



NEMZETI
KÜLGAZDASÁGI
HIVATAL

Employment generation by HITA

Róbert Bődöcs

Director of Business Development Directorate

Hungarian Investment and Trade Agency

**Ways to measure the TPOs impact on
employment generation**

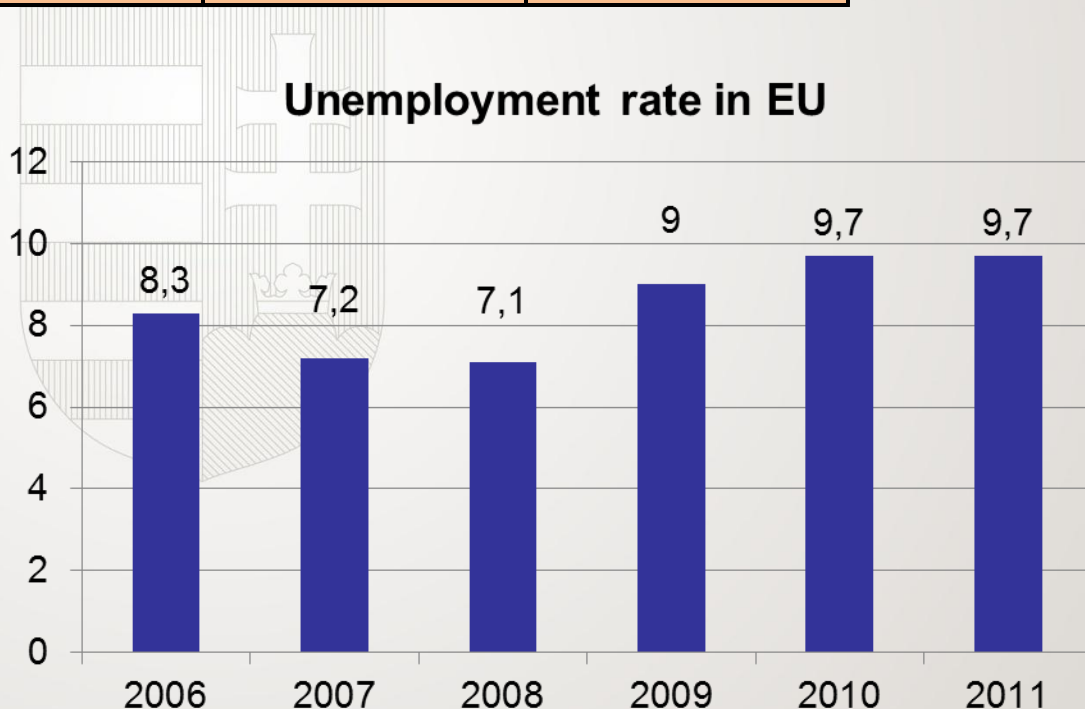
Kuala Lumpur, Malaysia
2012. 10. 18.





	Micro	Small	Medium	Total
Enterprises				
Number	19 198 539	1 378 401	219 252	20 796 192
Employment				
Number	38 905 519	26 605 166	21 950 107	87 460 792

Eurostat estimates that **25.466 million men and women** in the EU-27 are **unemployed**





- Govt. Agency → mission is job creation through export development
- Individual consultancy on export → direct contact with SME's
- Trainings
- Business development
- Export related job creation support – marketing colleague
- Governmental instruments
 - Employment Generation Tender
 - First Job Guarantee Program
 - START-Job Program
 - Job-finding allowance
 - National Employment Center Network



- Key: getting relevant information
 - Individual consultancy on export → direct contact with SME's
 - Build up trust
 - Permanent communication





- Getting feedbacks from SME'S
- Expectations ↔ reality
 - Micro enterprises expect a **growth of 4.5%**,
 - Small enterprises expect a **rise of 1.6%**,
 - medium sized enterprises **expect an incline of 1.1%** and
 - companies employing more than 250 people expect a **growth of 1.8%** in the number of employees
 - reality...???
- Job creation ↔ productivity increase
- Full time employment ↔ contractors
 - The number of **full-time employees decreased by 2.8%**, while the number of **part-time employees increased by 4.3%** in July, on a yearly basis



Bonn Hungary Elektronikai Kft

www.bhe-mw.eu

Producer of high-tech electronic components and systems

Product: high-tech microwave telecommunication systems / subsystems for telecom-, defence and aerospace applications.

	2009	2010	2011	2012
Number of employees	58	61	67	74
Annual net revenue EUR	2 114 765	2 944 209	3 562 138	3 900 709
Export share EUR	1 122 741	2 117 804	2 481 865	2 854 609

Optigép Kft

www.optigep.hu

Producer of farm machinery

Product: sunflower and corn harvesting adapters

	2009	2010	2011	2012
Number of employees	104	92	99	120
Annual net revenue EUR	4 353 489	2 766 145	4 847 620	6 382 978
Export share EUR	863 031	1 460 088	2 460 000	3 191 489



HUNGARIAN
INVESTMENT AND
TRADE AGENCY

Thank you!

Róbert Bődöcs

Director of Business Development Directorate
Hungarian Investment and Trade Agency

e-mail: robert.bodocs@hita.hu

www.hita.hu