

BARANYA COUNTY

the economic potential of South Transdanubia



Baranya county, the southernmost county in Hungary, has a **significant economic potential** due to its strategic location. The county seat, Pécs, is not only a cultural and educational centre, but also the economic engine of the region.

The county's **economic structure is diverse**, with small and medium-sized enterprises (SMEs) playing a dominant role. In recent years, a number of developments have contributed to increasing the competitiveness of the region.

The attractiveness of Baranya county lies among other things, in its outstanding educational and infrastructural potential. **The intellectual centre of the region, Pécs**, has a significant higher education base through the **University of Pécs**, with more than 300 accredited courses and around 24 000 students, providing the knowledge-based economy with a highly qualified workforce.

Logistics facilities favour industrial and commercial investment. The **Mohács Border Port** is a strategic point for the transport of goods along the Danube, able to receive all types of vessels in international traffic. The 756-meter Danube Bridge under construction will connect Mohács and Újmohács, bringing significant transport and economic benefits to the region. This is complemented by a **continuously improving road infrastructure**, which provides increasingly fast connections to national and international networks. Air transport is served by the **Pécs-Pogány Airport**, which offers a convenient alternative for business and small charter flights.

The county's **nine modern industrial parks** offer an ideal environment for industrial investment, all of which provide modern infrastructure and flexible access for new investors. This is further enhanced by competitive labour costs, which provide more favourable operating conditions than in the western and central regions of the country. The economic dynamism of the region is also strengthened by the **high quality of tourism offer**: with its World Heritage sites, cultural events and spa tourism, Pécs attracts hundreds of thousands of visitors every year, creating significant demand for the service and hospitality industries.





Pécs: innovation and sustainable development

Pécs has undergone a major transformation in recent decades, with **innovation and sustainable development** at its core. The economic structure of the city is constantly evolving, with a particular focus on the industrial and technological sectors.

Businesses in the city are active in a **wide range of sectors**, including **electrical engineering, mechanical engineering** and **healthcare**. The cooperation between the University of Pécs and local research institutes is strengthening research and development activities in the city, contributing to the innovative character of the economy.

Chamber of Commerce and Industry of Pécs-Baranya: the engine of the economy

The chamber plays a key role in the economic life of the county. The chamber aims **to support local businesses, promote economic cooperation and encourage investment**.

CCIPB provide a **wide a range of services** to its members, including business advice, market access support and innovation services. The chamber is also actively involved in the organisation and management of clusters that contribute to the economic development of the region.

Investment opportunities and future prospects

Baranya county and Pécs offer a wide range of investment opportunities for investors. The region's industrial parks, developed infrastructure and skilled workforce provide the basis for successful investments.

The county's economic outlook is positive, although economic indicators have fluctuated in recent years. According to business surveys carried out by the Chamber of Commerce and Industry of Pécs-Baranya, the expectations of businesses are variable, but the region's development potential remains significant.

Future developments include the **UniNext Innovation Programme**, which aims to address the region's economic challenges and promote sustainable development. Projects such as the University of Pécs Science Park and the Universitas Industrial Park will contribute to the economic dynamism of the region.

Significant multinational businesses in Baranya



Chamber of Commerce and Industry of Pécs-Baranya



Chamber of Commerce and Industry of Pécs-Baranya (CCIPB) is one of the **strongest chambers in Hungary** and it is an active coordinator of the implementation of the regional economic development strategy, jointly with the university, the city and major companies. Further objectives include the **development of human resource capacities** in the region, **facilitation of innovation** potential and export readiness of SMEs, to develop their business opportunities through **EU financed projects**. CCIPB, using beside own source, involves domestic and European resources in order to strengthen and develop the regional

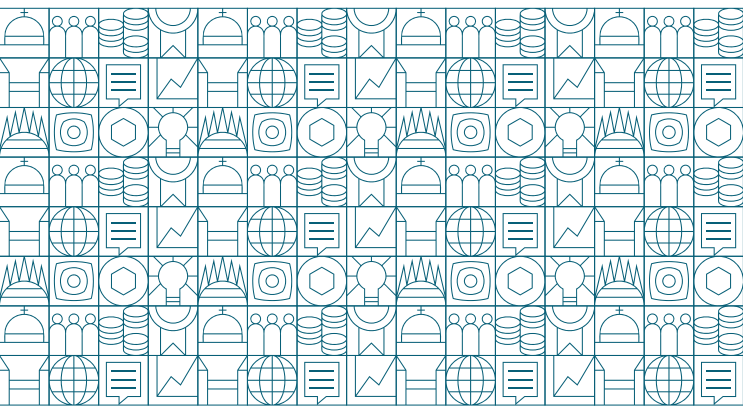
innovation potential. The chamber is at the service of enterprises regarding various R&D services and economy development activities including Intellectual Property (IP) protection, IP management, technology audit and tech transfer, internationalized technology profiles for inventions, results and commercial utilization (**Enterprise Europe Network** with 600 offices in 60+ countries); resource search, consulting and partnering.

The chamber operates the **national Hungarian-Croatian Section** under the leadership of the section president, Mihály Liszác.

CCIPB's **Human Resource Development Project Office**, **Innovation and Industrial Development Project Office** and the **International and Tourism Project Office** each providing tailor made consulting services according to the scope of the sectorial and thematic issues. Building on its unique regional embedment have numerous co-operations and established relationships with the relevant stakeholders, which relationships continuously expanding, strengthening. Through them fostering the development of the economy and building a **business community**, encouraging business growth, assisting the general and joint promotion of interests amongst those conducting business activities. The tasks include providing information on all subject related to trade, economy; introducing the official proceedings and practices; market information concerning trade practices.

To raise awareness and introduce relevant topics for the various target groups CCIPB gained great experience in event organization: **b2b meetings**, **market research/trade missions**, participation in **exhibitions**, fairs, professional **conferences**, seminars, forums upon demand on current issues, intermediation in international legal disputes via the partners in the foreign chambers and trade representations. CCIPB also has coordination and management role in **career guidance and vocational education** on county level. The Chamber (specifically the Human Resource Development Project Office) acting as a supervisory body in the vocational education and training in the region. Tasks: authentication of apprenticeship contracts in the county, organization the level exams for the secondary school students, certification of practical training sites, practice-instructors education and examination, practical assessments etc.





CCIPB is one of the flagships regarding **cluster development**. The chamber established the construction, the creative and the engineering the mining and the gastronomy cluster and is the present management organization of the **South West Hungarian Engineering Cluster**, the **Construction Technology Cluster** and the **Baranya Gastronomy Cluster**. At present more than dozen clusters work together with CCIPB based on a written agreement. Based on the intersectoral cooperation between creative, health, environmental and engineering industries, domestic and international projects are generated and coordinated.

Significant family businesses in Baranya



Contact us:
Chamber of Commerce and Industry of Pécs-Baranya
7625 Pécs, Majorossy Imre utca 36.
Phone: +36 72 507 150
Web: www.pbkik.hu
E-mail: pbkik@pbkik.hu

