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Hungary

The grand Buda Castle and iconic Széchenyi Chain Bridge welcome travelers traversing the blue Danube in beautiful Budapest.

PHOTO BY: JAAP VAN T OOSTER, MANAGING DIRECTOR OF CANON HUNGARIA



www.synergymediaspecialists.com

Historical anniversary signals long standing friendship

A message from the Prime Minister of Hungary Viktor Orbán on the Hungarian-Japanese Memorial Year



Viktor Orbán, Prime Minister of Hungary

In 2019, Hungary and Japan will be celebrating 150 years of diplomatic relations. We not only cherish our ties going back to 1869, but we are also proud of how deep our cooperation has been over the past centuries. Japan is our strategic partner in the region, with whom we cooperate closely — not only in the fields of culture and the economy, but also in terms of foreign and security policy. We share similar ideas on various issues and we share common values. With regard to economic matters, prospects for even stronger ties between Hungary and Japan are more than encouraging. Japanese investors are particularly important to us — they not only bring capital and create jobs, but they also share with us their state-of-the-art technology and exceptional corporate and business culture. Therefore, Hungary greatly appreciates Japanese investments, and our government has signed strategic cooperation agreements with seven Japanese corporations.

Over the past 25 years, Japanese companies have accompanied us along an extremely difficult path; looking back, the industrial changes over that period seem almost incredible. The contribution of Japanese firms has served to symbolize the fall of communism — and indeed, we have taken them to our hearts, because they have given Hungarian people jobs during past times of economic hardship and high unemployment. Our relations, however, are not restricted to the bilateral level: EU-Japan links and the steadily evolving V4 plus Japan cooperation are adding further dimensions to our partnership. The recent signing of the EU-Japan Economic Partnership Agreement was warmly welcomed by Hungary, and we believe that it takes our cooperation to a higher level.

Let me take this opportunity to extend my heartfelt greetings to the readers of The Japan Times. I am convinced that the long-standing ties between our two nations will become even stronger. History has proved that relations between our citizens and people-to-people contacts have been the real engine of our cooperation, and have kept our friendship alive and vibrant.

Long live the Japanese-Hungarian friendship! ♦

For exclusive economic indicators and more leadership insights on the Hungary-Japan relationship, read the full report at: www.synergymediaspecialists.com

A perfect climate for business

“We have seen our business develop at a healthy rate through our extensive product portfolio and our commitment to customer care,” said Balazs Zuggó, managing director of Daikin Hungary Kft.

Daikin has always believed in developing and manufacturing products in Europe for its European customers and today, the company has 14 European production sites.

In Hungary, Daikin focuses on residential, commercial and industrial clients and the company's quality, after-sales services are delivering results.

Daikin is one of the market leaders in Hungary for heat pump technology, which allows heating and cooling in one device. Since 2015, the residential market segment in Hungary has grown dramatically and Daikin's business in Hungary has grown accordingly.

The company offers complete heating, ventilation and



Balazs Zuggó, Managing Director of Daikin Hungary Kft.

“The investments we have made to educate our people are now bearing fruit,” said Zuggó. “Hungarians are adapting to new technologies and better understand that they can save money and contribute to environmental protection through the use of our range of Daikin products.”

The company also cooperates with universities and technical schools to educate future engineers regarding Daikin's innovative technologies.

“As a company, it is vital that we never compromise on quality,” said Zuggó. “The services we provide are undertaken by our highly skilled employees and through our efforts to train the right people; we are, today, in a position to deliver the highest standard of service to our customers across Hungary.” ♦ www.daikin.hu



Driving growth through technologies and innovations

Since its establishment in 1873, Konica Minolta has expanded its business in office equipment, optical systems for industrial use and diagnostic imaging systems around the world.

In Hungary, Konica Minolta Hungary Business Solutions Ltd. is on a mission to expand the company's footprint through its warehouse and regional distribution center (RDC) facility in Hungary.

“Konica Minolta's RDC investment was established in Hungary in 2012 to better serve customers in the local market and across the region,” said Daniel Szekely, managing director of Hungary, Serbia and Greece.

“Today, the 9,200 square-meter RDC delivers supply-chain solutions to 14 countries across the region — this investment represents the company's early commitment to developing its business in Hungary and further abroad.”

Serving other markets from its base in Hungary, the company is expanding operations and launching new services and products such as Konica Minolta's Workplace Hub.

The Workplace Hub connects different technologies to better serve customers' needs. As one complete system that adapts to client requirements, the Workplace Hub provides freedom, ease and the ultimate power to unlocking clients' potential.


Products and services are at the heart of Konica Minolta's operations in Hungary, where the company has 170 employees.

“We constantly invest in our employees as they are at the heart of our business and

our engagements with customers,” said Szekely.

“Continued, regional collaboration with other Konica Minolta companies is enabling us to gain market share, build the Konica Minolta brand in Europe and better serve our customers,” Szekely said.

“We intend to meet our customers' business needs by delivering more RDC service points to better serve customers, reach out to Italy and the Baltic region and look at further integration opportunities in Europe, the Middle East and Africa as we work with our existing and future partners.” ♦ www.konicaminolta.hu



Encouraging and supporting Japanese investments and businesses

“We are proud to promote Japanese investments and partnerships in Hungary and across Europe,” said Prof. Dr. János Martonyi, Hungary's former minister of foreign affairs and previous managing partner at Baker McKenzie LLP's Hungarian operations.

“Hungary was one of the key European member states to advocate the economic partnership agreement between the European Union and Japan.”

Martonyi is the only living Hungarian to have been awarded the Grand Cordon of the Order of the Rising Sun of Japan. The distinction recognizes his contribution to the fostering of relations between Hungary and Japan.

“We have been advising and representing Japanese companies and investors with their legal issues for many years and continue to take every effort to encourage and support Japanese investment in Hungary,” said Zoltán Hegymegi-Barakonyi, current managing partner at Hegymegi-Barakonyi es Tarsa Baker & McKenzie.

“We assisted Japanese clients with legal and policy changes following Hungary's European Union integration and today we help clients navigate the country's rapid economic development and commercial opportunities.”

Hegymegi-Barakonyi es Tarsa Baker & McKenzie's relations with Japanese investors have flourished since Eva Ganzenmüller-Nagy, a graduate of Osaka University's Faculty of Law joined the firm almost 15 years ago.

Fluent in Japanese, Ganzenmüller-Nagy actively manages the Japan Desk, advising on all business law inquiries of Japanese clients and representing them in connection with their operations in Hungary. Ganzenmüller-Nagy organizes presentations for the Japanese business community, covering topics such as developments in the Hungarian legal system and investment opportunities.



Dr. Zoltán Hegymegi-Barakonyi, Managing Partner; Dr. Éva Ganzenmüller-Nagy, Lawyer at Baker McKenzie Budapest

“Clients are challenged by the rapidly changing legal environment, the differences in the course of their business dealings and the characteristics of the Hungarian labor market. The Japan Desk at Baker McKenzie is uniquely positioned to provide tailor-made legal and practical solutions to these challenges because its specialists have an understanding of Japanese legal and cultural perspectives,” said Ganzenmüller-Nagy.

The firm is optimistic about the prospect of increased Japanese investment into Hungary.

“Japanese companies continue to bring their technologies and expertise to Hungary,” said Hegymegi-Barakonyi. “As these projects come to fruition, we are seeing companies expand into other European markets. We fully intend to support our Japanese clients as they expand their businesses across the continent.” ♦ www.bakermckenzie.com/en/locations/emea/hungary



Hegymegi-Barakonyi és Tarsa Baker & McKenzie Ügyvédi Iroda



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BOOSTERJET ENGINE

Suzuki's BoosterJet engines add new momentum to your everyday life! Get to know their extraordinary dynamics during a test drive! For more details visit boosterjet.hu.

Consumption and emission figures of the BoosterJet engines differ depending on car model. Fuel consumption for Suzuki SX4 S-Cross with a 1.4 l BoosterJet engine based on the NEDC standard: 5.2-7.5 l/100 km. CO₂ emissions during various usages: 119-170 g/km. Fuel consumption measured based on the WLTP standard: 5.7-9.1 l/100 km, CO₂ emissions during various usages: 129.7-205.2 g/km. All pictures shown are for illustration only. We reserve the right to carry out modifications without previous notice.



Iconic models produced on the Esztergom production line include the Swift, Wagon R+, Ignis, Splash, SX4, SX4 S-Cross and Vitara.

Suzuki: A way of life in Hungary

Suzuki Motor Corp. has driven the development of Hungary's automotive industry since establishing Magyar Suzuki Corp. (MSC) in 1991. By successfully combining Hungarian talent and Japanese expertise, the company has become a strong driving force in the Hungarian automotive sector and is reaching out to international markets from its location in Esztergom, Hungary.

“Hungary has Suzuki's third-largest production facility following Japan and India in terms of production volume,” said Yoshinobu Abe, MSC chief executive officer. “Our 3,200 employees in Hungary work hard to ensure our success, and today we export vehicles to almost 140 countries.”

MSC has produced over 3 million cars in Hungary. Iconic models produced on the Esztergom production line include the Swift, Wagon R+, Ignis, Splash, SX4, SX4 S-Cross and Vitara. In the sport utility vehicle and passenger car segments, the Vitara continues to drive MSC's growth in Hungary.

Prior to the centenary of Suzuki Group in 2020, the company's management plan for future growth, Suzuki Next 100, was introduced in 2015. As part of this strategy, the two leading models in the Suzuki range, the S-Cross and Vitara, were enhanced to dramatically improve driver experience with their technical and safety features.

“We have been No. 1 in new car sales in Hungary for the last two years and will strengthen our position in the market with our new products,” said Abe.

In the first half of 2018, the company's market share increased to 16.3 percent, in comparison to 12.44 percent from the same period of the previous year.

Locally produced, innovative and reliable vehicles have enabled MSC to achieve success in Hungary. The company is also committed to supporting its distribution network and delivering first-class customer care.

MSC's 76 car, 17 motorcycle and nine marine dealerships across Hungary deliver Suzuki vehicles, motorbikes and outboard motors to customers.

“In Hungary, our sales and marketing teams are working to ensure the Suzuki brand is at the forefront of customers' minds,” said Abe.

“We must work hard to keep our leading market position and do not intend to rest on our laurels. We continually invest in our facilities and we are implementing innovative technologies in several of our production processes to create a smart factory environment.”

In 2012, MSC entered into a strategic partnership with the Hungarian government to contribute to the development of the country's automotive industry.

Four years later saw the company complete the large-scale automation and robotization of its facility where today, 770 robots work across the production process.

MSC's commitment to Hungary continues through innovation-led projects in cooperation with universities, research facilities and suppliers. Currently around 1.748 billion euros has been invested.

Projects include investments in welding robot networks, the modernization of production logistics systems, the adoption of innovative laser welding technologies and the development of new, cost-effective polymers. These projects will enable MSC to produce increasingly advanced, more competitive and safer Suzuki prototypes by the year 2020.

“We are proud of our achievements in Hungary and our successes prove that Japan and Hungary are able to work closely together,” said Abe. “Our employees in Hungary continue to contribute to our success and we will strengthen our commitment to Hungary as we grow our business here.” ♦ www.suzuki.hu



Hungary

Hungry in Hungary – Nissin Foods is an instant success

As the inventor of the original instant ramen noodles, Nissin Food Products Co. Ltd. is famed for delivering delicious, quick and easy foods in a range of delicious flavors.

The food company specializes in the manufacturing and development of instant noodles and in Hungary, Nissin Foods is strengthening its commitment to the local market and reaching out to markets across Europe.

“Through our facilities in Kecskemet, Hungary, Nissin Foods is manufacturing and delivering authentic Japanese and qualified products to Hungary and markets across Europe,” said Financial Director of Nissin Foods Takashi Yoshimura.

“We entered the Hungarian market in 2002 and have continued to strengthen our commitment to the country over the years,” Yoshimura said. “Our recent factory expansion is a direct reflection of the desire to grow our business, and we continue to develop our business as we grow our customer base across Europe. Our high-quality Hungarian colleagues are very productive and we are proud to be a major employer here in the region, and we will continue to invest in our people.”

The company opened its new factory last year for the production of instant noodle products for the Hungarian and other European markets. The fact that Japanese companies are noted for delivering quality products has enabled Nissin Foods to gain a strong reputation in Hungary.

“Japanese and Hungarian people share similar values and traits in terms of work ethics and their approaches to doing business,” said Yoshimura. “Both countries share a strong bond and are enjoying a



Haak Wolfgang, Managing Director of Nissin Hungary and Germany Sales

strong economic relationship today.”

Producing products by locals for the local market, including the popular Smack noodle brand, as well as Cup Noodles, is important to Nissin Foods.

“We are seeing demand increase for our products both here in Hungary and across Europe as consumption for our range of food products increases,” said Yoshimura.

“We will build on our reputation for delicious quality food products and continue our three-minute global revolution within the food industry,” he said. ♦

www.nissinfoods.hu
www.facebook.com/OriginalCupNoodles
www.instagram.com/originalcupnoodles
www.twitter.com/OrigCupNoodles



Contributing to the sustainable development of Hungarian society

With a history dating back four centuries, Takenaka Corp. has designed and built iconic structures across Japan. Takenaka’s European operation was established 45 years ago in Dusseldorf, Germany, and has since completed projects across 12 European countries.

Covering over 10 million square meters, the company has constructed approximately 1,400 warehouses, factories and office buildings across Europe, including Hungary. “Over the years, Takenaka’s global turnover amounted to \$11 billion, approximately 10 percent of Hungary’s gross domestic product,” shared Hideki Kitaori, general manager of Takenaka Europe GmbH, Hungary Branch.

Next year, the company celebrates its 25th anniversary in Hungary, and in that time, it has consistently ranked as one of the top 10 general contracting companies in the country.

A source of great pride, the company’s first project in Hungary was the construction of the Embassy of Japan in Budapest. Since then, more than 80 projects, with a combined area in excess of 900,000 square meters, have been completed by the company in Hungary.

“We create environmentally sound, safe, innovative and people-friendly structures while focusing

on quality, cost and timely delivery,” said Kitaori.

Takenaka Europe’s green policy aims to contribute to the sustainable development of society by reducing costs, increasing energy efficiency and improving the corporate image of clients.

Takenaka is recognized in Hungary for delivering quality management-systems, specialized design and engineering services. The company has received several awards and certifications, including General Electric’s Global International Standard Certificate.

Today, the company is moving into the construction of research and development centers, office buildings and residential spaces, while expanding its maintenance, property management and engineering consultancy services.

“We have a responsibility to employ and develop the country’s architects and engineers,” concluded Kitaori. “We are fully committed to growing our business and contributing to society by passing on the best work to future generations in Hungary.” ♦

www.takenaka.co.jp/takenaka_e
www.takenaka.eu



JTI Hungary: 10 years of successful Japanese investment

Japan Tobacco International (JTI) is a leading global tobacco company with operations in over 120 countries. The company manufactures and sells many of the world’s most renowned tobacco brands such as Winston, Mevius, Camel and LD, in addition to local brands with loyal customers.

“JTI’s strategy has always been to provide consumers with a wide variety of high-quality products,” said JTI Hungary Country Manager Miroslav Gordic. “To support that, we are entering the global arena of new-generation, reduced-risk products with our cutting-edge offers such as electronic-vapor Logic and tobacco-vapor Ploom.

The company’s Hungarian operations were established through the acquisition of Hungarotabak-TobaccoLand and this year, JTI Hungary celebrates its 10-year anniversary.

Over the last decade, JTI Hungary has become the fastest-growing tobacco company in the country. According to the National Tobacco Trade Nonprofit Company, the company’s market share grew from 2.9 percent in 2008 to 15.9 percent in 2017, making JTI Hungary the third-largest tobacco company in the country.

JTI Hungary is also proud to have been recognized as a top employer in Hungary for the sixth consecutive year.

“Through our agile team, we aim



Miroslav Gordic, Country Manager of JTI Hungary

to increase the sales of our global flagship brands in Hungary,” said Gordic. “With a global and dynamic outlook and a strong Japanese heritage, JTI is driven by its long-term vision and desire to deliver the highest-quality products. We also recognize the importance of sharing our success by contributing to the communities in which we operate.”

JTI Hungary’s community investment initiatives include a program to bring Japanese culture closer to the Hungarian people. In cooperation with local Japanese stakeholders, the company is looking forward to events to celebrate the 150th anniversary of Japanese-Hungarian diplomatic ties. ♦
www.jti.com/europe/hungary

Meditop Pharmaceutical Ltd. – Healthy growth and strong partnerships

The Hungarian pharmaceutical sector is worth over 3 billion euros and approximately 85 percent of products are exported,” said Dr. Dávid Greskovits, managing director of Meditop Pharmaceutical Ltd.

“We are recognized for having high standards and for delivering high-quality products,” added Dr. Zoltán Ács, Meditop’s co-managing director. “Our well-established global connections provide us with our competitive advantage.”

Greskovits and Ács founded Meditop in 1991, and it was the first pharmaceutical business to obtain a pharmaceutical manufacturing licence after the fall of the communist regime.

Started as a contract manufacturer for pharmaceutical companies in Europe, Meditop established a research and development facility to develop products in-house.

As a midsize player in the pharmaceutical industry, Meditop specializes in products for the central nervous system (CNS). The company has 13 registered pharmaceutical patents with licenses in Hungary and other European markets.

Today, Meditop’s second-largest export market, after Germany, is Vietnam. The company has also reached out to Singapore.

Flagship products include the cognitive-enhancer Memoril



Dr. Zoltán Ács, Co-Managing Director; Dr. Dávid Greskovits, Managing Director of Meditop Pharmaceutical

(piracetam) and the muscle-relaxant Miderizone (tolperisone hydrochloride).

“We were the first company to develop the molecule tolperisone as a high-quality generic product,” said Ács. “This product is popular in Asia and is included in the Japanese Pharmacopoeia.”

Meditop has recently signed partnerships across the European Union and Canada for the development of new products, aiming to expand its CNS line and secure a leading position in the industry.

“Meditop is an ideal partner for Japanese pharmaceutical companies such as Eisai, a company that also has very good CNS products,” explained Ács. “We are able to

register, launch, distribute and promote products, not only in Hungary, but also across Europe.”

“We want to establish synergies with other small and midsize pharmaceutical companies around the world,” concluded Greskovits. “Our size allows us to fully commit ourselves to developing partnerships with key industry players to create win-win ventures.” ♦
www.meditop.hu



Investing in people, products and performance

In 2004, Japan’s AGC Group, made its first greenfield investment in Europe and established AGC Glass Hungary Kft.

Tatabánya, in northwestern Hungary, was chosen as the location for the state-of-the-art facility based on the region’s well-educated, local workforce, strong infrastructure and close proximity to AGC’s European customers. The company manufactures and supplies side and rear glass to leading automobile manufacturers across Europe and continues to strengthen its role as an industry leader.

“Since 2004, we have seen increased demand for our products and solutions and have successfully expanded our

operations to include a value-added assembly line,” said László Tisza-Kiss, plant manager of AGC Glass Hungary.

“Today we have over 1,000 employees operating almost year-round to produce glass products for close to 4 million vehicles.”

The Hungarian facility is a cornerstone of AGC Group and has received awards for quality improvement, cost reduction, safety and technical innovation over the past few years.

Customers including Daimler AG, Ford Motor Co., General Motors Co., Toyota Motor Corp., Volkswagen AG and Volvo AB have awarded AGC Glass Hungary for their focus on quality and excellence and, to some customers, the company is even recognized as a strategic glass manufacturing partner.

“Our highly motivated workforce remains one of our key strengths,” said Human Resources Manager Mihály Giber.

“We introduce our employees to the AGC Excellence System, impart our values and provide them with the tools required to further their careers. We also implement their ideas, encouraging them take ownership and pride in what they do.”

AGC Glass Hungary is active within the local community through academic partnerships and scholarships while



László Tisza-Kiss, Plant Manager of AGC Glass Hungary

also supporting events in Tatabánya.

“We have over 40,000 square meters of greenfield land available to us for further expansion and we see opportunities for growth in the next few years,” said Tisza-Kiss.

“Our priority is to look for opportunities for further expansion while focusing on productivity-related projects and energy-saving initiatives to further develop our reputation within the industry.” ♦
www.agc-glass.eu/en



Mitutoyo: Measuring success in Hungary

Mitutoyo is the global leader in metrology — the science and practice of dimensional measurement. The company has built its name on its ability to deliver sophisticated solutions based on its precision-measuring tools and instruments. Today, Mitutoyo’s extensive network covers over 22 countries.

“2016 saw Mitutoyo Japan mark its 80th anniversary and this year the company celebrates 50 years in Europe,” said Attila Friedrich, director of Mitutoyo Hungary.

“Next year, we will mark our 15th year in Hungary. Additionally, 2019 marks my 20th year with Mitutoyo — clearly we have a lot to celebrate.”

Friedrich was introduced to Mitutoyo while studying at university. Impressed by the company’s cutting-edge technology, he joined Mitutoyo and was provided a scholarship by the company to attain his Ph.D.

“It is a great honor for me to work for Mitutoyo and my wish is that more people understand the important solutions Mitutoyo delivers while



Attila Friedrich, Director of Mitutoyo Hungary

developing and investing in its workforce,” said Friedrich. With dynamic automotive sectors and ongoing developments toward “Industry 4.0” and the “industrial internet of things,” European markets are today among the most important for Mitutoyo. The company’s Hungarian operations have nearly tripled in size since Friedrich became the director a decade ago.

Earlier this year, Audi established a fully-automated electric-engine production facility in Hungary. The company uses Mitutoyo’s complex measurement solutions in its entire production process.

“In industrial engineering, mass-production, prototyping and research and development, everything must be measured,” explained Friedrich. “Mitutoyo supports industries across Hungary and provides consulting and knowledge-transfer.”

As an honorary associate professor at the Budapest University of Technology and Economics, Friedrich is strengthening Mitutoyo’s relationships with academic institutions to train the next generation of engineers. The company was also a proud, strategic skill-sponsor of the prestigious EuroSkills competition held in Budapest earlier this year. ♦
www.mitutoyo.hu



Fanuc: Supporting Hungary’s industrial growth

“Industry 4.0” refers to the trend of automation and data exchange seen across manufacturing technologies.

From its headquarters in a natural reserve at the foot of Mount Fuji in Japan, Fanuc Corp. has been pioneering manufacturing and factory automation solutions since 1956.

The company develops industrial robots, computer numerical control (CNC) systems and industrial machines. Fanuc delivers solutions to support the growth of general industry via 263 global service stations.

As investors look to expand operations in Hungary, challenges surrounding workforce retention, production capacity and wage costs are being met through the implementation of “Industry 4.0” solutions like FANUC FIELD and ZDT.



Tamás Mezei, General Manager of Fanuc Hungary



Fanuc has installed 550,000 industrial robots around the world.

“Our operations in Hungary have seen double-digit growth on a yearly basis since we established Fanuc Hungary 12 years ago,” says General Manager Tamás Mezei.

“Industries including automotive, food and beverage and pharmaceuticals are looking to implement automated solutions and are seeking higher-quality production opportunities provided by industrial robotics.”

The International Federation of Robotics forecasts that by 2020, more than 1.7 million industrial robots will be installed in factories worldwide. Fanuc itself has already installed 550,000 industrial robots globally.

Today, Fanuc supports automotive manufacturing companies in Hungary as they lead the shift toward

“Industry 4.0.” The company has assisted local automotive original equipment manufacturers by installing over 2,500 robots on the production lines in different factories across the country.

“An increasing number of companies want to advance their operations and our automation solutions contribute to lower energy consumption, increased productivity and improvements in the quality of our clients’ finished products,” explained Mezei.

“We work in highly competitive and innovation-driven industries — all of which have a very bright future. It is my priority to continue to further develop our local team of experienced professionals and support our young, talented engineers here in Hungary.” ♦
www.fanuc.eu/hu

The power of carbon fiber: Innovative ideas, technologies and products

Japan headquartered Toray Industries Inc. is the world-leading carbon fiber producer in terms of performance, quality and volume. Toray’s high-performance carbon fiber is used primarily in the aerospace and aircraft industries.

In 2014, the company purchased Zoltek Companies Inc., a global leader in the commercialization of low-cost industrial carbon fiber, having plants in the U.S., Mexico and Hungary. Zoltek’s Hungarian plant, located in Nyergesújfalu, delivers solutions primarily to wind energy, aircraft industry and automotive structural applications.

“Since the acquisition, Zoltek has been able to maximize capacity while providing Toray with a key opportunity to expand into rapidly growing industries such as wind energy and the automotive sector,” said Tamás Sárközi, general manager of business administration at Zoltek Hungary.

Carbon fiber, the material of choice for designers and engineers, has remarkable performance characteristics. It is lightweight, flexible, resistant to heat and corrosion and offers high tensile strength qualities.



Zoltek’s production capacity in Hungary increases by 50 percent in 2020.

As European countries focus on reducing carbon dioxide emissions, especially in the energy and automotive industries, carbon fiber demand continues to rise. Driven by this demand, Zoltek started a significant investment — supported by the Hungarian government earlier this year — to expand its facilities and increase production.

“Through our agreement and Toray’s investment of over 100 million euros, we intend to increase our production capacity,” explained Sárközi. “By 2020, we will have increased production capacity by 50 percent and will be able to manufacture 15,000 tons of carbon fiber per year.”

The investment will also generate an additional 350 jobs in Hungary and increase Zoltek’s number of employees to approximately 1,700.

Zoltek is working in close cooperation with the Hungarian government and academic institutions to educate the next generation of engineers.

“We support growing industries in Europe with sustainable materials while cultivating a culture of safety and productivity,” said Sárközi. “As we contribute to society through innovative ideas, technologies and products, we will continue to develop our people and grow our company.” ♦
www.zoltek.com

Canon Hungary – New direction focuses on partnerships

Canon is recognized as a leading company in consumer, business-to-business and industrial digital imaging solutions.

Canon Hungaria Kft. (Canon Hungary) is strengthening its position by partnering with Hungary’s business community.

“We are the only player in the market involved in the entire imaging process; from capturing images to delivery,” said Jaap van ’t Ooster, Canon Hungaria’s managing director.

In accordance with Canon’s philosophy of *kyosei* (living and working together for the common good), Canon Hungaria is providing customers with more than just innovative technology.

“My team and I are shifting our company’s mission in Hungary by becoming more than a product-driven company delivering cameras, copiers and printers,” explained van ’t Ooster. “As one of the leaders in this industry, we intend to be a guide for businesses and consumers as



Jaap van 't Ooster, Managing Director of Canon Hungaria

they make full use of our new innovations and technologies.”

The company is assisting corporate clients by delivering office solutions designed to make businesses run more efficiently.

One of van ’t Ooster’s key priorities is to strengthen the company’s partnerships with industrial printing companies in Hungary and introduce dig-

ital printing solutions to take the industry to the next level.

“While technology drives innovation, nurturing the mindset of corporate leaders as they grow their businesses is very important in terms of building successful, long-term partnerships,” said van ’t Ooster.

Canon Hungaria also inspires individual customers through encouragement and support. The tagline “Live for the Story” moves customers to go beyond capturing images and photographs toward creating stories, memories and experiences that can be relived and shared.

Innovations such as the Canon Photo Companion app, allows users to improve their photography skills, manage and process images and create the stories of their lives.

“Surveys show a high satisfaction rate with Canon’s products and services in Europe — we will ensure this continues in Hungary while we strengthen our partnerships across the country,” concluded van ’t Ooster. ♦
www.canon.hu