



ASSOCIATION OF HUNGARIAN  
AUTOMOTIVE SUPPLIERS



ZSOLT HAJNALKA DR.  
HEAD OF SECTION RESPONSIBLE FOR INTERNATIONAL RELATIONS MAJOSZ





The Association of the Hungarian Automotive Suppliers (MAJOSZ) aims to represent, support and connect the Hungarian automotive suppliers, service providers and R&D development suppliers both in Hungary and internationally in order to improve the competitiveness of our local manufacturers. We supply information about main trends, future programmes and plans of developments (e.g. governmental or EU policies). We connect businesses together by organising many different events. By supplying information and connecting the right businesses together we help our members to grow their business potentials.

## WE CREATE ADDED VALUE

#MAJOSZ #MAJOSZCONNECTED #MAJOSZACTION



NUMBER OF EMPLOYEES

ANNUAL NET SALES

178

58

38 636

2 183

MANUFACTURING  
COMPANY

SERVICE  
COMPANY

PEOPLE

MILLIARD HUF





## Information channel

We supply information about main trends, future programmes and plans of developments (e.g. governmental or EU policies).



## Connection point

We connect businesses together by organising many different events



## Growth

By supplying information and connecting the right businesses together we help our members to grow their business potentials

# ...driven by innovation for companies

We help to search for and find answers for the domestic vehicle industry in response to challenges of Industry 4.0. By rethinking the activities and role of Association, we support the new economic policy directions that help Hungarian vehicle component manufactures to prepare and adapt to the needs of new generation customers and reveal new profit-making opportunities.

1.

## INDUSTRY 4.0, DIGITALIZATION

We assess and map the readiness of the Hungarian vehicle industry for 4.0, we support industry actors with knowledge and information.

2.

## SELF-DRIVEN VEHICLES

The next quantum leap in transport will be connected to mobility. Self-driving vehicles could represent one of the biggest growth peaks of the 21st century.

3.

## ALTERNATIVE DRIVE

It's hard to imagine what the world will look like in 30 years. We still have to solve the challenges inherent in alternative drive.

4.

## RESEARCH AND DEVELOPMENT – KNOWLEDGE-DRIVEN ECONOMY, AI, ROBOTISATION

With the help of our strategic partners, we participate in the innovative sharing of domestic knowledge transfer strategies.





# Automotive Industry in Hungary

700+

automotive companies

66

TIER1 suppliers

40

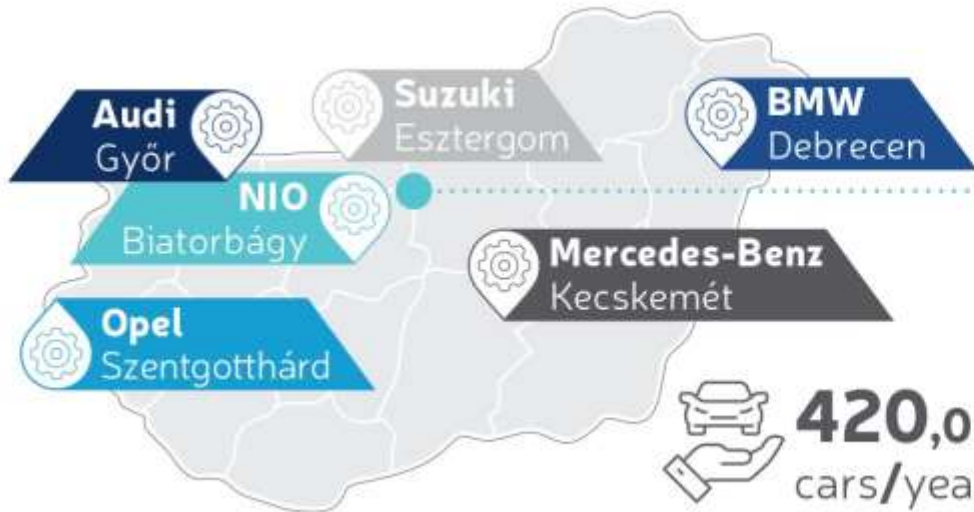
TOP100 TIER1

9 OEMs

contributing to GDP by **3.9%**

with **26.2 billion** production value

**Hungary is the only country** to host production units of the 3 premium car manufacturers in Europe besides Germany.



Engineering & business services  
**JLR**  
**Ford**  
**Nissan**  
Budapest

 **420,000** cars/year

 **1.9 M** engines/year

# Hungary is pioneering the new era of mobility

*e-mobility & autonomous driving*



- Copper foil • Aluminium jack
- Separator films • Electrolyte
- Recycling • Aluminium anode foil
- Battery modules • Battery cells

- Components for electric drivetrain systems
- E-engine • Semiconductors
- Modules for inverters • Electric drives
- High-tech electronics products

- ADAS • AI • V2V • V2X
- Public road testing

## ZalaZone

### Complex automotive proving ground

*Unique test track in CEE*

265  
ha



### Autonomous & electric vehicle

test environment with classic dynamic elements



**5G** high speed mobile network & high speed **CAV testing**



**AV road tests** supported by the local legislation



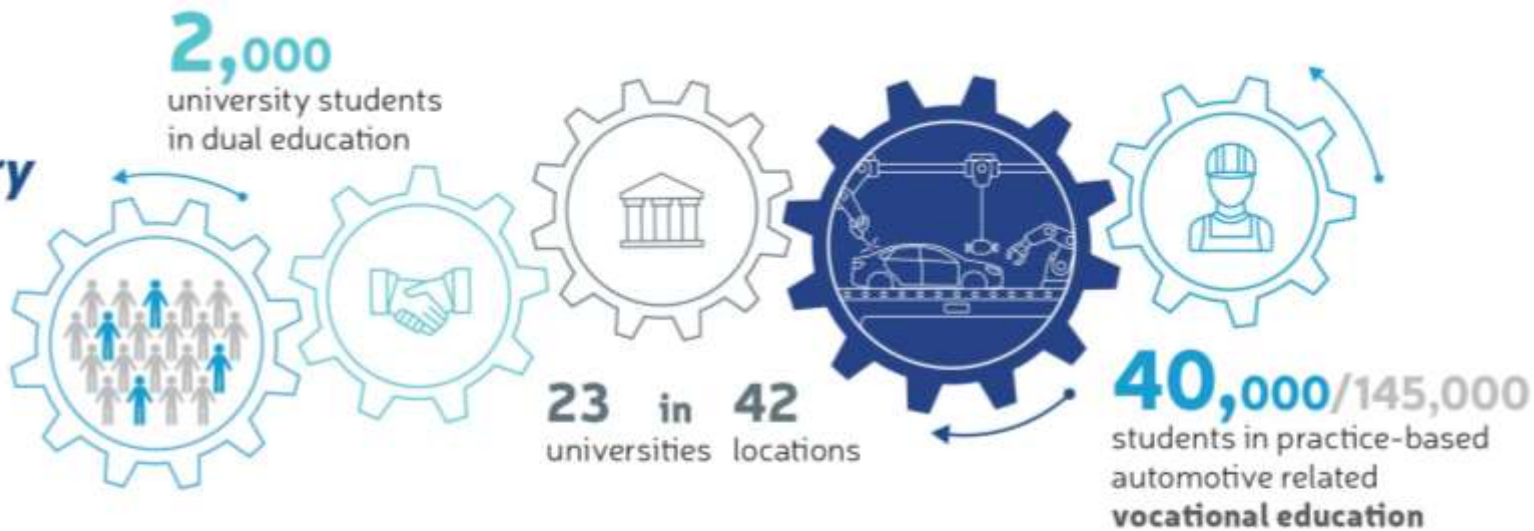
*Our partners  
in stepping into  
the future*



**Automotive related studies driving the industry**

*Flexible dual education system based on the German model*

**52,000/287,900**  
students in automotive related tertiary education



**Did you know?**

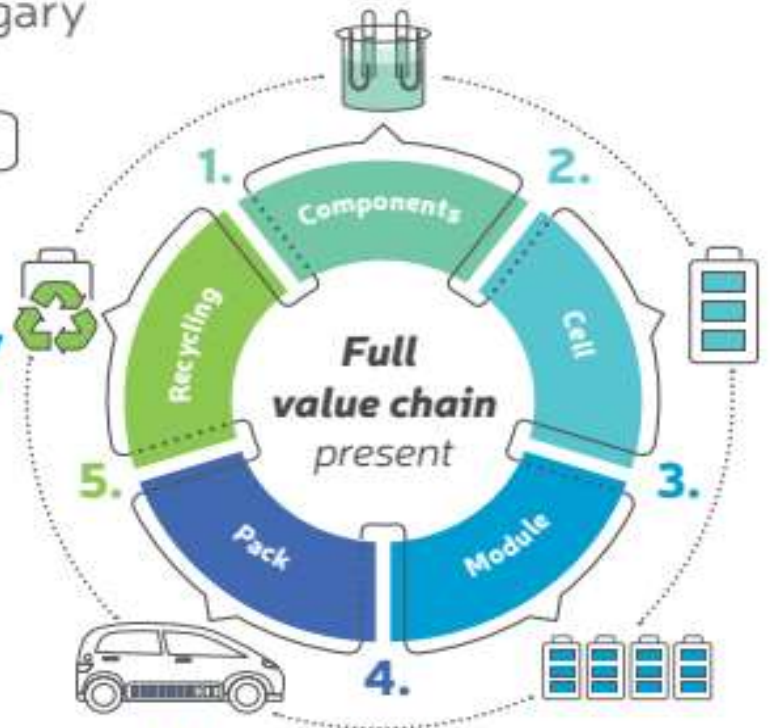


Automotive sector is a flagship industry in Hungary, **employing over 158,000 people, that is a 3,4% share** of the total employed persons in the country.



# Battery Industry in Hungary

**250 GWh** battery cell manufacturing capacity until 2030



**€14.34 billion FDI**  
20,000 newly created jobs in the last 6 years

**38 projects** from South-Korea, Japan, China, USA

## Hungary: the right location



**Our partners in stepping into the future**

**Battery related studies propelling the industry**

- 25** universities in 42 locations
- 43,000/285,000** students in battery industry related tertiary education
- 2,300** university students in dual education
- 40,000/145,000** students in practice-based battery industry related vocational education



**ANALYSIS**

surveys

questionnaires

round table discussions

**proble,ms**

ENERGY CRISIS

production stoppage

RAW MATERIAL SHORTAGES

inflation

lack of parts

**Supplier development**

member company open day

business breakfast

**WORKSHOPTOUR**

**RELATIONSHIP BUILDING**

**B2B**

**DIGITALIZATION**

**Industry 4.0**

**robotization**

**SMART FACTORY**

**energy modernization**

renewable energy



# MAJOSZ JÁRMŰIPARI KONFERENCIA

## 2023.10.06.



### EVENTS

249 visitors  
10 presentations  
4 round table discussion 17 exhibitors  
Networking dinner 86 persons





# EVENTS

# MAX 2021

MAJOSZ AUTOMOTIVE EXHIBITION 2021  
2021.06.02 - 2021.06.04.

3 day live event  
20 exhibitors  
1654 visitors  
30 presentations  
live communications





**MAJOSZ**  
**MEETUP**  
2023.04.20.  
**DEBRECEN**

**EVENTS**



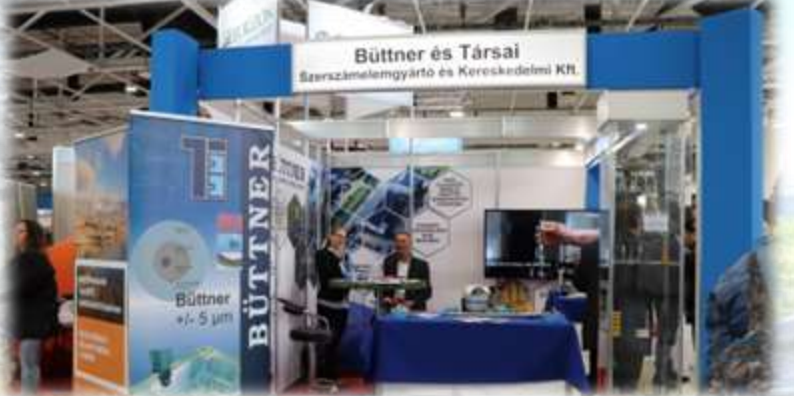
1 day event  
5 exhibitors  
102 visitors  
10 presentation  
2 round table discussion





**EXHIBITORS:**

- #AUROSCIENCE
- #BAYZOLTAN
- #BDEXPO
- #BMW
- #BÜTTNER
- #CIB
- #ECON
- #EURIZON
- #RIEL
- #REWEROB
- #TRIGO
- #UNITURN
- #WALLIS







MUNKAREGGELI

Presenter: Dr. László Palkovics, Minister of Technology and industry  
Topic: Technological and industrial strategic visions of Hungary  
60 visitors

Presenter: Máté Lóga, Secretary of State for economic development and national financial services  
Topic: Economic development opportunities in the vehicle industry  
58 visitors

Presenter: Dr. László Palkovics, CEO of N7H Zrt.  
Topic: Presentation of the Hungarian defense industry  
72 visitors





# EVENTS

Presenter: Attila Steiner, Ministry of Energy  
Topic: Development of energy, solutions, support options,  
alternative solutions  
81 visitors, 1 presentation, Q&A



**MAJOSZ TERASZ PARTY**  
2023. AUGUSZTUS 24.  
MILLENNIUM KÁVÉHÁZ ÉS ÉTTEREM

ÉRTED.  
VELED.  
EGYÜTT.





COOPERATION

ACTIVITY

30 years of  
MAJOSZ

COMMUNICATION





ZSOLT HAJNALKA DR.  
Head of Section Responsible for International Relations MAJOSZ  
[dr.hajnalka.zsolt@gmail.com](mailto:dr.hajnalka.zsolt@gmail.com)

+36 20 925 8135

Based: HU-8900 Zalaegerszeg, ZalaZone

Office: HU-1137 Budapest, Jászai Mari tér 5-6.

[www.majosz.hu](http://www.majosz.hu)

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