A Town of Sustainable Development
Dear Reader,

I am pleased to invite you to look into this useful publication showing the business and economic life of our town. Nowadays when everybody is speaking about the crisis afflicting the whole world – and Hungary in particular – Kecskemét is one of the national exceptions.

Despite the difficult economic circumstances, our town is continuously developing. It was in recognition of our results, and the will to act of the people living here, that Mercedes has decided in our favour, and is going to build up its new factory in Kecskemét. This will open up new vistas for innovation, education, research, suppliers’ bases, the employment market – and, in summary, the further development of Kecskemét.

The fact that the international press is speaking about Kecskemét as an exception is to the credit of the enterprises created or settling down here, and the right decisions and determination of the people of Kecskemét. It is also the result of our policies such as our tax reduction programme which is unique in the whole country.

All these factors working together give support to Kecskemét, the people of Kecskemét, and the harmonious growth of the enterprises settling down in our town. After all, we strongly believe that this is a long-term process that is self-sustaining.

I welcome you to Kecskemét, to this continuously thriving town, which is growing more and more beautiful, and is a very liveable place in human terms.

Dr. Gábor Zombor
The Mayor of Kecskemét, City of County Rank
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Kecskemét –
The Town of Tolerance

Kecskemét has 110,000 inhabitants and represents the seventh most populous town in Hungary. It is positioned in the geographic centre of the country, at the cross-point of many important highways and routes. The town lies 85km southeast of Budapest and 60km from Ferihegy Airport, the main airport of Hungary. Kecskemét is the commercial centre of the South-East Plain region. It is the administrative capital of Bács-Kiskun County. The population of the town is homogenous, 99.5% being Hungarian, and the German, Croatian and Roma communities each have a local government.

Centuries-old traditions

The diligent population is always open to innovations. Newcomers have continuously settled here and are welcome. Over centuries they have helped to shape Kecskemét into a flourishing town. As early as 1393, traders arrived from far regions to this town, which had its own regional fair. However, it obtained its national importance in 1600, protecting its religious and economic independence, during the Hungarian-Turkish wars. During the era of the industrial revolution in the 19th century, Kecskemét has undergone an economic development never seen before, catapulting it into a town of European standards.

The Town of Tolerance

There are various aspects of the uniqueness of the centre of Kecskemét, which is also referred to as the Town of Tolerance, since it was one of the first European towns to create the basis of religious tolerance: Catholics and Protestants received equal rights in the administration of the town and its communities. On the main square of the town, churches of all four historic Christian religious denominations can be found (Catholic, Protestant, Evangelical, and Greek-Orthodox), as well as a synagogue – which now functions as the House of Science and Technology.

By tradition, Kecskemét is a town of schools and colleges. It is the educational centre of the region for all the youth coming from this region, represented by 5 university faculties and colleges, 16 secondary schools, vocational schools, and an art school. Particularly, in regard to vocational training, the main focus lies on the areas of technology and industry, with about 3,000 students being trained annually. The second largest specialization is commercial and business education with about 2,000 students. The Kecskemét College trains in total over 5,000 students, enrolled in technical, agricultural and social courses.

The most beautiful town square in the country

Kecskemét, while showing the characteristics of a large town, retains its historical values. With urbanization at the turn of the 20th Century, the townscape has undergone a dramatic change. The dominant style of the Jugendstil era has shaped the buildings on Kecskemét’s main square in the centre of the town, which is unique in Hungary, and has been selected as the most beautiful town square of Hungary in a recent internet poll. The town has started to grow outside of its historic centre, and the new urban development has created symmetric layouts for new areas. Moreover, since mid last century, industrial parks have been established in the east, south and west side of the town. Today, these industrial park zones have developed into an interconnected industrial zone.

Opportunity for growth

Since the flatland surrounding Kecskemét has no natural limitations for expansion, the town is characterized by a suburban development. Over 10,000 inhabitants live in an area independent from the central areas of Kecskemét, approximately within 5-10km range. Every tenth citizen of the town lives on farm type locations.

In a natural environment

The area surrounding Kecskemét, the land between the Rivers Duna-Tisza is dominated by agriculture. The land – which is characterized by a sand region – has forests, fruit orchards and vineyards. The national parks surrounding Kecskemét are overseen by the National Park of Kiskunság, and protected according to strict European nature protection requirements.
The geographic location of Kecskemét is exceptionally favourable in regard to transportation and traffic characteristics. The nearness and easy access of Hungary’s main airport gains more and more significance. The town also plays an important role as a redirection hub for a main train line. Its accessibility by road is excellent. Currently, there are six main roads crossing from six different directions in Kecskemét. The planned east-west M6 highway will cross here, at the already existing north-south Highway M5, but the south-east road M44 is also interconnecting here. In relation to the transportation of goods, Kecskemét has a strategic location and it is a natural starting point in the direction to Central-East, and South-East Europe.

**Strategic location**

The M5 highway is part of the Helsinki Vienna-Budapest-Belgrade, further transportation opportunities are available on the two rivers – the Danube and Tisza – located nearby, as well as through the regional airport network Kecskemét-Szeged-Békészabda.

**Positive population growth**

Due to the above characteristics, the population of Kecskemét is growing, which is in contrast with the average Hungarian trends. Over the past decade, the population in almost all the cities and towns in Hungary has been decreasing, however in Kecskemét the trend is the opposite. The population of Kecskemét has increased by 1.5 times over the period of the last four decades. At the end of the 1980’s, the population of the town reached 100,000 inhabitants, followed by a continuous increase. Typical for the growth dynamics of the last five years was an increase of nearly 3,000 inhabitants, which is unique in the series of the Hungarian towns representing the administrative centres of the counties.

According to the prognosis of demographers, the number of inhabitants of Kecskemét will increase by 10%, by 2020, reaching 120,000. Kecskemét is in the circle of leading cities of Hungary with a total of 11 million 30 thousand registered mobile phone users. The result is that for 100 people, there are 109.7 registered mobile phones, according to the data of the National Communications Authority. In Kecskemét, the communication network infrastructure development is above the Hungarian average. Statistically, Kecskemét is in the circle of leading cities of Hungary with the most real estate and car ownership per capita.

**Environmental characteristics**

Kecskemét has a dry, moderately warm climate. The average annual median temperature is 10.3°C. Typically, the warmest days reach a maximum of 34°C (absolute maximum being at 39.5°C), with the coldest being -16°C (absolute minimum -32.2°C). The average annual hours for solar duration – over an average period of 50 years – is 2,025 hours. The average precipitation levels are 506 mm (average period of 50 years). The average number of days with snowfall is 34. The typical wind direction is north-west.

**Kecskemét in Numbers**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total area</th>
<th>Outer area</th>
<th>Downtown</th>
<th>Number of inhabitants</th>
<th>Kecskemét region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td></td>
<td></td>
<td></td>
<td>43240</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td></td>
<td></td>
<td></td>
<td>57327</td>
<td></td>
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<tr>
<td>1960</td>
<td></td>
<td></td>
<td></td>
<td>66388</td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td></td>
<td></td>
<td></td>
<td>7978</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td></td>
<td></td>
<td></td>
<td>92047</td>
<td></td>
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<tr>
<td>1990</td>
<td></td>
<td></td>
<td></td>
<td>102516</td>
<td></td>
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<tr>
<td>2000</td>
<td></td>
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<td>105606</td>
<td></td>
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<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
<td>110,316</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td>120,000</td>
<td></td>
</tr>
</tbody>
</table>

**Innovative Town Development Programs**

- Integrated Town Development Strategy 2007-2013
- Industrial Park Development
- Tourism Development
- Environmental Protection Program
- Long-Range Program for the Reduction of Air Pollution
- Long-Range Waste Management Program
- Traffic development Conception

**Infrastructural Developments with EU Support (2005–2007)**

- 38 million EUR ISPA 38 million EUR
- 17 million EUR Building a Drainage of rainwater
- 2.5 million EUR Integrated Regional Vocational School
- 5 million EUR Broadband Internet Infrastructure
- 3.8 million EUR Inert Litter Processing
- 1.5 million EUR

**Rents of Business Properties**

- Office in the city centre: 8 EUR/m²/month
- Office in other parts of the city: 6 EUR/m²/month
- Industrial building: 4.6 EUR/m²/month

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**The number of Kecskemét’s inhabitants from 1900**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>43240</td>
</tr>
<tr>
<td>1949</td>
<td>57327</td>
</tr>
<tr>
<td>1960</td>
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<td>1980</td>
<td>92047</td>
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<tr>
<td>1990</td>
<td>102516</td>
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<tr>
<td>2000</td>
<td>105606</td>
</tr>
<tr>
<td>2008</td>
<td>110,316</td>
</tr>
<tr>
<td>2020</td>
<td>120,000</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office
The economy of Kecskemét

The economy of Kecskemét is traditionally characterized by an entrepreneurial attitude, with 6,740 registered businesses, and 7,043 small business entrepreneurs. The most developed industrial sectors are: IT, machine industry, printing industry, plastics and food processing.

The largest businesses

During the last two decades, nearly one hundred industrial operations have settled in Kecskemét. Amongst these are international companies such as M&G (Thyssen) Production Systems, Knorr-Bremse Brake Systems, Phoenix Mecano, HIL, DDK-Digital-Disc Drivers, and Freudengerber Simmerringe. These businesses provide many thousands of jobs. The permanently settled operations are mainly focused on the production of components parts, equipment, and accessories for machine and electrical installations. These are mainly German companies who have built a German work culture amongst the local employees, characterized by precision and reliability.

Traditional industrial sectors

The image of the city has been significantly changed by these established companies. However, next to these new entries, there is an important role for the traditional industries which date back a hundred years. Kecskemét is one of the major Hungarian printing centres, with many printing facilities of different size and profiles. A special example is STI Petőfi Nyomda Ltd, which specializes in packaging materials. The German media group Axel Springer also operates one of its printing centres for daily newspapers here. Following another tradition, furniture and window manufacturing production is undertaken by local companies (Herzeg & Co., Fenyőtherm).

Food processing

In the region there is a traditional industry of stock raising, vegetable production and food processing. One of Hungary’s largest food manufacturing companies is based here; the UniVer-group which has become famous for its food flavouring products and baby food. Forнетти is market leader in Hungary, and well known internationally, for the production and distribution of frozen bakery products. Another well known branded food product is the mineral water bottler Szentkirályi Ásványvíz.

Building industry

Building industry.

Construction companies based in Kecskemét are operating nationally and internationally in the building industry. KESZ, with headquarters in Szeged, operates its production facility and own industrial park in the area. VERBAU is specialized in industrial flooring and external concrete surfaces, but also acts as main contractor for constructions. Freeline is developing fast, and Beton Star produces and installs reinforced concrete structures.

Logistics

Due to its favourable location, Kecskemét is suitable to become the centre for warehousing and logistics operations. The most significant amongst those companies is Bertrans.

Retail

Kecskemét is the commercial centre of the region with the largest international retail chains having established their presence here – such as Metro, Tesco, Auchan, Baunax, Praktiker, OBI, and Lidl. In the centre of the city, next to the main square, lies the shopping mall ‘Málom (Mill) Center’.

Banking

Kecskemét is the regional financial centre with over 20 different banks operating branches here. The presence of international banking groups has enabled a dynamic growth of this sector.

Availability of specialist workforce

According to Hungarian law, companies are obliged to provide funds for the training of a specialized workforce. A local organization, established in 2008, is arranging training courses for companies directly benefit from targeted training of employees in modern facilities.

Economic Sectors in Kecskemét

<table>
<thead>
<tr>
<th>Provider</th>
<th>Industrial</th>
<th>Agrarian</th>
</tr>
</thead>
<tbody>
<tr>
<td>42%</td>
<td>48%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

The Number of Enterprises in BÁCS-KISKUN

<table>
<thead>
<tr>
<th>Sector</th>
<th>Nettó árbevétel 2007 (Mrd. Ft)</th>
<th>Létszám</th>
</tr>
</thead>
<tbody>
<tr>
<td>40543 Hydraulics, gas, bronzeries, ironworks, fabrics</td>
<td>19,347,000</td>
<td>629</td>
</tr>
<tr>
<td>16781 Retail, wholesale. retail service</td>
<td>5,423,000</td>
<td>464</td>
</tr>
<tr>
<td>1096 Commerce, import, export</td>
<td>56,347,000</td>
<td>2,796</td>
</tr>
<tr>
<td>4575 Processing industry</td>
<td>33,423,000</td>
<td>1,243</td>
</tr>
<tr>
<td>4388 Building industry</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>329 Other communal, personal services</td>
<td>56,347,000</td>
<td>2,796</td>
</tr>
<tr>
<td>2443 Accommodation service, catering</td>
<td>5,423,000</td>
<td>464</td>
</tr>
<tr>
<td>2151 Transport, storage, post, telecommunications</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>1972 Financial mediation</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>1699 Education</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>1475 Health and social care</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>50 Electricity, gas, steam and water supply</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
<tr>
<td>23 Mining</td>
<td>93,347,000</td>
<td>3,257</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office
Decreasing tax burden

In 2007, the Municipality decided on a new economic stimulus concept. The most significant element of this program was the targeted decrease of local business tax. With this step, Kecskemét became one of the first cities in Hungary practicing its right to decrease local tax. The leaders of Kecskemét believe that with this step they can support and motivate those small and medium-sized entrepreneurs who already operate or are planning to settle their business in Kecskemét. The amount of decrease will be 0.1% per year. By 2011 the level of business tax will reach 1.6%.

Introduction of service-packages for investors

Next to the decrease of local business tax, the Municipality has decided that it will simplify the administration surrounding the establishment of new businesses. The city supports all investors in managing the complex Hungarian administrative processes, obtaining construction permits, and other documents. The target is that all administrative processing becomes simpler and faster, ideally managed by a ‘one-stop-shop’ set up.

The one-stop-shop service

1. Administrator with foreign language knowledge, friendly and well prepared
2. Precise information
3. Consultation
4. Tailor-made advice for companies
5. Orientation in the Hungarian legal environment
6. Efficient processing

Local Tax Allowances

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local business tax</td>
<td>1.6%</td>
</tr>
<tr>
<td>From 2011</td>
<td>1.5%</td>
</tr>
<tr>
<td>Property tax (m²/year)</td>
<td>€ 2.3</td>
</tr>
<tr>
<td>Property tax in industrial park zone</td>
<td>10%</td>
</tr>
</tbody>
</table>

“One-stop-shop” Local Government Service

1. General information about the town and the region
2. Advising in matters of planning
3. Support in applying for building permit and other procedures
4. Liaising cooperation with local participants
5. Contacts with firms, offices, financial institutions, chambers, associations and systems of connection
6. Support in obtaining work permit in Hungary as well as in visa procedures
7. Support in looking for employees as well as in training options

The World Bank (IMF) on the business environment in Hungary:

1. The law environment is in conformity with EU norms.
2. In the IMF-made rankings of countries Hungary is
   a. placed 27th in respect of starting a business;
   b. placed 12th in respect of enforcing contracts;
   c. placed 28th in respect of getting credit;
   d. placed 89th in respect of the duration of obtaining construction permits.

Availability of EU grants targeting the for-profit sector

With Hungary joining the EU in 2004, opportunities have opened up to apply for EU grants, which are available for both the non-profit, public as well as the for-profit sectors for infrastructural developments. The Hungarian Development Agency (www.nfu.hu) oversees the granting system in Hungary, as well as makes all decisions on provision of grants. The Municipality of Kecskemét provides consultation opportunities to provide a preliminary overview of EU granting programs for companies planning to invest in Kecskemét.

www.trenkwalder.hu

Trenkwalder offers customized staffing solutions in the field of professional HR services, training opportunities and executive recruitment. As a result of the experience in all sectors Trenkwalder offers customized staffing solutions in the field of professional HR services, training opportunities and executive recruitment.

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Consult us about your staffing needs – it’s worth it, a Trenkwalder branch is always at your site!
Employment market

The location of Kecskemét is beneficial in regard to accessing a work force. The city attracts employees from the areas of three surrounding regions – Bács-Kiskun (North), Pest (South) and Jász-Nagykun-Szolnok (South). Within the radius of 50km around Kecskemét, there are ca. 130 settlements, amongst which there are around 10 medium sized towns with a population of over 10,000, and over 30 towns with a population of 2-5 thousand.

Size of the employment market

There is a total population of approximately 740,000 (in the 12 statistical regions) of which there are ca. 500,000 potentially accessible employees, who can travel to the companies based in Kecskemét from any direction by public transportation or car. According to official statistics, in the second quarter of 2008, there were 290,400 employed based in the Bács-Kiskun county – according to statistical data published in March 2009 – was at 14.7% (8,900 registered unemployed). 74% of the registered unemployed are labourers, and 15% have a vocational school training qualification. In the region surrounding Kecskemét within a radius of 50km, 13 job centres have registered 30,700 job seekers, of which 53.5% are women, and 46.5% are men. The largest age group is between 25-50 with 61.2% of the total unemployed. The age group ‘younger than 25’ represents 19.5%, and ‘older than 50’ represents 19.3% in the unemployment statistics. Most of the registered job seekers have a relatively low degree of education – less than 20% have a high school degree, and less than 5% have a diploma of some sort. Since the highest incidence of unemployment is amongst the poorly educated, vocational training is an absolute necessity. The local municipalities have taken major steps in 2008 in order to create modern training systems. (see pages 14-21)

Unions

In Hungary, a healthy balance has developed between employers and work force representatives organizations. The interests of the work force are mainly represented by the unions of the different industrial sectors on national level. The activity of local union groupings is less than in other EU countries.

Average wages

For industries operating in sectors sensitive to economic boom, the flexibility of employment set up is of key importance. It is of advantage that Hungarian regulations allow for the implementation of full and part-time employment. The average wages for full-time employment varies by categories. On a national level the average gross monthly wage in the first half of 2008 was at 196,000 HUF (Euro 650 calculated with an exchange rate 300Ft for 1 Euro), net monthly wages were at 120,000 HUF (Euro 400). In the region of Kecskemét, the average wages are ca. 15-20% lower than the national average, particularly significant is the difference compared to average wages in Budapest. In Bács-Kiskun county, the average net monthly wage was at 100,000 Ft (330 Euro).

Average monthly income in Bács-Kiskun county according to sectors of economy in Euro (300Ft/EUR)

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The education and skill set of future employees represent an important part of the economic development of Kecskemét, and a distinctive emphasis is based on labour-intensive industrial manufacturing processes. In the future, this development will determine the industrial characteristic of the town. The education system of Kecskemét is being adapted accordingly at a fast pace.

Integrated vocational schools

Since 2008, the educational institutions of Kecskemét are operating in an integrated vocational centre. In the area of technical training, the number of students reach ca. 2,700, of which some 330-350 graduate annually. In the area of arts and economic studies, from over 3,000 enrolled students, 450-500 graduate every year. These vocational schools enrol students from Kecskemét and also from the vicinity region spanning 50-60 km.

Hírös Training Consortium

In order to meet the employment demands of the planned Mercedes factory, the Hírös Educational Consortium was established upon the initiative of the Chamber of Industry & Commerce of Bács-Kiskun County. According to the plans of Daimler, the factory will have 2,500 employees; and including the presence of the suppliers, the total amount of employees is expected to rise to at least 10,000, who will be connected in some form to the production activities of the factory. In order to ensure appropriate training for these employees, an educational institution has become necessary. This is the purpose of the consortium founded in 2006, which next to the college, integrates seven member institutions.

Educational institutions in Kecskemét

<table>
<thead>
<tr>
<th>Kindergarten</th>
<th>Primary schools</th>
<th>Secondary schools</th>
<th>Technical vocational colleges</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>22</td>
<td>16 of them are grammar schools (3 church schools), 2 integrated trade colleges</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Student’s hostels</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Higher education institutions</td>
<td>5</td>
</tr>
</tbody>
</table>

Foreign language skills

- Knowledge of English - among people graduating from university & college: 70%
- Knowledge of language - among people with primary school education: 11%
- Knowledge of language - among people with secondary school education: 26%
- Knowledge of language - age group of 15-39 years: 27%
- Population with knowledge of English: 30% (Source: The Local Government of Kecskemét Town of County)

Focal point of integrated vocational school training

1 Technical / Industrial engineering
   - electrical engineering
   - electronics
   - IT (software)
   - architecture
   - printing industry
   - light industry
   - transportation, logistics
   - environmental protection
   - water management
2 Economy, business, service marketing
   - business company management
   - catering industry
   - tourism
3 Human
   - health
   - social art
4 Agriculture

This new educational centre will enable the training of human resources for future suppliers coming to the area of Kecskemét. There will be no need for the investors to find individual agreements with various institutions, as the centre will offer the possibility to access and co-operate with the umbrella institutions supervised by the Chamber.

New funds for developments

The initiative of the Bács-Kiskun County Chamber of Industry & Commerce is an important step to ensure that the requirement of economic demands harmonizes with the content of vocational training courses offered. Two Regional Integrated Vocational Institutes (TISZK), founded by Kecskemét and by the county, are also members of the consortium. This will allow linking the more developed northern part of the county with the least developed southern area. In order to achieve this, approx. 1.3 billion HUF funding will be available to enable education in the southern regions of the county. The consortium integrates the entire value chain of the training including the training for engineering diplomas. A separate organization has been founded to coordinate education processes of secondary schools.

Development of vocational training

The founding of TISZK in the Kecskemét Region was made possible by winning funds from the relevant EU tender program HOFOP. The target is to concentrate efforts on establishing a modern vocational school environment, offering training in line with economic demand. For this reason, the Municipalité of Kecskemét voted to integrate all of its vocational training centres into this institute and to become the majority shareholder. Amongst the founding members of TISZK were educational organizations of several small towns, and of the region.

Training requirements of companies

TISZK is offering modular vocational training in four towns – Kecskemét, Kiskunfélegyháza, Tiszakécske and Örkény – in a total of 16 educational centres, under the most modern conditions. It offers the possibility to develop and implement targeted training for the demands of the local/regional labour market, funded by direct contributions of local and regional companies. Central educational areas and modern laboratories are being created, for different institutions operating in different towns, which they would not be able to fund and operate by themselves. Companies on the other hand offer practical training opportunities for students, who start their employment with these companies after graduation.

Training for adults

Next to young students, TISZK is also arranging training for adults. In 2009, some of the training courses for adults included electrician, electronic technician, IT system integrator, and several other courses, targeting the industrial and services sectors.

Trainings recognised by the state

- Upholsterer
- Material conveyor / building machine operator
- CAD-CAM Information expert
- Car electronics mechanic
- CNC cutter
- Car mechanic
- Logistical executive
- Vehicle polisher
- Electrician
- Body mechanic

Trainings giving own certificate

- Upholsterer
- Material conveyor or building machine operator
- CAD-CAM Information expert
- Car electronics mechanic
- CNC cutter
- Car mechanic
- Logistical executive
- Vehicle polisher
- Electrician
- Body mechanic
- Mechatronic mechanic
- Machine adjuster
- Mechatronic technician
- Specialist labourer
- Electronic mechanic
- Language trainings expanded with claimed technical language
- Electro filter and electric mechanic

Certificate of Mastership

- Electronical technician
- Car mechanic
- Electric machine and apparatus mechanic
- Car electro-mechanic
- Welder
- Body mechanic
- Engine filter, – Polisher painter
The status of higher education institutions in Kecskemét has taken a favourable turn in the past few years. In particular, the College of Kecskemét, already recognized as the regional center for training engineers, has received the opportunity for further development. Following the announcement of the Mercedes investment, the number of applicants and registered students for the technical faculty has increased by 10%, as early as September 2008. This is a clear indicator that the future of technical higher education in Kecskemét has been secured for a long term. Kecskemét has secondary schools of national fame, and in addition it is the centre of higher education in the region. 4% of the population has a university degree, and 6% a degree from a higher educational institution. Approximately 1,000 students conclude their studies every year at a higher educational institute, 10% of which are post-graduates.

Education and innovation

All three faculties of the regionally dominant College of Kecskemét consider it highly important to offer the possibility of further education, particularly with focus on specialized training and specialized engineering training after the undergraduate years. Although students apply from all over the country, the institution strives to become a considerable intellectual and ‘know-how’ center of the region. For this reason, in addition to training - the basic activity of education, the college is trying to sustain regional development through R & D activities. The college provides specialized scientific advisory services in the area of agriculture, technology and social subjects, ensuring life-long learning experiences, and so becoming an important factor to the local economy. In 2008, the Faculty for Machine Industry and Automation has announced for the first time the introduction of training courses for industrial product design engineering – a unique proposal in the entire South-Great Plain Region. The education courses will integrate all phases of product development, and aspects such as aesthetics, usability and marketability of the product.

Integrated educational centre

The Kecskemét Regional Integrated Vocational Center, under the leadership of the College of Kecskemét, is the latest institute which will cater for the requirements of investors and is a new part of the educational structure. The aim of the founders was to coordinate education according to regional labour market needs and to create up-to-date, practice-oriented training to the advantage of employers and students at the same time.

The main areas of training are:

- Mechanical engineering
- Environmental protection, water management
- Architecture
- Transport
- Trade, marketing, business administration
- Agriculture

There are further higher education institutions in Kecskemét. These are:

- Károli Gáspár Protestant University
- Law Faculty. The place of the education is in the building of Old College.

New university training opportunities

At the end of 2008, the leadership of the University of West Hungary has signed a cooperation agreement with the representatives of the Municipality with the joint goal of opening a new training site on the grounds of the historic military complex called “Rudolf-laktanya”, creating the most modern educational environment and conditions for new university courses. Together with the Municipality, the university is applying for EU funds to create a creative center for incubation. It is a fortunate coincidence that the University is in contact with the Daimler Group. The industrial design activities are carried out and managed by the Kene Foundation, which all perfectly fit into the education concept of the town.

The connection with Stuttgart

The institution has had a fruitful relationship over the years with the Stuttgart gart based Daimler Mercedes-Benz design studio. In this context, many students have been able to find jobs at the German company, following their studies. The subject focus is on architecture, product design and film-animation, and the diplomas obtained here are internationally recognized.

The distribution of students with technological qualifications in 2008

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technological manager</td>
<td>87</td>
</tr>
<tr>
<td>Mechanical engineer</td>
<td>88</td>
</tr>
<tr>
<td>Technological IT</td>
<td>158</td>
</tr>
<tr>
<td>Engineer-labor</td>
<td>48</td>
</tr>
<tr>
<td>Manager (postgraduate)</td>
<td>7</td>
</tr>
<tr>
<td>Quality matters (postgraduate)</td>
<td>19</td>
</tr>
<tr>
<td>Plastic processing (postgraduate)</td>
<td>12</td>
</tr>
<tr>
<td>Sum total (technological)</td>
<td>419</td>
</tr>
<tr>
<td>Sum total (Kecskemét College)</td>
<td>824</td>
</tr>
</tbody>
</table>

Percentage rate of technological qualifications 51%

Source: GAMF

The distribution of the training according to majors

- Technological / Industrial 34%
- Human 12%
- Economy-business-service 51%
- Agriculture 3%

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The knowledge of foreign languages of the population in Kecskemét has become better over the past years. Those members of the 110,000 population who have some knowledge of a foreign language would predominantly speak English as a first foreign language followed by German, French, Italian, Spanish and Russian. 27% of the age group between 15 and 39 speaks at least one foreign language. 70% of those with a higher education degree speak English.

Bi-lingual education courses

One of the most important priorities of the leadership of the city is the systematic foreign language training of the young generation. It is compulsory to study one or more languages at all school levels, and in every school type. According to recent polls, 11% of primary school students and 25% of high school students have some foreign language skills. The most recent initiative included the start-up of bilingual teaching in several primary schools, a requirement which has been fulfilled to create a new school system within the Hungarian system. This system secures teaching facilities for the children of those German families moving to Kecskemét due to the investment and operation of Mercedes.

Vocational training in foreign language

Two vocational schools have introduced bi-lingual teaching in English and German. 90% of those students attending these schools obtain a language exam parallel with their degrees earned at the schools. It is also obligatory for those students studying engineering courses at higher education institutions to complete professional language courses and exams in several languages. Some of the courses at higher education institutions are held in a foreign language.

German language skills are important

The most popular language learnt by most students is English. However, with the announcement of the Mercedes investment, enrolment in German language courses has jumped significantly amongst all age groups. In 2008, in the framework of the newly founded Hild’s Education Consortium, Kecskemét has teamed up with a German Cultural Institute of Baja (Germans Living in Hungary General Cultural Centre), renowned for its German language training – in order to raise the level of German language training courses.

INDEPENDENT PAST – JOINT PLANS

Kecskemét College, one of the most influential educational, scientific and cultural centres of Bács-Kiskun County and the South Plain Region, was established in 2000 by the merger of three colleges. The Kecskemét College: The College of Mechanical Engineering and Automation (GAMF), The Teacher Training College of Kecskemét and The Horticulture Faculty of the University of Horticulture and Food Processing. Building on its rich educational traditions, Kecskemét College would like to establish the college of the 21st century by continuous renewal.

VARIED TRAINING PROGRAMMES

The College reacts to economic-social needs fast and in a flexible way, thus, the training offers and the research activities of the College are increasing and developing according to demands. GAMF is developing machinery production specialisation, the horticulture faculty trains economic and regional development engineers besides horticulture engineers. The teacher training faculty has launched youth support expert and infant and child minder courses besides teacher education. Practice is in the centre of these training programmes at all the three faculties, so the graduates achieve success in the labour market. The College supports the enterprises of the region with a wide variety of adult education programmes professional, computer and language courses according to the needs of the labour market in the region. In the professional specialisation courses post graduates can deepen their knowledge.

CONTINUOUS RENEWAL – SAFE FUTURE

Besides the constant renewal of our training offer we consider the constant development of the training conditions essential as well. We have spent HUF 1.5 milliard on this recently. Since the integration the College has started the implementation of its greatest developmental investments with HUF 2.5 milliard through the Social Infrastructure Operative Program. The knowledge and intellectual centre of the region: this has been true for the College for some time, and as a result of the developments it is going to be even truer in the near future.

BACHELOR TRAINING

GAMF Faculty: mechanical engineering, information technology engineering, engineering management, mechanical engineer, material engineer, industrial product designer. Horticulture College Faculty: economic and regional development agriculture engineer, horticulture engineer, environment-economy agriculture engineer. Teacher Training College Faculty: kindergarten teacher, primary school classroom teacher.

HIGHER EDUCATION VOCATIONAL TRAINING

GAMF Faculty: machinery engineering assistant, logistics mechanical managerial assistant, general system operator, web-programmer Horticulture College Faculty: agricultural trading managerial assistant, garbage management technological assistant, managerial assistant Teacher Training College Faculty: youth support expert, infant and child minder.

KECSKEMÉT COLLEGE

the Biggest College of the South-Plain Region

The Kecskemét Regional Training Centre is one of the most modern adult training centres in Hungary, organizing labour market oriented vocational trainings. Our diverse programme offerings are constantly developed and flexibly maintained according to the emerging training needs.

The Keckemét Training Centre also works as a Regional Examination Centre, and an accredited ECDL Examination Centre.

Discover the learning opportunities at Kecskemét Regional Training Centre.

For further information and registration:
Kecskeméti Regionális Képző Központ
Kecskemét, Szolnoki út 20. Tel.: 76/502-261
E-mail: kmkkk@kmkkk.hu
The economic development concept of Kecskemét

Vision and mission of Kecskemét

Through its multi-faceted economy, it is the goal of Kecskemét to become a city offering reliable earnings potential, comfortable living conditions and attractive services for the population in the city and in its vicinity, as well as for visiting tourists, while protecting its cultural and architectural heritage, and its community solidarity. It is an aim to make sure that communities live in harmony with each other. For those living here, the goal is to secure a sustainable development, and opportunities to thrive in the future.

Gate to the East

From an investors’ point of view, Kecskemét is a natural gate between Eastern and Western Europe, as it lies in a strategic location, considering the transportation routes in the direction of Eastern and South Eastern Europe. This evaluation has also been a main factor for the decision of Mercedes-Benz to settle its new factory in Kecskemét, for the future production of its models. Eastern and south Eastern Europe. This is the goal of Kecskemét to become a solidary. It is an aim to make sure that the region on a continuous growth path.

Sustainability

Next to the supplier base of the car manufacturing industry, it is a strategic goal to create further clusters, building on the traditional characteristics of the city and region: Logistics cluster
Food industry cluster
Renewable energy cluster

Assistance for businesses

The Creative Innovation Center (KiKK) is a publicly funded organization and is part of the regional development concept. KiKK represents the first Hungarian ICT (Information and Communication Technology) based business development center. The center will already start some operations at the end of 2009, in relation to both production and management, offering the most modern tools for IT services, such as tender project management, multi-player innovation management, and marketing. The technology park connected with the project will be located in the area of the old military area called Homokbanya.

The first beneficiaries of KiKK

The first planned technology parks in Kecskemét, have typically led to the establishment of businesses, primarily in the IT and technological innovation sector. KiKK to integrate norwegian robotics technology. This will make it possible for the technology park are 3P printing and packaging cluster, the country’s largest IT company integrating SME’s called First Hungarian E-Administration, IT and Innovation Cluster and its members, as well as further SME’s from the technology innovation sector.

Special status partners of KiKK

Special status partners of KiKK come from the public sector. These are: the College of Kecskemét, the IT and Automation Faculty of the Hungarian Academy of Arts, Sciences, Transportation IT Faculty of the Budapest Polytechnic Institute, and the Regional Knowledge Center of Telematics, University Knowledge Center, Okore, South Transdanubian Cooperative Research Center, BIC and VVK with LivingLab certifications.

Norwegian-Hungarian cooperation

KiKK will become member of the joint Norwegian-Hungarian robotics organization ‘IT for Manufacturing’ in September 2009. This will make it possible for KiKK to integrate Norwegian robotics ‘know-how’ into Hungarian production systems. The cooperation will also make it possible for students to receive practical training courses in robotics applications as part of the engineering training.
On June 18, 2008 the international and Hungarian press has reported the news as a sensation, declaring that the German multinational company Daimler AG will build its new factory in Kecskemét. The decision has caused a general surprise since there was no publicly known information available that the city was considered as a contender. Even secret service organizations could learn a few lessons from the conspirational tricks of the leaders of the Municipality of Kecskemét who were able to keep the complex preliminary negotiations secret and confidential until the last minute. The seriousness of the confidentiality surrounding and applied to the negotiations by TITD Hungary, who contacted the Mayor of Kecskemét advising the Municipality of a potential investor, is proven by the fact that from the outset of the negotiations the identity of the investor was kept secret during the very first month of negotiation, with the result that from the outset of the cooperation Local Educational Institutions 40 billion HUF, the future site location of the factory in Kecskemét. According to calculations, the amount of total subsides will have a payback for the government budget after 3 years and will generate continuous income in the following period. As for the decision which of the Hungarian cities would be most suitable for the investment, apart from the characteristics of the city, there was a significant role of the exemplary preparation work done by the Municipality.

**Why Kecskemét?**

Kecskemét had to overtake several other Hungarian cities in the contest period in order to gain the confidence of the investor. Why did the investor choose Kecskemét as its future location? The basic requirement was that the land area must be available for the future factory. The Kecskemét Municipality has purchased from its own sources and by obtaining the necessary permits land areas, securing the required land area in a relatively short period of time. In February 2009, Dr. Gábor Zombor, Mayor of Kecskemét and Michael Fries, the CEO of the Mercedes factory in Kecskemét have signed the land purchase agreement in the City Hall of Kecskemét. Following the signature, the ownership of the 441 ha land area has been transferred to the investor for the purchase price of 8.9 billion HUF, the future site location of the factory. The timetable for production start is very tight. The preparation of the ground of the land has started early 2009; the construction of the more visible parts of the building structure of the factory will start in the last quarter of 2009. In 2010, it is planned to install car manufacturing machinery so that production can start at the beginning of 2012. The keeping of tight deadlines would not be possible without the flexible and efficient cooperation of the Municipality, which supports the investor in obtaining the different permissions from authorities and with the negotiations with local partners. The attitude of the Municipality has been praised by the investors from the outset of the cooperation.

**Important investment aspects**

Prior to the final decision making, the Daimler Group has sent a team of experts to Hungary with the task to evaluate the potentials of the workforce, consulting with job centers, headhunters and educational institutions. The conclusion was that the Hungarian workforce is well educated and innovative. The German company is confident that it should not be difficult to find appropriate number and well qualified human resources. In order to support the investor a long term cooperation is planned with the Kecskemét based educational institutions, which have immediately reacted to the vocational training needs.

**Comfortable city**

Next to the economic conditions, another important aspect relating to the investment decision was the possibility for the children of the German expat employees moving to Kecskemét to be able to attend German language kindergartens and school classes integrated in Hungarian educational institutions. In this field, Kecskemét receives high marks, since currently there is already a German kindergarten catering for the children of the German minority population, in one of the elementary schools German is the base language and there are three bilingual high schools, of which two schools teach in German and there are no shortages in language teachers. The availability of good retailing sector, leisure and entertainment, cultural and sporting opportunities are also important factors for those foreigners who plan to settle long term in Kecskemét.

The **strategic importance of the investment**

The importance of the investment was emphasized by the Mayor of Kecskemét, Dr. Gábor Zombor during the international press conference on the day of the announcement of the investment –"In the longterm, the Mercedes factory can form Kecskemét into the industrial and economic center of the Central-Hungary”. The renowned German economic daily, Handelsblatt, has published an analysis on March 9, 2009 in which it emphasizes: from a strategic point of view, Mercedes has made the right decision. Hungary is currently undergoing a crisis of which the end is calculable – explained the newspaper indicating that at the time, when the factory will start production in three years, this could be the time when national economies in Central and Eastern Europe will be on growth paths again. It goes without saying that the factory in Kecskemét will not only produce Mercedes cars for Hungary, but also for the surrounding countries.
The Hírös Suppliers’ Cluster integrates the firms concerned in vehicle production in the Southern Plain region. The cooperation agreement was signed in 2008 at the initiative of the Bács-Kiskun County Chamber of Commerce and Industry. The Suppliers’ Cluster was founded by 18 organizations. Most of the members are manufacturing enterprises of the engineering and plastic industry. In addition to the founders there are servicing, consulting and training organizations. They wish to increase their marketability by taking common steps. They consider it their task to provide for the further training of the employees of the firms. One of their important goals is to operate an economic and professional organization of an internationally visible size.
The economy of the region of Kecskemét

Kecskemét is a town of county rank, an administrative, economic and cultural centre, and the training centre of the region. Since 1950 it has been the seat of Bács-Kiskun County.

Bács-Kiskun County

Bács-Kiskun is the largest of all Hungarian counties, amounting to one twelfth of the area of the country. It is situated on the territory between the rivers Danube and Tisza. In its 119 settlements live more than 500,000 people. The lowest land point bordered by the two great rivers is 80 m. above sea level; the highest point is 174 m.

The largest towns

From the point of view of economic development, the aspect is mixed. The northern part (the region of Kecskemét and Kiskunfélegyháza) is much more developed economically than the middle and southern parts of the county. The towns possessing industry of considerable extent are the four biggest towns in the county: Kecskemét, Kiskunfélegyháza, Kiskunhalas and Baja.

Agricultural traditions

The northern part of the county is poor in mineral resources, but in the southern part sources of natural gas and oil can be found sporadically. Besides the processing industry, the agriculture sector, and the branches linked with it, is of major importance. While at the end of the 19th century Kecskemét had been regarded as the center of Hungarian fruit production, today it is more significant as a commercial and industrial centre. Nowadays the vine is grown over 25,000 hectares in the county. In addition, in the south and along the Danube, sunflower, rape and maize are grown.

Kecskemét Small Region

Kecskemét, situated in the northern part of the county, is also the centre of a minor economic and managerial region. In 2004, the municipalities of the 18 settlements belonging here created the Kecskemét & Region Multipurpose Association. Its members methodically coordinate the public utilities, and the administrative and economic development activity. The internet homepage of the Small Region is: www.aranyhomok.hu

The settlements of the small region of Kecskemét

- Ágasegyháza (1955 people)
- Balassagyarmat (2504 people)
- Felcsút (992 people)
- Füllödháza (893 people)
- Helvécia (4300 people)
- Jakabcsaba (2604 people)
- Kecskemét (110 316 people)
- Kerekegyháza (6180 people)
- Kunbaracs (668 people)
- Lászlótanya (1694 people)
- Lajosmizse (11 163 people)
- Lakitelek (4484 people)
- Nyárlőrinc (2410 people)
- Orgovány (3313 people)
- Szentkirály (1960 people)
- Szentes (1955 people)
- Tiszaújváros (4300 people)
- Városfüge (2203 people)

The population of the Small Region

The demographic position of the Kecskemét Small Region may be termed favourable. The migratory gain exceeds the national average by 15%.

The economy of the Small Region

The number of self-employed businesses operating in the region is also above the national average, and is first in the county. Today in the Small Region there are some 500 small-size, 110 mid-size and 20 large-scale enterprises. Of these, the ratio of firms dealing with commerce, repairs, industry, building trade and agriculture is above the national average.

34% of the active joint businesses are limited companies. 43% are partnerships, and 9% are corporations or other organizational forms. The number of joint businesses per thousand people is in the first tenth of the national rankings. Considering the added value and the income per capita, joint businesses also stand first on the list in the county.

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- Szentes (1955 people)
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- Városfüge (2203 people)

Data of Bács-Kiskun County

County town: Kecskemét
Area: 8445 km²
Population density: 63 people/km²
Number of settlements: 119
Chamber of Commerce and Industry Bács-Kiskun County

For one man everything is difficult, for many nothing is impossible.” (Csongor Attila)

Nowadays a lot of institutions operate just to help enterprises and to protect their interests by setting identical goals in order to achieve more or less credibility, to be acknowledged according to their activity and not only by self-justification. There are many who have not yet realized that a more significant success can only be reached by joining forces, thinking and performing together in the long-run and not just by fighting forces, thinking and performing together in the long-run in case they are well-organized and have appropriate personnel and the necessary conditions of infrastructure as well. Our experience, results, the number of members and our skilled colleagues help us improve our operation and services by keeping up with the requirements and developments of our era in order to reach the highest possible standards. We believe that the prestige of the Chamber will increase based on the endurance and cohesion of the members.

We truly believe that similar institutions can survive and achieve outstanding results in the long-run in case they are well-organized and have appropriate personnel and the necessary conditions of infrastructure as well. Our experience, results, the number of members and our skilled colleagues help us improve our operation and services by keeping up with the requirements and developments of our era in order to reach the highest possible standards. We believe that the prestige of the Chamber will increase based on the endurance and cohesion of the members.

The Consortium is led by two companies, the Baustar Ltd. and Ver-Bau Ltd. – both having excellent references in the general implementation of large industrial investments. The aim of its establishment was to realize such an entrepreneurial co-operation, which is able to accomplish all the constructional implementations connected to the investment of Daimler AG both from the point of view of capital solidity and also capacity. Our Chamber informed Daimler AG about the Consortium’s intent of co-operation, thus the relationship was established with the investor, and the first invitations to take part in tenders have already been delivered to the firms.

Hírös Bau Team Consortium

In October 2008 the Hírös Bau Team Consortium was established in the co-operation of the Chamber of Commerce and Industry Bács-Kiskun County and VÖSZ along with the participation of some forty – mostly Bács-Kiskun County – building enterprises. The Consortium is led by two companies, the Baustar Ltd. and Ver-Bau Ltd. – both having excellent references in the general implementation of large industrial investments. The aim of its establishment was to realize such an entrepreneurial co-operation, which is able to accomplish all the constructional implementations connected to the investment of Daimler AG both from the point of view of capital solidity and also capacity. Our Chamber informed Daimler AG about the Consortium’s intent of co-operation, thus the relationship was established with the investor, and the first invitations to take part in tenders have already been delivered to the firms.

“Hírös” (Famous) Training Consortium

Another initiative, namely the “Hírös” Training Consortium was launched in October 2008 by our Chamber in the collaboration of different institutions of the region dealing with trainings. The primary aim of the Consortium is to assure the foreign-language, vocational, and further trainings in order to jointly fulfill the requirements necessary for the investment in Kecskemét by Daimler-Benz AG. Another important objective is to ensure the entrepreneurial society about the training possibilities aiming at preserving jobs as well as to help job hunters in finding the right positions for them. In the past few months of common work, the training capacities of the Consortium members have been examined.

“Hírös” Suppliers’ Cluster

The newly established companies – mostly car industrial, multinational companies – settling down in the Southern Plain region of the country urge the small and middle-sized enterprises to create a co-operation network in this region, too. By their joint development they could also easily fulfill the ever-increasing level of requirements.

Upon these reasons a co-operation agreement, conducted by the Chamber, was signed by 18 enterprises on 14th August, 2008, and the “Hírös” (Famous) Suppliers’ Cluster was established. The majority of the members are engineering and plastic manufacturing enterprises, but there can be found also service providing, advisory and training organizations among the founders. The objectives of the Cluster in the Southern Plain region are to pool firms having interests in road vehicle production; or in any possible fields, to coordinate and enforce their common goals, to increase their marketability by taking joint action, to professionally improve the management and personnel of the firms, and to operate an internationally accepted economical and expertise association.
ITD Hungary: A One-stop Shop for Business

ITD Hungary (www.itdh.com) is the Hungarian government’s Investment and Trade Development Agency, established in 1993 to promote inward investments and bilateral trade. With representative offices in eight regional centres of Hungary and a foreign network operating under Hungary’s diplomatic services at 55 offices in 43 countries, ITD Hungary is a single point of contact to support decision-makers looking for new business opportunities in Hungary.

Investment Promotion

As a “one-stop shop” information and consultation centre for foreign investments in Hungary, ITD Hungary provides foreign investors with high-quality support for key decision-making processes and a wealth of supplementary services including:

- Project preparation
  - In-depth, tailored information on the local economy and business climate, corporate taxation and the legal environment, as well as sector-specific overviews
  - Site visits, meetings with local, regional and government bodies and introductions to local suppliers, service providers and experts
- Information and advice on available incentives
- Implementation
  - Assistance in accelerating permitting procedures and utility developments

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Fax: +3662/540-343
E-mail: itdszeged@itdh.hu

Trade Promotion

Through a diverse set of marketing tools and support programmes ITD Hungary offers substantial logistical, financial and professional assistance to both start-up and established Hungarian exporters. A major part of ITD Hungary’s trade promotion activities is carried out by the Agency’s Customer Relations Centre operating under the Business Development Directorate. Placing activities with high added value into the focus of its trade promotion, the Agency concentrates on the following priority sectors: processed food, pharmaceuticals and medical device, precision engineering, automotive parts, electronics, fashion accessories and software.

Enterprise Europe Network

ITD Hungary coordinates the Hungarian activities of the European Union’s Enterprise Europe Network. The network offers support and advice to businesses across Europe and helps them make the most of the opportunities in the European Union.

Publications

The Agency develops and distributes printed and electronic business guides, trade directories and information booklets in Hungarian and foreign languages. The Agency’s prime communications tool is its website at www.itdh.hu, published in English, German, Italian and Hungarian. ITD Hungary’s latest publications include its weekly business newsletter and „HINT” a quarterly business magazine published in German and English. Subscriptions are welcome at editor@itdh.hu.

2008: An ITD success story

- 10,000 company contacts
- 118 successful events

- 564 investment enquiries
- 290 projects
- 30 positive investment decisions
- EUR 1.54 billion capital inflow
- 8,094 new jobs
- direct involvement in 28 investments
- regular contact with 135 major investors
- facilitation of 20 reinvestments
- increased focus on supporting research and development, attracting regional and global business centres and promoting logistics
Szálloda szeretettel várja kedvenceit:

Az Aranyhomok Wellness ****

Kecskemét 6000 Kossuth tér 3.

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„Ha bármilyen álma van,
ne dugja homokba a fejét,
az aranyhomok csapata
mindent megvalósít!”

Szolgáltatásaink:

- exkursions, konferenciák, születésnapok, keresztelők teljes közönség és lebonyolítása.

Bács-Kiskun County Organization

VOSZ became a fully licensed member of the European Association of the International Labour Organization (ILO) in 1991. In accordance with the European norms, it built up its national professional sections and county organizations. That is when the Bács-Kiskun County Organization of VOSZ was also established, which is present today by a seven-member county presidency with the leadership of county president János Verseg.

Services to the Members

In addition to the national lobby tasks, from 1996 the association shifted the emphasis to services satisfying the needs of the members, as well as the operation of county organizations and professional sections. It was, for example, at the proposal of VOSZ that the Hungarian legislature voted for the investment tax exemption up to 10 million HUF, favourable for small-size enterprises.

The National Association of Entrepreneurs and Employers (VOSZ) was founded in 1988 as the first voluntary, politically neutral, employers’ representation of interests in Hungary. Its operation has been from the beginning financed by its members. Its member companies are mainly medium and large-size enterprises, but the circle of small-size enterprises is also significant.

County Prima Prize

The Prima Primissima national prizes have been given since 2003 by the foundation established by Sándor Demján. The prize has been very popular since its introduction, giving great credit to VOSZ. In 2005 regional organizations also established the County Prima prizes. The entrepreneurs of Bács-Kiskun County have also supported this initiative. The aim of the prize – three prizes of one million HUF - is to show that the local circle of entrepreneurs feels responsibility for the community, and it wishes to support the local celebrities of the culture, arts and science. Last time the three prizes were given at the gala night organized in November 2008, where, at the same time, on the basis of many thousands of votes, the public prize was awarded to a talented young organ artist.

Bács-Kiskun County Organization of VOSZ (NAEE)

Bács-Kiskun County Organization of VOSZ (NAEE)

6000 Kecskemét, Csányi János krt. 12. I/201.

Tel/fax: +36 76/481-380, 30/2786-982

e-mail: voszbkm@gmail.com

Home page: www.vosz.hu

Vocational and Advanced Training Business Unit

-as an Adult Education Accrediting Body – gives assistance to gain up-to-date specialized knowledge, to achieve training and development goals of its clients by launching OKD and other trainings.

By using the Payroll Business Unit services on behalf of our partners our professional employees cover HR, payroll, social insurance accounting issues, supplying data according to law and regulations, whereby clients can reduce their internal HR related expenses.

For further information contact

Work Force Kft.

6000 Kecskemét, Horváth János körút 4. Iam. 7.

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E-mail: kecskemet@work-force.hu
In the large scale development of Kecskemét in the past few years, the allocation of non-refundable EU grants has played an important role, and allowed the achievement of visible results. The engine of development for several local businesses, based in Kecskemét and in the vicinity, can be attributed to the access to EU grant resources. The city plays particular attention to industrial park development, logistics, automotive suppliers and renewable energy. Hungary has had access to a total of 22.4 billion Euros – including EU funds and regional development funds – during the period of 2007-2013. The scale of available Union grants has increased 3-4 times compared to previous years: annually the grants budget reaches 1.000 billion HUF, gaining even more significance in the current economic situation.

The most important document regulating the development of Hungary is the New Hungary Development Plan, which aims to target the creation of new jobs, and Hungary development plan, which aims to target the creation of new jobs, and to create the conditions of sustainable growth. In order to achieve this target, a harmonized development program was put in place focusing on six major areas, where funds are to be distributed: the economy, transport, reformation of society, environment and energy, regional public administration reform.

The for-profit sector can obtain non-refundable funding for implementing business developments in the framework of the GDP program during the period of 2007-2013. The total amount of funds available in the framework of this program amounts to 750 billion HUF, which is distributed according to four main areas (see pie chart). Along the four priority axis, business can apply for grants in various different areas, of which the following are the most significant:

1. Machine and technology developments, and investments
2. Logistics centers & services
3. Investment with job creation effects
4. IT and e-commerce
5. Regional service centers
6. R & D, innovation
7. Tourism and hotel development
8. Education, training
9. Industrial parks and industrial areas
10. Energetics and environment

The demand for EU funds in Hungary is higher than the availability of funds. However, there is ample opportunity for projects to obtain grants, and to show concrete results. During the first two years of the GO program, 4,000 winners were announced and a budget of 120 billion HUF was allocated. As of 2009, due to the financial and economic crisis, several regulatory and institutional rules were changed, which should ease the application processes. Amongst others, funding intensities have increased, the obligations have decreased, and large companies can apply in the entire area of the country. There is also the opportunity to apply for advance payments, and construction costs can be deducted in many instances. Non-refundable grants can mean another source of funding for companies and municipalities suffering from lack of capital. The EU grants provide a stable base for the start-up of investments, as it results in a decrease in the commitment of own funds, as well as of financial risks and in the large scale development of Kecskemét, the environment and energy, regional economy, transport, reformation of society funds are to be distributed: the put in place focusing on six major areas, to target the creation of new jobs, and Hungary development plan, which aims to target the creation of new jobs, and allowed an important role, and allowed the achievement of visible results. The engine of development for several local businesses, based in Kecskemét and in the vicinity, can be attributed to the access to EU grant resources. The city plays particular attention to industrial park development, logistics, automotive suppliers and renewable energy. Hungary has had access to a total of 22.4 billion Euros – including EU funds and regional development funds – during the period of 2007-2013. The scale of available Union grants has increased 3-4 times compared to previous years: annually the grants budget reaches 1.000 billion HUF, gaining even more significance in the current economic situation.

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Magyar Pályázatkeszítő Iroda (Hungarian Grant Agency) – The background of a successful EU grant application

MAPI has an excellent knowledge of the issues most important to the Municipality of Kecskemét and the business players of the region. MAPI is currently involved in supporting the preparation of major investments, and also acts as the advisor to several local companies in achieving their investment goals (e.g. Beton-Star, KESZ, STI Petofi Printing Co., Verbau). MAPI was founded in 2003 and at the time it was considered a novelty in the area of EU grants. Today, MAPI is considered as one of the most successful players with the largest market share in this sector, growing into the largest company active in the field of project tendering and tender management. The satisfaction of MAPI’s clients is indicated by the fact that the success rate of the applications reaches over 90%, with a total amount of 50 billion HUF grants won for over 400 satisfied clients, of which 98% are returning customers.

The task of the young team of 28 professionals is dedicated to service and private sector businesses, as well as municipalities, to provide support for all tender activities for investments of the clients. This is not just in the commencement of the application process, but also to support the client in the tender management process. Services include tender advisory (identifying the best tender for the needs of the client), tailor-made tender monitoring, project initiation, tender applications and tender project management, targeting development incentives, and large, individual projects funded by the government, feasibility studies and cost-benefit analysis.

MAPI enjoys a high degree of professional recognition. The company is the dedicated tender advisor to several banks, and is a member of several well-known Hungarian economic organizations. The owner and CEO of the company, Mr. Zsombor Essosy has been named as the ’Young Manager of the Year - 2008’. 
During its history Kecskemét has always been a vantaged town, with some parts of the settlements and residential districts having different characteristics. The north-western part of the city is mainly a residential area, and the southern and south-western parts are suitable for industrial developments. In the north-west part of the town a recreation zone is just being shaped.

The industrial zones of Kecskemét

Alongside the internal and external traffic rings, the town is surrounded by industrial zones, forming a semi-circle. These are the: the western, the eastern and the southern industrial zones. The industrial parks operating at present within the industrial zones are the Kecskemét Industrial Park, the KÉSZ Industrial Park, and the Heliport Industrial Park. The Mercedes factory is being built as a greenfield investment in the southern part of the town, outside the built-up industrial zones, on an area hitherto used as plough-land.

Due to the infrastructural developments coming to fruition, it is to be expected that in the years to follow further greenfield investments will be possible in this region and the south-western zone.

Recycling of industrial areas

Within the industrial zone of Kecskemét, a rather spacious, under-utilized strip of land is wedged into the texture of the town. There is an ever-increasing demand to rejuvenate the so-called “brownfield” locations and the suburban industrial zones. The EU supports the mixed-use and eco-friendly restoration of the brownfield areas, which abates the compelling need for greenfield development and town expansion.

Cultural institutions

A new university centre and commercial service centre is being formed on the grounds of the one-time “Rudolf-lakta-nya”, with the rehabilitation of the historic military complex.

Commercial establishments

In the past period, a whole series of notable store chains have been established along the roads leading to the town, in every direction. The significant commercial developments of the next period are expected to be realized in the western part of the town, on the vacant grounds of the one-time Soviet barracks drawn into rehabilitation. The Kecskemét College obtained two and a half billion HUF for developments of the Social Infrastructure Operative Program. By means of the sponsorship an opportunity presents itself to renew another building in Homokbánya, which hopes to have instructors, students and all those interested, as Tuddsház (House of Scientists). The Kaszap Street building complex of the Teachers’ Training College can be enlarged with a new education methodological building, and the old gymnasium of GAMF (College of Automation and Technology) will be transformed into an information space equipped with one hundred computers. The laboratories of all three faculties will be given new equipment and accessories, and in addition even the entire computer modernization of the institution can be accomplished.

Hotel developments

This same area, the western part of the town, is also favourable for hotel developments because of the nearness of the leisure-time and sports establishments.

Smaller hotels can be built even in districts closer to the city center.

Residential real estates

The housing stock of Kecskemét exceeds 45,000, of which the number of inhabited flats is 42,590 (94.5%). In comparison with the historical towns, the ratio of flats built before 1945 is rather low (13%), and, compared to the previous peak, the construction of flats at the end of the 80s (a 10 % share of the housing stock) is also low. As a consequence of Kecskemét having been a market town with farmsteads in the past, about 80% of the housing stock can be found in the centre of the city. The share of the satellite settlements of the town is a little more than 7% (Hetényegyháza, Katonatelep, Kadafalva, Matki, Tallafája). And as for the zones with farmsteads and allotments in the outskirts, their share in the housing stock of the town is nearly 13%.

The latter ratio involves over 5,000 residential units, which is already the equivalent of the housing stock of a populous small town.

Practically the whole town is a good investment target, but it is primarily for used brick buildings close to the centre, as well as for new flats, that a stronger increase in demand is to be expected in the immediate future – these are currently offered at a fairly low price, at least compared to the price level of Budapest. Used flats are available at a price of between 160-180 thousand HUF per square metre, their value will presumably increase in the years to come. The downtown is also not expensive, and the square metre prices of the used real estates in the neighbourhood only rarely exceed 250-260 thousand HUF. Farmsteads, which can also be used for the purpose of investment, may be purchased still cheaper, even at a square metre price of 50-60 thousand HUF. It is also expected that for newly built flats there will be an increasing demand because of the managers moving to the neighbourhood. Residential real estates of this kind are sold at a square metre price of 250-300 thousand HUF, which is also lower than the square metre prices in Budapest. There is also a choice of very cheap flats in need of inner renewal, which can thus be shaped according to taste. These are in high rise buildings at the extremely low square metre price of 130 thousand HUF.

Similarly to university towns, the sub-lease market of Kecskemét can also live up. It is probable that even at the beginning of the construction a number of people would like to obtain sub-lease in the town, which can result in the rise of prices. Experience shows that the first investors have already appeared, buying mostly flats with 1.5 - 2 rooms, expecting a quick increase in value.

The rehabilitation programme of the city centre

The town rehabilitation and development programme – the rehabilitation of Rákóczi út and Veszprémi utca – can be linked with the accentuated application possibilities directly supported by the European Union. It would ensure a possibility that in the downtown of Kecskemét, on the area between the historical main square and the railway station, such a series of complex developments could take place, which would simultaneously improve the living conditions of the people living there, and shape a pleasant town environment. This would attract tourism, together with the development of culture and economy. With its property holdings of shops and flats on the operation site, the town can considerably stimulate the programme. The effects to be expected are a rise in value of the area and its real estates, and the appearance and expansion of new town (tourism) functions.
The KiK-FOR Ltd. was founded as a one-person economic company of Kecskemét City of County Rank Municipal Office. Its range of activity includes the maintenance of Municipality-owned rented flats as well as the maintenance and operation (upkeep, renovation) of its own rented shop and office properties, but the company also actively participates in city rehabilitation programs supported by the Municipality.

In 2007, the activity of our company was broadened with another significant task – the utilization and management of the outskirts and downtown estate owned by the Municipality. By means of the profit made by the operation of the business estate we took part in the execution of city rehabilitation tasks significant even in previous years. In the year past – with the guidance of the Municipality – the development works of Rákóczi út started. It is a part of this project to renovate the shops located in this street, to optimize the commercial composition of it, and to conform it to the function of the city interior, even in respect of outer appearance. Also, the preparation of another phase of the city interior reconstruction started, it is just being designed. Within the scope of the management of property activity – which gives tasks to our company in connection with the Mercedes investment, too – we have prepared a concept which specifies the short- and long-term utilization of the areas in our company’s care.

In the past years the company operated with a subscribed capital of 502.9 million HUF and a continuously rising own capital of 550-560 million HUF and with own assets of 616 million HUF. The decisive part of our own property is real estate.

In the past years the company’s annual revenues rose from 460 million HUF to 546 million HUF. It has been continuous-ly profitable, last year its profit reached 12 million HUF, but its profitability is low in consequence of the non-profit nature of the apartment management activity and the very low profitability of the other related management activities. The profit and profitability of the business have shaped well in the years past, making it possible to perform the company’s other tasks of investment and city rehabilitation as well as the renovation tasks of the apartment section.

One third of the revenue derives from the Municipality apartment maintenance, another third is the income of the business estate management activity. The income deriving from other activities connected with the apartment management activity (such as owner-occupied flat management, other lettings and management, heating and hot water supply and maintenance) is of the same order of magnitude.

In recent years our company has spent considerable sums (70-80 million HUF) on the upkeep of the buildings and apartments entrusted to our management, as well as the maintenance of the ability and safety of operation. To the renewing and investing of our real estate property we yearly allotted a sum of 44 million HUF. In the years past we carried out our tasks with a slightly decreasing staff number of 70-71 persons. To carry out our maintenance and renovation tasks of high importance a minor staff number change happened in the years past.

To raise the level and efficiency of the real estate management activity, in 2003 the company introduced the quality direction system according to MSZ EN ISO 9001/2001.

Ideas to rehabilitate the city centre

At the beginning of 2008, the competition for ideas, one of the announcers of which – jointly with Kossuth prize-winner architect József Kerényi – was KIK-FOR Ltd., was closed with the publication of the results and an exhibition. The company initiates, or joins in, town planning tasks mostly in such fields where it has an interest in connection with its activity. The business premises given to the firm as assets by the Municipality – being located almost in the whole area of the town – provide an opportunity to do this in many respects. Our aim is to make their condition better than it is now and to “fit” them with a function worthy of the town centre. This is why our company participates in – for example – the preparation of the tender for the revitalization of Rákóczi út and in having the plans made. In the area concerned in the competition for ideas announced in 2007, KIK-FOR Ltd. may also have a great number of such possibilities, as the area begins at the corner of Szabadság Square from the direction of OTP, stretching as far as Széchenyi Square, through Luther Lane, Arany János Street and Lordok Passage. Bidders were asked to give particular attention to the region of Arany János Street, which is a definitely exciting part of the town centre, but Lordok Passage, which is rather desolate at present, also deserves a better lot. After ending its bus traffic, shaping Széchenyi Square may also be interesting.

The material of the exhibition closing the competition was assembled from the plans of thirty-five architects and five artists. The best ideas were published in a book form, too, by KIK-FOR Ltd. This comprehensive material might as well form the basis of a long-range development concept.
BÁCSVÍZ Plc. in 2007 closed its most successful economic year since its foundation, and we rely on similarly good results in 2008, too. Our success and performance index numbers have considerably exceeded the plans concerning the financial year given. Success can firstly be attributed to our teamwork; our colleagues are dedicated to ensuring our services on every day of the year. It is an important circumstance that our balanced proprietary background has furnished a suitable basis for stable and secure functioning.

After joining the European Union, the Hungarian water public utility sector faced several kinds of challenges. It can be seen that only those enterprises and firms are able to ensure service of a level meeting consumers’ and owners’ expectations which are constantly revising their processes and continuously develop their organization and the knowledge of their colleagues.

Our aim is a continued development and increase both in sale volume and service quality. We wish to intensify the good relations as well as the dialogue formed with our clients; we should continuously like to live up to the trust materialized every day already in turning on the water tap.

BÁCSVÍZ Plc. includes the collection, disposal, reception by the treatment plant, and mechanical and biological treatment of community and industrial wastewater; and, subsequently, the issue of the treated water, the utilization of the resulting sewage sludge and the drainage of rainwater. Fitting into the water reproduction programme of Homokhátság (Sand Ridge), we ensure the possibility to return treated wastewater into agricultural production and to use it as irrigation water.

Our services beyond basic activity include accredited laboratory activity, the repair and calibration of water meters, the repair and environmental inspection of vehicles, as well as the construction of public utilities.

The net sales revenue of the firm increases from year to year. The net revenue in 2007, amounting to more than 4 billion HUF, exceeded that of the previous year by 11.3%.
Today ecological management - this centuries-old local tradition seeking harmony with the forces of nature - is rapidly rising in value. In the next decades, the environmental industry can become a new branch of the economy of Kecskemét, giving it a distinctive profile. A recycling plant has been established in the town; one of the first such projects in the country. The production of bioenergy began, from materials previously looked on as waste. The use of treated waste water for agricultural purposes has been also going on for years now, in keeping with the water supply program of the Sand Ridge. The establishment of the Mercedes Factory is particularly important because, from 2011, the world-famous firm would like to manufacture its new-generation, environmentally-friendly cars here. Thus the most modern innovation and the perspective of life-seeking harmony with nature can meet in the town of sustainable development - Kecskemét.
Vision of the future: With development for more contented consumers

TERMOSTAR Kecskemét Heating Service Ltd. is an economic partnership of the “Famous Town”’s local government, with one of the largest property and turnover. Owing to its public service activity and order of magnitude it is a company of strategical importance. To its clientele belongs one third of the city population, more than 11 thousand flat owners, and nearly one thousand other consumers. The quality and price of its service basi-
cally defines the general feeling and mood of those living in the housing estates of Kecskemét. District heating in Kecskemét began forty years ago, and since then it has un-
dergone an immense development. TER-
MOSTAR Ltd. today deals with not only district heating and hot water supply but also generates and sells energy. It produces the necessary heat one hundred per cent with the aid of hot-water boilers and gas-engines of its own. It amplified its range a couple of years ago – with the up-to-date energy produc-
tion with a gas-engine – to become more cost-effective and marketable. One-third of its revenues comes from the sale of the electrical energy produced here, which ensures 16% of the town Kec-
skemét’s current needs.

TERMOSTAR Ltd. systematically per-
forms the continuous renewal and mod-
erization of the heat-producing and -supplying appliances. Its main purpose with this is also to use energy more ra-
tionally and to reduce losses connected with the heat production and transmis-
sion lines.

By providing competition and technical guidance as well as free installation, the company supports the modernization of the consumers’ heating systems. By the end of this year, 40% of the district-
heated homes in Kecskemét will have heating regulable on each radiator.

As the result of the programs serving the saving of energy, in housing estates de-
creases the pollution of the air, and this contributes to the health preservation of the people living here, the improvement of their general mood and the protection of our environment. Heating service in the more developed regions of Europe is in its Renaissance. The reason of its popularity is that selec-
tively collected garbage and forest shaw-
rings can be utilized as fuel. This means a three-fold advantage: 1) the problem of garbage placement is solved; 2) fuel can be ensured considerably cheaper; 3) less harmful material gets into the air, the soil and the rivers.

With regard to these, the middle- and long-term plan of TERMOSTAR Ltd. is mainly directed towards the application of renewed energies (biomass, garbage etc.) in the heating service, the reduction of gas dependency, the moderation of consumers’ burdens, and the protection of nature.

There is, however, still a lot to do till the heating service based on the burning of selective rubbish. The most important thing to do is to develop environment consciousness, which has to be started already from kindergarten age. Our aim is to make the greatest possible number of humans realise that our envi-
ronmental values are one of our greatest treasures. For the sake of preserving these, our firm also takes on significant tasks – in conformity with its motto: TERMOSTAR Ltd. = An Eco-Friendly Service Provider
CO-VER E&C Holding is a leading industrial conglomerate focused on design, construction and maintenance of mechanical, electrical and instrumental industrial plants as well as machines, piping and metal structures, EPC contractor. CO-VER has leading international references and can offer its service portfolio to local and high profile, international customers.

CO-VER Energy Holding acts as supplier as well as investor of renewable energy technologies all over Europe. It specialises on implementation of greenfield projects in biomass, wind, solar and hydro energy projects. The integration of the group allows the implementation of complete industrial facilities with integrated renewable energy production sources, which is becoming of key importance for all industrial sectors and investors.
Possibilities of Tourism Development

One of the important aims of the town development strategy is that in the European and Hungarian network of middle-size towns, Kecskemét should play a central role as a cultural and tourist centre of regional status. It has all the conditions for this. In addition to the sights of the historic city centre, Kecskemét is the scene of a bustling cultural life. Variety is guaranteed by the Famous Week Festival, the ‘Future of Europe’ International Children’s Meeting, and the International Aircraft Day attracting many thousands of visitors. The Kodály Artistic Festival has also been famous from the very beginning. In the scientific and artistic institutions work of international standard is going on, and in the museums good exhibitions of varied themes can be seen.

Claim to Development

Thanks to the programmes of national attraction, from spring to autumn a great number of Hungarian and foreign guests visit the town. This has revealed a perceptible deficiency in the infrastructure of the town. It is necessary to develop accommodation both in quality and quantity. In addition to single-day tourism, it is also an important task to realize such a kind of development which would motivate guests to spend further nights in the town. The region has all the conditions required for a guest to spend even five or six days purposefully – with special regard to families with children, lovers of cultural tourism, school groups, and those interested in active tourism or riding sports.

Ecotourism

For some people today, the town and its environment is the undiscovered tourist treasure of the Plain region. It is a popular tourist scene mainly among the visitors arriving from the capital, Lake Balaton, and the mountainous regions. Foreign visitors are mainly coming from Germany, Austria, Holland, Belgium and France. To Kecskemét’s ecotourism scene belongs the 62-hectare Arboretum. In the plant collection, visitors can take delight in the bloom trees, and they can take a rest in the shade of ancient and exotic rare oaks. In the visitors’ centre of Kiskunsag National Park, the House of Nature, ample information is provided for walkers. The Kecskemét ‘small region’ has natural features such as the meadows at Ágasegyháza and Orgovány rich in orchid species, the sandbanks of Fülopáza, the sand-oak forest at Kunbaracs, the Backwater of Tisza at Lakitelek, and the juniper groves at Bugac and Orgovány.

Water Sports, Thermal Baths

In addition to health tourism, medical tourism is developing as the tourist product of the future, having profitable investment possibilities. The specific spending per head is the largest in this branch of industry, and the guests spend the greatest number of nights in this type of hotel. The thermal water in Kecskemét is recommended for treatment after orthopaedic surgeries of articular and spinal diseases, Bechterew disease, muscular pains, neuritis, accidents and injuries. In addition to recovery, a pleasant possibility for relaxation is provided by the thermal baths on the bank of River Tisza and at Kerekbombó. The most recent bath in the region is Golden Age Wellness & Thermal Bath at Balsószag. For the guests of the various types of baths, the puza bath programmes provide ideal complementary possibilities for relaxation.

Equestrian Tourism

For the lovers of puza romanticism a great experience is provided by the horse farms around Kecskemét. In these places visitors can find in equal measure the way of life close to nature, the traditional animal keeping, and the special tastes of Hungarian cuisine. The best-known sites are: Bugac Tanyacsárda, Gergő Kúria, Varga Tanya, and Kunsági Major. The horse and herdsman shows of the horse farms attract tourists from all over the world. At Orgovány a pony coach driving competition is organized. Coach driving and show jumping competitions of international fame are held in Kecskemét, Lajosmizse, Tiszakéczke, Kerekegyháza and Hétyégyháza. In 2009 Kecskemét will be the scene of the ‘Two-in-Hand Driving’ World Championship for the second time.

Tourism Information

The Tourinform bureau operating in the Town Hall of Kecskemét is the tourist reception of the region. Guests arriving in the town can get personalized information in English and German language about the sights, cultural programmes, accommodation and eating facilities of the town. It is possible to buy maps, guidebooks, picture postcards and gifts, and to rent bicycles of several kinds. The catalogues of Hungarian Tourism Plc. are accessible for no charge.

The Kecskemét Aqua and Chute park has a water surface of 3,315 sqm. There are six pools, six chutes and a sandy plage of Mediterranean atmosphere. An active pool with a water level of 70-140 cm, and a 50 m long swimming pool with a smooth water surface await the lovers of swimming. There are also three thermal pools in the establishment, each with a different water temperature. (Web: www.csuszodapark.hu)
On the eve of the new millennium, the leadership of Kecskemét very properly realized the possibilities residing in this town – of developing a bustling cultural life. Cultural variety is advantageous not only for local people. It also has an effect on tourist trade, and the national and international fame of the town. This endeavour is illustrated by presence of the danubian and the planned Japanese Cultural Institute. Developing a variety of cultural activities, and expanding the supply of museums, festivals, events, and conferences – is one of the possible breakout directions for the town in the future.

International festivals

The local government is making an effort to create a series of cultural, economic, gastronomical, scientific and sporting events in the town, lasting throughout the year. Even within the various events, stress is laid upon the several days-long festivals attracting a significant number of visitors. More and more of them – Kecskemét Animation Film Festival, ”Hírs” (famous) Week Festival, The Future of Europe International Children and Youth Meeting, Kodály Festival – have gained international recognition.

Museums, public collections

In Kecskemét several public collections, museums and intellectual-artistic workshops are functioning. Of national significance are the Katona József Museum, the Ráday Museum, the Museum of Hungarian Naive Artists, the Szirákaténtusz Toy Museum and Workshop, the Medical and Pharmaceutical Museum, the Museum of Hungarian Photography, the Museum of Hungarian Folk Art Crafts, and the Bozsó Collection. On the main square of the town the Ornamented Palace (Cifrapalota) houses the collection of the Kecskemét Gallery, the exhibition showing the works of the artist Menyhért Tóth, and here are the Golden Findings of Kumbábony.

Kodály and Katona

The two renowned sons of the town are József Katona, the author of the Hungarian national drama, Bánk bán, and the composer Zoltán Kodály, whose name is also linked with the creation of the world-famous music-pedagogical method. József Katona’s name is borne by the magnificent theatre of the town (Katona József Theatre), built in Viennese style, as well as the library (Katona József County Library) built in 1996, and having half a million volumes. Zoltán Kodály’s name and teaching is preserved and carried on by the Pedagogical Institute of Music named after him (Kodály Institute), as well as the school of music, operating world-famous choirs (Kodály Zoltán School).

Let Music Be Everyone’s Own

Zoltán Kodály, one of the most significant characters of the universal music culture of the 20th century, was born in Kecskemét. It was here that with his collaboration the first primary school of singing and music was founded. Till the end of his life he followed with attention the work going on here. Today he is looked upon with respect all over the world. People from several countries are coming here to know and adopt the Kodály method. Kecskemét feels it a duty to foster in a manner worthy of his name Kodály’s mentality and the heritage left by him, therefore the Kodály Heritage Program has been launched. The Kodály Memorial Year in 2007 was a call to preserve the Kodály’s educational methods in the whole world.

Museums and Exhibition Places on the Internet

Bozsó Collection
www.bozso.net
Ornamented Palace / Kecskemét Picture Gallery
www.museum.hu
Ráday Museum of the Reformed Church District by the Danube
www.radaymuseum.hu
Katona József Memorial House
www.museum.hu
Museum of Hungarian Photography
www.fotomuzeum.hu
Museum of Hungarian Naive Artists
www.museum.hu
International Ceramics Studio
www.iczhu.org
Museum of Hungarian Folk Art Crafts
www.museum.hu
Medical and Pharmaceutical Museum
www.museum.hu
Szirákaténtusz Toy Museum and Workshop
www.szirakatanusz.hu
The House of Science and Technology
www.mtesz.hu
Zwack Fruit Distillery and Exhibition
www.zwackunicum.hu

of great significance for the town. The purpose is to bring closer his art to people through the good offices of institutions and events, realizing thereby the credo of the master: “Let music be everyone’s own!” How can we preserve Kodály’s educational methods in the 21st century? In what way can we hand Kodály’s legacy down to the rising generation? Every year several hundreds of Hungarian and foreign experts – the students of the Kodály Institute among them – attend the singing lessons and choral rehearsals, studying how the Kodály method is put into practice. Several choirs are working in the institute, all of them are persistent successful participants of national and foreign festivals and competitions. The greatest achievement of the recent past was the olympic victory of the Aurin Girls’ Choir, winning gold medal at the Chorus Olympia held in China.

Artistic life

Of the artistic-intellectual workshops the Enamel Art Workshop, the International Ceramics Studio and the Kecskemét Cartoon Studio can be highlighted; in these institutions a creative work of international standard is going on. They contribute considerably to the fact that the name of Kecskemét is known all over the world.

Conference Centre

The Kecskemét Erdei Ferenc Cultural and Conference Centre is the biggest cultural centre of the region. Every year, in more than 4000 various cultural events, it receives nearly 900,000 visitors. It ensures a high-standard offering for all age groups and social stratum. The technically well-equipped, 600-seat theatre room of the institution is suitable for organizing theatrical performances, concerts and conferences. Its other rooms are excellent venues of congresses, product displays and meetings. The first suppliers’ conference of the firm Mercedes was also held here.

Europe Direct – Bács-Kiskun County

European Information Point
The new home of the Katona József Library was built in 1996. The three-storey building, nearly 800sqm. covered with zincalloy tiles, is one of the ‘youngest’ cultural institutes of the town centre. It welcomed its visitors with a collection of half a million books, newspapers, sound books, electronic documents and numerous other services. It has developed into one of the most frequented libraries of the country. Every year it receives nearly 450,000 visitors, has 32,000 members who borrow half a million documents. This is where the Bács-Kiskun County European Information Point is located, which provides information connected with the European Union.

Institutions for the youth

Institutes dealing expressly with the young are the Kecskemét Youth Home, the Óriska Puppet Theatre and the Planetarium. With its programmes and services, the HELPY Youth Information and Consultation Bureau is also at the disposal of the same age group.

Civil organizations

In Kecskemét, 187 registered and several hundreds of civilian associations function. Some of them started their activities after 1989, but, for example, the Katona József Society has been working for over a hundred years now. Through the organization of the ‘Future of Europe Association’, every summer several thousands of children in Kecskemét travel to the large cities of Europe, and the same number of children from abroad get acquainted with our town.
A town functions well only if it simultaneously provides a safe home, an economically competitive living-space, and an attractive environment for the people living there. In the past century, Kecskemét was less affected by the harmful effects of urbanization; in fact, its good points prevailed. Even today, it is a really "liveable" town: citizens gladly walk in the streets and on the main square. They don’t run away to the outskirts or smaller settlements. The population - contrary to the trend of the country - grows continuously larger.

## Flourishing Commercial Centre

In the past, the main indicator of success in a town was commerce. Today Kecskemét is a flourishing commercial centre. Shopping centres in the town have excellent index numbers within their own network. The part Kecskemét plays in regional commerce and finance is also indicated by the fact that almost all financial institutions found in Hungary operate a local office in the town.

In addition to the fortification of cultural life and "industry", Kecskemét has also committed itself to developing into an "intelligent town of knowledge". With this end in view there has been progress in several fields.

Educational supply has considerably developed in the town, and the instruction of computer science has come to the fore. In order to nationalize the latter, several thousands of "Hungary Points" have opened, and the contents related to the town have considerably increased on the internet. The possibilities of internet accessibility are continuously widening, wireless (Wifi) services are available in many places of the town, and the building of the optical primary network has begun. The electronic administrative system is starting up, making it possible for the town-dwellers to manage their official matters quickly through the internet.

### Hospital development of ten billion HUF

As the result of an application announced for the biggest hospitals of the country, the Bács-Kiskun County Municipality Hospital obtained a supply of 10.4 billion HUF assured by the Hungarian Republic and the European Union, by means of which a development having an effect on several decades to come will be realized. Of these funds new blocks of buildings will be built on the central premises of the hospital, and the departments in Izsakó ut (maternity ward, gynaecology, children’s department, and rheumatology) will move here. Several sections will be renewed and new instruments will be bought. The construction can begin already in the second half of the year. The first to be completed will be probably The Centre of Cardiovascular System, presumably by next spring. The departments at Izsakó ut will be gradually moved to Nyír út; the Municipality intends to sell the premises becoming vacant.

On the present grounds of the county hospital two new blocks will be built: a 10,000sqm, Mother-Child Centre (here will be the Obstetrical & Gynaecological, as well as the Infants’ & Children’s Department) and a 6000sqm Nursing building (this will house the Regional Psychiatric Centre). Besides, a modern pathological department, ophthalmology and a new diagnostical unit will be established. A purchase of instruments worth over 3 billion HUF will be also accomplished. One third of the instrument park will thereby be renewed, and its average age will decrease from 9 years to 6.7 years. The General County Assembly has undertaken in its decision that it would also relocate the organizational units of public administration, medical ward, TB clinic, rheumatology - to the Nyír út premises. The foundation stone will be laid this very year, and by 2012 the investment will probably have been entirely completed.

### Public transport

Public transport in the town is mainly based on buses. From some favourably situated outskirts it is also possible to get to the city centre by train. The network of bus lines effectively reaches 75 per cent of the whole population. At the same time, local tax is paid after nearly 40 thousand cars today. Their traffic considerably encumbers the public road network. For this reason there is an ever strengthening endeavour in the city centre to create pedestrian zones closed away from traffic, or pedestrian zones of reduced traffic.

### Environmental management

A great number of traditional environmental values of the town have been successfully preserved, and the striving after sustainability has been fruitful in several fields. Environmental management has been undergoing a rapid development in the past decades. Between 1999 and 2002, organized by the Water Public Utility Association (the water supply created first in the country), more than 1500 properties were connected to the water main network, and by now the water supply of Kecskemét has become practically complete. There is also a significant development in the further establishment of the sewage disposal and the gas net. In the past years the efforts made to solve the problems were in keeping with the environmental policy objectives.

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13.

### Joining of Forces

**INNOVATION**
**ECO-FRIENDLINESS**
**SUSTAINABLE DEVELOPMENT**
**CONFIDENCE**
**JOINING OF FORCES**
**NETWORK RELATIONS**

### Sporting life

In the town several top-notch teams compete in various sports. In 2008, the football team of Kecskemét TE and the handball team of Dolphin KC qualified for the first division. Univer KSE, the first class basketball team of the town, won the Hungarian Cup in 2006. KARC is considered to be one of the best rugby teams of the country, just like KRC in volleyball. Famous Water Polo SE is a male water polo team, and ‘Flashing Seals’ is the female counterpart, both playing in the second class. In addition to team sports, other sports of high standard in Kecskemét are: table tennis, wrestling, underwater swimming, judo, horse riding, rally, chess, weight-lifting, swimming, fencing and several other Far-Eastern combat sports.

Even outside the associations, the townspeople have many opportunities to practise free-time sports, for example on the tennis courts operated in several parts of the town, at the chess tables on the main square, or in the foot-races organized in the city center.
The leadership of the town announced in February 2009 that, with a cost of 6.6 billion HUF, a complex of a new swimming pool and indoor aqua park will be built next to the present-day open air swimming pool. The whole floor space of the indoor bath complex is to be 10,000sqm, the water surface being 2800sqm.

**Caribbean Aqua Park**

The 7,000sqm. indoor aqua park will expect adults and children all the year round with a full-scope bath service. The bath complex will consist of bathing pools with palm trees in them, producing a Caribbean mood, a family zone, chute park, wellness and beauty centre, fitness centre and sauna world. With its tropical, exotic world of experience, the aqua park offers its visitors an attractive facility in every season (guaranteeing a water temperature of 30 °C in summer and 32°C in winter). This tropical environment with its world of colours and plants is likely to create an atmosphere which will be unique in Hungary.

**Sauna World**

The planned wellness unit will consist of two elements: the Sauna World and the Wellness attendants. The services of the Sauna World will line up such elements and units which are not yet known in Hungary today. Around the central area 12 units will be placed, each of them differing in temperature, style, atmosphere and humidity. The Sauna Garden attaching to it will be built around a dipping and relaxation pool of 20-24 °C.

**Wellness hotel**

According to the plans, in the second stage of the development another wellness hotel attaching to the bath complex may be built. In front of the imposing building complex a landscaped walk and a capacious car parking will be built, which will be able to serve the comfort of guests arriving by car, bicycle or on foot. It is planned to open the establishment to the public in February 2011, and by that time the body of representatives of Kecskemét will have made a decision about the future of the present swimming pool, which is already 41 years old.

**Leisure Center**

In the vicinity of the aqua park under construction is located the Town Leisure Center, the building of which began in the 1980s, on an area of 117 hectares. In addition to the One Million Hectares of Wood and the Arboretum, the leisure center is an integral part of the green spaces of the town. On 50 per cent of the whole territory an artificial lake was shaped, and the excavated earth was used for building a 50-meter high mound. On the remaining area, afforestation and landscaping was performed. On the southern part of the center a swimming pool with freshwater is to be found. The lake is frequented by anglers, and the other parts of the area by pedestrians and cyclists. The potential circle of visitors is very wide, without age limits. From little children to pensioners, everyone can find a place without disturbing each other. On the site of the Leisure Center there is an area suitable for hotel management, and the Town Local Government has announced a competition for its purchase.

**Elements of the Sauna World**

<table>
<thead>
<tr>
<th>Sauna Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steam bath</td>
<td>Bamboo sauna</td>
</tr>
<tr>
<td>Bio sauna</td>
<td>Snow chamber</td>
</tr>
<tr>
<td>Infra sauna</td>
<td>90°C Finnish sauna</td>
</tr>
<tr>
<td>Bubble bath</td>
<td>30°C Finnish sauna</td>
</tr>
<tr>
<td>Cold water</td>
<td>White Sand</td>
</tr>
<tr>
<td>Dipping bath</td>
<td>Pool with underwater light</td>
</tr>
<tr>
<td>Steam grotto</td>
<td>Fireplace rest</td>
</tr>
<tr>
<td>Caldarium</td>
<td>Thermal pool</td>
</tr>
</tbody>
</table>

**The composition of the thermal water (mg/l)**

<table>
<thead>
<tr>
<th>Ion</th>
<th>Value</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Na</td>
<td>2200</td>
<td>F</td>
</tr>
<tr>
<td>K</td>
<td>10</td>
<td>SO4</td>
</tr>
<tr>
<td>NH4+</td>
<td>31</td>
<td>HCO3</td>
</tr>
<tr>
<td>Ca</td>
<td>7.2</td>
<td>S</td>
</tr>
<tr>
<td>Mg</td>
<td>5.6</td>
<td>Cl</td>
</tr>
<tr>
<td>CI</td>
<td>1490</td>
<td>Br</td>
</tr>
<tr>
<td>Fe</td>
<td>4.6</td>
<td>HBO2</td>
</tr>
</tbody>
</table>

**Hibiscus Sauna Garden**

- Bamboo Sauna
- Cocoa Sauna
- Seashore hut
- Caldarium
- Steam grotto

**New Competition Pool**

In the same place, with a floor space of 4,150sqm, the new competition pool will be built, which, with its pools and 700-seat viewing area, will be able to simultaneously serve the needs of the international contests, the preparation of the sportmen, the hobby sportmen and the swimmers coming here for the pleasure of the physical training. The new competition pool meets in every respect the specifications of FINA, so it will be possible to organize and perform international competitions in it as well. In the 50-meter long pool, 10 lanes will be available, and it will be also possible to divide the pool into two units of 25 metres (enabling different types of training to be performed at the same time). For the purpose of the swimming instruction of children a pool holding 30 children will be built.
The Market and Fair Directorate has been operating as an independent budgetary organ since January 1st, 1990. It performs the supervision of the market and fair activity, the operation of the paying car parks as well as the building up and handling of the information sign system on the public areas of Kecskemét.

“Our task is to properly operate the Market Hall and other fairs and markets, to provide for the conservation of them, to collect the charges and market dues in markets and fairs, as well as to statistically take stock of the goods.” the director István Kun said. “Another important task for us is to operate expert mycologists, to provide mushroom consultation for the community, and to supervise the observance of the rules referring to the order of markets and fairs.”

- The Market Hall, one of Kecskemét’s shopping centres with a large turnover, has been almost entirely renewed over the last couple of years. The full renovation of the roof, the boiler-house, the exterior and interior of the hall has been accomplished. New boilers were given a test-run, a new ground-floor row of shops was built, and the gallery level, where the enlarged Kecskemét Public Utility Supervision was also accommodated, was fully built up. In the 4700sqm Market Hall and the nearly 2000sqm open-air market 480 tables are available for the farmers and entrepreneurs to sell their green goods.

- On a busy day, 7-8 thousand people call at the hall and the open-air market. To satisfy customers’ demands, there are 37 shops in the hall, offering mostly food stuffs and meat, and, in a minor number, pet food, perfume, household gear etc. Mushroom vendors have a separate row, selling under the supervision of expert mycologists. In the same place there is a free community mycologist’s service and consultation. There is a separate place for selling milk and dairy-products which enjoy great popularity, likewise the home-made pickles also sold in a separate row. In the interest of the health care of customers, from 2007, seasonally, the Market and Fair Directorate have the nitrate and nitrite contents of the green goods tested in laboratory. On the occasion of a test, samplings are randomly taken on some 15 locations. Until now, none of the tests showed any active agent residue over the permissible limit.

- On the 200,000sqm market-place in Szentes László-körút bought in 1992 from the town’s own resources we built in the years past – also from own resources - the wholesale market, the open-air market, the premises of the car market and the approximately 600sqm ground space building complex necessary for the operation. The area has been supplied with public utilities, and the lead-in road from the direction of Mindszent-körút and Kúti-Szegedi út has also been constructed. As the result of the investments, the market place is waiting under proper circumstances for the sellers and the customers. As a Municipality project, a roofed market hall was completed by the spring of 2005 in Akadémia körút, Széchenyi város, where 40 stall-holder’s tables could be installed.

- Even more conspicuous is, perhaps, our other range of activity: the operation of the paying car parks of Kecskemét. Thus we are responsible for the organization of collecting the waiting fees and also for the supervision of observance of the rules referring to parking lots. Painting the road markings in paying car parks is also our duty, just like the placing out of proper signposts and the information sign system of the town. Our line of duties also includes paying contribution to the local government necessary for the performance of cleaning, de-icing, de-snowing and de-puddling tasks, the reconstruction of car parks, and the building up of the paying car park system. By 2006, in Kecskemét we drew into the paying car park roughly 1800 parking lots which were operated with 58 parking meters. From May 2007, about 3100 parking lots with 100 parking meters have been operated by the Market and Fair Directorate. Three tariff zones were formed in the field of paying car park. To a highlighted tariff zone belong the parking lots inside Kiskörút and those right beside Kiskörút. To tariff zone I belong the more overburdened parking lots outside Kiskörút. To tariff zone II belong the streets in the vicinity of the market square, which are less overburdened from the point of view of parking.

- On May 1, 2007, on the section extending from Jókai utca to Mária körút – including Petőfi Sándor utca and the streets behind the Ribbon Development – we also introduced the paying car park system. In the course of this we installed 35 parking meters to serve the 1300 parking lots. In the meantime, we transformed Petőfi Sándor street, a cycle path was created, we built a 52-car parking lot behind the Szalagázház (Ribbon Development) as well as a 78-car parking lot on the area bordered by Hoffmann János utca – Nél utca – Hoszó utca, which is yet unutilized at the moment. With this we managed to greatly reduce the parking tension previously experienced in the town. From June 2008 we also drew Árpádújváros – to be more exact, the area behind Dobó körút and Reife Gész street – into the paying car park system. The expansion of the paying car park system increased the overburdened state of the parking lots and streets behind Baláthegy street and Honvéd Dóme körút. The streets opening from Rákóczi út – Váci Bottyán, Károlyi, Bercsényi, Mátyás – are also overburdened with a view to parking. We plan to draw both areas into the paying car park system in the first half of 2009. The sum allotted to the modernization of paying car park is almost 200 million HUF.

As it has already been mentioned, to reduce parking tension it is essential to increase parking capacity. The various kinds of possibilities and ideas are just being examined within the scope of the traffic development plans of the town prepared right now.
From January 1, 2009, after twenty successful economic years, Fenyő Therm can receive its old and future partners in its new plant and showroom, where top-quality, custom-built doors and windows are produced with the most up-to-date technology – from the base material manufacturing to the eco-friendly painting, glazing and fitting. The computer-controlled driers continuously ensure the base materials of specified humidity, of which a group of specialists of some 50 people manufacture the custom-built doors and windows and wooden structures, often requiring special knowledge.

Our products:
- Heat-insulated, custom-built outer frontal wooden windows, balcony doors, glass walls with sliding door;
- Heat-insulated, custom-built wooden security front doors;
- Custom-built and special wooden inner doors and glass walls;
- Special, original-looking, heat-insulated doors and windows for historic buildings;
- Custom-built garage doors with paneling;
- Winter gardens;
- Shutters, jalousies;
- Window sills, battening;
- Kitchen and office furniture of individual design;
- Interior design pieces of furniture of shops;
- Flat interiors, walk-in closets;
- Shading structures (pergolas, roller-blinds, Venetian blinds, band curtains);
- Garden and space furniture.

Our other services:
- Site assembly, delivery;
- Planning assistance for designers;
- Free survey and preparing offers;
- Interior decoration planning;
- Free consultation in the showroom;
- Customer service;
- Guarantee service;

Termékeink minősítése:
- ÉMI (doors and windows)
- MABISZ (entrance doors)

Fornetti Kft was founded 11 years ago by the master baker József Palásti, and that's when he started to build up his network of 'Sight' Bakeries all over Hungary. From the beginning he selected franchise, an operating form suitable for the collaboration of several entrepreneurs of modest means, and developed it into a country-wide and then international network.

Fornetti today is by far a market leader in Hungary in the production and dealing of frozen bakery goods, but it is also recognized in most countries of Europe and even outside of Europe, e.g. in Kuwait. Its size and dynamic development is demonstrated by the fact that Franchise Europe, the professional journal of the European Union, as early as 2005 classified it as second among the foodstuffs franchises operating in Europe.

Wherever it appears, it represents a considerable economic potential. The network of Fornetti Franchise ensures a living to more than 10 000 people all over Europe.

The much-loved, typical Fornetti goods are produced in 9 bakeries in Europe. It is characteristic of all Fornetti factories that they meet the highest requirements of hygiene, foodstuffs safety and quality assurance. This is verified by a great number of certificates.

The working Fornetti factories are as follows: in Hungary on three sites, in Romania, Poland, Slovakia, Serbia, and in two towns of Ukraine. The factory under construction near Sophia, Bulgaria, will start operating in spring of next year.

The technological developments started in the years past aim at the switching over of semi-automatic production lines of the Fornetti bakeries to automatic. As the result of the joint developing work of the owner József Palásti and an engine-builder from Italy, special automatic production lines are being installed into the bakeries. In the Kecskemét factory of Fornetti now there are three automatic production lines in operation, every one of which is capable of producing a ton of goods per hour.

The Storage and Logistic Centre of 2100 sqm ground space was completed this year in Kecskemét.

The purpose of these investments is to enable Fornetti to further broaden its customary product range and serve consumer’s needs with new product lines.
Mega-Sped Ltd.
6000 Kecskemet, Szolnoki-hegy 118.
Tel./fax: +36 76/417-480
E-mail: megasped@megasped.hu

Mihály Szabadszállási

The Kecskemét-based Mega-Sped Ltd. started its operation twelve years ago, in December of 1996. At the time of its formation it specialised in transportation. The accelerated rhythm of the past decade, the integration of the markets and the increased dynamics of the environmental changes have led to an ever-strengthening market competition. In the course of the aggressive market competition and the fight for the attainment and maintenance of customers, essentials have considerably changed. While earlier it was considered a well-tried method for a company to function in a given special field, today multifunction is a question of survival. Our leadership had in due time realised the importance of this, so we were continuously broadening our range of work.

So the enterprise originally specializing in transportation and transport organization, from 2001, leaning on its stable professional and technical background, has opened towards road construction. The main feature of our road construction activity is that it ranges from minor assignments to the execution of quite impressive grand projects. The increase of our professional rank is proven by the fact that from 2003 we have participated in the implementation projects of significant motorway construction projects. We are doing a great deal to fulfill to the utmost satisfaction of our customers. As the result of these efforts, we can take pride in the following reference works:

In 2003, on the section of Motorway M3 between Poigár and Görbeházá, we carried out substructure works on almost 1400 meters. Another outstanding assignment was our participation in the earth-works of Cora department store.

In April of 2004, the construction of J/C section of Motorway M5 began. Our company performed the earth-works of an almost 2 km long section between Balsiasty and Szaltymaz as well as those of the Szatymaz rest area belonging to it.

In 2005, on 1.5 km of the Nyiregyháza bypass section we carried out substructure works, and hydraulic engineering on a 10 km long section of the M5 motorway. During this implementation we built drains and game passages. Ditch- and channel-paving was also a part of our task. Also in 2005, on the III/A Szeged-Rózske section of M5 Motorway, on a selected track of 1.4 km, we carried out the dam groundwork, the banking and the preparation of the protective layer.

In 2006, we took part in the restoration works of the striped pavement after the canal-building as the part of the Kecskemét and its Region Sewer Execution Project. Besides, in the construction of the Duranewe-Apostag bypass section of Main road S1, as well as in the recultivation works of the east bypass track No. 403 of Motorway M3.

In 2007, we entered into a contract with the PVT M0 Consortium for the earth-work and the preparation of land improvement and frost protector, CKT and CTT, of Motorway M0. On the section of Motorway M0 between the main roads 4 and 3 we carried out substructure works on a section of 1.8 km, and concrete road bed preparation on a section of 17 km. In the second half of 2007, on a 3 km section of M7 Motorway, we also performed substructure works.

Aerobic, fitness and wellness at the same place, in the newly built 1,500sqm sports centre of Kecskemét.

We expect our guests with:

Varying aerobic trainings: fit ball, step aerobic, pilates, grease burning, fitness, kick boxing, cross training, belly dance, BOSU, 72 kinds of fitness and cardio machines, 20 spinning bicycles.

Skilled instructors
Our guest instructors are the most popular fitness trainers of the country: Attilé Katus, Rómeó Szentgyörgyi, Balázs and Krisztián Czanik

Finnish and infra sauna
Solarium, massage

Children’s isle “Trendy” for the smallest

All those wishing to relax and refresh themselves are perfectly welcome to Trend Fitness Sports Centre, right beside the Auchan hypermarket

We expect our guests with:

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E-mail: info@trendfitness.hu
Web: www.trendfitness.hu

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Tel.: +36 76/505-865
E-mail: info@trendfitness.hu
Web: www.trendfitness.hu
Polar-Stúdió Kft.
Seat: 6000 Kecskemét, Csongrádi u. 56.
Site: 6000 Kecskemét, Kádáró ut. 12.
Branch office in Budapest:
1149 Budapest, Mogyoródi út 12.

Polar-Stúdió Ltd. plays a decisive market role in its professional field both in local and national relation. Since its formation in 1992 it has taken part in a number of significant investments of great value. Its range of activity includes electric main enterprise, the planning and execution of light- and heavy-current systems.

The owners of Polar-Studio Ltd. – Antal Kiss, Gábor Lévai and Károly Roza – consider this year to be successful as their sales revenue exceeds 2.5 billion HUF.

Remaining faithful to their basic philosophy, this year, too, the company attached primary importance to quality and environmentally friendly work. To ensure this, they allot several million HUFs yearly to buy up-to-date appliances which facilitate human work, improve quality and are friendly to the environment.

Their more significant projects performed this year: Kecskemét, assembly of Bosch plant; TESCO-OBi department stores, construction of 20 kV energy supply; assembly of Zarges hall; Ízsaú ut. – Auchan junction, building up and extension of the public lighting and mid-voltage network; the complex electric light installation jobs of Penny logistic base in Kecskemét; the construction jobs of the area lighting and energy supply of the motorways M0, M3, M6; Szerbőri Mineral Water Ltd., filling-shop; assembly of Resilux Hungária Tuzsér plastic-processing plant, Romania, Temes county, construction of a mid-voltage system of 1 million Euros worth.

The leadership of the firm, in conformity with the traditions of Polar-Studio Ltd., in 2008 also paid distinguished attention to charitable and sponsorial activity. We supported the traditionalists of the “Puma” Historical Air Wing, the work of the disaster prevention, helped the Kecskemét swimmer contesting in the Olympics, the extension of the ornamental altar lighting of the Friars’ Church, and other aid foundations. The leadership of the firm this year also sent his workers to further trainings of several kind. In the interest of occupational replacement they receive pupils, and the most excellent experts share their professional knowledge with them. For the summer period they employed trainees from university and college students.

Despite the economic environment becoming harder, the owners of the firm have good reason to wait confidently for the next year, since their present entrepreneurial staff and the negotiations proceeding now make this possible for them. They think that if they continue to follow this road, they don’t need to change their goals and expectations in the future, either.

Ranges of Activity:
- sewers and drain-pipes
- waste water treatment
- drinking water network
- gas pipings
- electric networks
- road and space pavings
- bridges
- civil engineering structures
- engineer’s establishments
- the planning
- construction and technological control of industrial parks

REAL ESTATE DEVELOPMENT • MAIN ENTERPRISE • GENERAL CONTRACTING • PLANNING

Ranges of Activity:
- commercial centres, business houses
- office buildings
- apartment blocks
- filling stations
- industrial and logistic parks
- creating, selling, renting and operating
- educational and sports establishments

The real estate development philosophy of Consol Trade:
- Eco-friendly planning
- Applying energy-saving technologies
- Using alternative, “green” energy sources
- Conscious forming of the townscape
- Lasting value creating

PUBLIC UTILITY CONSTRUCTION • ROAD CONSTRUCTION • CIVIL ENGINEERING STRUCTURES
BRIDGES • ENGINEER’S ESTABLISHMENTS

Baured
Construction and Real Estate Development Ltd.
Seat: 5000 Szolnok, Pozsonyi u. 24.
Premises: 6000 Kecskemét, Kisfaludy u. 5.
Telephone: 0036/76-484-940;
Telefax: 0036-76/508-224
E-mail: baured@hu.inter.net; Web: www.baured.hu

Ranges of Activity:
- sewer and drain-pipes
- waste water treatment
- drinking water network
- gaseous networks
- electric networks
- road and space pavings
- bridges
- civil engineering structures
- engineer’s establishments
- the planning
The Kecskemét-based FREE LINE Construction, Service and Commercial Ltd. was founded in 1991. Since then it has practically multiplied its revenues by 10 times, which in 2007 exceeded 1.5 billion HUF. One of the reasons of this vast development is that we take part in all possible tenders. Our bids are successful even if our prices are not the lowest; they are rather regarded as medium-category. Our customers can rest assured that they get quality for their money. In the past period the company’s range of activity got quite clear: by now construction design and execution remained its main area. The average age of the well-prepared experts of the enterprise does not reach forty years. The youthful dynamism is noticeable on all of our projects. A number of shops and offices do credit to our labour. Among our reference works are: in Kecskemét the rebuilt Perfumery, in the capital the Dunkin Donuts, the PIZZA HUT fast food restaurant, the Bon-Bon Hemingway shops, the Hotel Ramada on Margaret Island, in the country several OFOTERT shops, Hungária Biztosító, the general contracting works of Unicredit Bank, in case of claim we undertake internal construction jobs, too. In specialist trade subcontract, the Ltd. took part in capital constructions such as the reconstructions of the filing stations of MOL Rt., the renewal of the courthouse of the Municipal Court in Kecskemét, or the design of the Budapest centre of WESTEL 900 GSM, the POLUS CENTER, the EUROSPAR, the M5 Motorway, and the interior jobs of the Kecskemét branch of Hungarian National Bank. In the past five years our firm, as general contractor, also took part in the renewal of several historic buildings or, respectively, in the design of offices and shops to be created in them.

Building trade general contract
- Industrial construction projects
- Offices and office buildings
- Living-houses and public buildings
Jakabszállás lies in the middle part of Bács-Kiskun County, to the south of Kecskemét, 17 kilometres from it, along the main road 54. The advantage of this is that it is near to Kecskemét and is easily accessible, since both the access road and the exit lane of Motorway M5 are also near, causing a big through traffic. The county seat can be reached in 15 minutes on the main road No. 54.

The local government is working hard to ensure that the settlement should be continuously built and the standard of living and supply of the population be developed. Bearing the demands in mind, the shaping of a 26-hectare residential park is in progress. The investment will be realised in two stages: in stage one, 104 building sites will be formed in the course of 2009. The size of the sites will be 500–800 sqm.

In the settlement there is a well-equipped school and Kindergarten, and all the teachers in them are qualified. In the school several foreign languages are taught. It has a gymnasium and a football ground, both suitable for sport events.

Our tourism attractions are: Jakabszállás Horsemen Days – Two-in-Hand Coach Driving Competition and Show; Jakabszállás Church-Ale; Village Day along with a vintage march. Besides, the community centre at Wolfdorf Path expects all those who are interested in summer camps. The pride of the village is the up-to-date airpark, the only one in the county. It provides an opportunity for pleasure flights, pilot training and air shows. It has a runway suitable for the takeoff and landing of mid-category planes, and tanking up is also possible. Next to the airpark was built Hotel AERO, which can hold 64 people.

In 1990 the parent company established its subsidiary, Phoenix Mecano Kecskemét, as a wholly owned (100%) subsidiary, for the purpose of manufacturing and marketing its products in Hungary. The activity structure of the Company has been adjusted to that of the parent company. Plastic, aluminium and polyester enclosures, electronic motors and transformers, membrane keyboards and design foils, actuator devices and control units, drive units, plastic components, protection and partitioning systems are manufactured here and supplied to companies of very different industries. Production is carried out in 6 units (so-called profit centres), following the directions of ISO 9001:2000 Quality Management and ISO 14001:2004 Environment Management Systems.

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Kosa Kolor Ltd.

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Tel. +36 30/439-1950
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E-mail: kosakolorkft@t-online.hu
www.kosakolor.hu

Our range of activity consists firstly of general implementation and constructional main contracting. We willingly contract to carry out all of the renewal’s and constructional main contracting. We willingly contract to execute several capital constructions such as Kisfaludy House, the Kecskemét Health Centre, the ‘Fórai’ Residential Park, the 32 apartments of stage III of Margareta Residential Park, the office building and owner-occupied block on Szővetesgő tér, or the complete painting of the building of Malom Centre.

The Herczeg and Co Wood Industry, Commercial and Provider Ltd. specializes in manufacturing unique and high-standard products of wood industry. During its existence of more than a decade, the name of the firm was made well-known in practically all parts of Hungary by his products of excellent quality and outstanding professional standard meeting even the highest aesthetic requirements. Its main products are doors and windows, furnishings, office, shop and kitchen furniture.

The enterprise founded in 1994 operates on more than 6200 sqm, in a workshop equipped with modern machines, with some 60 persons. They undertake all kinds of joiner’s work in the field of wood industry. Their favourite area is interior decoration: the manufacture of uniquely designed pieces of furniture for theatres, educational institutions, banks, office buildings, hotels, guest houses, hostels and apartment houses. Besides, they continuously undertake the inner decoration of apartments and kitchens according to individual demands as well as the preparation of unique outer and inner doors and windows, and ex- and interior paneling.

“The discovery of the spirit and the peculiar features of material is only possible if your hand thinks and follows the thought of the material.” Brancusi’s wisdom is particularly true in the case of the myriad-faced wood capable of perpetual renewing. The Herczeg and Co Ltd. has set itself a not less aim than to prepare stylist, unique objects of this natural raw material, shaped for the image of 21st century humans.

The elements of the company’s philosophy are unchanged from the beginning: guaranteed quality, competitive prices, and punctual delivery.

BOTOND 99 Civil Engineering Ltd.
6000 Kecskemét, Kard utca 22. Tel. +36 499-643, 30/7836-906
Internet: www.botondkft.hu, e-mail: botondkft@t-online.hu

OUR MAIN ACTIVITIES:

- Planning and implementation of pile foundation with drilling, hammering and vibrating technology (Ø160-800 mm, till the depth of 14 m)
- Subsequent foundation reinforcement of buildings
- Demolition of concrete structures and buildings with high-performance demolishing hammer
- Implementation of excavated deep foundations
- Earthworks with machine
- Landscaping

Thanking for your trust in advance, we expect your assignments in the hope of a fruitful cooperation.

Ákos Kapsztai, managing director

PIRAMIS Plc.
CONSTRUCTIONAL MAIN ENTERPRISE
In the Spirit of QUALITY and DYNAMISM

PILARÁS Plc.
CONSTRUCTIONAL MAIN ENTERPRISE

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www.htsakft.hu

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PILARÁS Plc.
CONSTRUCTIONAL MAIN ENTERPRISE
The Town Management Ltd. has been performing public utility for decades in the area of Kecskemét. It is among the tasks of our one hundred per cent Municipally-owned company to perform the public sanitation works of the county seat, and to take care of, maintain and develop the greenery of the Settlement. The maintenance and development of the cemeteries as well as the funeral also fall within the scope of our duties.

From the point of view of the townscapes, the activity of the greeneries management section is surely the most determinant factor. The main fields of the work of the section are the following:

FLOWER SURFACES
Our company provides for the maintenance of the 7,170sqm. flower surface in the area of the town of Kecskemét, including the preparation of soil, the supply of nutrition, the planting with first class plant material, the weeding and plant protection. We plant new flowerbeds two times a year on the main square of Kecskemét. The planting of the annuals is done in spring, and that of the bulbs and winter-resistant pansies in autumn. Besides, we strive every year to form new flower surfaces to make our town as colourful as possible.

GRASSING
Cultivating the grassy areas is also a stressed task of ours. There is nearly 1.8 million sqm. lawn surface in Kecskemét, the mowing of which we do with up-to-date, self-propelled, grass-collecting mowers and lawn edge cutters. We also lay great emphasis on cleaning the outlying districts of weeds and ambrosia. In spring we carry out lawn renewals and create new grassy areas, which are happily “taken possession of” by the citizens of our town.

SHRUBS & HEDGES
In the public areas of Kecskemét there is a 23,900sqm. surface of shrubs and hedges, and taking care of them is also our duty. This task includes the spring cleaning, rejuvenating and trimming, as well as the planting of new plants, too.

AFFORESTATION
For clipping and cutting trees, a special trained group is available, who perform their work expertly and safely. With the aid of two cherry pickers owned by the company we can undertake even the clipping of trees hard to reach. Special experts do the examination of the condition of trees, establishing their danger to humans.

One of our important tasks is to plant and take care of new saplings in the streets and squares of the town. At present our company provides for the watering of 1230 small trees in the hot spell in summer.

from June 13, 2003, the Town Management Ltd. has been performing its activity according to the M sz En isO 9001:2001 quality assurance standard. On June 1, 2004, our company also introduced the environment management system meeting the requirements of the MSZ EN ISO 14001:1997 standard.

Ügyfélszolgálati irodák:
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