



TOGETHER
for a sustainable future

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13 September 1985

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Job number: UC/INT/78/120/C/11.01/31.1.B

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REPORT

on the surveyed Hungarian firms, which are willing to co-operate with the developing countries in the business field.

After carrying on a kind of informatory correspondence and arranging the usual formalities I have received my expert commission, accompanied by a detailed description of my tasks.

My contract was agreed upon for the period from 15th July till 24th August, 1985 including 29 working days. This period, despite all the efforts made by me, seemed to be quite short, owing to the fact that the work to be carried out by me has required a lot of written preparations and coordination besides the telephone conversations, and my work was impeded by the summer holidays, as well. So I had to ask for the extension of the term.

The instructions given to me when starting my work, as well as the great variety of information and sample material handed over to me have been of great assistance in carrying out my task. I was partly freed from my

work at the Chamber but all of the facilities were at my disposal during the job.

First of all I made a concise information sheet in Hungarian language about the IPS and INPRIS, and translated the data sheet to be filled in, so that it be clear for all the participants during the discussions. In each case a copy of publication "Industrial Investment Project Proposals" as well as information brochure with the title of "Investment Promotion Facilities Available" was attached by me to the above data sheet and a full set was handed over during every meeting.

For selecting the enterprises to be involved in the system my connections having established through the Hungarian Chamber of Commerce for the last 15 years have been of great assistance to me, as well as my collaborators in Budapest and in the provinces in the organization of meetings with the required negotiating parties.

On the basis of different mailing lists and information materials I made a preliminary collection containing 110 companies, 40 of which have their headquarters in the country-side and 70 of them are in Budapest. Now I have to mention that some of the provincial enterprises have their sales organization or foreign trade office in Budapest, so in several cases they were requested by the provincial headquarters to maintain further relations. When making the selection, I paid attention not only to the professional division but also to the intention to involve provincial enterprises to the greatest possible extent, since from among the 30 firms having been in the INPRIS system involved before this campaign was launched there was only one which was not in Budapest. / ANNEX I. /

I visited 65 companies in all, in 85 percent of them I was successful, on the basis of which the application forms and production lists of 53 companies have been filled in. According to their promises some additional forms will be sent to me later. I tried to get into connection

with several other enterprises but to no avail. This was not due to disinterest rather to lack of time. (Holidays, absences abroad, etc.) I had 12 provincial trips, during which I visited 29 enterprises and 26 of them have prepared their publications up to now. The remaining companies are in Budapest, or they are branches of provincial ones established in the capital. / ANNEX II. /

So the number of the Hungarian enterprises participating in the INPRIS system exceeds 80, it has increased nearly by threefold compared to the previous period./ ANNEX III. /

Incidentally the enclosed statistics should not be considered entirely exact, since some companies could have been placed into several categories, however they reflect numeral increase very accurately.

During my visits to the companies in most cases I had discussions with the top management first and these talks were followed by those carried on with experts on marketing and trade who can make use of the information received from the system in the course of their marketing activities. In most cases they became designated by their companies to co-operate further with the system. For all of the enterprises I gave some basic information in 10-15 minutes on the operation and aim of the system itself and on how to utilize their future participation in INFRIS and datas to be received from it.

They listened my directions with interest and they considered the information to be obtained valuable. They endeavoured to collate the list of products and services to be sold carefully having appreciated this as it had been in their own interest. Meanwhile I handed over the information material and also the data sheet to be filled in. This could not have been carried out at once in each case, so that I was asked to be patient and they promised to send them to me post-haste as soon as possible. This request was due to the circumstances that they could not name the partner immediately, or the setting-up of the

production-lists required a longer time. The list of the products in some cases became too detailed to set out on the pre-printed data sheet, so it is listed separately in enclosure.

I related at all places in case of individual projects of interest a possibility for further requests for information, this foreseeably the number of telexes and letters to arrive in the Vienna Centre will be boosted. In general an expressly positive attitude was there to be felt during discussions, which on the one hand proves that the preliminary selection has proven to be a right one, and on the other hand it gives proof to the fact that this initiative of the UNIDO received a favourable reception.

The keen interest of Hungarian companies is also demonstrated by the fact that in the Chamber with my colleagues we have cut apart and registered by trades the leaflet of UNIDO published in May 1985 and xeroxed it in this fashion, a brochure which contained 312 development ideas involving China. The business offers were sent with an introductory letter to the 350 member companies of the Chamber's recently established Chinese Section. We have no final data as yet but even so already 60-70 companies requested (some company asked for several projects) further information from us based on the code numbers. These requests - as it can be experienced - we submit without any further delay to Vienna, from where we had always received an answer in 7-8 days which contained further data, which then we have given to the companies immediately.

May I just cite some more of my experiences obtained during the fulfilment of my task:

1. After having made a survey of the range of Hungarian companies I can state, that quite a large number of interested partners may yet be invited in the system (probably the number to be compared to the present one). This however can only be achieved by a similar concentrated action. In this respect the proper choice is very important, and beyond

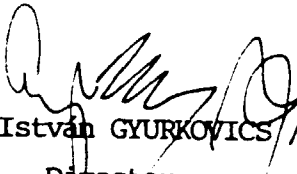
that, the personal persuasion, talks with each of the parties to be interested. The issuance of a circular paper treating not more than generalities, can not achieve the desired result.

2. Even though telexes were already exchanged in this business and it became clear that it was impossible, I would still remark, that in case of several companies where they already had a computer-controlled marketing information system, a willingness had been expressed that they would establish direct contacts and request data through this system.
3. It is worthwhile anyhow to supervise the data taken now regularly in certain periods, to renew and to complement them since there are changes to be experienced with the earlier entered companies, what they did not report voluntarily to the computer data bank. ANNEX IV. contains those data which I learned about.
4. Basically by attaching to the system companies are given only a single chance but they have to get prepared for a proper utilization, they have to learn how to handle information to react on those, to put questions to the system, to get known with the way to establish actual business relations. If business relations are already being established it is worthwhile to coordinate, to follow up and to return some way to the questions of fruitfulness and efficiency. In my opinion companies must not be left alone in these cases.
5. There is a deep interest expressed now by the relevant Hungarian companies, however to make this phenomenon permanent and it would be necessary to establish in Hungary also, as it had been done in other countries before, - a National Office which could embrace the operation of Hungarian systems, would follow up the process of establishing business relations and in practical cases could give direct assistance in selecting partners and

in "making matches" between them, and altogether this would have a boosting effect on business activities.

May I express my hope that my work will meet your expectations.

Let me allow finally to thank you for having entrusted me with the task described in the contract and may I emphasize my future readiness to be at your disposal.


/ István GYURKOVICS /
Director

Hungarian Chamber of Commerce

Encl.

List of Hungarian Firms in UNIDO Investment Promotion
Information System /INPRIS/ - INVESTOR FILE from 1979
Summer till 1985 Summer

	Budapest	Provinces	Total
Agriculture and Food	-	1	1
Textiles	-	-	-
Footwear and Clothing	-	-	-
Wood, Furniture and Fittings	1	-	1
Pulp, Paper and Board	1	-	1
Leather and Fur	-	-	-
Rubber and Plastics	-	-	-
Chemicals and Chemical Products	1	-	1
Petroleum and Coal Products	1	-	-
Basic Metals	3	-	-
Metal Products	22	-	-
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Total	29	1	30

Hungarian Firms in Selected Industrial Sectors by my Survey
/only positive answers/

	Budapest	Provinces	Total
Agriculture and Food	7	6	13
Textiles	1	8	9
Footwear and Clothing	1	3	4
Wood, Furniture and Fittings	1	2	3
Pulp, Paper and Board	1	-	1
Leather and Fur	2	1	3
Rubber and Plastics	1	-	1
Chemicals and Chemical Products	6	1	7
Petroleum and Coal Products	-	1	1
Basic Metals	1	-	1
Metal Products	6	4	10
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Total	27	26	53

List of the Hungarian Firms in INPRIS /total in 1985 September/

	Budapest	Provinces	Total
Agriculture and Food	7	7	14
Textiles	1	8	9
Footwear and Clothing	1	3	4
Wood, Furniture and Fittings	2	2	4
Pulp, Paper and Board	2	-	2
Leather and Fur	2	1	3
Rubber and Plastics	1	-	1
Chemicals and Chemical Products	7	1	8
Petroleum and Coal Products	1	1	2
Basic Metals	4	-	4
Metal Products	28	4	32
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Total	56	27	83

ANNEX IV.

Changes in Datas of Hungarian Firms / HUN 001 - HUN 030 /

HUN 015	Contact Name:	István NAGY
HUN 002	Contact Name:	Róbert KUN
	Position:	Deputy Department Manager
HUN 014	Name of Firm:	Head Office of CSEPEL Works (7 factories)
	Contact Name:	László INOTAI
HUN 004	Contact Name:	Dr. József VIRÁG
	Position:	General Manager
HUN 007	Contact Name:	Péter KATALÁN
HUN 012	Contact Name:	András SUGÁR