



"I am confident that Hungary offers many advantages for Japanese companies and encourage Japanese investors to consider it as a prime investment destination," shared Hirahiko Ono, Japan's ambassador to Hungary.

In this report, Hungary's Foreign Affairs Minister Peter Szijjarto talks about the dynamic partnership between Hungary and Japan. Learn about Nissin's investment in Hungary and the milestones of Polifoam — the first Japan-Hungary joint venture.

Scan the QR code to read the full interview with Ono, dive into KTI's advancements in transport solutions and discover Hungary's connection to Asian culture at the Ferenc Hopp Museum. In addition, Veszprem Mayor Gyula Porga offers his insights into the cultural and economic vibrancy of the city.



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Building bridges: Strengthening Japan-Hungary relations

Hungry for more: Nissin Foods grows Europe's appetite for Asian flavors

Nissin Foods Kft. is celebrating 20 years of manufacturing its iconic instant noodles in Hungary, highlighting its commitment to deliver authentic Asian flavors across Europe.

As part of Nissin Europe, established in 1993, the company has over 30 years of experience in the region, with operations in Hungary strengthening its overall presence.

"Since starting with just 100 employees in 2004, we've grown to a team of over 500 and expanded our sales reach to 35 countries across Europe," said Shehram Saeki, plant senior director at Nissin Foods Kft.

Nissin Foods' commitment to Hungary is evident in its ongoing investments. The company opened a factory in Kecskemet in 2017, followed by expansions in 2019 and 2024, with

a third slated for 2025. Each expansion has added production lines and storage capacity, reflecting the growing demand for its products in Europe.

"Over 50% of our raw materials, including flour and packaging, are sourced locally," Saeki added, emphasizing the company's strong connection to the Hungarian economy.

Nissin Foods' Smack brand is the top-selling instant noodles in Hungary and has become synonymous with quick meals in the country. The company also produces popular items like Cup Noodles and Demae Ramen, offering affordable options for households. Among these, the Cup Noodles Soba, unique to Europe, is a bestseller.

"All our products are developed by our R&D team in Hungary to ensure



Nissin Foods offers consumers affordable meal options that include its iconic Cup Noodles, Demae Ramen and its bestseller, Cup Noodles Soba. NISSIN FOODS

authentic Asian flavors tailored to the region," Saeki explained.

In addition to its business growth, Nissin Foods is dedicated to social contributions, having supported local initiatives such as the Hungarian Food Bank and the Hungarian Red Cross. The company has also donated over 100,000 products to Ukrainian refugees, showcasing its commitment to the community.

As Nissin Foods looks to the future, it plans to maintain high standards while focusing on sustainability. "We aim to be the leading plant in Nissin's global network in terms of sustain-

ability," Saeki said. With 20 successful years behind them, Nissin Foods is well-positioned to continue growing Europe's appetite for authentic Asian flavors. ■

www.nissinfoods.hu



Shehram Saeki, Plant Senior Director at Nissin Foods Kft. NISSIN FOODS

Celebrating 155 years of bilateral relations

Hungary's Foreign Affairs Minister Peter Szijjarto pays tribute to the enduring and dynamic partnership between Hungary and Japan

The relationship of Hungary and Japan has arrived at an important milestone, as this year marks the 155th anniversary of the establishment of our diplomatic relations, which have never been better.

The importance of Japan cannot be overemphasized, as we are talking about a member of the Group of Seven leading industrialized countries with one of the largest economies in the world. Japan's influence on the development of the global economy is of extraordinary magnitude, and therefore cooperation with Japan is of para-

mount importance for export-oriented countries that have open economies like Hungary.

Hungary is enjoying its best-ever relations with Japan in the fields of economy and trade, politics and culture, and education, and we are proud that investments by Japanese companies with state-of-the-art technology continue to arrive in our country. There are currently more than 190 Japanese companies operating in Hungary that not only contribute to our modernization and our competitiveness through their capital, technological expertise

and work ethic, but also provide some 50,000 jobs. These are all jobs that provide a predictable life for Hungarian families. The economic success of our countries is underlined by the fact that last year saw a record level of Hungarian exports to Japan, exceeding \$1 billion for the first time.

The Hungarian EU presidency is committed to strengthening EU-Asia relations and will pay particular attention to enhancing trade, investment and connectivity between the two continents. During our presidency, we shall promote the deepening of the EU's ex-



Peter Szijjarto, Hungary's Minister of Foreign Affairs and Trade
MINISTRY OF FOREIGN AFFAIRS AND TRADE

isting strategic partnership with Japan.

To increase its presence in Japan, Hungary will establish a consulate in Osaka that is scheduled to open soon. The significance of this comes also from the fact that next year Osaka will host the World Expo, where Hungary will have a large pavilion showcasing our economy as well as our tourist and cultural attractions.

Hungary and Japan both consider bilateral cooperation to be of strategic importance. Our governments regard the development of Japanese-Hungarian bilateral relations as an important goal, and the fact that our political will has been followed by action over the past 155 years is a testament to that. In the upcoming period, Hungarian-Japanese cooperation will continue to play a positive role in strengthening Hungary and the Hungarian economy. ■



Polifoam leads the way in advanced materials that enhance safety, comfort and sustainability across diverse applications. POLIFOAM

Polifoam: 40 years at the forefront of foam manufacturing in Hungary

Celebrating its 40th anniversary, Polifoam Ltd. stands as a pioneer in foam manufacturing and the first Japanese-Hungarian joint venture ever established.

Founded in 1984, Polifoam introduced polyethylene foam to Eastern Europe, quickly becoming an industry leader.

"During the past decades, Polifoam became synonymous with foam products, especially sports and hiking mats, in Hungary," Managing Director Sandor Pluhar said.

Polifoam's story began when the CEO of Pannonplast, one of Europe's major plastics converters, visited Japan and discovered an innovative technology not yet available in Eastern Europe: foamed plastic production. During the following negotiations with Furukawa Electric, they planted the seeds for a long-term collaboration. As a result, the Japanese giant not only provided the cutting-edge technology with the necessary know-how and machinery, but also became one of the five founding owners of Polifoam. In 1984, Polifoam became the first Japanese-Hungarian joint venture.

Since 2006, Polifoam has been part of the Trocellen Group, a European leader in foam-based solutions that is also fully owned by the Furukawa Electric Group. "Furukawa's involvement remains integral," Pluhar said.

Polifoam's commitment to innovation and sustainability has kept it at the forefront of the industry. As an International Sustainability and Carbon Certification Plus-certified company, it

leads in recycling and bio-based polymers, offering durable, lightweight and water-repellent foam solutions for sports, packaging and industrial applications.

"Our portfolio, including more and more recycled materials, helps us reduce carbon dioxide emissions while delivering high-quality products," Pluhar said. "From yoga mats to industrial packaging, our products cover every aspect of daily life."

The company's success also stems from its dedicated workforce. "Many employees have been here for decades with us," Pluhar said. "We celebrate their milestones at our annual Samurai Event. Their institutional knowledge and expertise is invaluable."

Shaping the future with innovative and sustainable foam solutions, Polifoam leads the way in advanced materials that enhance safety, comfort and sustainability across diverse applications. Beyond business success, it highlights the strength of Hungarian-Japanese relations.

"Our collaboration has been fostering innovation and strengthening ties between our countries," Pluhar said. "Together, we are building a more sustainable future while honoring the values and traditions that brought us together." ■

polifoam.com

