Hungary and Japan display a close affinity for one another

Ambassador Masato Otaka shares his insights on Hungary-Japan relations

The close relationship shared between Hungary and Japan is founded on a friendship that has been cultivated for over 150 years. This close affinity has been further strengthened by Hungary’s prosperous and stable economic growth. The relationship was formally recognized in 1862, and has since then been characterized by close political and economic ties, cultural exchanges, educational cooperation, and robust business interactions.

In recent years, Hungarian-Japanese economic and business relations have further deepened. Hungary has become one of Japan’s most important partners in Central and Eastern Europe. The two countries’ trade and investment relations have shown strong growth, particularly in recent years. Currently, Japanese companies operate more than 100 factories in Hungary, employing over 30,000 people.

Hungarian investments in Japan have also expanded, contributing to the growth of the Japanese economy. Moreover, the two countries have a history of mutual support and cooperation during times of crises, such as during the COVID-19 pandemic.

Hungary’s abundant natural resources, modern infrastructure, highly skilled workforce, and advanced technological capabilities have made it a highly attractive destination for Japanese businesses. The mutual trust and respect between Hungary and Japan have enabled both countries to lay a strong foundation for further growth and development in the future.

Supporting insights

“Hungary plays a key role in the global operations of Nissin Foods. We export 90% of our products, and have fast-tracked the auto-industry 4.0 revolution in Hungary. Today, our factories are in the forefront of the ‘Industry 4.0’ revolution in Hungary. Investments in automation, robotics and artificial intelligence (AI) have led to the Tatabanya plant becoming one of the company’s most advanced international facilities. Our Hungarian factory was the first European facility in which Bridgestone installed its tire-assembly AI system Examination. We continue to expand our production capabilities and are constantly improving our levels of productivity,” Topolcik said.

One of Bridgestone’s core principles is serving society with superior quality. In line with this, the Tatabanya plant also supports local institutions and organizations regularly in their operation and development. Topolcik concluded: “We are proud to serve society with our superior quality products and services. We will continue to support the company’s efforts to provide world-class mobility solutions and deliver value to our customers and to society.”

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Hungarian Investment Promotion Agency: Supporting Japanese investment

Recent Japanese investments include:
- Toyota Motor Europe, with its assembly plant in Szentgotthárd
- Hitachi, with its power generation and transportation equipment plant in Kecskemét

Japan External Trade Organization (JETRO) supports Japanese companies in the country. The organization provides assistance in market research, business development, and legal and tax advice to Japanese companies planning to invest in Hungary.

Supporting insights

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