



BUDAPEST Home of INNOVATION

BUDAPEST BUDAPEST
ENTERPRISE AGENCY





Budapest Enterprise Agency

More than 25 years of promoting enterprises

Founded by the Budapest City Council in 1993 as the sole organization of the capital city responsible for enterprise promotion

BEA'S ACTIVITY STANDS ON TWO PILLARS:

NON-PROFIT MICROFINANCING

Management of the Budapest Microfinance Program; special support for women and young entrepreneurs; special loan for startups; cooperation with the districts of Budapest

INNOVATIVE ENTERPRISE PROMOTION

Be Smart startup competition (twice a year); Startup Night event; International startup delegations in cooperation with the Hungarian embassies and general consulates (i.e. Web Summit, 4YFN, Futurescope, city partnerships); International cooperation programs (Interreg, Rheinland Pitch, Horizon 2020); Sharing best practices; Participation in policy-making – Budapest SME Development Forums; Building partnerships (Universities, Hungarian AI Coalition)

5

START
UP
Night
2019

2016

EUROPEAN ENTERPRISE PROMOTION AWARDS
- NATIONAL WINNER FOR THE BE SMART PROGRAM



2017

EU BUSINESS INNOVATION CENTRE ACCREDITATION;
EUBIC BOARD MEMBERSHIP REPRESENTING HUNGARY



THE PAST 5 YEARS IN NUMBERS



2018

EUROPEAN ENTERPRISE PROMOTION AWARDS
- NATIONAL WINNER FOR THE STARTUP BUDAPEST PROGRAM



2018

STARTUP EUROPE AWARD FOR BUDAPEST
- THE BEST PUBLIC ADMINISTRATION FOR STARTUPS



- Almost 200 events
- More than 16,000 participants
- More than 5000 consultative and mentoring sessions
- More than 130 best practices covered
- Close to 800,000 yearly impressions on our websites, and 400,000 impressions on Facebook pages
- More than 3000 newsletter subscribers

HUNGARY IN BRIEF

Population (2018)

Hungary: 9.8 Million

Budapest: 1.75 Million

Area

Hungary: 93 000 km²

Budapest: 525 km²

GDP (2018)

Hungary:

42 072 Billion HUF

(132 Billion EUR);

4.3 Million HUF/capita

(13 500 EUR/capita)

Budapest:

14 118 Billion HUF

(45 707 Million EUR)

BIRTHPLACE OF THE RUBIK'S CUBE – A LONG HISTORY OF INNOVATION

Some of the most important technical innovations coming from the people of Budapest:



SAFETY MATCH
(János Irinyi, 1836)



DYNAMO
(Ányos Jedlik, 1861)



TELEPHONE EXCHANGE
(Tivadar Puskás, 1881)



BALL-POINT PEN
(László Bíró, 1931)



VON NEUMANN
ARCHITECTURE OF COMPUTERS
(János Neumann, 1944)



HOLOGRAM
(Dénes Gábor, 1947)



PASSIVE HOUSE
(Mária Telkes, 1948)



FLOPPY DISK
(Marcell János, 1974)



EXCEL
(Károly Simonyi, 1985)



WHY HUNGARY?

- 4,9% GDP growth in 2018 (vs. 1,8% EU average; the 4th highest in the EU)
- the 3rd fastest 4G network in the world; 5G already started
- 27% of Hungarian enterprises employ IT professionals
- 74.4% employment rate in 2018 among 20-64 year olds (up from 59.9% in 2010; the 2nd highest growth rate in the EU)
- strong focus on electromobility and autonomous driving, the construction of the most modern test facility in Europe is under way

WHY BUDAPEST?

- Startup Europe Award in 2018 in the Best Public Administration for Startups category
- Made it to The World's Leading Innovation Cities list of Cities Today
- The best city in Europe for British startups planning to move from the UK (Startup.co.uk survey)
- Home of many global events (Sziget Festival, Bocuse d'Or European Final, FINA World Championship, EuroSkills etc.)
- A great place to stay: Europe's Best Destination Award 2019 winner; 3 UNESCO World Heritage sites; 11% of its area is covered by forests
- 34 universities and colleges in the city

STARTUP Night 2018

THE STARTUP NIGHT HAS BEEN ORGANISED BY BEA ANNUALLY SINCE 2015 AND IS THE GREATEST STARTUP EVENT TAKING PLACE IN BUDAPEST WITH THE SUPPORT OF THE CITY COUNCIL.

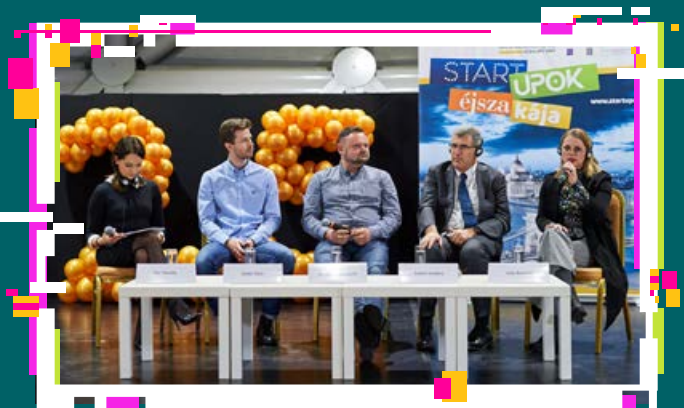
A platform where players of the Budapest and international startup ecosystem can meet, and present themselves to the public.

Participants: startups, districts, universities, innovation centres, incubators, major companies, government institutions, delegations from twin cities, and interested citizens



STARTUP NIGHT 2018 IN NUMBERS:

- 10 COUNTRIES
- 50+ EXHIBITORS
- 1000+ VISITORS





THE BE SMART PROGRAM STARTED IN 2013 BASED ON EUROPEAN EXAMPLES. SINCE 2015 IT HAS BEEN SUPPORTED BY THE CAPITAL CITY.

Our goal is to provide opportunities for startups of the highest quality in at least prototype phase to present themselves and build their networks on the most important international events. This is supported by the diplomatic relations of Budapest, the Hungarian embassies and general consulates.

- 9 national and 3 international startup competitions
- More than 300 startup competitors, 166 winners
- 37 delegations in 18 cities of 11 countries (as of June 1, 2019)

BEA DELEGATIONS EXHIBIT ON THE BIGGEST INTERNATIONAL BUSINESS INNOVATION EVENTS:

- 4YFN Barcelona
- DLD Tel Aviv
- European Economy Congress Katowice
- Futurescope Dublin
- Ruhr Summit Bochum
- St. Petersburg International Innovation Forum
- Web Summit Lisbon





In 2016 BEA recognized that Budapest startups could be more successful if the regional ecosystem was strong, and major cities of the neighboring and V4 countries would cooperate. That marked the start of the EYES (Emerging Young EntrepreneurS) programme. In 2017 BEA was the first to organize a startup conference and competition covering the V4 countries.

EYES in numbers:

- 3 international conferences
- 3 international competitions
- More than 50 startups in the finals
- 9 international professional trips for the winners (Bratislava, Budapest, Prague, Warsaw,)
- 16 startups had an opportunity to introduce themselves
- training and video training materials

Our partners:

- Institute of Management of the Slovak University of Technology, Bratislava
- HEPA Hungarian Export Promotion Agency
- Manazerka Point One of the Czech University of Life Sciences in Prague
- Mazovia Cluster ICT, Warsaw
- Novitech a.s., Kosice
- Supported by the Municipality of Budapest, the Visegrad Fund and Interreg V-A Slovakia-Hungary Cooperation Programme



MISSION: to contribute to the development and expansion of viable, new and existing enterprises based on the market needs, thus contribution to the creation and preservation of workplaces in Budapest, and to the facilitation of the economic growth of the Capital.

SOME OF OUR WINNERS IN A GLANCE:



MAFORM:
designed a manned drone
for Lift Aircraft



MINDTECH APPS:
reached 1000% growth
year-on-year



SINGROLL DRIVE:
won 2nd prize on the largest
innovation competition in China

POCKETGUIDE: produced 1100 audio-
guides in 160 countries

BEERIDES: gained presence
in 3 German airports

RENDI: successfully started
an operation in Poland

ROUTE4U: created smart accessibility
maps for Dublin and Angers

MAGIKME: Founder won the Exceptional
Woman of Excellence award
of the Women Economic Forum

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