food industry and information technology.

As Rector of the University of Debrecen, I hope that our background of cutting edge education and research will contribute to as many business enterprises as possible to find a favourable location for their business in Debrecen.

Debrecen, 26 August 2015

Dr Zoltán Szilvássy
Rector
GROWTH IN FOCUS
Debrecen in figures

Population:
- 2015: 204,000 inhabitants
- By 2040: 250,000 inhabitants

Unemployment rate:
- 2015: 8%
- By 2020: 3%

Number of students in vocational training: 10,500
University faculties: 14
University students: 32,500
Registered businesses: 30,000

Area: 461 km²

Highest aid intensity in the EU: 50%
5+1 REASONS TO INVEST IN DEBRECEN

1. Excellent accessibility by road, train and air
2. Good balance of labour cost and quality
3. First-class business infrastructure with opportunities for expansion
4. Highest aid intensity available in the European Union
5. Liveable city, friendly environment, progressing and innovative community
+1. EDC Debrecen – dedicated team to assist international investors
DEBRECEN IN EUROPE

Accessibility
Debrecen International Airport

Debrecen is directly connected to the national motorways and the whole motorway network of Western Europe, thereby 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).

The Trimodal Logistics Center operating at Debrecen International Airport creates direct rail connections between Debrecen and major European ports (Hamburg, Germany – Rotterdam, the Netherlands – Koper, Slovenia and Constanța, Romania).

Debrecen International Airport is capable of managing annual passenger traffic of 500,000 persons, while its apron can simultaneously serve 8 planes with 180 seats each. The airport complies with the Schengen criteria, and having international status, it is operated as a permanent border crossing and customs route.

Scheduled flights are in operation from Debrecen to several European cities, including Milan, Brussels, Paris, Eindhoven, Malmö and London. In addition to scheduled flights, chartered flights are also operated to some important holiday destinations (Antalya, Burgas, Corfu, Iraklion and Hurghada) during the spring-summer season, and from May to September flights from Dresden, Erfurt and Leipzig land in Debrecen every other week.
LABOUR MARKET OPPORTUNITIES
Distribution of employees by sectors in Hajdú-Bihar County

Distribution by level of education in Debrecen

Annual labour costs in Debrecen

Overall and working age population (16–60 years), thousand
EDUCATION
Knowledge based economic development

Number of educational institutions in Debrecen

- Kindergarten: 46
- Primary: 40
- Secondary: 33
- Higher Level: 2
The University of Debrecen is the most significant institution of higher education in the region, one of five research universities in Hungary. Offering the most diverse training scheme, it currently serves 31,500 students in 14 faculties. The factors that make the University of Debrecen attractive include a colourful training selection, a high rate of qualified lecturers, and 25 doctoral schools. As an intellectual center with outstanding research and development capacities, the University is playing an increasingly important role in the region's economic, social and cultural development. In 2014 the University of Debrecen served a highly diverse international community including nearly 4,000 foreign students from 99 countries.

Key international organisations established in the city:
- AIESEC Debrecen
- Alliance Française Hungary
- DAAD German Higher Education Information Center
- Erasmus Student Network Debrecen
- American Corner Debrecen
FIRST CLASS BUSINESS INFRASTRUCTURE
Daniella Industrial Park
The industrial park rents out industrial halls, warehouses and office buildings in a pleasant landscaped environment with 24-hour security services.
4 ha
eKözig, Evopro, IPTECH
200 persons

Western Industrial Park
The industrial park is easily accessible by road or train, and it offers building premises mainly for small and medium-sized enterprises for a variety of industries.
31 ha
Baromfiudvar 2002, ZO LEND, J&J
1,300 persons

Debrecen Regional and Innovation Industrial Park
The industrial park situated directly at M35 motorway provides several large international companies with custom-tailored industrial properties and office buildings.
120 ha
National Instruments, FAG, RR Donnelley
5,000 persons

Trimodal Logistics Center
The center situated directly next to Debrecen International Airport offers extensive infrastructure, connects road, rail and air transport routes, and also provides a wide range of logistic services.
25 ha
Saigo Logistic
8 persons

Debrecen Science Park
The industrial park belonging to the University of Debrecen is situated next to M35 motorway. It has full access to public utilities, and directly accessible by urban public transport.
25 ha
IT Services Hungary (T-Systems)
1,500 persons

Hanwha Tech Debrecen
The industrial area that is easily accessible by either road or train rents out industrial halls suitable even for heavy industry, as well as warehouses and office buildings.
8 ha
Hanwha TechM Hungary, Antal és Antal
250 persons

Lion Office Center
Lion Office Center offers category "A" offices that can be custom-tailored to client demands, in a high standard pleasant green environment with 24-hour security service and several additional services.
4,400 m² office area
Merlin, NTCA, ING, IT Services Hungary
1,500 persons

DELOG
As a fully developed center serving mainly commercial activities, Delog provides complex logistic services with 24-hour security service.
28 ha
Trans-Speed, WKS Ungarn, TEVA
575 persons

Southern Industrial Park
The newest and largest industrial park of Debrecen will open to investors starting from 2017. The area situated next to Debrecen International Airport has its own railway connection, and will have a direct motorway access by 2017.
584 ha
-
The Trimodal Logistics Center located at Debrecen International Airport connects three modes of transportation (air, road and railway). Through the railway network, its terminal provides connections to major European sea ports (Hamburg, Germany – Rotterdam, the Netherlands – Koper, Slovenia). The Trimodal Logistics Center operates its own container trains under the name ‘Eastern Connect’, which allows goods arriving to the continent by sea to be directly transported to Debrecen in order to be distributed on local roads; or, in the opposite direction, the cargo collected in the region by road, may be directly transported from Debrecen to the sea ports in rail containers.

<table>
<thead>
<tr>
<th>Warehouse and logistics services</th>
<th>Debrecen Airport Terminal</th>
<th>Air cargo</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Renting out warehouses</td>
<td>• Eastern Connect direct freight trains to several European sea ports</td>
<td>• Serving aircrafts</td>
</tr>
<tr>
<td>• Warehousing and handling</td>
<td>• Pre-carriage and post-carriage by road, scheduled delivery</td>
<td>• Cargo transfer</td>
</tr>
<tr>
<td>• Import/export customs</td>
<td>• Transferring containers to the depot</td>
<td>• Pre-carriage and post-carriage by road</td>
</tr>
<tr>
<td>• Multimodal freight transport</td>
<td>• Unloading and uploading between railway and road</td>
<td>• Import/export customs</td>
</tr>
<tr>
<td>• Cross-docking</td>
<td>• Standard and special, cooling, tank and open containers</td>
<td>• Handling special cargo (valuable goods, hazardous goods, medicine, oversize cargo); satisfying special transport and storage demands</td>
</tr>
<tr>
<td>• Commissioning</td>
<td>• Handling of semi trailers with cranes and swap bodies</td>
<td>• 24 hour security service</td>
</tr>
<tr>
<td>• Packing, labelling</td>
<td>• Possibility to trans-ship bulk products (stone, gravel, cereals etc.)</td>
<td></td>
</tr>
<tr>
<td>• 7/24 security service, closed circuit television</td>
<td>• Cross-docking</td>
<td></td>
</tr>
<tr>
<td>• Consultation</td>
<td>• Import/export customs</td>
<td></td>
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<tr>
<td></td>
<td>• Receiving and forwarding customs of goods, other customs operations</td>
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</table>
Debrecen is the ideal place for investment for companies who require a highly qualified workforce and a system of institutions with a powerful research potential. The cooperation between the Municipality of Debrecen, the University of Debrecen, and the city's industries serves as the basis of research, development and innovation processes that offer considerable future opportunities.
The Triple Helix model

The Triple Helix model is a framework system of cooperation for academia (university, research centers, etc.), government (national, county, local, etc.), and industry (big companies, SMEs, smallholders, etc.) to reach a common goal.

The strength of knowledge based regions lies in their ability to harmonise the trio of academia, government and industry, with the focus on a certain field of economic development (such as car manufacturing), a regulatory task (such as the utilisation of innovation results) or a branch of science (such as pharmaceutical development). Cooperation lies at the heart of the model. The main idea is that continuous communication between the three units ensures the development of all three sectors, as these conditions are vital for developing knowledge creating regions.

A typical example of relationships is the establishment and operation of networks and institutions that ensure a flow of knowledge. An increasing number of entrepreneurial universities operating in the business sector run science parks and incubators. Companies also carry out research, but basic research projects are normally funded by government bodies while non-profit government organisations undertake business and educational responsibilities.

A development trend for the Triple Helix model is Quadruple Helix (QH) where the fourth element includes (end) users. This additional actor is involved because of the need to make sure users, for whom cooperation is maintained, are present throughout the planning and creation processes between the different sectors. For instance, in a QH model led by a government agency the fourth actor is the local community whereas in an industrial QH it is the buyer. Users can be represented in various ways: NGOs, buyers’ communities, living labs, community forums or the involvement of inter-buyer opinion leaders.

Triple Helix in Debrecen

A good example of Triple Helix in the city of Debrecen is the Pharmapolis Debrecen Innovative Pharmaceutical Cluster operated as a business, university and municipality cooperation system. The establishment of the Pharmapolis Innovative Pharmaceutical Cluster reflects the joint intention of professionals in pharmaceuticals, a dominant industry in Debrecen, the Municipality of Debrecen, the member companies of the Hajdú-Bihar County Chamber of Commerce and Industry, and the University of Debrecen to seek cooperation in promoting industrial networking relying on the region’s conditions.

As part of collaborations between the Municipality and the University, the name Pharmapolis first appeared in 2005, when the Municipality of Debrecen, the University of Debrecen, and several SMEs jointly established Pharmapolis Debrecen Kft. This company is engaged in R&D especially in the field of clinical research in close cooperation with the pharma factory Richter Gedeon, as the cluster’s most significant pharmaceutical player. Also, the name Pharmapolis is used to designate the Debrecen Pólus Program.
THE CAPITAL OF INNOVATION

Did you know...?
University of Debrecen

- Nearly 240 research groups with 908 members are now active at 14 faculties.
- 25 doctoral schools serve 1,061 students.
- In 2013 the University of Debrecen won 366 domestic and international R&D tenders.

A wide range of corporate collaborations:

The strong and open scientific base of the University of Debrecen is suitable for industrial collaborations, and as a service laboratory, it makes some of its research capacity available to researchers and external academic and economic partners of the university.

In terms of industrial cooperation, the University of Debrecen performs the following key strategic Research, Development and Implementation (RD&I) activities:
- health industry,
- functional food development and agricultural research,
- IT and electronics.

MTA Atomki

The Hungarian Academy of Sciences Institute for Nuclear Research (MTA Atomki) has achieved world-class results in the physical sciences in terms of research, development, and innovation. It is involved in a number of outstanding international collaborations. Its research partners in particle, nuclear, and atomic physics include the European CERN, the Japanese RIKEN, the German GSI, and the French GANIL. In addition to basic research, researchers at MTA Atomki carry out environmental protection research, nanotechnological development, prototype manufacturing for medical imaging devices, and produce industrial vacuum technology systems to prove that scientific research and innovation are inseparable from each other.

Corporate RD&I

Debrecen’s flagship industries — pharmaceuticals, ICT, and food industry — are among the key sectors of Europe. Clusters, collaborations, bridge organisations, and a number of committed players are working in the city in these industries to make innovation a part of everyday life in almost every area.
KEY SECTORS
Pharmaceuticals

Erik Bogsch, CEO of Richter Gedeon Nyrt.:

“The City of Debrecen offers Richter not only the appropriate location, but also the appropriate professional background.”
The current state, economic role and significance of the Hungarian pharmaceutical production are the results of successful work for decades. Hungary’s pharmaceutical factories now supply their products to nearly 100 countries in the world, and tens of millions of patients are administered Hungarian medications. Approximately 2 300 local inhabitants are employed in pharmaceutical production.

The presence of the University of Debrecen and the Hungarian Academy of Sciences Institute for Nuclear Research, and their educational and scientific potential and achievements are key factors in the past and future development of Debrecen’s pharmaceutical industry. In addition to pharmaceuticals, further areas of the health industry also have notable traditions, including medical instrument manufacturing (Medicor, Dispo-medicor, EMD Kft.), and diagnostics (Scanomed). The University of Debrecen Clinical Center is one of the biggest patient care institutions in Hungary. The clinical background also contributes to the development of companies engaged in medical tourism and those relying on healthy food.

Richter Gedeon Nyrt.

Richter Gedeon Nyrt.’s Biotechnology Plant in Debrecen was inaugurated in 2012. Richter Gedeon Nyrt. is an innovation based specialised pharmaceutical company headquartered in Hungary. As an international company it is present in more than 38 countries with 5 production sites, 30 representations and 38 commercial subsidiaries and wholesale companies. Its vertically integrated business includes pharmaceutical production, research and development, trade and marketing. The company produces more than 200 different medications. Its products include original, generic and licensed medicines. The facility in Debrecen manufactures biosimilar protein drugs with a mammalian cell procedure. The company employs 150 people in Debrecen.

TEVA Hungary Zrt.

Debrecen’s pharmaceutical production goes back nearly a century due to Biogal Pharmaceutical Factory, which was bought by TEVA Hungary Zrt. in 2004. TEVA runs direct representations in 50 countries, production sites in 25 countries, and research and development centers in 18 countries. Inaugurated in the summer of 2009, the Debrecen Generic R&D Center made the local site the leader of the company group’s development units that serve the European market. The company uses approximately 200 different active agents to make more than 500 products every year in Debrecen, selling especially to European markets but also in Canada, Israel and Asia. TEVA employs nearly 2 000 people in Debrecen. The pharmaceutical factory has continuously increased its production volume in recent years and expects to maintain this development trend in the future.

EMD Endoscope Device Kft.

This Hungarian owned company with currently 42 employees has been a reliable partner of healthcare institutions ever since its inception in 1997. Its products include excellent quality endoscopic optics, instruments and devices, primarily for minimally invasive surgery. Independent from types and products, its repair shop provides a unique service in Hungary. Its operation is pervaded by innovation and it assigns considerable resources to research and development. It performs all of its activities under strict quality control. In addition to its domestic presence, the company is expanding its export markets relying on the positive foreign reception of the world class EMD products.
KEY SECTORS

Food industry

Miklós Szabó, founder of Tranzit-Food Kft.:

“As people from Debrecen, we can think, develop and achieve success in Debrecen.”
Part of the global demand in the food industry concerns quantity. At the same time, there is an increasing worldwide need for quality processed foods. Hungary’s agricultural production and processing industry have a considerable potential in terms of both food safety and the quality food market.

Traditionally, Hungary is an agricultural country and the processing industry built on it is also one of the most powerful sectors in Debrecen. Endowed with excellent natural conditions and a high level of fruit and vegetable production, the eastern region accounts for 60% of Hungary’s overall fruit production. The food industry in Debrecen and its region (Hajdú-Bihar) employs 4,230 people.

**Tranzit-Food**

The core business of Tranzit Food Kft. is to fully integrate and process waterfowl. It runs nearly 50 animal farms and has expanded its industrial infrastructure with its own processing plant, a hatchery, and a fodder mixer in recent years. With its current capacity, it can produce, process, and sell roughly 2 million meat geese and 6 million broiler ducks per year. This makes the company a key player not only in the domestic but also in the international waterfowl, goose, and duck markets. It exports a significant part of its premium quality products. It employs nearly 1,000 people on a continuous basis providing regular work and income to another hundreds of producers and part-timers related to the company.

**Pentafrost**

Pentafrost Kft. is a Debrecen-based Hungarian family business producing and selling quick-frozen fruit and vegetables for thirty years. It mainly processes sweet corn, both crumbled and on the cob, green peas, green beans, and tomatoes, making a large amount of organic products. Hungary primarily owes its leadership in the European market in terms of quick-frozen sweet corn to Pentafrost Kft. The company’s three plants belong to the newest and most modern freezing warehouses in Hungary. 90% of the products are aimed at European Union and Eastern export markets, and 10% is sold inside the country. The company employs 320 people.

**Globus**

GLOBUS Konzervipari Zrt. is one of the most traditional canning factories in Hungary. Since 2006 it has been a member of the French “Groupe d’aucy”. A registered and protected trademark in more than 50 countries in the world, Globus is a brand name under which canned vegetables are now sold in the Eastern European market. The company sells its products under the brand name d’aucy in Western Europe, which do not contain preservatives as vegetables and retain their nutritive value by the use of heat treatment. The company’s products include corn, green peas, green beans, and their mixtures. The company produces a total of 80,000 tons per year, exporting 96%. Globus employs nearly 250 full-timers and another 200-250 part-timers for seasonal work.
KEY SECTORS
IT, COMMUNICATION AND ELECTRONICS

László Ábrahám, Managing Director of NI Hungary Kft.:
“We are proud to make a major contribution to enhancing Debrecen’s economy with our job creation and Hungarian supplier base.”
The Debrecen IT sector was established in 2001. In the service industry, including IT outsourcing, client expectations for quality, reliability, accuracy, and fastness are based on people. The companies that settled in the city chose it as the place where they found highly qualified workforce speaking languages that is vital for them.

Now the sector employs nearly 4 000 local inhabitants. In recent years the companies that settled in Debrecen have experienced a great and steady boom, increasing their sales revenues and profit from year to year, with a number of professional awards in recognition of their successes. The region's IT providers have closely cooperated with the Faculty of Information Technology of the University of Debrecen in training and research. In cooperation with pharmaceutical and food companies, local IT companies are suitable for creating a number of new products and services in the fields of e-health and m-health.

National Instruments

National Instruments Corporation, a market leader in measurement and control automation, established its first overseas production base in Debrecen in 2001. Specialised in the manufacturing of electronic devices, NI Hungary Kft. has undergone continuous growth since its organisation, with more than 90% of NI's hardware products now made in Debrecen. Besides hardware manufacturing, the company's centers serving the divisions of Europe, Asia and America, such as IT, Law, Finance, and the Service Center, have been established in Debrecen. With manufacturing supported by highly qualified engineers, their research & development team has made the company a real knowledge hub in Eastern Hungary. The Debrecen plant of National Instruments employs nearly 1 100 people.

IT Services Hungary

Established in 2006 as a subsidiary of the German T-Systems International, IT Services Hungary (ITSH) offers overall ICT outsourcing and system integration services primarily to international clients of its parent company and group. The company is unique for providing the full range of ICT services. Its core business comprises system integration and IT outsourcing, and further activities include all widely used software and hardware platform SAP system services, remote and local server operation, network management and network surveillance. In recent years it has acquired extensive experiences as an ICT provider in the field of international outsourcing as T-Systems International is present in more than 25 countries, operating a global service network and approximately 75 data centers. Dynamically expanding from year to year, the Debrecen team now consists of over 1 700 people.

British Telecom

In February 2008, British Telecom (BT) opened its second European Service Center in Debrecen after Budapest, which has achieved steady growth ever since. Seven years after its inception, the center in Hungary has become an important strategic base of BT’s international business and one of the biggest and most complex business support centers in the country. BT’s highly qualified professionals help over 3 000 international companies and government agencies in 12 European countries in a number of fields including client management, financial services, network and IT solutions, and a variety of business support services. In 2014 the service portfolio of the European Service Center in Debrecen came to include four new functions. BT created its European knowledge center in Hungary for the design of IP based communication networks, with more than 70 highly qualified and experienced engineers now responsible for the top level design of network solutions that are suitable for implementing the communication services sought by BT's European clients. The company's presence in Debrecen is in continuous expansion, with over 300 employees in two sites.
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 arriving to 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.

Subsidies based on national sources

Subsidies based on individual government decisions may be applied for asset investments or job creating investments. Concerning its form, it is a non-refundable, post-financed, direct financial support. The conditions of these subsidies are determined by a negotiation procedure between the investor and the Hungarian authorities.

**Asset-based subsidies**

Conditions:

- \( \geq 50 \) jobs created
- \( \geq 10 \) million EUR investment volume

**Job creation subsidies**

Conditions:

- \( \geq 50 \) jobs created
- \( \geq 10 \) million EUR investment volume

Subsidies co-funded by the European Union

EU co-financed subsidies are typically available as non-repayable, post-financed direct financial support. The rate of the support may differ for each application.

**Tax allowances**

**Development tax allowance**

A tax allowance for the period following the completion of the investment, which offers exemption for up to 80% of the corporate tax payable for 10 years following installation. Conditions:

- \( \geq 75 \) jobs created
- \( \geq 3.7 \) million EUR investment volume

**Social tax allowance**

Social tax allowance is a reduction of the taxes a company must pay after all of its employees. The intensity can be 0%, 12.5% or 14% employer tax duty instead of the original 27%, based on the specialties of the employee groups.

**Training support**

Non-repayable, post-financed, direct financial support, up to 50-70% of eligible training costs. Conditions:

- \( \geq 50 \) jobs created

**Workshop establishment aid**

Non-repayable, post-financed, direct financial support, up to 73% of the eligible costs of workshop establishment. Conditions:

- \( \geq 50 \) new employees with study contracts

available for large companies only
The startup world in Debrecen demonstrates a steady development. As a result of related initiatives, several successful companies have been established. Communities have been formed like DebTech, the meeting point of those interested in startups. The Debrecen Startup Roundtable has also been created, where leaders of startup companies have the opportunity to discuss their goals of public interest. Igen Debrecen, a social entrepreneur and innovator startupper training was launched in order to support viable ideas, and helps participants with its mentoring and incubation program. The creative and inspiring environment is provided by DebrecenHUB, the first co-working office in the city.
BitNinja is a server security solution which functions as a community security web, and provides effective protection against 99% of server attacks. It offers scalable solutions to hosting and cloud service providers and data centers.  
www.bitninja.io

Mindensync is a cloud-based integration platform for connecting and integrating webshops with ERP systems, as well as for the real time synchronisation of their data and the automation of the workflows. All this without any programming skills, in just a few minutes, easy, fast and simple.
www.mindensync.hu

Slamby is developing a unique and innovative text analysing and processing technology. The technology developed by the team is completely independent of the language used, therefore it is able to read and understand texts written in any language, and to promote and automate business processes on the basis of the information obtained. Based on this technology, Slamby is developing a range of business solutions to process documents.
www.slamby.com

The first community office of Debrecen is located in the city center and characterised by professional office environment, inspiring work space and interactive arrangements. Debrecen HUB organises and hosts a number of cultural and business programs, promoting the steady development of the local business community.
www.debrecenhub.hu

OptiMonk is an award-winning marketing tool which, based on a patented technology, enhances the efficiency of other websites mainly through increasing conversion rates and revenues. Websites using OptiMonk have achieved an increase of 126% on average in the efficiency in collecting subscribers.
www.optimonk.hu

Vitrolink is a high tech automated microscope service carrying out the observation of cellular biology processes. Their goal is to make their solutions available to cancer research laboratories in order to make cellular biology observations drastically cheaper and more efficient all over the world. Their current partners are certain research laboratories at the University of Debrecen.
www.vitrolink.com

Glulu gluten-free artisan bakery manufactures fresh gluten- and allergen-free bakery products from a sorghum-based flour mix developed by the company itself. Their competitive advantage is that they exclusively use high quality, natural ingredients with no preservatives. Thanks to the artisan technology, all their products are created with love and care.
www.glulu.hu

Xeropan uses a revolutionary concept in language learning and places the whole process in a fairy tale world, leading learners through an adventurous story with daily challenges and missions to make learning always exciting.
www.xeropan.com

PlanMaster 3D has introduced a brand new dimension to dentist-patient communication. This unique online software enables dentists to explain even the most complicated treatments to their patients with the help of custom-tailored 3D animations, in a prompt and comprehensible way, with a single click.
www.planmaster.hu
CONFERENCE TOURISM
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 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 favored 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 organizing 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 tourism capacity of the city provides opportunities for organizing 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.
LIVEABLE CITY
**Culture**

A flourishing and bustling art life has made Debrecen the cultural hub of the region. Classical and contemporary museums, galleries, municipal and alternative theatres, concert halls, and cinemas offer events every day of the week. The variety of annual musical, literary, dance and gastronomic festivals make Debrecen's cultural life more colourful.

**Leisure and wellness**

People seeking recreation can visit Debrecen’s thermal spa, famous for its medicinal water, open-air beaches, or the largest indoor Aqua Park of Hungary. Nature lovers can take a walk in the ‘Big Forest Park’, take excursions or a bicycle tour in the woods as well as around the lakes outside the city.

**Public transport**

The city has excellent public roads and an extensive public transport network. Local and intercity buses, trams and trolley services offer inhabitants an easy way to stay mobile. With well-coordinated services Debrecen’s public transportation helps local people get to work/home within 30 minutes. In addition, an 80 kilometre bicycle path network facilitates transport in and around Debrecen.

**Sport**

The city boasts several first class sports teams in football, water polo, ice hockey, and handball. The football stadium with a capacity to hold 20 000 people, the sports swimming pool with a 50 metre race course, and the athletic stadium have hosted many prestigious international events. Whatever the branch of sport, from tennis, basketball, to wall climbing, everyone can find their favourite sporting outlet. Also, Debrecen offers several fitness gyms, skating rinks, and horse riding arenas.

**Healthcare**

The city has an extensive healthcare network, clinics and hospitals serve patients with the most state-of-the-art therapeutic techniques and diagnostic methods. Thousands of physicians and health professionals deliver a high standard in the care of in and outpatients from the city and the county. Besides public institutions, Debrecen also has a number of specialised private health centers.

**Catering and shopping**

A diversity of cosy restaurants with domestic and international cuisine, cafés, wine bars and ruin pubs add to “the taste” of life in Debrecen. Every buyer can find their favourite products in artisan retail shops, primary producer markets, and also in super and hypermarkets. The shops of tailor made and world brands offer a wide array of clothing fashions, footwear, and accessories.

**Hotels and real estate**

Debrecen offers 4 and 5 star hotels and a number of boarding houses in the city which can accommodate thousands of visitors, business professionals, and tourists. Magnificent new and rebuilt top category properties, downtown and greenbelt flats and houses with a garden are offered for sale at 80 – 200 thousand EUR or can be leased from 300 – 1 000 EUR per month.

**Foreigners in Debrecen**

Debrecen is home to nearly 5 000 foreigners. Due to the high level of education many people are attracted to the University of Debrecen, and the international companies established in the city also frequently hire foreign workforce. Most public and cultural services are available in English, and the city operates and maintains bilingual schools and foreign language learning communities. The city’s first International School with a kindergarten will open in 2017.

**Trips around Debrecen**

People seeking relaxation outside the city limits can find special experiences in many world heritage sites such as ‘Hortobágy’, with its infinite prairies and autochthonous animals; ‘Hajdúszoboszló’ with its thermal water, open beach and Slide Park; ‘Hegyalja’, is famous for its globally renowned Tokaj wines which offer special wine tastings; and the Bükk and Mátra Mountains with their splendid hills and peaks.
INVESTMENT PROMOTION
EDC Debrecen –
professional assistance

Efficient help throughout the investment period, from data collection to after-care

Investor services

EDC Debrecen, the economic development company of the city of Debrecen helps investors who are looking for a potential business location with transparent and up-to-date information and a wide range of professional services. The investment promotion expert team of EDC Debrecen provides useful help throughout the entire investment process:

- **Decision making phase**
  - providing up-to-date information in a custom-tailored manner
  - collecting and presenting potential sites suitable for the investors' demands
  - organising and implementing site visits and meetings
  - liaising between investors and local players

- **Implementation phase**
  - finding suppliers and developers
  - providing information on the tax, legal and economic environment
  - effective participation in obtaining the required permissions during the implementation of the administrative procedures

- **Operation phase**
  - expansion and re-investment assistance
  - cooperation in any issue concerning the local economy
  - liaising between the company and the city leadership

Looking forward to meeting you in Debrecen!

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