Market Research – Eastern Europe

Confectionery and milling in Hungary
Proexport – Colombia
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Estimado Empresario:

La búsqueda de acuerdos comerciales que nos permitan como país ampliar los escenarios y mercados de exportación, nos reta como PROEXPORT a apoyar en forma directa a los empresarios en sus iniciativas exportadoras, ofreciendo servicios dentro de un modelo del gestión comercial y compartiendo un conocimiento más detallado sobre los mercados y sus oportunidades.

Para lograr lo anterior, PROEXPORT, con inversión de recursos propios y de cooperación técnica no-reembolsables del BID-FOMIN, emprendió una labor de recolección y análisis de información de primera mano en los principales mercados de interés a través de la contratación de consultorías internacionales especializadas en investigaciones de mercados. Los resultados de estos trabajos permitieron analizar y conocer la dinámica comercial de los sectores en los cuales existe un potencial para nuestras exportaciones, así como detallar aspectos de competitividad, información valiosa para la orientación de las iniciativas exportadoras de nuestros empresarios.

La información que contiene este estudio, sobre la dinámica del sector, la demanda y consumo, la situación competitiva de los productos, estructura y características de la comercialización y logística de acceso al mercado, es una contribución e invitación a profundizar y conocer aspectos que nos permitan avanzar en la realización de negocios en escenarios internacionales.

Cordialmente,

[Signature]

Luis Guillermo Plata P.
Presidente PROEXPORT
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Proexport Colombia
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1. Introduction

1.1 Introduction

The hereby presented final report was elaborated by EUNITE Hungary Ltd. on behalf of PROEXPORT Colombia, according to the provided instructions and specifications. The primary goal of this report is to provide potential Colombian exporters of confectionary and milling products with relevant information on the Hungarian confectionery and milling market.

For this report to be as complete as possible, the full Hungarian market was observed. Several sources, as mentioned below, were used to give a realistic and diverse image of the confectionery & milling market.

1.2 Methodology

The report is conceived as a compilation of edited information from numerous sources. The most important information was taken from the Ministry of Economy and Transport of Hungary, Ministry of Agriculture and Regional Development, the Central Statistical Office of Hungary and the Hungarian Development Bank. All the used data is also the latest data available.

Enormous support was drawn from the magazines published by the Hungarian Confectioners Association and its employees and by the Agramarketing Centrum as well as research done by Datamonitor. Also helpful were the international organizations dealing with the economic well-being of the confectionery and milling industry in Hungary. The International Monetary Fund (IMF) undertook a survey in 2004, which contained useful data for this report and the World Trade Organization’s trade policy reviews in the years 1998, 2003 and 2004 were also beneficial. Additional information was acquired via the Internet and drawn from major daily and weekly newspapers (Heti Világgazdaság /HVG/, Népszabadság, Magyar Nemzet) etc.

In this report and during the research the following assumptions were made: the confectionary market includes the gum, chocolate and sugar markets and the milling market is concerned with farinaceous products.

Note: All numbers stated in this report are in either EUR or in Hungarian Forint (HUF). The conversion rate on 27 September 2005 for HUF to EUR or USD are stated below.

<table>
<thead>
<tr>
<th>Name of currency</th>
<th>Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR</td>
<td>246,74 HUF</td>
</tr>
<tr>
<td>USD</td>
<td>204,9 HUF</td>
</tr>
</tbody>
</table>

Source: Hungarian National Bank, 27-09-2005
2. General sector data

2.1 Current market developments within the specified sector

The Hungarian confectionery market has experienced strong growth, especially over the last five years. It even achieved a double-digit growth in the 1999-2002 period. The confectionery market grew from €223.3 million in 1999 to €323.05 million in 2002.

By 2003, the market had reached a value of €352.69 million, having grown at a compound annual growth rate (CAGR) of 12.1% in the 1999-2003 period. This growth was much stronger than that of the European market itself, leading to the Hungarian market’s share increasing by 0.3 percentage points between 1999 and 2003. This development led to the Hungarian confectionery producers accounting for 1.3% of the European market by the end of 2003.

The leading revenue source for the Hungarian confectionery market in 2003 was the chocolate sector, which accounted for just over 72% of the total market’s value. In value terms this sector was worth €254.01 million in 2003, an increase of 63% since 1999. The gum sector achieved a higher growth rate in this period, it nearly approached 83%, making this sector the strongest performer on the market. However, with a value of €37.1 million, it is still not a real threat to the leadership position of chocolate in the confectionery market.

2.2 Sector’s participation in total GDP

The food sector comprises around 3.2 - 4.2% of the total Hungarian Gross Domestic Product (GDP). In the first quarter of 2005, Hungary’s GDP increased by 2.9 percent compared to the same period of the preceding year. This growth rate is 3.5 percent adjusted for calendar effects. By production approach, the economic growth arose mainly from the increasing gross value added of service industries of which the performance growth of transport, and hotels and restaurants was significant.

2.3 Sector’s participation in employment

Hungary operates about 7,000 food industry plants of which 400 companies employ more than 50 employees and 600 companies employ less than 11 employees. In 2002, the total numbers of employees in the Hungarian confectionery industry was 4,830, the total number of which decreased in 2003 till 3,794.
2.4 Developments in production

During the next five years, the market is expected to experience positive growth but at a reduced rate compared to the previous five years. By 2008 the market is forecasted to reach a value of €464.83 million, a CAGR of 5.7% in the 2003-2008 period. This is however still higher than the average within the European market.

Table 2.4.1 Hungary Confectionary Market Volume Forecast: Kg million, 2003-2008

<table>
<thead>
<tr>
<th>Year</th>
<th>Kg million</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>51.3</td>
<td>3.60%</td>
</tr>
<tr>
<td>2004</td>
<td>53.3</td>
<td>3.90%</td>
</tr>
<tr>
<td>2005</td>
<td>55.7</td>
<td>4.50%</td>
</tr>
<tr>
<td>2006</td>
<td>57.4</td>
<td>3.10%</td>
</tr>
<tr>
<td>2007</td>
<td>59.6</td>
<td>3.80%</td>
</tr>
<tr>
<td>2008</td>
<td>61.7</td>
<td>3.50%</td>
</tr>
</tbody>
</table>

CAGR, 2003-2008: 3.8%

Source: Datamonitor, 2004

Table 2.4.2 Hungary Confectionery Market Volume Forecast: Kg million, 2003-2008

2.5 Sales-, export-, import, activities

Hungary’s exports continue to be driven by machinery and industrial products sent primarily to Western Europe. Exports increased by 13.1% in Euro terms in January–April 2004, compared with the corresponding period of 2003, totaling €13.6bn; imports were 13.7% higher, reaching €15.3bn, according to the Central Statistical Office (KSH). Year-end figures show that export to the European Union accounted for 92% of Hungary’s

Hungary’s imports grew faster than exports in 2003, totaling € 42.3bn, up by 5.8% from € 39.9bn in 2002. Exports totaled € 38.1bn in 2003, a 4.4% increase from € 36.5bn in 2002. Imports in January–April 2004 included the following major groups: machinery and equipment, € 7.8bn; manufactured goods, € 5.6bn; energy, € 1bn; food, beverages and tobacco, € 509m; and raw materials, € 285m. Exports in January–April 2004 included the following major groups: machinery and equipment, € 8.5bn; manufactured goods, € 3.8bn; food, beverages and tobacco, € 711m; raw materials, € 319m; and energy, € 194m.

Table 2.5.1 below gives an overview of export and import volumes.

<table>
<thead>
<tr>
<th>Table 2.5.1 Import and export food industry Hungary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed, Confectionery, Produce Lead Hungary’s Imports</td>
</tr>
<tr>
<td>Food Processing Industry Subsector</td>
</tr>
<tr>
<td>Feed milling</td>
</tr>
<tr>
<td>Chocolate, candy &amp; other confectionery</td>
</tr>
<tr>
<td>Fruits &amp; vegetables</td>
</tr>
<tr>
<td>Dairy</td>
</tr>
<tr>
<td>Meat</td>
</tr>
<tr>
<td>Brewing</td>
</tr>
<tr>
<td>Wine</td>
</tr>
<tr>
<td>Soft drink</td>
</tr>
<tr>
<td>Tobacco</td>
</tr>
<tr>
<td>Flour milling</td>
</tr>
<tr>
<td>Poultry</td>
</tr>
</tbody>
</table>

Source: FAS Office of Agricultural Affairs, 2002

As can be concluded from the table above, confectionery is one of the main items of the total food import into Hungary. It comprises nearly 23% of all food stuff being imported. At the same time over 17% of Hungarian confectionery produce is being exported to various countries abroad.

Farinaceous products are hardly being imported; just 1.5% of the total food import, though Hungarian produce of these products is relatively large (13.5%). Below, please find the trade statistics of Hungary, both imports and exports, for HS code 1905 in the year 2004. This table comprises an overview of the most relevant trade partners for Hungary for bakery products.
Table 2.5.2 Trade statistics Hungary (Imports - Exports) for HS code 1905 in the year 2004

Product label: Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa; communion wafers, empty cachets of a kind suitable for pharmaceutical use, sealing wafers, rice paper and similar products

Product code: 1905

<table>
<thead>
<tr>
<th>Country</th>
<th>Import Value to the EU/MS (1000 EURO)</th>
<th>Import Qty to the EU/MS (1000 kg)</th>
<th>Export Value from the EU/MS (1000 EURO)</th>
<th>Export Qty from the EU/MS (1000 kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>0.030</td>
<td>0.000</td>
<td>1 157.970</td>
<td>595.200</td>
</tr>
<tr>
<td>Brazil</td>
<td>13.800</td>
<td>8.900</td>
<td>0.940</td>
<td>0.500</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>3 241.530</td>
<td>1 922.500</td>
<td>1 021.890</td>
<td>772.200</td>
</tr>
<tr>
<td>Croatia</td>
<td>-</td>
<td>-</td>
<td>6.460</td>
<td>3.400</td>
</tr>
<tr>
<td>Croatia</td>
<td>395.490</td>
<td>340.700</td>
<td>2 468.270</td>
<td>1 582.400</td>
</tr>
<tr>
<td>Croatia</td>
<td>2 057.590</td>
<td>1 324.100</td>
<td>2 408.920</td>
<td>1 076.100</td>
</tr>
<tr>
<td>Croatia</td>
<td>3.840</td>
<td>0.200</td>
<td>184.210</td>
<td>180.300</td>
</tr>
<tr>
<td>Turkey</td>
<td>562.610</td>
<td>352.300</td>
<td>0.180</td>
<td>0.000</td>
</tr>
<tr>
<td>United States</td>
<td>0.130</td>
<td>0.000</td>
<td>253.090</td>
<td>156.100</td>
</tr>
</tbody>
</table>

Source: Comext / Last updated on 01/07/2005

Valuewise, almost € 16.6 million worth of sugar confectionery is being imported into Hungary each year, as well as close to € 33.3 million of chocolate products. In general almost all Hungarian confectionery export is destined for their neighboring countries and other European Union memberstates. See the table below for the most important trade partners for sugar confectionery in 2004.

Table 2.5.3 Trade statistics Hungary (Imports – Exports) for HS code 1704 in the year 2004

Product label: Sugar confectionery not containing cocoa, incl. white chocolate

Product code: 1704

<table>
<thead>
<tr>
<th>Country</th>
<th>Import Value to the EU/MS (1000 EURO)</th>
<th>Import Qty to the EU/MS (1000 kg)</th>
<th>Export Value from the EU/MS (1000 EURO)</th>
<th>Export Qty from the EU/MS (1000 kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bosnia and Herzegovina</td>
<td>-</td>
<td>-</td>
<td>152.200</td>
<td>45.900</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>43.740</td>
<td>26.500</td>
<td>138.550</td>
<td>35.900</td>
</tr>
<tr>
<td>Canada</td>
<td>0.020</td>
<td>0.000</td>
<td>813.130</td>
<td>87.700</td>
</tr>
<tr>
<td>China , People’s Republic of</td>
<td>154.290</td>
<td>145.300</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Sugar confectionery is not amongst the top 20 of food items being exported from Hungary, but chocolate is. However it is located much lower on the export than on the import list. The total amount of chocolate products being exported is 15085 metric tons worth a total value of over € 41.6 million, according to FAO (study 2003). No further detailed statistics are available to verify this statement.

### 2.6 Available data about the sub sectors

#### Table 2.6.1 Confectionery & milling production in Hungary 2003 (in tons)

<table>
<thead>
<tr>
<th>Product</th>
<th>Production in tons (in % of total production)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolates</td>
<td>60</td>
</tr>
<tr>
<td>Farinaceous products</td>
<td>30</td>
</tr>
<tr>
<td>Candy</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: Magazine Mai Piac, November 2004
As table 2.6.1 shows more than half (60%) of the confectionery and milling in Hungary is made up of chocolate products. 30% of total production concerns farinaceous products and a mere 9% of production is related to regular candy. By value chocolate was even more important; it amounted to over 70% of total confectionery production value.

Table 2.6.2 Confectionery products in Hungary % share by value

Source: Datamonitor, 2004

Gum

Hungary’s gum confectionery market value grew from €20.26 million in 1999 to €35.25 million in 2002. During the 1999-2003 period, Hungary registered the highest growth rate in the world. The market’s trend of strong growth is expected to continue through to 2008, although growth in the 2003-2008 period is expected to be at a lower level than that experienced between 1999 and 2003.

The Hungarian gum confectionery market reached a value of €37.08 million in 2003, having grown with a compound annual growth rate (CAGR) of 16.3% in the 1999-2003 period. This growth was considerably higher than that of the European market itself, leading to the Hungarian market’s share increasing by 0.6 percentage points between 1999 and 2003, accounting for 1.5% of the European market by the end of this period.

The leading revenue source for the Hungarian gum confectionery market in 2003 was the chewing gum sector, which accounted for nearly 85% of the market’s value. In value terms this sector was worth €31.42 million in 2003, an increase of 94% since 1999, making this sector the strongest performing within the market. During the next five years, the market is expected to experience high growth rates. By 2008 the market is forecasted to reach a value of €47 million, a CAGR of 4.8% in the 2003-2008 period, higher than the European market.
Sugar confectionery

The Hungarian sugar confectionery grew from € 47.3 million in 1999 to € 58.25 million in 2002. Though one of the smaller markets in Europe, its high growth rates make it promising.

By 2003, the market reached a value of € 61.58 million, having grown at a compound annual growth rate (CAGR) of 6.8% in the 1999-2003 period. This growth was considerably stronger than that of the European market itself, leading to the Hungarian market’s share increasing by 0.07 percentage points between 1999 and 2003, accounting for 0.75% of the European market by the end of this period.

The leading revenue source for the Hungarian sugar confectionery market in 2003 was the medicated sector, which accounted for just under 36% of the market’s value. In value terms this sector was worth € 26.5 million in 2003 (€ 21.96 million), an increase of 26% since 1999. When Hungarians buy medicated confectionary, mostly they buy vitamin added fruit bonbons. Also sugar free fresh breath mints are becoming more popular. The leading position of the medicated sector corresponds with an increase of interest in so called healthy food amongst Hungarians.

During the next five years, the market is expected to experience high growth rates. By 2008 the market is forecast to reach a value of € 76.08 million, a CAGR of 4.3% in the 2003-2008 period, higher than the European market itself.

Chocolate products

Hungary has made a successful transition from a former communist state to a market economy and has steadily worked towards its accession to the European Union in 2004. Hungary’s chocolate confectionery market grew from € 155.71 million in 1999 to € 254.01 million in 2003.

The Hungarian chocolate confectionery market reached a value of € 2.552,9 million in 2003, having grown with a compound annual growth rate (CAGR) of 13% in the 1999-2003 period. This growth was considerably higher than that of the European market itself, leading to the Hungarian market’s share increasing by 0.4 percentage points between 1999 and 2003, accounting for 1.5% of the European market by the end of this period.

The leading revenue source for the Hungarian chocolate confectionery market in 2003 was the count lines sector (chocolate bars with a biscuit core), which accounted for just over 56% of the market’s value. In value terms this sector was worth € 143.25 million in 2003, an increase of 76% since 1999, making this sector the strongest performing within the market.

During the next five years, the market is expected to experience fluctuating growth rates. By 2008 the market is forecasted to reach a value of € 441.78 million, a CAGR of 6.1%
in the 2003-2008 period, higher than the European market. Hungary is likely to increase its share of the European market to 1.7% by 2008.

Farinaceous confectionery products

This product group includes biscuits, wafer biscuits and tea biscuits. This is the most significant product group that makes up a product turnover of more than 30 thousand tons in the confectionery market. Special packaging of the products preserves their freshness and crispness for a long time. In recent years the durable soft sponge cakes have gained a large market share.

Table 2.6.3 Volume indices and sales in the confectionery industry in Hungary

<table>
<thead>
<tr>
<th>Volume indices and sales in the confectionery industry (Hungary)</th>
<th>Corresponding period of previous year = 100.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>---------------</td>
<td>----------</td>
</tr>
<tr>
<td>2005 apr.</td>
<td>101,9</td>
</tr>
<tr>
<td>2004 dec.</td>
<td>96,3</td>
</tr>
<tr>
<td>2003 dec.</td>
<td>105,5</td>
</tr>
<tr>
<td>2002 dec</td>
<td>100,9</td>
</tr>
</tbody>
</table>

Source: FAO

2.7 Recommendations

The Hungarian confectionery market is quite a booming business. In 2008 the market is forecasted to have a value of €465 million, which is an increase of 31.8% since 2003. The volume of the confectionery market will likely amount to 62 million kg in 2008; an increase of 20.3% compared to 2003. A market that is increasing so much in such a short period of time, most likely has place for new competitors in the field.

Within the confectionery market, chocolate is by far the biggest sector. The confectionery market in general is quite dependent on imports from abroad. This is a favourable characteristic for potential exporters, because it means that the Hungarian market is already familiar with purchasing their confectionery & milling products from foreign suppliers.
3. Market composition and characteristics

3.1 Market size

The confectionery market in Hungary was worth almost €316.6m in 2003. The sugar confectionery market is one of the smallest in Europe, at just €61.6m, according to Datamonitor¹, but had an annual growth close to 7% during 1999-2003. This pales in comparison with the chocolate confectionery market, where annual growth reached 13% during that same period. Sugar confectionery volumes actually fell slightly during the period, whereas the volumes for chocolate increased by a compound annual rate of 5%. Well over one-third of the sugar confectionery market belongs to medicated confectionery and mints, one-quarter to gums and jellies and one-fifth to hard boiled sweets, according to Datamonitor. Well over half of the chocolates market is dedicated to countlines, and molded bars account for just over one-quarter of the market. For photo material we refer to the annexes.

Table 3.1.1 Hungarian Confectionery Market Size

<table>
<thead>
<tr>
<th>Year</th>
<th>Kg million</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>45.1</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>48.2</td>
<td>2.50%</td>
</tr>
<tr>
<td>2001</td>
<td>47.7</td>
<td>3.30%</td>
</tr>
<tr>
<td>2002</td>
<td>49.5</td>
<td>3.70%</td>
</tr>
<tr>
<td>2003</td>
<td>51.3</td>
<td>3.60%</td>
</tr>
<tr>
<td>CAGR, 1999-2003:</td>
<td></td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Source: Datamonitor

¹ http://www.datamonitor.com/
The Hungarian confectionery market volume grew by 3.6% in 2003 to reach a total of 51 million kg. The CAGR of the market volume in the period 1999-2003 was 3.3%. The strongest growth was in 2002 when the market grew by 3.7%. This is also illustrated by the table and graph above.

Value wise the confectionery market in Hungary also saw a considerable growth in the past few years. The Hungarian confectionery market grew by 9.2% in 2003 to reach a value of €352.5. The CAGR of the market in the period 1999-2003 was 12.1%. Annual growth has fallen steadily from its 2000 high of 17.7% to a low of 9.2% in 2003.

Table 3.1.2 Hungarian Confectionery Market Value

<table>
<thead>
<tr>
<th>Year</th>
<th>$ million</th>
<th>HuF million</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>268.0</td>
<td>60,155.9</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>315.4</td>
<td>70,803.7</td>
<td>17.70%</td>
</tr>
<tr>
<td>2001</td>
<td>346.7</td>
<td>78,294.3</td>
<td>10.60%</td>
</tr>
<tr>
<td>2002</td>
<td>387.7</td>
<td>87,029.9</td>
<td>11.20%</td>
</tr>
<tr>
<td>2003</td>
<td>423.2</td>
<td>95,015.7</td>
<td>9.20%</td>
</tr>
</tbody>
</table>

CAGR, 1999-2003: 12.1%

Source: Datamonitor

Figure 1: Hungary Confectionery Market Value: $ million, 1999-2003

Source: Datamonitor, 2004
## 3.2 Analysis of the apparent consumption dynamics

**Table 3.2.1 Apparent consumption confectionery & milling Hungary**

<table>
<thead>
<tr>
<th>Industry (ISIC 4-digit code)</th>
<th>Apparent consumption*</th>
<th>Ratio of output to apparent consumption</th>
<th>Imports as % of apparent consumption</th>
<th>Exports as % of output</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total (US$'000)</td>
<td>Per capita (US$)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------------</td>
<td>------------------------</td>
<td>-----------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bakery products (1541)</td>
<td>335344</td>
<td>34</td>
<td>1.03</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>34</td>
<td>1.03</td>
<td>1.00</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Sugar (1542)</td>
<td>157357</td>
<td>16</td>
<td>1.06</td>
<td>1.02</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1997</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>1.06</td>
<td>1.02</td>
<td>1.02</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1997</td>
<td></td>
</tr>
<tr>
<td>Cocoa, chocolate and sugar confectionery (1543)</td>
<td>215847</td>
<td>22</td>
<td>1.00</td>
<td>0.90</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>1.00</td>
<td>1.00</td>
<td>0.90</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Other food products n.e.c. (1549)</td>
<td>252432</td>
<td>25</td>
<td>1.00</td>
<td>0.89</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>1.00</td>
<td>1.00</td>
<td>0.89</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Food/beverage/tobacco processing machinery (2925)</td>
<td>62725</td>
<td>6</td>
<td>...</td>
<td>0.75</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>...</td>
<td>0.75</td>
<td>...</td>
</tr>
</tbody>
</table>

(last updated: 2004-06-22)

*Apparent consumption is defined as output plus imports minus exports.

(1 USD = 0.829 EUR, 1 EUR = 1.205 USD)

**Source:** UNIDO, 2004

Despite the increase in overall consumption, per capita consumption of the confectionery in Hungary still significantly lags behind the level of the EU. Hungarians, on average, consume 1 kg of candies per capita per year which is not a lot compared to the European average of 5.1 kg per capita per year. Swedish consumption tops the list of European confectionery consumption with 9.8 kg per capita annually followed by the Danish with 7.9 kg.

As table 3.2.1 shows Hungarians spent €18.3 on average on chocolate and sugar confectionery in 2000 and €28.3 on bakery products during that same period. In comparison, an average Hungarian earns €364.2 a month in 2000. This average income has risen to €442 by 2004.

In the past five years Hungarian per capita chocolate consumption has grown to 3.95 kg (excluding seasonal products and semi-finished products). Compared to the nearly 6 kg per capita Europeans consume on average, Hungarian consumption still falls a bit short. The biggest consumers are the Swiss with a 10 kg per capita per year consumption of chocolate.

The total consumption of biscuits and wafers is 2.7 kg per capita in Hungary, whereas the European average corresponds to the German consumption of 7.8 kg. The consumption is outstandingly high in Britain (15.1 kg per head), which has a long tradition in the field of farinaceous product consumption.
Visible market trends

Sales of diet candy, Europe wide, more than quadrupled between 2000 and 2004, fueled by better-tasting products, improved formulations and heightened concern over weight gain in adults and children.

Diet candy sales reached €412.5 million in 2004. And while that dwarfs in comparison to sales of regular chocolate and non-chocolate candies, the diet candy market’s growth has far outpaced that of its full-calorie counterparts.

Between 2000 and 2004, diet candy had a 34 percent compound annual growth rate (CAGR) within Europe. By comparison, chocolate had a CAGR of 3.9 percent, while non-chocolate candy actually suffered from a negative 2.5 percent CAGR.

3.3 Governmental plans and programs

Hungarian government

Currently there are no programmes planned by the Government concerning the confectionery and milling industry, although there is a strong lobby from the domestic manufacturers to strike restriction towards importers, mainly from Asian countries.

With regard to the labour market, the government will focus mainly on support of active measures to prevent long-term and repeated unemployment of certain population groups by reforming the tax and benefit system aimed at increasing motivation to work in order to realize an increase in employment of older workers, as well as modernization of the educational system in accordance with changing demands of the labour market. No specific changes for the confectionery and milling sector are planned.

European Union

Since July 2004 there has been talk of abandoning the extensive sugar production subsidies that currently exist within the European Union. CAOBISCO, the European chocolate, biscuit and confectionery industries association, has lobbied fiercely for the abandonment, but has been unsuccessful so far. However a new proposal for reform was published last month and its acceptance is still pending.

European sugar is currently trading at three times the price of that found on other world markets, which is hurting European local confectionery producers. 3,000 European companies producing chocolate, biscuits, confectionaries and non-alcoholic beverages buy and use 10.4 million tonnes of European sugar. This amounts to 70% of total production of sugar within the European Union. The abandonment of the subsidies would mean lower prices for sugar for local producers and would therefore lead to higher
margins for producers and lower prices for consumers, which could lead to an improved competitiveness for European confectionery producers.

U.S. government

The U.S. Highbush Blueberry Council (USHBC) has recently granted funding through the USDA Emerging Markets Program (EMP) for specific activities in Hungary in 2005. The Emerging Markets Program is designed to assist U.S. entities, including private and public agricultural organizations, in developing, maintaining or expanding the exports of U.S. agricultural commodities and products. Through this program, the USDA provides partial funding for technical assistance activities that promote U.S. agricultural exports to emerging markets that are consistent with U.S. foreign policy interests.

Technical assistance may include activities such as feasibility studies, market research, market sector assessments, orientation visits, specialized training, business workshops and similar undertakings. The USHBC has been granted a total of €23333 in EMP funds for the coming year.

The Hungarian bakery cooperative BAKO Hungaria expressed an interest in exploring the possibilities of adding dried blueberries to their baked goods about a year ago. BAKO and USHBC are now using this money to explore the market for dried blueberries in the Hungarian bakery sector.

3.4 Demand in the market

In the past five years Hungarian per capita chocolate consumption has grown to 3.95 kg (excluding seasonal products and semi-finished products). Compared to the nearly 6kg per capita Europeans consume on average, Hungarian consumption still falls a bit short. The total consumption of biscuits and wafers is 2.7 kg per capita in Hungary, whereas the European average corresponds to the German consumption of 7.8 kg.

3.5 Recommendations

Average confectionery and milling consumption still lags behind the level of consumption in other European Union memberstates. This has mainly to do with a lower level of disposable income, which makes the purchase of so-called secondary goods less frequent.

This level of income is however on a rise, as well as the demand for confectionery products. Next year (2006) the market value is expected to grow with 8.1%, while it’s value will grow with an additional 3.1%.
A higher disposable income and a related growth in consumer demand for confectionery products may offer beneficial potential for confectionery and milling exporters from Colombia. Especially niche markets, like the one for diet confectionery, might be easier to penetrate for new market players.
4. Competition analysis

4.1  Main trademarks available in the market

The trademarks’ future looks bright in the Hungarian confectionery industry. Large international brands like Kraft Foods Hungaria Kft, Nestle Hungaria Kft, Masterfoods Hungary Bt, Bonbonetti Kft, Ferrero Hungary Kft and Sweetpoint Kft make up 85% of the Hungarian confectionery market. The remaining 15 % is made up by small private enterprises, of which Bacska is the largest and most popular brand.

In the next part the biggest players among the Hungarian confectionery industries trademarks are listed. Unfortunately, due to non-cooperation of the companies, no details about turnover and market share are available, as companies consider this information as confidential.

Sweet Point Confectionery Limited
H-2120 Dunakeszi,
Alagi út 1, Hungary
Phone: 00 36 27 541 640
Fax: 00 36 27 342 299
Email:
- Secretary: info@sweetpoint.hu
- Export: kulker@sweetpoint.hu

Sweet Point is the largest Hungarian-owned confectionery company in Hungary. They have one of the biggest market shares in the confectionary and milling sector in general. The family business was founded in 1985, as a small production plant. It has been operating at its current location since 1989, where it was continuously extended and developed. Presently the production area occupies 8.400 m2, and a 13.000 m2 large warehouse is also attached to the facility.
In the beginning the company only produced candy, such as hard drops, dragées, fudges, jellies, jelly gums, compressed bonbons. In 1998 they started to produce chocolate. The company has been particularly active in the production of chocolate Santa Clauses and Eastern rabbits. For several years they have been market leaders in the production of a special Hungarian confectionery product, Christmas bonbons. Each year they sell more than 2500 tonnes of this product which makes them market leader for seasonal products.

The plant operates under an audited quality assurance system, and delivers confectionery products to several European and overseas countries. In 2003 their production volume was over 8,000 tonnes of finished goods. They have won several Hungarian and international awards for packaging and quality. In 2001 they opened a dessert-manufacturing production line. This means that the production of pralines will be among their principal activities in the future.

**Nestle Hungária Kft.**
Ybl Miklós tér. 8.
Budapest, I. ker.
H-1013, Hungary
Phone: + 36-1-224-1200
Fax: + 36-1-224-1214

Nestlé established its independent Hungarian subsidiary in 1991. With global operations and some of the best known brands in the world, Nestle S.A. is the world's largest food manufacturer. In 2002, the company generated revenues of € 57.52 million, an increase of 6.3% on the previous year. Data about the market share of the chocolate and farinaceous products of Nestle are not available.

Nestle products are available worldwide and include dairy products, coffee, mineral water, ice cream, chocolate, baby food and pet food. Its largest global brands include Buitoni, Friskies and Nestle. Nestle is headquartered in Vevey, Switzerland. The most popular brand of Nestle in Hungary is Boci chocolate. For examples of packaging and prices of Boci products, please see annexes.
Kraft Foods Hungária Kft.
Kraft Foods Budapest 1117
Budafoki út 187-189, Hungary
Phone: 06-1-382-4242
Fax: 06-1-203-0115

Kraft Foods is the largest branded food and beverage company in the US and the second largest in the world. For the fiscal year 2003, Kraft Foods generated revenues of €25.84 million, an increase of 4.3% over 2002. Kraft Foods is the leading manufacturer of confectionery in Hungary.

The best selling products of Kraft Foods in Hungary are:

<table>
<thead>
<tr>
<th><strong>Milka</strong>, the leading European chocolate confectionery brand in volume and growing globally, known for its delicious tender taste and lilac cow and packaging.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3-Bit</strong>, combines a crunchy biscuit and smooth creamy filling, covered in chocolate.</td>
</tr>
</tbody>
</table>

Wrigley Hungária Kft.
1025 Budapest,
Cseppkő köz 3, Hungary
Wm. Wrigley Jr. Company is a manufacturer of chewing gum and other confectionery products. For the fiscal year ending December 2003, the company generated net sales of €2.557 million, an increase of 11.8% on the previous year.

The company manufactures a number of products, but its leading product is chewing gum, with brands including Juicy Fruit, Doublemint and Freedent. Nearly two thirds of the company's sales are made outside the US. The company has a small market share in Hungary, as Hungarian companies like Sweet Point take the lead in the sugar confectionary sector.

**Bacska Bakery and Confectionery Co.Ltd.**
BACSKA Suto- és Edesipari Kft.
H-6500 Baja, Keleti krt. 4., POB 82
Tel.: +36 79 322 411
Fax: +36 79 424 463

Inquiries from abroad:
LICENCIA Trading Co. Ltd.
H-1051 Budapest, Jozsef nador ter 10.
Mail: H-1368 Budapest, POB 207
Tel: +36 1 317 1055
Fax: +36 1 317 2834
E-mail: bakery@licencia.hu

This company is situated in the southern part of Hungary. The company has more than five decades of tradition and experience in providing over 50,000 people in the area with a large selection of traditional bakery items and millions of consumers throughout the country with about 80 different sweets. In their HACCP certified production facilities
modern and traditional machinery combined with lots of manual labour produces a large assortment of confectionery and milling products.

For more examples of products as well as prices we refer to the annexes.

4.2 Features of the commercialized products

In Hungary, chocolates especially, are mostly commercialized during Valentine’s day, Easter and on Christmas. Concerning Christmas candies and chocolates, they are ordered in early October and delivered to customers at the end of the month. Mainly chocolates are commercialized for holidays, although, to a lesser degree, commercialized bakery products are bought during Christmas time. Sugar confectionary is a popular gift for kids.

Attractive packaging is always an important way to draw customers to your product. Especially where it concerns new market players and new products. For more examples of candy wrappers and other kinds of Hungarian packaging, please see the annexes.
4.3 Marketing and advertising strategies

Trade promotion is a critical part of success in the Hungarian market. Exhibiting at or visiting trade shows and trade/scientific seminars (both international and local) can be helpful for a wide range of products and services. Hungarian distributors often use scientific and/or information papers and publications in industry association magazines and trade journals as an effective tool for informing the Hungarian market about their product lines. Trade associations offer high quality publicity and display advertising on their websites at low prices. Co-operation with universities, colleges, and technical universities is also a popular type of trade promotion in Hungary.

Advertising in Hungary is critical especially in the consumer goods field. Hungarian purchasing decisions are increasingly subject to sophisticated print and electronic media techniques. Most large Hungarian firms engage in some form of advertising. In 2001, the most popular media (in order of preference) are television (44%), print media (40%), outdoor billboards/signs (9%), radio (6%), and movie spots (<1%).

The Hungarian Competition Law prohibits advertisements that mislead consumers or endanger the reputation of competitors. The Advertising Law, passed in June 1997, liberalized advertising, including lifting a ban on advertising for alcohol and tobacco. New restrictions on the advertisement and promotion of pharmaceuticals (effective June 16, 2001) ban advertising of prescription drugs, vaccines and dietary supplements, as well as over-the-counter preparations that are subsidized from social security funds. This ban, however, does not apply to products not subsidized by the Hungarian government, an ever-growing number of products, these days.

Additionally international trade fairs and exhibition are always a useful way to contact various Hungarian wholesalers and distributors of confectionery and milling products. The following fairs are particularly interesting:

- Every two years, Hungary also hosts another fair which is called, the International Confectionery, Bakery and Gastronomy Trade Fair (UKBA) (www.ukba.hu). The next edition will take place in March 2006.

  This fair was visited by 15,000 people in 2004 and attended by 400 exhibitors. These could be divided into the following categories;
Additionally, there is the Foodapest Food Fair (www.foodapest.hu), an assembly of the local and international food market players, which is being organized every second year. Last time it took place in 2004, so the next Foodapest will be organized for the 8th time in November 2006.

The exhibitors on the fair include many producers of bakery goods and sweets. 16% of those exhibitors were foreign. The fair was visited by close to 25,000 people. Those people could be divided in various groups, as shown by the table below. 3455 visitors were the chief representatives of their company.

Table 4.3.1 Visitors of Foodapest 2004

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food processing</td>
<td>47 %</td>
</tr>
<tr>
<td>Food technology</td>
<td>24.7 %</td>
</tr>
<tr>
<td>Retail business</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Wholesale business</td>
<td>2.8 %</td>
</tr>
<tr>
<td>Export</td>
<td>4 %</td>
</tr>
<tr>
<td>Import</td>
<td>2.4 %</td>
</tr>
<tr>
<td>Service industry</td>
<td>2.7 %</td>
</tr>
<tr>
<td>Catering industry</td>
<td>3 %</td>
</tr>
<tr>
<td>Public catering</td>
<td>0.7 %</td>
</tr>
</tbody>
</table>

Source: Foodapest
4.4 Participation in the market and segments that are served

The companies did not present their market share and there is no statistic about this. In general the biggest market share is owned by the companies listed in chapter 4.1. The biggest confectionery producers are Stollwerck, Sweetpoint, Bonbonetti, Kraft Foods.

4.5 Quality of the product

Hungarian confectionery companies produce in accordance with the European Commission’s White Book on Standards and Quality, so the products are of high quality. But the main problem lies with the consumers, because the culture of high quality consumption has just entered the consumer market. All food imports, except for fresh fruit and vegetables need to be OETI-approved and receive an OETI-number. This will be explained in more detail in chapter 6.

The Hungarian taste tends to have a preference for very sweet products, although 'healthy food' (in this case sugar free products and vitamin added products) is becoming more popular every year. Hungarians have a preference for farinaceous products over chocolate products, partly due to the communist past. Chocolate is becoming more popular every year. In this sector, wafers and biscuits covered or filled with chocolate are popular.

For packaging (color, weight, contents) and prices of the products we refer to annex 2 and 3.

4.6 Expansion plans

Non-European firms are up against European competitors, who have lower transport costs and (usually) lower import duties, as well as Hungarian firms that have home field advantage. A number of larger Non European firms have lowered costs and improved sales prospects by doing some low-cost assembly or value-added production within Hungary. Expansion is therefore more directed towards foreign companies who are buying the old Hungarian companies and increasing their production in this way.

However, current developments in the rise of wages and level of income have had a positive influence on the consumption level of confectionery, but make the country less attractive for the outsourcing of production. Major players like Kraft Foods, who provide many jobs to the Budapest region, have been threatening more than once, to move its production to a lower wage country. Slovenia is an example of such a country. Multinational expansion within Hungary by confectionery producers seems therefore less likely.
4.7 Pricing strategy

Fast moving consumer goods like for example confectionery and milling products are almost exclusively bought by women, mainly housewives. Their purchases are based on extreme price sensitivity, and they want all the facts first, a direct consequence of an average annual income despairingly low compared to Western Europe. Consequently, contrary to patterns in the West, Hungarians are extremely disloyal to brands.

Pricing strategy is therefore almost none existent. Confectionery producers try their best to not outprice their products and lose their market share. An example of the Hungarian disloyalness to brands is the introduction of a soap called 'Lifeboy' by Unilever. Lux, Camay and Fa were well-established in the Hungarian market at the time this new soap was introduced. Lifeboy however was € 0.10 cheaper than the other three and therefore immediately took a 26% market share at the expense of Lux, Camay and Fa.

A resolved obstacle for exporters is the very high Hungarian sales or Value Added Tax—25% on most items—, which represented another challenge in doing business, because it sharply increased the cost to the final customer. This tax was one of the highest in Europe, and the Hungarian government responded to pressure to bring it down. Therefore, the Hungarian government is currently in the process of harmonizing its Value Added Tax (VAT) schedule to that of the EU, under its legislation 77/388/EEC, more commonly known as the EC Sixth Directive on VAT, which is the cornerstone of VAT legislation. Since 1 July 2005 the VAT rate has been reduced and is currently at a 18% level. This is lower than in for example the Netherlands.

For examples of prices of confectionery products, we refer to the annexes.

4.8 Segmentation of enterprises by sectors and its categorization

The confectionery production facilities are spread quite evenly throughout Hungary with no real concentration. Relatively most producers can be found in the Budapest region.
4.9 Recommendations

Both foreign and domestic competition within the Hungarian confectionery & milling market are quite tough. Strong multinational companies, like Nestlé and Kraft Foods have already established themselves and their various brands inside the Hungarian market. New foreign competitors should use international trade fairs and exhibitions to introduce themselves to wholesalers and distributors. To approach the Hungarian customer, an attractive packaging and moderate pricing could open up market possibilities for potential exporters.
5. Distribution channels

5.1 Distribution channels

Hungary is a country of 10.1 million residents in an area approximately the size of the state of Indiana (US). The greater Budapest area has a population of over two million. About 1.7 million people live within the city, which is declining in population, and the suburbs are growing rapidly. Most business and trade is concentrated in and around the capital city, while production is primarily outside the capital. Budapest is also becoming the city of choice for establishing Central and/or Southeast European headquarters for more and more multinationals (e.g., GM/Opel, Pepsico, Hewlett-Packard, AIG/Lincoln, etc). Along with Budapest, the ten largest cities (with population figures) in Hungary are Debrecen (207,560), Miskolc (185,387), Szeged (165,588), Pecs (161,377), Gyor (129,879), Nyiregyhaza (117,351), Kecskemet (107,665), Szekesfehervar (104,769), and Szombathely (82,298).

Retail and wholesale distribution patterns are converging with western patterns, but certain distinctive features remain. The local trading company structure is relatively thin and undercapitalized, and it is not unusual for retailing and wholesaling to be combined. During the painful adjustments of Hungary's economic transition, middle class purchasing power steadily declined, but it is now recovering strongly. In 2002, the volume of retail trade increased by 10.7% and continues to increase this year at a slower rate. Retail turnover of trade of foodstuff increased by 10.8%. To date, the middle sections of the distribution pyramid - stocking distributors, mass merchandisers and jobbers - have not fully developed for many product groups. The prospering companies of this segment are typically wholly owned subsidiaries of European/American manufacturers, investors or major chains (e.g., Auchan, Tesco, Cora, Metro, Brico, OBI, Praktiker, IKEA, etc.). A typical distribution channel in Hungary starts with the importer-wholesaler, which may directly service retailers and end-users. Hungarian agents or distributors usually look to the foreign partner to share the expenses of marketing and promotion and often to provide training and financing.

Hungary is still largely a cash economy. However, the use of credit cards is increasing and the number of credit cards issued by commercial banks grew significantly in the past 2-3 years. Checks are almost unheard of. Most payments for regular transactions, if not cash, debit or credit card are made by wire transfer. There is a large and reliable network of automatic teller machines (ATMs) throughout Hungary. People tend to use these ATMs more and more often and pay by credit cards especially in shopping malls, hypermarkets and supermarkets where VISA, MASTERCARD or AMEX cards are widely accepted.
Use of Agents and Distributors

The use of distributors or local agents is recommended in those instances when establishing a direct sales subsidiary is not feasible. In order for a foreign company to decide what form of representation best suits them, they should consider the degree of leverage they can exert over the following variables: price control, channel network, policy, operational expenses and after-sales service. Foreign companies wishing to use distribution, franchising and agency arrangements need to ensure that the agreements they put into place are in accordance with EU and national laws as Hungary is now a member of the EU and its laws and regulations now apply when doing business in Hungary.

Many European companies in Hungary choose to distribute through wholly owned sales subsidiaries, because they feel such units provide geographic exclusivity and full control and can be more easily managed and supported. Nevertheless, there are many Hungarian firms that have the expertise and capability to be successful distributors although they may be fairly new to acting in this role and may need guidance from a foreign partner. These firms are typically small without company literature or brochures. Often companies do not even publish brochures but communicate with their clients through websites. The use of electronic marketing and public relations (PR) is becoming more widespread than just a few years ago. A typical firm in Hungary usually employs less than 50 people.

Distributors can provide strategic support for the positioning of the brand in the market through advertising and promotion; they are familiar with the local culture and can assist with after-sales services. This value-added service is increasingly important for customers and contributes to creating a positive image for the foreign firms doing business abroad. For historic reasons, and because of heavy trading competition and the relatively small size of the Hungarian market, many Hungarian distributors will usually ask for exclusivity in the first round of negotiations. This Central European opening gambit, should not necessarily discourage foreign exporters from negotiating further; but regional or nationwide exclusivity could be tied to certain sales levels to be reached in a mutually agreed trial period. Hungarian trade fairs, which have become more and more specialized in scope, are a good place to look for possible distributors.

Many Hungarian companies still prefer to act as an agent on a commission basis because they do not have the working capital to carry stock or want to use high-cost Hungarian financing. As a sales agent or representative, they act on behalf of the foreign supplier without actually taking title to goods or assuming financial risk. Agents typically earn a 5-8 percent commission on sales in Hungary in contrast to distributors who typically use higher margins depending on the industry. Use of agents is the most widespread in the more capital- and technical expertise-intensive machining, tooling and heavy industrial sectors, where skilled older engineers offer a close understanding of the local market and are readily available.
Retail

The retail sector was characterized by small entrepreneurial, family-owned stores, but there is a transition to medium-size, financially well-established entrepreneurial business communities operating more a chain of shops not only in Budapest but in the countryside, too (Real, CBA, Alfa etc.). There are thousands of small retail outlets across the country, especially in villages and alongside roads posing logistical challenges for distributors and suppliers. However, Budapest's retail sector is clearly dominated by larger department stores, hyper- and supermarkets, with small family-run stores being most common in the rural areas serving immediate needs. Examples of foreign chains with operations in Hungary include Auchan (France), Metro (Germany), KIKA (Austria), Ikea (Sweden), Baumax (Germany), OBI (Germany), Bricostore (France), Humanic (Austria), Match/Smatch (Belgium), Penny Market (UK), Cora (France), Marks & Spencer (UK), and Tesco (UK).

Indoor shopping malls have rapidly expanded throughout the Budapest capital area, as well as other major cities. Presently, 29 shopping malls operate in Budapest. The largest mall complex in Central Europe, West End City Center (with 91,000 sq m), was opened in 1999 in the center of Budapest. Duna Plaza (with 46,000 sq m), another large facility in Budapest opened in 1996 and was recently enlarged in 2002. Newer malls have also opened: Mahmut II and MOM Park both in Buda made their debuts as new luxury malls with major entertainment complexes (10+ movie theaters) during 2002. In other larger cities like Gyor, Debrecen, Pecs or Kecskemet smaller shopping malls have been developed in the past few years.

Retail sales as a percentage of total consumer spending fell slightly in 2003 as consumers continued spending more on services, prices of which are also expected to rise faster than retail prices. This in part refers to public utility services, whose prices are expected to rise as much as 7-8% from 2003 to 2004, as well as all other services as well.

In the Hungarian retail sector quick and significant structural changes took place in the review period. However, some areas of the retail trade have shown signs of saturation. Hungary’s retail density is the lowest in the smallest (under 2,000 persons) villages. There, the total number of retail outlets fell by 3.6%. Growth in 2002 was most dynamic in towns of 10,000-50,000 persons, at 4.3%.

Total retail sales in Hungary in 2003 were worth around €1.936 billion. Total retail sales increased by around 51% in current terms over the 1999-2003 period. The rate of growth over this period increased to a high of 13.2% in 2001. However, the growth rate started declining in 2002, and this trend is expected to continue as the market saturates.

Private-label sales accounted for 15% of Hungary’s fast moving consumer goods turnover in 2003, according to a study by market research firm GFK Hungaria. Private-label sales now account for a large share of the household paper products market, along with dairy, pet food and basic dry goods. "Own brands" now account for more than 40% of the market for condensed milk, paper handkerchiefs and paper towels. Like their
counterparts in the West, however, Hungarians are still quite reluctant to go with private labels when it comes to personal hygiene, beverages and chocolate. Private-label sales growth in Hungary has been led by the country’s leading hypermarkets and supermarkets, and is expected to receive a boost from the entry in late 2004 of German discount giant Lidl, which relies totally on private labels.

The number of retailers has essentially stagnated since end-2002. In June 2004 the number of retail outlets, excluding pharmacies, was a little over 165,200, up by less than 1% from a year earlier, according to the Central Statistical Office (KSH). Discount stores account for 15% share, and cash and carry outlets another 4%. Hypermarkets are also making inroads in non-food retailing, and their share of the total retail market now stands at 17%.

Hypermarkets

Given the importance of food and FMCG to overall retail sales, the dominant retailers in Hungary are foreign grocers, who largely operate in Hungary through their local subsidiaries. The highest profile belongs to Tesco (UK), especially in the hypermarket segment. Better known in the UK for its supermarkets, Tesco has proved to be the leading hypermarket chain in central Europe, enjoying the strongest market share in every country except the Czech Republic, where it is second to Ahold (Netherlands). In late 2004 Tesco opened its 40th store in Hungary and is planning to expand primarily through building superstores, which can profitably service markets with populations of 15,000-20,000. Tesco has also entered the petrol distribution market, opening its first forecourt petrol service station near one of its hypermarkets in Budapest, and planning at least another five in the near future.

Within the food segment, Tesco is followed by Metro Cash & Carry, which is operated by the Metro Group (Germany), the largest FMCG retailer in Hungary. More than three-quarters of the group’s sales in Hungary (€1.25bn in 2003) come through the company’s 13 cash-and-carry stores, which service Hungary’s many independent retailers as well as restaurants and caterers. Metro’s Media Markt consumer electronics and Praktiker DIY stores also enjoy a strong presence in Hungary. Metro officials hinted in 2004 that further expansion is likely to be through acquisition rather than more greenfield investments.

Metro is looking to buy rival grocery wholesaler Interfruct, which is owned by Tengelmann (Germany). Tengelmann, the fourth-largest grocery retailer, is increasingly withdrawing from the hypermarket and supermarket segments—it sold its Hungarian supermarket operations (Kaiser’s) to Spar Austria in 2003—but still enjoys a sizeable presence in Hungary through its discount stores (Plus) and DIY outlets (OBI). Plus is Hungary’s leading discount store, and OBI competes strongly with market leader Praktiker in the DIY market. The sale of Interfruct to Metro could run foul of the regulators, however. Metro is a joint owner, with Spar Austria, of Metspa, the largest food wholesaler in the country, which also supplies Metro’s Cash & Carry stores and Spar’s supermarkets.
Other major retailers include two French firms, Louis Delhaize and Auchan, the third- and fifth-largest, respectively, grocery chains in Hungary. Nearly half of Louis Delhaize’s sales in Hungary (almost €917 thousand in 2003) come through its Cora hypermarkets, and its supermarkets (Match) and neighbourhood stores (Smatch) account for another one-quarter. Louis Delhaize’s expansion plans in Hungary are centred on its Profi discount chain. Match and Profi are to be unified under the Match brand. Auchan operates through its eponymous hypermarkets and plans to invest HUF 15bn-20bn a year (around €62.5-€83.3mln at 2004 average exchange rate) with the aim of expanding its network of stores in Hungary from nine to 20 by 2008, according to M+M Planet Retail. Like most of its rivals, the company’s Hungarian operations enjoyed double-digit growth in 2003. Turnover per shop increased by 23%. Auchan has also opened up a petrol filling station; these will be part of all future hypermarket plans.

6.1 Preferential Tariffs

All goods entering the EU are subject to import duties. External trade conditions are mostly determined by EU regulations. Hungary also uses the EU’s Harmonized Tariff Schedule (Nomenclature) on the TARIC (Integrated Tariff of the European Community) which is issued by the Commission and the Member States for the purpose of applying Community measures relating to import and exports. The level of the tariffs depends on the country of origin and the product. If there is not a special trade agreement in force, the general import tariff (conventional duty) applies.

In January 2005 Commission Regulation (EC) No 1810/2004 entered in force which is binding in all Member States. In its Part Two “Schedule of Customs Duties”, subcategories 1704,1806 and 1905 deal with "Sugar confectionery", “Chocolate and other food preparations containing cocoa” and “Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa; communion wafers, empty cachets of a kind suitable for pharmaceutical use, sealing wafers, rice paper and similar products”.

Colombia is included in the general system of preferences – GSP. This agreement allows products originating in the countries concerned to be imported at preferential tariffs or, for the least developed countries, duty-free. A “Certificate of Origin Form A” has to be filled in by the exporter and issued by the competent authorities. Tariff contingents and tariff ceilings do not exist anymore.

According to international agreements Colombia is included in the SPGE group of preferences and therefore benefits from 0% tariff preference on the basis on Regulation (EC) No 2501/2001 and Commission Regulation (EC) No 2331/2003. Untill July 1st 2005, this meant that Colombian exporters could introduce so-called “non-sensitive” products at a 0% tariff rate and “sensitive” products, such as all products under nomenclatures code 1704, 1806 an 19 at a 3.5% reduced rate.

However since July 1st 2005, Colombia is a member of the GSP Plus program, which assists the countries of the Andean Community, such as Colombia, in their battle against drugs. The GSP Plus will officially enter into force on the 1st January 2005, but has already started to run in its preliminary form for 14 countries on the 1st July 2005. Exporters based in one of the GSP Plus programs are also exempt from duties on sensitive products. Therefore all confectionery and milling products can be imported into the European Union from Colombia duty free.
Table 6.1.1 Tariff overview

<table>
<thead>
<tr>
<th>CN Code</th>
<th>Description</th>
<th>G</th>
<th>E</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1702 50 00</td>
<td>Chemically pure fructose</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1702 90 10</td>
<td>Chemically pure maltose</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1704</td>
<td>Sugar confectionery (including white chocolate), not containing cocoa</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Chapter 18 COCOA AND COCOA PREPARATIONS</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1803</td>
<td>Cocoa paste, whether or not defatted</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1804 00 00</td>
<td>Cocoa butter, fat and oil</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1805 00 00</td>
<td>Cocoa powder, not containing added sugar or other sweetening matter</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>1806</td>
<td>Chocolate and other food preparations containing cocoa</td>
<td>S</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Source: EC- Council Regulation 2501/2001

Various confectionery products are categorized in different groups according to their nature, weight, content etc. Below in table 6.1.2 several sub-categories of sugar confectionery (1704) are displayed. The tariff preference in the column 'Duty Rates' is applicable to sugar confectionery being exported from Colombia into Hungary or other European memberstates.

Table 6.1.2 Taric codes and connected duty rates

<table>
<thead>
<tr>
<th>Taric code</th>
<th>Description</th>
<th>Duty Rates</th>
<th>Third country duty/ Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1704 10/</td>
<td>Chewing gum, whether or not sugar-coated/ Containing less than 60 % by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>Tariff preference (SPGE): 0 % + 27.1 EUR / 100 kg MAX 17.9 %</td>
<td>6.2 % + 27.1 EUR / 100 kg MAX 17.9 % R 2204/99</td>
</tr>
</tbody>
</table>
### Confectionery and milling in Hungary

<table>
<thead>
<tr>
<th>Taric code</th>
<th>Description</th>
<th>Duty Rates</th>
<th>Third country duty/ Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1704 10 91</td>
<td>Containing 60 % or more by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>Tariff preference (SPGE): 0 % + 30.9 EUR / 100 kg MAX 16 %</td>
<td>6.3 % + 30.9 EUR / 100 kg MAX 18.2 % R 2204/99</td>
</tr>
<tr>
<td>1704 90 10</td>
<td>Liquorice extract containing more than 10 % by weight of sucrose but not containing other added substances</td>
<td>Tariff preference (SPGE): 0 %</td>
<td>13.4 % R 2204/99</td>
</tr>
<tr>
<td>1704 90 30</td>
<td>White chocolate</td>
<td>Tariff preference (SPGE): 0 % + 45.1 EUR / 100 kg MAX 18.9 % + 16.5 EUR / 100 kg</td>
<td>9.1 % + 45.1 EUR / 100 kg MAX 18.9 % + 16.5 EUR / 100 kg R 2204/99</td>
</tr>
<tr>
<td>1704 90 51/1704 90 51 11</td>
<td>Pastes, including marzipan, in immediate packings of a net content of 1 kg or more/ Sugar fondant, composed of a blend of sucrose, glucose syrup (ratio 4/1) and water/ Containing less than 70 % by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % + ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % + ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 51 19</td>
<td>Containing 70 % or more by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 %</td>
<td>9 % + EA(1) MAX 18.7 % + ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>Taric code</td>
<td>Description</td>
<td>Duty Rates</td>
<td>Third country duty/ Regulation</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>1704 90 55</td>
<td>Throat pastilles and cough drops</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 61</td>
<td>Sugar coated (panned) goods</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 65</td>
<td>Gum confectionery and jelly confectionery including fruit pastes in the form of sugar confectionery</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 71</td>
<td>Boiled sweets whether or not filled</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 75</td>
<td>Toffees, caramels and similar sweets</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1) R 2204/99</td>
</tr>
<tr>
<td>1704 90 81</td>
<td>Compressed tablets</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX</td>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Taric code</th>
<th>Description</th>
<th>Duty Rates</th>
<th>Third country duty/ Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.7 % +ADSZ(1)</td>
<td>1704 90 99 10</td>
<td>Containing less than 70 % by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>R 2204/99</td>
</tr>
<tr>
<td>9 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td></td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td></td>
</tr>
<tr>
<td>1704 90 99 90</td>
<td>Containing 70 % or more by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>Tariff preference (SPGE): 0 % + EA(1) MAX 18.7 % +ADSZ(1)</td>
<td>R 2204/99</td>
</tr>
</tbody>
</table>

Source: http://europa.eu.int/comm/

Because of the large diversity in varieties of sugar confectionery and chocolate it is not possible to display all applicable tariffs here. However the appropriate Taric code and applicable duties for your products can be found on http://europa.eu.int/comm/ under taxation.

6.2 Tariffs imposed by major competitors

The Hungarian confectionery market is almost exclusively dominated by local producers and foreign competitors based in European Union memberstates. They therefore face no tariffs or import duties. Exports from the United States are subject to the most-favored-nation (MFN) duty rate. These rates range from zero to over 60 percent depending on product. Exports from almost all developing countries are also subject to preferential tariffs.

For those countries that are already qualified as high income countries and do not have a preferential trade agreement with the EU, the 'Third country duty' in table 6.2.2 applies.
### Table 6.2.1 Taric code and connected third country duty rate

<table>
<thead>
<tr>
<th>Taric code</th>
<th>Description</th>
<th>Third country duty/ Regulation No:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1704 10/1704 10 11</strong></td>
<td>Chewing gum, whether or not sugar-coated/ Containing less than 60 % by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>6.2 % + 27.1 EUR / 100 kg MAX 17.9 % R 2204/99</td>
</tr>
<tr>
<td><strong>1704 10 91</strong></td>
<td>Containing 60 % or more by weight of sucrose (including invert sugar expressed as sucrose)</td>
<td>6.3 % + 30.9 EUR / 100 kg MAX 18.2 % R 2204/99</td>
</tr>
<tr>
<td><strong>1704 90 10</strong></td>
<td>Liquorice extract containing more than 10 % by weight of sucrose but not containing other added substances</td>
<td>13.4 % R 2204/99</td>
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</tr>
<tr>
<td><strong>1704 90 51 19</strong></td>
<td>Containing 70 % or more by weight of sucrose (including invert sugar expressed as sucrose)</td>
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</tr>
<tr>
<td><strong>1704 90 55</strong></td>
<td>Throat pastilles and cough drops</td>
<td>9 % + EA(1) MAX 18.7 %</td>
</tr>
<tr>
<td>Taric code</td>
<td>Description</td>
<td>Third country duty/Regulation No:</td>
</tr>
<tr>
<td>-------------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Sugar confectionery (including white chocolate), not containing cocoa</td>
<td>+ADSZ(1)(\text{R 2204/99})</td>
</tr>
<tr>
<td>1704 90 61</td>
<td>Sugar coated (panned) goods</td>
<td>9% + EA(1)(\text{MAX 18.7}%, +ADSZ(1)(\text{R 2204/99})</td>
</tr>
<tr>
<td>1704 90 65</td>
<td>Gum confectionery and jelly confectionery including fruit pastes in the form of sugar confectionery</td>
<td>9% + EA(1)(\text{MAX 18.7}%, +ADSZ(1)(\text{R 2204/99})</td>
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<tr>
<td>1704 90 71</td>
<td>Boiled sweets whether or not filled</td>
<td>9% + EA(1)(\text{MAX 18.7}%, +ADSZ(1)(\text{R 2204/99})</td>
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<td>1704 90 75</td>
<td>Toffees, caramels and similar sweets</td>
<td>9% + EA(1)(\text{MAX 18.7}%, +ADSZ(1)(\text{R 2204/99})</td>
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<tr>
<td>1704 90 81</td>
<td>Compressed tablets</td>
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<td>9% + EA(1)(\text{MAX 18.7}%, +ADSZ(1)(\text{R 2204/99})</td>
</tr>
</tbody>
</table>

Source: [http://europa.eu.int/comm/](http://europa.eu.int/comm/)
6.3 Norms of origin

GSP-related Rules of Origin:

1) Origin Criteria

Hungary’s GSP-related rules of origin are based on UNCTAD recommendations. The products concerned are deemed to be originating in a beneficiary developing country if they fall under one of the two conditions:

A) The product is wholly obtained in that country.

Hungary accepts the following categories of goods as wholly obtained in a preference-receiving country:

- Mineral products extracted from its soil or from its sea bed; or mineral products extracted in the preference-receiving country's territory or from its continental shelf;
- Vegetable products harvested there;
- Live animals born and raised there;
- Products obtained there from live animals;
- Products obtained from hunting or fishing conducted there;
- Products obtained from sea fishing and other products taken from the sea by its vessels; and
- also by vessels chartered by the preference-receiving country of question;
- Products made on board its factory ships – exclusively from products referred to above; and also factory ships chartered by the preference-receiving country in question;
- Used articles collected there fit only for the recovery of raw materials
- Waste and scrap resulting from manufacturing operations conducted there;
- Products obtained there exclusively from products specified above.

B) The share of non-originating materials or components (or that of unknown origin) does not exceed 50 per cent of the product’s value.

2) Cumulative Origin

The GSP rules are, in principle, based on the concept of single country origin, e.g. the origin requirements must be fully complied with in one exporting preference-receiving country which must be, at the same time, also the country of the manufacture of the finished products concerned.

Under the scheme of Hungary this rule has been liberalized so that all preference-receiving countries are regarded as one single area for the purpose of determining origin. All value added and/or manufacturing processes performed in the area may be

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added together in order to meet the origin requirements for products to be exported to Hungary. This means full and global accumulation.

3) Direct Consignment

With respect to other requirements, care should be taken that the criteria of both direct purchase and direct transportation must be met in order to qualify for GSP treatment. Transport through third countries for geographical or other reasons does not mean deviation from the rule of direct transportation, provided that the goods remain under customs surveillance and are not entered into domestic circulation in these countries. Its purpose is to enable the customs administration of the preference-giving country of importation to be satisfied that the imported products are identical to the products which left the exporting preference-receiving country, e.g. they were not manipulated, substituted, further processed or entered into commerce in any intervening third country.

All the preferential tariffs are applicable only with the Certificate of origin from given country.

6.4 Barriers

As a founding member of the World Trade Organization (WTO), Hungary's reputation for free and unencumbered trade policies has improved significantly over the past years.

Non-tariff barriers in Hungary may at times include a relative lack of transparency with respect to the creation and application of laws and regulations. Furthermore, the absence of a prior notice or review period often leaves companies with little opportunity to influence the outcome or plan ahead. Several government procurements have resulted in unsuccessful tenders, been challenged in court for technical violations, or prompted complaints that they were politicized.

Additionally, please remember that bureaucracy and corruption are decreasing in Hungary, but have definitely not disappeared. The governor of the Hungarian national central bank recently (July, 2005) claimed that Hungary is the most corrupt nation in the European Union and liars and tax cheats have gained high positions within the country. Though official barriers to trade have disappeared, there are some hidden ones still present.

They same applies to the extensive quality requirements on food items laid out by the European Union. Officially the EU is trying to cut down on directives and regulations, but there are still many rules present. It takes quite a lot of time to find all applicable rules and regulations and adapt your products to them. This creates so-called hidden barriers to trade for potential exporters.
6.5 Import licenses

The claim for GSP (Generalized System of Preferences) treatment must be supported by appropriate documentary evidence as to origin and consignment. The “Form A” certificate of origin is required to prove originating status.2

Hungary accepts the issue of duplicate certificates of origin Form A in respect of lost certificates. Certificates of origin issued on the basis of the original ones by foreign customs authorities that keep the goods under surveillance are accepted. The certificate of origin should normally be presented to the customs authority together with the other documents needed for customs clearance, but in any case within one year of the arrival of the goods to Hungary. The difference between the quantity of goods consigned and that covered by Form A should not exceed plus or minus 5 per cent. If the full quantity of the goods in the certificate of origin is cleared, the customs office will withdraw the certificate. In case of partial clearance, the customs office shall add a clause to the document and return it. In such cases the certificate of origin shall be withdrawn by the customs office performing the last clearance.

An estimated 95 percent of products no longer require additional import license; however licenses are still required for some goods imported from non-WTO countries and China, including textiles, clothing and shoes. Furthermore fish and canned fish, pesticides, precious metals, used and remanufactured tires, certain reusable wastes, and other products which are typically controlled in the United States and other western countries such as arms/ammunition, military equipment, hazardous materials, materials for biological weapons, psychotropic products and drug precursors, special paper types used for banknotes and securities, nuclear products and uranium ore are similarly controlled in Hungary.

Also, importers may inquire to the Hungarian customs authorities in advance for customs tariff classification of the products they intend to bring to Hungary. Since January 1, 2001 the National Headquarters of Hungarian Customs and Financial Authority (VPOP) accepts written inquiries to the following address:

Vam - es Penzugyorseg Vegyvizsgalo Intezete
Mr. Jozsef Palla, Director
H-1163 Budapest, 16th District,
Hosok fasora 20-22. (Galgaherviz u. 19.)
Phone: (36-1) 403-0414.
Email: palla.jozsef@mail.vpop.hu

The customs debt is due and payable within 5 business days following notification thereof. A permit for deferred payment of customs duty may be granted by the central customs agency for applicants that are considered to be reliable for customs purposes.

2 See annexes for a full display of form A

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Deferred payment allows settlement of the customs debt within 15 business days after the due date.

As a consequence of the modification of the Customs Law, effective July 1, 2000, companies may apply for a license to carry out simplified customs procedures. License holders have the option to make a customs declaration with an incomplete or a substitute document (even electronically), or have customs clearing on the spot if the license holder starts customs processing without the involvement of a customs officer. The supplementary declaration must be submitted to the accounting customs office within 10 days. This procedure provides practically another 10 days of deferred payment of the customs debt.

6.6 Quotas

In compliance with WTO rules, on January 1, 2001 Hungary eliminated all quotas for products originating from WTO-member countries, including cars, clothing, and household cleaning products.

6.7 Approvals

All food imports, excluding fresh produce, must be registered and approved by the Hungarian food testing institute (OETI). Testing for approval, which usually take 30 days, must be completed before the products is allowed on the market. Registration cost about €466 per product.

If the imported product meets Hungarian food regulations, it receives an OETI number that allowd the product to be marketed for three years. After that time, the product must be re-tested and issued a new number.

For more information you can always contact the National Institute of Food an Nutrition Sciences:

National Institute of Food and Nutrition Sciences (OETI)
Gyali ut 3/a
1097 Budapest, Hungary
Telephone: (00) 36 1 2154130
Fax: (00) 36 1 2151545

6.8 Standards

There are currently two types of standards: national and sectoral. National standards are issued by the HSO and conform to international norms. Hungary is a signatory to
the GATT Agreement on Technical Barriers to Trade (Standards Code). Hungary is also a participant in the International Standardization Organization (ISO) and the International Electro-technical Commission (IEC). Sectoral standards are issued by individual ministries and other central government agencies.

Goods for consumer distribution are subject to an approval process by the National Institute of Food and Nutrition Sciences.

6.9 Packaging

Packaging and information provided to the consumer:

(1) The packaging shall protect the food from contamination and from effects reducing safety, nutritional value and quality.
(2) The packaging shall not be hazardous to consumers' health.
(3) The packaging shall be suitable for reuse, recycling and if destroyed, the impact of polluting the environment shall be as low as possible.
(4) Packaging shall enclose the food in such a way that the food cannot be altered, without opening or damaging the packaging.

Labeling

The primary requirement for food is that labeling information must be in Hungarian. The label must give the following information: net quantity, name/address of producer(or importer), consumption expiration date, recommended storage temperature, listing of ingredients/additives, energy content and approval symbols from the National Institute of Food Hygiene and Nutrition (OETI) and, or the Commercial Quality Testing Institute (KERMI).

Requirements specific to Nutritional Labeling

There is no mandated nutritional labeling. But if the label contains a statement concerning the nutritional value of the product (e.g. “reduced energy content”) than the nutritional value must be quoted as outlined by HFC I. Vol 2. :” 1-1-90/496 Labeling of nutrition value of food “(based on Commission Directive 87/250/(ECC))

Packaging Waste Management

Member States are required to take measures to prevent the formation of packaging waste and must introduce systems for reuse, recovery and recycling of packaging materials (Council Directive 94/62/EC). Commission Decision 2001/524/EC relates to the publication of references for certain EN standards in the Official Journal which do not fully meet the essential requirements of Directive 94/62/EC. To facilitate collection,
reuse and recovery including recycling, an identification system for packaging has been drawn up (Commission Decision 97/129/EC). Its use is voluntary.

### 6.10 Import Documentation

The following Import Document are required\(^3\) when importing products into Hungary.

**Basic Documents**

<table>
<thead>
<tr>
<th>Document</th>
<th>Originals</th>
<th>Copies</th>
<th>Notes</th>
<th>Forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill of Lading (or Airway Bill)</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-BL.pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-BL.pdf</a></td>
</tr>
<tr>
<td>Commercial Invoice</td>
<td>1</td>
<td>3</td>
<td>A</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-CI.pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-CI.pdf</a></td>
</tr>
</tbody>
</table>

**Special Documents (when required)\(^4\)**

<table>
<thead>
<tr>
<th>Document</th>
<th>Originals</th>
<th>Copies</th>
<th>Notes</th>
<th>Forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Import License</td>
<td>1</td>
<td>1</td>
<td>E</td>
<td>-</td>
</tr>
<tr>
<td>Insurance Certificate</td>
<td>1</td>
<td>1</td>
<td>F</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-insur.pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-insur.pdf</a></td>
</tr>
<tr>
<td>Packing List</td>
<td>1</td>
<td>1</td>
<td>G</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-PL.pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-PL.pdf</a></td>
</tr>
<tr>
<td>Pharmaceutical Certificate</td>
<td>1</td>
<td>1</td>
<td>H</td>
<td>-</td>
</tr>
<tr>
<td>Phytosanitary Certificate</td>
<td>1</td>
<td>1</td>
<td>I</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-phyto(USDA).pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-phyto(USDA).pdf</a></td>
</tr>
<tr>
<td>Proforma Invoice</td>
<td>1</td>
<td>1</td>
<td>J</td>
<td><a href="http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-ProForma.pdf">http://www.worldtraderef.com/WTR_site/ImExPDF/Generic-ProForma.pdf</a></td>
</tr>
<tr>
<td>Veterinary Certificate</td>
<td>1</td>
<td>1</td>
<td>K</td>
<td>-</td>
</tr>
</tbody>
</table>

**Country Notes**

Hungary joined the European Union (EU) in May 2004, the EU allows for tariff-free exchange of goods with other EU member countries. The above requirements are for imports from non-EU countries.

---

\(^3\) See annexes for full documents
\(^4\) See annexes for full documents
6.11 Import modalities or regimes involved in the process

There are various customs regimes available for the import of goods to Hungary depending on the type of goods and the purpose of their use.

Free circulation

Goods released for free circulation are subject to the applicable customs duty rate and import VAT. Once released to free circulation, goods are considered as Community goods for VAT purposes, i.e., their further sale is subject to VAT provisions.

Customs free zones

For certain transactions, import to a customs free zone is advantageous, as no customs duty or import VAT is payable at the time of transfer to a customs free zone. A customs free zone is a precisely determined area within the country that is not considered part of Hungary for VAT purposes. Import from abroad to a customs free zone is not considered as an import to free circulation and is therefore not subject to Hungarian customs duty or VAT. Hungarian goods exported to a customs free zone are considered as exported, and therefore no VAT applies (zero-rated).

6.12 Requirements for import of samples and accompanied luggage

Samples

Samples are acceptable for Hungary and will be exempt for all duty and VAT provided that they meet the following criteria:
- They are damaged. Damaged goods must have a large hole cut in a prominent location on the outer side of the article so as to make it usable only as a sample. Cutting a sleeve off a shirt, a hole in the front of the garment, or hole in the sole of a single shoe so as to make it unusable is recommended.
Confectionery and milling in Hungary

- The shipper's documents, preferably the commercial invoice provided should state that the article(s) is a mutilated sample- not for resale or other use.

- A certificate of origin will not be required for import; only a standard airway bill or bill of lading and commercial invoice will be needed.

**Business items where is no need to pay taxes**

- Promotional samples of negligible value, advertising materials, products used for exhibitions, goods imported for the purpose of testing or analysis;

- Materials used to secure and protect goods during transportation

**Business items imported under temporary admission**

- Goods used for presentations at fairs and congresses
- Equipment imported to be used for a foreign national's profession;
- Packaging, containers;
- Reversible sample products;
- Matrixes, plans, models, forms;
- Testing equipment;
- Means of transport

**The consignments where is not necessary to fullfil the Certificate of origin**

- Small consignments up the value 500 Euro
- Accompanied luggage up the value 1200 Euro

### 6.13 Website links to rules and regulations

EU- taxation and customs;
http://europa.eu.int/comm/taxation_customs/taxation/index_en.htm

EU- White Paper on Food Safety:
http://europa.eu.int/comm/food/food/intro/white_paper_en.htm

EU- Tariffs and non-tariff barriers:
http://europa.eu.int/comm/trade/issues/sectoral/industry/tntb/index_en.htm

Hungarian Customs and Finance Guard: http://www.vam.hu

Institute of Commercial Quality Control (KERMI): www.kermi.hu

Foreign Agricultural Service U.S. Mission to the European Union:
In general, only EU entities can clear goods for customs in Hungary. Non-EU entities can carry out customs proceedings only on goods under the transit regime or under temporary admission. In other cases, foreign entities can clear goods for Hungarian customs only in exceptional cases with the permission of the Customs Office.
A foreign company exporting to the Hungary and wishing to import into the country must either establish a Hungarian subsidiary to handle importation or engage a customs agent to handle customs proceedings. It is usual practice that Hungarian purchaser of imported goods will handle customs proceedings.

When imported goods reach the EU border, they are released to the transit regime. The customs debt (all import duties that would apply on import under free circulation) must be secured with a customs guarantee at this time. The goods must then be transported to the inland Customs Office of final destination without delay. Here the goods are declared for the chosen customs regime based on the customs declaration filed by the importer (or his customs agent). The final customs debt assessed by the Customs Office is either paid or guaranteed, depending on the import regime and the conditions negotiated with the Customs Office.

If import duties are properly paid (or the customs debt is secured), the Customs Office issues a confirmed customs declaration, which serves as a VAT document for the reclaim of import VAT. In general, import VAT is applied on the total declared customs value of imported goods and the applicable amount of customs duty and any other charges levied by the Customs Office (e.g., excise duty).

From 1 January 2005, importers can reclaim the amount of import VAT paid by including the amount in their regular VAT returns, provided the importer is registered for Hungarian VAT.

6.15 Recommendations

The world of European Union law, directives, guidelines and regulations might appear as a jungle of paperwork to potential exporters. Many specific quality demands exist for food items in particular. It would be wise to get help from a European agency specialized in importing products from third countries or general wholesalers/ importers/ distributors.

Fortunately due to the Andean Agreement, Colombia can profit from a preferential tariff on confectionery and milling items, which gives potential exporters an advantage over other producers from non-European high income countries. This advantage however fades compared to the inter-European Union producers who profit from a 0% duty rate and who largely dominate the Hungarian confectionery and milling market.
7. Physical access

7.1 Available transportation infrastructure

By road

The railroad network extends over 7.606 km., of which 2.191 km are electrified. The train is mostly used for the transportation of the goods. Just like road transportation, this sector was privatized. Therefore, the infrastructure is directly administered by the territorial communities. The privatization and the concession of activities of the public service in 1998 accelerated the modernization of the structures to match the European standards.

By air

The unique international airport of the country is Budapest-Ferihegy. The main airline company MALEV Hungarian Airlines is intended for passengers and MALEV Air Cargo for freight transportation. In 1999, the freight transportation recorded an increase of 26% as compared to the previous year.

Hungary is located at the crossroads of Europe, bordered by seven countries. Being a landlocked country, products from overseas are transported to the country from European ports by rail or road. Four of the 10 East-West trans-European highways pass through Hungary, and a fifth (Moscow-Venice) is to be built. Presently, driving times from Budapest to other neighboring capitals are approximately:

- Bratislava: 2-3 hours
- Prague: 5-6 hours
- Zagreb: 4-5 hours
- Ljubljana: 6-7 hours
- Berlin: 10 hours

Budapest has a new airport, with ambitions to become a Central European regional hub. MALEV, the national carrier, provides a regular and reliable daily service direct to most east and west European capitals. Other European airlines such as Lufthansa, British Airways and KLM also service Budapest. Austria’s Schwechat Airport in Vienna is only three hours from Budapest by car or 2.5 hours by train and can be used for access to Budapest or other parts of Hungary.

By sea

Since Hungary is located in the center of Europe and is landlocked, it has no harbor of its own. Instead Hungarian importers use north European maritime ports such as Hamburg, Rotterdam and Antwerp. The recently upgraded Adriatic ports of Koper and...
Rijeka are closer, and rail and road links are being improved. Historically, the Danube River has been a natural transport artery.

### 7.2 Identification of ports, airports, roads- border passes- railways, waterways

List of border crossing points (BCP) in the Republic of Hungary with the different opening hours and the traffic passing through

**BCPs on the external border of the European Union**

<table>
<thead>
<tr>
<th>Name of border crossing point</th>
<th>Opening hours of the BCP</th>
<th>Traffic through the BCP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Hungarian-Ukrainian border</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Záhony-Csop</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td><strong>b) Hungarian-Romanian border</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ártánd-Bors</td>
<td>night &amp; day</td>
<td>Goods and passengers traffic; Post for the transport of double-use products and technologies, cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td>Battonya-Turnu</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic (restriction of 3,5 tons)</td>
</tr>
<tr>
<td>Gyula-Varsand</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td>Csengersima-Petea</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Kiszombor-Cenad</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic (restriction of 3,5 tons)</td>
</tr>
<tr>
<td>Nagylak-Nadlic</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td>Méhkerék-Salonta</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic (restriction of 3,5 tons)</td>
</tr>
<tr>
<td><strong>c) Hungarian-Serbian border</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Röszke-Horgos</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td>Tompa-Kelebija</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of drugs and psychotropic substances and dangerous waste</td>
</tr>
</tbody>
</table>

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### d) Hungarian - Croatian border

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcs-Terezino Polje</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
<tr>
<td>Berzence-Góla</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic (restriction of 20 tons)</td>
</tr>
<tr>
<td>Drávaszabolcs-Donji Miholjac</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Letenye-Gorican</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, cultural values, drugs and psychotropic substances and dangerous waste</td>
</tr>
<tr>
<td>Udvar-Knezevo (road)</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
</tbody>
</table>

### Railway

#### a) Hungarian-Ukrainian border

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eperjeske-Batyev</td>
<td>night &amp; day</td>
<td>Railway goods traffic; Veterinary and phitosanitary border station; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Záhony-Csop</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of dangerous waste</td>
</tr>
</tbody>
</table>

#### b) Hungarian - Romanian border

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiborszállás-Ágárdomaj-Carei</td>
<td>night &amp; day</td>
<td>International goods and passenger traffic</td>
</tr>
<tr>
<td>Biharkeresztes-Episcopia Bihorolui</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of double-use products and technologies, cultural values and dangerous waste</td>
</tr>
<tr>
<td>Kötegyán-Salonta</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
<tr>
<td>Lókosháza-Curtici</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Phitosanitary border station; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Nyirábrány-Valea lui Mihai</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
</tbody>
</table>

#### c) Hungarian - Serbian border

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kelebia-Subotica</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, cultural values and dangerous waste</td>
</tr>
<tr>
<td>Röszke-Horgos</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
</tbody>
</table>

#### d) Hungarian - Croatian border

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gyékényes-Koprivnica</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Magyarbóly-Beli Monastir</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic</td>
</tr>
<tr>
<td>Murakeresztúr-Kotoriba</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Post for the transport of double-use products and technologies and cultural values</td>
</tr>
</tbody>
</table>
II. BCPs on the internal border of the European Union on the river Danube:

<table>
<thead>
<tr>
<th>Location</th>
<th>Operating Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mohács határkötvő</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Phitosanitary border station; Post for the transport of dangerous waste</td>
</tr>
<tr>
<td>Baja Ro-Ro pier</td>
<td>from sunrise till sunset</td>
<td>Vessels dealing with combined transportation and transportation and their staff</td>
</tr>
</tbody>
</table>

on the river Tisza:

<table>
<thead>
<tr>
<th>Location</th>
<th>Operating Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Szeged border pier</td>
<td>from sunrise till sunset</td>
<td>Passenger and goods traffic</td>
</tr>
</tbody>
</table>

IV. By air

<table>
<thead>
<tr>
<th>Location</th>
<th>Operating Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budapest Ferihegy International Airport</td>
<td>night &amp; day</td>
<td>Goods and passenger traffic; Veterinary and phitosanitary border station; Post for the transport of double-use products and technologies, drugs and psychotropic substances, cultural values and dangerous waste</td>
</tr>
<tr>
<td>Debrecen International Airport</td>
<td>08.00-20.00</td>
<td>International goods and passenger traffic</td>
</tr>
</tbody>
</table>

Hungary is a transit country with more Trans-European Network lines on its territory. These are between the Slovenian and Ukrainian border (No. 1), between Austria and Romania (No. 2) and between Slovakia and Serbia-Montenegro (No. 3).

Freight from the major competing countries is being transported by all of the listed ways. In order to distinguish two major streams, we will look at two groups of countries.

<table>
<thead>
<tr>
<th>Group</th>
<th>European and close European countries</th>
<th>Other (oversea) countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example</td>
<td>Italy, Slovakia, Germany etc.</td>
<td>China, Hong Kong etc.</td>
</tr>
<tr>
<td>Transport ways used</td>
<td>Road and rail transport to Hungary</td>
<td>Sea transport to the ports in Germany, Poland, Croatia and Slovenia than rail or road transport to Hungary</td>
</tr>
</tbody>
</table>

According to the transporting companies the cheapest and fastest way is over the port of Hamburg. In the age of socialism all the goods from Cuba came through this port.

Distances from the most important ports to Budapest

<table>
<thead>
<tr>
<th>Port</th>
<th>Country</th>
<th>Distance to Budapest (km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Koper</td>
<td>Slovenia</td>
<td>584</td>
</tr>
<tr>
<td>Rijeka</td>
<td>Croatia</td>
<td>530</td>
</tr>
<tr>
<td>Hamburg</td>
<td>Germany</td>
<td>1172</td>
</tr>
<tr>
<td>Gdansk</td>
<td>Poland</td>
<td>942</td>
</tr>
</tbody>
</table>

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Borders

Hungary has a land area of 93 thousand square kilometers. It has borders with seven countries, of which 4 are important for this report, namely the following:

1. Austrian, where the transports from Germany come from. The most important road border stations are Hegyeshalom-Nickelsdorf and Rábafűzes-Heiligenkreutz. The trains come over Hegyeshalom.
2. Slovakian, where the containers of Polish ports came through. In this report important could be the border of Rajka-Bratislava or Komárom. The trains coming to Budapest cross the border at Nagymaros.
3. Croatian, where the lorries come over Letenye. There is no big capacity train lines to this direction, but the motorway is ready until the Hungarian border.
4. Slovenian, which has an access to the Croatian motorway and since 2001 exists a direct one-line train to the direction Koper which was built by support of the European Union and the Central European Initiative (CEI).

Table 7.2.1 Map of Hungary and its neighboring countries

![Map of Hungary and its neighboring countries](image)

Source: Lonely Planet

Once the Budapest-Csepel Free Port used to be a sea port, but today because of the plenty of bridges across the Danube until its delta. Today our most important water way is the river Danube, which – through the Danube-Main-Rhine channel – ensures the contact between Hungary and the Atlantic-ocean. In this question the river ways do not play an important role because ships are very slow and usually carry raw materials as grain, coal, brick, etc.
Road, railway data

Length of roads (in km)
- Romania: 198,603
- Hungary: 188,203
- Ukraine: 169,491
- Austria: 200,000
- European Union: 4,634,810

Length of train lines (in km)
- Czech Republic: 9,520 (2003)
- Croatia: 2,726 (2003)
- Slovenia: 1,201 (2003)

Main railway companies:
- MÁV – Magyar Államvasutak (Hungarian State Railways)
- Gysev-Roee – Győr-Sopron-Ebenfurt Vasutak (Győr-Sopron-Ebenfurt Railways)

Table 7.2.2 Rail transport

<table>
<thead>
<tr>
<th></th>
<th>Ukrainian</th>
<th>Romanian</th>
<th>Serbian</th>
<th>Croatian</th>
<th>Budapest</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of train coaches in 2003</td>
<td>108 430</td>
<td>122 840</td>
<td>109 341</td>
<td>134 564</td>
<td>0</td>
<td>475 175</td>
</tr>
<tr>
<td>Number of train coaches in 2004</td>
<td>116 097</td>
<td>156 951</td>
<td>125 689</td>
<td>127 656</td>
<td>0</td>
<td>526</td>
</tr>
</tbody>
</table>

Source: http://www.mav.hu/
Table 7.2.3 Rail transport

![Bar chart showing rail transport information (source: http://www.mav.hu/)]

Explanation: yellow: number of train coaches in 2003, blue: number of train coaches in 2004, in the line below: total-Budapest-Croatian-Serbian-Romanian-Ukrainian

Table 7.2.4 Road transport

<table>
<thead>
<tr>
<th></th>
<th>Ukrainian</th>
<th>Romanian</th>
<th>Serbian</th>
<th>Croatian</th>
<th>Budapest</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorries in pieces 2003</td>
<td>145 266</td>
<td>868 824</td>
<td>304 904</td>
<td>421 301</td>
<td>0</td>
<td>1 740 295</td>
</tr>
<tr>
<td>Lorries in pieces 2004</td>
<td>159 985</td>
<td>912 061</td>
<td>337 479</td>
<td>316 314</td>
<td>0</td>
<td>1 725 839</td>
</tr>
</tbody>
</table>

Source: http://www.mav.hu/

According to the transporting companies the cheapest way is per the port of Hamburg.

Distances from the most important ports to Budapest

<table>
<thead>
<tr>
<th></th>
<th>Country</th>
<th>Distance to Budapest (km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amsterdam</td>
<td>Netherlands</td>
<td>1413</td>
</tr>
<tr>
<td>Rotterdam</td>
<td>Netherlands</td>
<td>1385</td>
</tr>
<tr>
<td>Hamburg</td>
<td>Germany</td>
<td>942</td>
</tr>
<tr>
<td>Gdansk</td>
<td>Poland</td>
<td>772</td>
</tr>
<tr>
<td>Szczecin</td>
<td>Poland</td>
<td>744</td>
</tr>
</tbody>
</table>

7.3 Description of status, operation, security, costs, distances, transportation arrangements and intercommunity customs

Transport

The express industry is committed to using the most environmentally friendly modes of transport available in order to be able to guarantee just-in-time next day delivery. In Europe, EEA members rely on over 223 aircraft on a daily basis to ensure that express deliveries reach their destinations overnight to meet customers' demands.
Environmental considerations are key to selecting these aircraft and operators are currently investing over EUR 3 300 million in even quieter and cleaner aircraft for use in the EU.

However, this will not be an effective solution on its own. Whilst the express industry continues to make an enormous effort by renewing its fleet, authorities must also implement much-needed land-use planning and insulation programs around airports. This will strike the fair balance between protecting residents from noise and ensuring the well-being of the European economy.

The express industry does not just rely on air transport to deliver packages - it has long been recognised for being a truly intermodal sector. As well as road and air, ferry services are regularly used for the short sea passages of shipments, particularly across the English Channel and between the islands of Denmark. Rail services, on the other hand, are not greatly used as although the point-to-point speeds of rail can be high, especially for distances of between 100 and 500 kilometres, they are rarely so for freight. In Europe, the average freight train travels at around 15 kilometres per hour.

Nevertheless, integrators are continuing to study the option of joint use of trains with transporters of similar time-sensitive material, such as mail and newspapers, and will use rail services as and when the price and flexibility of the services match the requirements of the express industry.

Security

The EEA represents four of the world's largest air express carriers; DHL, FEDEX, TNT and UPS.

These carriers are known as "Integrators" because they provide a fully integrated door-to-door air-express cargo service as distinct from other segments of the air cargo industry where the cargo changes hands many times between cargo agents, brokers and airlines.

With the expansion of the air cargo security measures across Europe the EEA recognises the need for, and supports the development and implementation of, a common security programme for the handling of air cargo.

Integrators are anxious to ensure that all the needs of aviation security are met effectively. They have a very strong vested interest in this objective as they are both aircraft operators and ground transportation process, from beginning to end, and at no point short of the destination of the consignment can they abrogate that responsibility.

They do not seek to have lesser standards of security imposed on their operations. In fact quite the contrary. Their business and service commitments ensure that many of the Integrator's security standards are already well in advance of anything that may be proposed.
They are fully supportive of all practical and realistic security measures, which meet the twin goals of public confidence in security measures while also meeting the legitimate commercial requirement for efficient air cargo services.

The European competitors use roads and rails to transport their goods. The transportation infrastructure is below the level of the Western countries, however still reliable and secure. For the distances and size of the Hungarian infrastructure, see the previous chapter.

### 7.4 Identification of other handling and distribution infrastructure

The freight forwarders have their own storehouses, most of the storehouses below belong to a forwarding company. Below is the list of storage, logistic and custom service providers:

**ABC European Air & Sea Cargo Distribution Hungaria Kft**
Budapest, Közdülő 1-2, Budapest, H-1181
Tel: +36 (06)1 294-2428, Fax: +36 (06)1 296-0404
e-mail: bud@abc-airsea.com, Website: www.abc-airsea.com

Branch Offices - Budapest Airport
Igló utca, LRI-Cargo Bázis, H-1185 Budapest-Ferihegy.
Tel: +36 (06)1 296-8191, Fax: +36 (06)1 296-7710,
e-mail: bud@abc-airsea.com

**Gebrüder Weiss Kft**, Vecses
Tel: +36 (06)29 553-900, Fax: +36 (06)29 553-953,
e-mail: rainer.mittl@weisslogistics.com, Website: www.gw-world.com

**AES Kft**, Budapest,
Tel: +36 (06)1 266-0183/4, Fax: +36 (06)1 266-3010
e-mail: info@aescargo.com, Website: www.aescargo.com

**AH Volán Kft**, Budapest
Tel: +36 (06)1 260-4406, Fax: +36 (06)1 260-5369
Website: www.hartrodt.com

**Airfarm Hungary Kft**, Budapest
Tel: +36 (06)1 431-8534/5, +36 (06)1 431-8476, Fax: +36 (06)1 261-2799
e-mail: airfarm@airfarm.org.hu, Website: www.airfarm.com

**Airmax Cargo Budapest Ltd**, Budapest
Tel: +36 (06)1 297-6106, Fax: +36 (06)1 297-6105
e-mail: gabor@airmaxcargo.com, Website: www.airmaxcargo.hu
Aviart, Budapest
Tel: +36 (06)1 427-0620, Fax: +36 (06)1 427-0619
e-mail: aviart@vipmail.hu, Website: http://fly.to/aviart

Bellville Rodair International KFT, Budapest Airport
Tel: +36 (06)29 551-306, Fax: +36 (06)29 551-311,
e-mail: david.dines@brihuangary.com or attila.vereb@brihuangary.com,
web: www.brihuangary.com

Cargo Agencies Ltd Co, Budapest
Tel: +36 (06)1 370-8606, Fax: +36 (06)1 369-3864
e-mail: cargoag@cargoag.hu, Website: www.cargoag.hu, SITA: QIFDEMA

Cargo partner Hungaria Kft, Budapest
Tel: +36 (06)1 294-2428, Fax: +36 (06)1 296-0404
e-mail: bud@cargo-partner.com, Website: www.cargo-partner.com

Cargoline, Budapest Airport
Tel: +36 (06)1 296-9600, +36 (06)1 296-6756, Fax: +36 (06)1 296-8621
e-mail: budap@cargoline.com

Cargoline Kft, Paty
Tel: +36 (06)23 556-600, Fax: +36 (06)23 556-681

Chapman Freeborn Air Market Ltd, Budapest
Tel: +36 (06)1 235-7858, (Airport Office) +36 (06)1 296-5483,
(24H Mobile) +36 (06)30 951-3122, Fax: +36 (06)1 235-7859
e-mail: bud@chapman-freeborn.com, Website: www.chapman-freeborn.com

Corstjens Worldwide Movers-Budapest, Budapest
Tel: +36 (06)1 261-2651, Fax: +36 (06)1 260-1055
e-mail: info@corstjens.hu, Website: www.corstjens.com

Danzas Ltd, Budapest
Tel: +36 (06)1 296-8239, +36 (06)1 296-7430, +36 (06)1 296-6062, Fax: +36 (06)1 296-8621, +36 (06)1 296-8238

Door To Door Express, Tatabanya
Tel: +36 (06)34 305 209, Fax: +36 (06)34 305 209
e-mail: info@ddexpress.hu, Website: www.ddexpress.hu

Euro-Line Air Cargo Kft, Budapest Airport
Tel: +36 (06)1 296-5305, Fax: +36 (06)1 296-5306
Confectionery and milling in Hungary

Expeditors International Hungary Kft, Budapest Airport
Tel: +36 (06)2 955-2600, Fax: +36 (06)2 955-2601

FastAir-Cargo Kft, Budapest Airport
Tel: +36 (06)1 296-8828, Fax: +36 (06)1 296-8737
e-mail: tamas.baunoch@fastair-cargo.com, Website: www.fastair-cargo.com

Fix Bellville International Air Kft, Budapest
Tel: +36 (06)29 551-306, Fax: +36 (06)29 551-311
e-mail: david.dines@brihungary.com, Website: www.bellvillegroup.com

Hungarocargo International Forwarding Co Ltd, Budapest
Tel: +36 (06)1 471-5150, Fax: +36 (06)1 471-5151
e-mail: inbox@hungarocargo.hu, Website: www.hungarocargo.hu

Hunicorn International Forwarding Ltd, Budapest
Tel: (Director) +36 (06)1 433-1318, (Aircargo/Financial) +36 (06)1 433-1310,
+36 (06)1 433-1314, Fax: +36 (06)1 260-1056
e-mail: peter@hunicorn.hu, Website: www.hunicorn.hu

In Time International Forwarding & Courier Ltd, Budapest
Tel: +36 (06)1 262-2222, Fax: +36 (06)1 262-3333
e-mail: intime@intime.hu

Intercargo Hungary Kft, Budapest
Tel: +36 (06)1 278-3133, Fax: +36 (06)1 278-3116
e-mail: info@intercargo.hu

International Forwarding Solutions Ltd, Budapest
Tel: +36 (06)1 264-3689, Fax: +36 (06)1 264-3699
e-mail: ifs-barta@vnet.hu, Website: www.ifscargo.hu

JAS Cargoways Inc Kft, Budapest
Tel: +36 (06)1 296-9600, Fax: +36 (06)1 296-7912, +36 (06)1 296-7799
e-mail: general@jashungary.com, Website: www.jashungary.com

Lagermax, Budapest
Tel: +36 (06)1 414-6217, Fax: +36 (06)1 414-6202

MASPED Schenker Air & Sea Forwarding Ltd, Budapest
Tel: +36 (06)1 452-8115, Fax: +36 (06)1 452-8141
e-mail: Kaldor.Laszlo@masped-schenker.hu, Website: www.mased-schenker.hu

Maurice Ward & Co Kft, Vecses
Tel: +36 (06)29 551-274, Fax: +36 (06)29 551-275
e-mail: henrik.muller@mauriceward.com, Website: www.mauriceward.com

Proexport Colombia
Menlo Worldwide (Hungary) Kft, Vecses
Tel: +36 (06)29 55-1250, Fax: +36 (06)29 55-1269

Multiway Cargo Ltd, Budapest
Tel: +36 (06)1 290 59 19, Fax: +36 (06)1 291 56 17
e-mail: mwcargo@mail.datanet.hu, Website: www.mwcargo.hu

NNR + Dachser Hungary Ltd, Budapest
Tel: +36 (06)26 53-0279, Fax: +36 (06)26 33-4271
e-mail: yoshikuni.saima-nnr@dachser.com

RGW Express Kft, Budapest
Tel: +36 (06)12 96-8810, +36 (06)12 96-5500/2, Fax: +36 (06)12 96-6639,
e-mail: info@rgw-express.hu, Website: www.rgw-express.hu

Seatrader Budapest, Budapest
Tel: +36 (06)1 424-7349, +36 (06)1 424-7048, +36 (06)1 424-8462, Fax: +36 (06)1 424-7350, +36 (06)1 424-8463
e-mail: info@seatrader.hu, Website: www.seatrader.hu

Yusen Air & Sea Service GmbH, Vecses
Tel: +36 (06)29 551-294, Fax: +36 (06)29 551-290
e-mail: y-tabata@yuseneurope.com

Logmaster Kft, Budapest, 1139, Vaci ut 85, Racz Miklos
Tel: +36-27-538-800, Fax: +36-27- 538-820
www.logmaster.hu

Waberer’s Holding, Budapest, 1239, Nagykörösi ut 135
Tel: 421-6600, Fax: 421-6609, www.waberers.com

Logsped Kft., Web page: www.logsped.hu

Tranzit Rt., Web page: www.tranzit.hu

Forcont, Budapest, 1092, Raday utca 16, Tel: 455-4020, Fax: 455-4021

Dunaferr Portolan, 1139 Budapest, Frangepan utca, 7
Tel: 465-6150, Fax: 465-6199,
Web page: www.portolan.hu or www.dunaferr.hu

Rynart Transport Kft., Web page: www.rynart.hu
### 7.5 Identification of carriers that transport goods imported from Colombia

<table>
<thead>
<tr>
<th>CARGO LINE</th>
<th>BOOKING AGENT</th>
<th>SERVICE AREA</th>
<th>FREQUENCY</th>
<th>CARGO TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>American President Line- APL</td>
<td>APL 305-468-3100</td>
<td>South America - West Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>American Transport Line/ B&amp;R Agencies</td>
<td>American Transport Line 732-767-3050</td>
<td>Brazil, Peru, Colombia</td>
<td>Monthly</td>
<td>Container</td>
</tr>
<tr>
<td>Caicos Cargo Ltd</td>
<td>Turks Island Shipping Line 954-767-9990</td>
<td>Bahamas, Turks &amp; Caicos Islands</td>
<td>Weekly</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td>CCNI Compañía Chilena de Navegación Interoceánica, S.A.</td>
<td>Agunsa Miami 786-845-9212</td>
<td>US East Coast, South American - West Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>China Shipping Lines North America</td>
<td>B&amp;R Agencies 305-702-4343</td>
<td>Asia, Jamaica, USA East Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Chiquita- Great White Fleet</td>
<td>Great White Fleet 888-SAIL-GFW</td>
<td>USA, Central America, Europe</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>CMA CGM Caribbean Inc</td>
<td>CMA CGM 305-477-0216</td>
<td>Caribbean, Far East, Europe</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Columbia Coastal Transport Ltd.</td>
<td>Columbia Coastal Transport 305-591-1088</td>
<td>US East Coast - Barge Service</td>
<td>On Inducement</td>
<td>Container, Project Cargo</td>
</tr>
<tr>
<td>Crowley American Transport/ Hamburg Sud</td>
<td>Hamburg Sud North America, Inc. 305-471-7370</td>
<td>Venezuela, South America-West Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Crowley Liner Services</td>
<td>Crowley Liner Services 305-470-4000</td>
<td>Caribbean, Central America</td>
<td>Weekly</td>
<td>Container, Project Cargo, RO/RO, Trailers</td>
</tr>
<tr>
<td>Chilean Line-CSAV/Montemar</td>
<td>American Transportation Group LLC 888-441-9908</td>
<td>South America - West Coast, Colombia</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Dockwise / United Yacht Transport</td>
<td>United Yacht Transport 954-525-8707</td>
<td>Caribbean, Mediterranean, Mexico, Canada Pacific</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Dole Ocean Liner Express</td>
<td>Norton Lilly International 888-544-7262</td>
<td>Costa Rica, Guatemala, Honduras</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>East Coast of South America (ECSA)/ Zim, Hanjin, MOL and K-Line</td>
<td>Strachan Shipping Company 954-525-6164</td>
<td>South America-East Coast</td>
<td>Fortnightly</td>
<td>General Cargo</td>
</tr>
<tr>
<td>CARGO LINE</td>
<td>BOOKING AGENT</td>
<td>SERVICE AREA</td>
<td>FREQUENCY</td>
<td>CARGO TYPE</td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------------------------------</td>
<td>-----------------------------------------------</td>
<td>-------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>Evergreen America Corp.</td>
<td>Evergreen America</td>
<td>Dominican Republic, Haiti</td>
<td>Weekly</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td>Frontier Liner Services</td>
<td>Frontier Liner Services</td>
<td>Colombia, Dominican Republic</td>
<td>Weekly</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td>Hanjin Shipping</td>
<td>Hanjin</td>
<td>South America, East Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Hybur Shipping</td>
<td>Hyde Shipping</td>
<td>Belize, Mexico, Honduras, South America West</td>
<td>Twice Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Interocean- Trinity Line</td>
<td>Interocean 305-375-8004</td>
<td>Colombia, Ecuador, Panama, Peru</td>
<td>Every 14 Days</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td>King Ocean Service</td>
<td>King Ocean Service</td>
<td>Venezuela, Aruba, Curaçao</td>
<td>Weekly</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td>Linea Amazonia Peruana (NAPSA)</td>
<td>Linea Amazonia Peruana (NAPSA)</td>
<td>Brazil, Colombia, Peru, Manaus</td>
<td>Monthly</td>
<td>Cargo</td>
</tr>
<tr>
<td>Lloyd Triestino</td>
<td>Evergreen America</td>
<td>South America, Caribbean, Far East, Europe</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Maersk Sealand</td>
<td>Maersk Inc. 954-525-0344</td>
<td>Caribbean, Central America, Europe, UK, Baltic</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Mitsui OSK MOL (America) Inc.</td>
<td>Mitsui OSK MOL (America) Inc.</td>
<td>South American East Coast</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Montemar</td>
<td>CSAV 305-591-0402</td>
<td>South America, Central America, East Coast USA</td>
<td>Weekly</td>
<td>Container</td>
</tr>
<tr>
<td>Navieras Ulices</td>
<td>SCM Lines 305-471-0058</td>
<td>Venezuela</td>
<td>Weekly</td>
<td>Container, Breakbulk</td>
</tr>
<tr>
<td>SCM Lines</td>
<td>SCM Lines 305-471-0059</td>
<td>Mexico, Venezuela, Gulf Coast USA</td>
<td>Weekly</td>
<td>Container, LCL, Breakbulk</td>
</tr>
<tr>
<td>Seafreight Line/Strachan</td>
<td>SeaFreight Agencies 305-592-</td>
<td>Aruba, Curacao, Guyana, Jamaica, Suriname,</td>
<td>Weekly</td>
<td>Container, LCL, Breakbulk</td>
</tr>
<tr>
<td>Shipping</td>
<td>6060</td>
<td>Trinidad, Venezuela</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sea-Star Line</td>
<td>Sea Star Line, Inc 800-422-2743</td>
<td>Puerto Rico, Caribbean, East Coast USA</td>
<td>Weekly</td>
<td>Container, Autos, General Cargo</td>
</tr>
<tr>
<td>Solymar</td>
<td>Solymar 305-477-3021</td>
<td>Guatemala, Honduras, Nicaragua, El Salvador,</td>
<td>Weekly</td>
<td>Container, General Cargo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jamaica</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trinity Shipping Line, S.A.</td>
<td>Trinity Shipping Line, S.A. 305-</td>
<td>Colombia, Ecuador, Panama, Peru</td>
<td>Every 14 Days</td>
<td>Container, General Cargo,</td>
</tr>
<tr>
<td></td>
<td>888-2277</td>
<td></td>
<td></td>
<td>Project Cargo</td>
</tr>
</tbody>
</table>
7.6 Alternatives of transport and carriers providing services from Colombia

TAMPA – Transportes Aéreos Mercantiles Panamericanos S.A.
Address: Aeropuerto José María de Córdoba, Medellín Colombia
Tel: (57-4)-569-9200
Email: information@tampacargo.com
Fleet: Boeing 767 F
Activity: Cargo to South-America and USA
Founded: 1973

Lineas Aereas Suramericanas S.A.
Address: Av. Eldorado, entrada 2, interior 7, Bogotá, colombia
Tel: (57-1)-413-8084
Email: marthagutierrez@lascargo.com
Fleet: Boeing 727 DC 9
Activity: cargo domestic, Mexico and the Caribbean
Founded: 1972

Aerolineas ATC S.A.
Address: Terminal de Carga Internacional, Bogotá, AA81001 Colombia
Tel: (57-1)-414-8470
Email: atcgot@colomsat.net.co
Fleet: Lockheed L101 1f, DC8
Activity: cargo in South-America, EU, USA

Information on exact prices can be given by forwarders. Unfortunately they were not able to determine the price without knowing the exact amount of freight. They are able to give potential clients the required information within a week.

7.7 Costs of transportation from Colombia and main competing countries for the three types of cargo (loose cargo, general cargo, refrigerated cargo) in each modality of transport

Multiple transportation companies have been approached to be able to give price information about transportation costs and possibilities from Colombia. However, due to the though competition in this market, companies were unable and/or unwilling to
provide their pricelists, without a set amount of transport on which the quotation would have to be based.

### 7.8 International Freight and Transportation Costs

**Hamburg - Budapest door**

<table>
<thead>
<tr>
<th>Container</th>
<th>20' normal</th>
<th>40' normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 8 tons gross weight</td>
<td>EUR 790,-</td>
<td>EUR 1110,-</td>
</tr>
<tr>
<td>- 16,5 tons gross weight</td>
<td>EUR 870,-</td>
<td>EUR 1150,-</td>
</tr>
<tr>
<td>- 24 tons gross weight</td>
<td>EUR 980,-</td>
<td>EUR 1400,-</td>
</tr>
</tbody>
</table>

(Gross weight: it is the weight of the product and the containers own weight)

Costs include:
- Rail transportation Hamburg
- Rail terminal expenses
- Expenses of custom
- Delivery within Budapest

The costs do not include:
- The shipment expenses (drop off, doc expenses, port expenses)

**Transportation companies:**

**Szabó Katalin, Sales Dept,**
**Intercargo Hungary Kft.**
Tel: +36 1 278 3133 – ext 125
Fax: +36 1 278 3116
Sales Dept: sales@intercargo.hu
Website www.intercargo.hu

**Melinda Mlinkó, Metcosped Ltd.**
E-mail: melinda@metcosped.hu
Tel.: +36 1-462-2075
Mobile: +36 30-626-5121
The price for FOB Cartagena- Door Budapest via Bremerhaven, in a 40' HC Reef Container is ~€6000+ phytosanitary certificate and some extra cost related to coastal fees.
7.9 Costs of transportation from Colombia and main competing countries for the three types of cargo (loose cargo, general cargo, refrigerated cargo) in each modality of transport

Various transportation companies were approached, but all were very reluctant to give set prices. Because competition is very though in this sector, companies were only willing to state the fees mentioned in 7.10.

7.10 Other costs involved in international physical distribution

The additional fees for international physical distribution are presented below.

<table>
<thead>
<tr>
<th>Table 7.10.1 Additional distribution costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sluice fee</td>
</tr>
<tr>
<td>Container return</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Drop off</td>
</tr>
<tr>
<td>THC in the port</td>
</tr>
<tr>
<td>+ the costs for processing the container apr. 100 Euro</td>
</tr>
</tbody>
</table>

Source: Hungarian Customs Office

7.11 Physical distribution services address book

This information can be found in section 7.4.
8. Recommendation to the exporter

In 2008 the confectionery market is forecasted to have a value of €465 million, an increase of 31.8% since 2003. In 2008 3 million kg’s of gum will be consumed at a total worth of €46.7 million. Hungarians will eat 17 million kg of sugar confectionery at a total value of €75.83 million. Additionally they will consume 41 million kg’s of chocolate on which they will spend €341.6 million.

The data above show that consumption of confectionery and milling will only grow in Hungary in the years to come, not only by volume but also by value. Currently the market is quite well divided between foreign producers from EU member states and local producers. Confectionery manufacturers from third countries have therefore found it quite difficult to enter the Hungarian market.

After the 1st May 2004, the day on which Hungary became a member of the European Union, a turning point is however visible. Accession reduced tariffs, quota’s and barriers to trade for third countries and made the prefential agreements that the EU had with for example Colombia, applicable to Hungary as well. VAT rates were reduced from 25% to 18% to harmonize the tax system with the rest of Europe and to lower consumer prices.

The disposable income of the Hungarians went up due to an increased level of employment, lower VAT rates and the linking of the HUF to the Euro. A higher income let to a larger consumption of consumer goods, like confectionery and bakery items. All these trends resulted in a tremendous growth in various consumer markets and had the same effect on the production and consumption of candies, gum, chocolate and cookies.

This is therefore a market that definitely offers potential for Colombian exporters of confectionery. Especially if they are able to offer their products at moderate prices combined with attractive packaging and warm consumers to their trade mark and brand names. Co-operating with a Hungarian wholesaler or importer is most likely the best way to go about.

However it is important to keep in mind that there are still some obstacles to market entry. Especially very complex and broad requirements on food items being imported into the European Union, make this market far from transparant. It is therefore even more advisable to contact a local partner to guide potential exporters throught the necessary paperwork and additional bureaucracy.

If however, these obstacles can be overcome, the confectionery market might be highly susceptible to Colombian confectionery and milling.
## Annexes

### Annex 1 Customs documentation

#### Bill of Lading (or Airway Bill)

<table>
<thead>
<tr>
<th>Carrier:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipper:</td>
<td>B/L No.</td>
</tr>
<tr>
<td></td>
<td>Export Reference:</td>
</tr>
<tr>
<td>Consignee or Order:</td>
<td>Forwarding Agent:</td>
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<tr>
<td></td>
<td>Consignee's Reference:</td>
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<tr>
<td>Notify Address:</td>
<td>Place of Receipt:</td>
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<tr>
<td></td>
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<td>Place of Receipt by:</td>
<td>Place of Delivery:</td>
</tr>
<tr>
<td>Ocean Vessel:</td>
<td>Port of Loading:</td>
</tr>
<tr>
<td>Port of Discharge:</td>
<td>Place of Delivery by On-Carrier:</td>
</tr>
<tr>
<td>Container No., Seal No., Make and No.:</td>
<td>Number and Kind of Packages; Description of Goods</td>
</tr>
<tr>
<td></td>
<td>Gross Weight (kg)</td>
</tr>
<tr>
<td></td>
<td>Measurement (cm)</td>
</tr>
</tbody>
</table>

- **Total Number of Containers/Packages received by the Carrier:** Shippers declared value
- **Movement:** Currency
- **Charge:** Rate Basis
- **W/T:** A/V/L Payment Amount

- In witness whereof the number of original Bills of Lading stated below have been signed, one of which being accomplished the others to await issue.

<table>
<thead>
<tr>
<th>Place and Date of Issue:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Freight Payable at:</td>
<td>Number of Original B/L:</td>
</tr>
<tr>
<td>Total Freight Prepaid</td>
<td>Total Freight Collect</td>
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<tr>
<td></td>
<td>Total Freight Signature:</td>
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</table>
## Commercial Invoice

**Single Administrative Document (SAD)**

<table>
<thead>
<tr>
<th>Commercial Invoice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saller / Shipper (Name, Full Address)</strong></td>
</tr>
<tr>
<td><strong>Cconsignee (Name, Full Address, Country)</strong></td>
</tr>
<tr>
<td><strong>Notify Party (Intermediate Consignee)</strong></td>
</tr>
<tr>
<td><strong>Air/Ocean Port of Embarkation</strong></td>
</tr>
<tr>
<td><strong>Marks &amp; Numbers</strong></td>
</tr>
<tr>
<td><strong>Complete and Accurate Commodity Description</strong></td>
</tr>
</tbody>
</table>

These commodities, technology or software were exported from the United States of America in accordance with the Export Administration Regulations. Diversion contrary to U.S. law is prohibited. It is hereby certified that this invoice show the actual price of the goods described, that no other invoice has been or will be issued, and that all particulars are true and correct.

| Insurance Costs |
| Total Invoice Value |

**Signature and Status of Authorizing Person**

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
</table>

---

*78 Proexport Colombia*
**Confectionery and milling in Hungary**

**Proexport Colombia**

---

**European Community**

---

**Confectionery and milling in Hungary**
### Market Researches in Eastern Europe

#### Sitpro Grid C88 (1-8)

**European Community 1 2 3 4 5 6 7**

<table>
<thead>
<tr>
<th>Declaration</th>
<th>No</th>
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<tbody>
<tr>
<td>Date issued</td>
<td>23 March 1995</td>
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**Person responsible for transport details:**

<table>
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<th>Name</th>
<th>Signature</th>
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**Country of Origin:**

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<th>Country of receipt</th>
<th>Country of departure</th>
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**Transport details:**

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<th>Mode of transport</th>
<th>Number of units</th>
<th>Weight (kg)</th>
<th>Value (€)</th>
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**Account details:**

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**Design Guide:**

- Top margin 10mm
- Left side margin 20mm
- Boxes leading from margins are 9/10th inch wide by 1/3rd inch deep
- Forms should be printed to an accuracy of plus minus 1mm on the finished sheet.
## Market Researches in Eastern Europe

### Sitpro Grid C88 (1-8)

<table>
<thead>
<tr>
<th>European Community</th>
<th>1 2 3 4 5 6 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td></td>
</tr>
</tbody>
</table>

### Important Note
- Where this paper is used as the only means for establishing the Community Status of Goods
- Import and export of Congressman, Trade Commissioner, rules for information in countries 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16, and where appropriate, 17, 18, 19, 20, 21, 22 and 23 to be used for importation.

### Copy for the office of destination
- 33 Mark and number of goods
- 34 Commodity Code
- 35 Tariff Unit
- 36 Tariff Unit (kg)
- 37 Tariff Unit (g)
- 40 Summary declaration

### Additional information
- 42 Additional information (name of producer, certification and conditions)
- 43 Place and date of packing

### Signature
- 44 Signature
- 45 Stamp

### Design Guide
- Font: 12pt
- Top margin: 10mm
- Left margin: 30mm
- Box size leading from margins are 9/10th inch wide by 1/3rd inch deep
- Forms should be printed to an accuracy of plus minus 0.1mm on the finished sheet
### Market Researches in Eastern Europe

#### Sitpro Grid C88A

**EUROPEAN COMMUNITY** 1 2 3 4 5 6 7

**DECLARATION**

- Name of Company: [Blank]
- Address: [Blank]
- Country of Origin: [Blank]
- Country of Destination: [Blank]
- Description of Goods: [Blank]

**Purpose and Scope**

- Goods: [Blank]
- Place of verification: [Blank]
- Terms and Conditions of Sale: [Blank]

**Office of Entry**

- Office of Entry: [Blank]

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**ACCUOMPT DETAILED**

- Description of goods: [Blank]
- Amount: [Blank]
- Place of verification: [Blank]

---

**Certification of Vendor**

- Name of Vendor: [Blank]
- Address: [Blank]

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**Guarantee**

- Name of Guarantor: [Blank]
- Address: [Blank]

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**C88 (1-6) Page**

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Design Guide:
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- Top margin: 10mm
- Left margin: 20mm

Boxes leading from margins are 8/10th inch wide by 1/3rd inch deep.

Forms should be printed to an accuracy of plus minus 1mm on the finished sheet.
**Confectionery and milling in Hungary**

### Sitpro Grid C88A

**EUROPEAN COMMUNITY 1 2 3 4 5 6 7**

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**DECLARATION**

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**Statistical copy — Country of destination**

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**Proexport Colombia**

85
### Market Researches in Eastern Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Research Focus</th>
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<tbody>
<tr>
<td>Colombia</td>
<td>Proexport</td>
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</table>
Proforma Invoice

<table>
<thead>
<tr>
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<th>Invoice Date and No.</th>
<th>Customer Order No.</th>
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<tbody>
<tr>
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<tr>
<td>Bill of Lading / Air Waybill Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consignee (Name, Full Address, Country)</td>
<td>Country of Manufacture</td>
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<tr>
<td>Date of Export</td>
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<tr>
<td>Notify Party (Intermediate Consignee)</td>
<td>Terms and Conditions of Delivery and Payment</td>
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<td>Air/Ocean Port of Embarkation</td>
<td>Final Destination</td>
<td>Currency of Sale</td>
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<td>Marks &amp; Numbers</td>
<td>Exporting Carrier</td>
<td>Total No. of Packages</td>
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<td>Complete and Accurate Commodity Description</td>
<td>Quantity/ Unit of Measure</td>
<td>Unit Price</td>
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</table>

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<table>
<thead>
<tr>
<th>Insurance Costs</th>
<th>Total Invoice Value</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

Signature and Status of Authorizing Person

Date

Place
Phytosanitary Certificate

---

**Phytosanitary Certificate**

**TO: THE PLANT PROTECTION ORGANIZATION(S) OF**

**FPC 2000003**

**DATE:**

**PLANT PROTECTION AND QUARANTINE**

**CERTIFICATION**

This is to certify that the plants or plant products described below have been imported according to appropriate procedures and are considered to be free from quarantine pests, and practically free from other injurious pests, and that they are considered to conform with the import regulations of the importing country.

**DISINFESTATION AND/OR DISINFECTION TREATMENT**

1. DATE

2. TREATMENT

3. CHEMICAL (active ingredient)

4. INCUBATION AND TEMPERATURE

5. ADDITIONAL INFORMATION

**DESCRIPTION OF THE CONSIGNMENT**

6. NAME AND ADDRESS OF THE EXPORTER

7. DECLARED NAME AND ADDRESS OF THE CONSIGNEE

8. NAME OF PRODUCER AND QUANTITY DECLARED

9. BOTANICAL NAME OF PLANTS

10. NUMBER AND DESCRIPTION OF PACKAGES

11. IDENTIFYING MARKS

12. PLACE OF ORIGIN

13. DECLARED MEANS OF CONVEYANCE

14. DECLARED POINT OF ENTRY

Any intentional false statement in this phytosanitary certificate or misrepresentation relative to this phytosanitary certificate is a violation of law, punishable by a fine of not more than $15,000, or imprisonment of not more than 5 years, or both (19 USC 1521).

**ADDITIONAL DECLARATION**

15. NAME OF AUTHORIZED OFFICER (Print or Type)

16. SIGNATURE OF AUTHORIZED OFFICER

---

Proexport Colombia
## Packing List

<table>
<thead>
<tr>
<th>Seller / Shipper (Name, Full Address)</th>
<th>Date of Shipment</th>
<th>Invoice Number</th>
</tr>
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<tbody>
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<tr>
<td>Bill of Lading / Air Waybill Number</td>
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<tr>
<td>Consignee (Name, Full Address, Country)</td>
<td>Air/Ocean Port of Embarkation</td>
<td>Country of Manufacture</td>
</tr>
<tr>
<td>Notify Party (Intermediate Consignee)</td>
<td>Final Destination</td>
<td>Exporting Carrier</td>
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<tr>
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<td>Total Shipment Consists of:</td>
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</tr>
<tr>
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<tr>
<td>Crates</td>
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<tr>
<td>Barrels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drums</td>
<td></td>
<td></td>
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<tr>
<td></td>
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</tr>
<tr>
<td>Weight in Lbs of Kilos</td>
<td>Quantity</td>
<td>Complete and accurate commodity description</td>
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</tbody>
</table>

Signature and Status of Authorizing Person
Insurance Certificate

No. 473301

WASHINGTON INTERNATIONAL INSURANCE COMPANY
300 PARK BOULEVARD, SUITE 508, ITASCA, IL 60143-2925

This is to Certify, that on the day of 19 , this Company

insured under Policy No. made for
for the sum of

on

Value at sum insured. Staged on board the S.S. or M/S

and/or following

at and from (Vessel Point of Departure)

via (Port of Call)

and (Port of Place of Destination)

is payable to the order of

on surrender of this Certificate which constitutes the Certificate.

is subject to all the terms of the open policy, provided, however, that the rights of a bona fide holder of this certificate

if not presented within 60 days from the date on which the certificate should be presented.

SPECIAL CONDITIONS

This Certificate is subject to all the terms of the open policy, provided, however, that the rights of a bona fide holder of this certificate

if not presented within 60 days from the date on which the certificate should be presented.

M&R'S & NUMBERS

MARKS & NUMBERS

DISEMBAR
COUNTRY CODE

CERTIFICATE OF MARINE INSURANCE

Proexport Colombia

Certificate of Origin

Proexport Colombia
Market Researches in Eastern Europe

MUELLER AG
Biiristrasse 26
4132 Muttenz / Switzerland

ADILMA TRADING CORPORATION
27, Nihonbashi, Chiyoda-Ku
TOKYO 125 / Japan

URSPRUNGSZEUKNIS
CERTIFICAT D'ORIGINE
CERTIFICATO D'ORIGINE
CERTIFICATE OF ORIGIN

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione svizzera
Swiss Confederation

Ursprungsstaat
Pays d'origine
Paese d'origine
Country of origin
SWITZERLAND

LETTER OF CREDIT NR. 064204

ADILMA TRADING 6 cases CYLINDER-VIA TOKYO PRESS NR. 1-6 COMPLETELY ORDER 0-535/1 ASSEMBLED

12'140,0 kg

Die unterzeichnete Handelskammer bescheinigt den Ursprung oben bezeichneten Waren
La Chambre de commerce souscritte certifie l'origine des marchandises, designee ci-dessus
La sottoscrizione Camera di commercio certifica l'origine delle merci citate
This undersigned Chamber of commerce certifies the origin of the above mentioned goods

Basel, 26. 04.

94 Proexport Colombia
Annex 2 Packaging

The below listed products are showed in order to give an indication of packagings in the confectionery and milling sector. The list is provided by Gift-Sweets Kft..

**Jellies**

*Jenny:* lemon-orange-raspberry flavored mixed jelly (100 g, 30 pcs)

*Jenny:* strawberry-sour-cherry-peach flavored mixed jelly (100 g, 30 pcs)

**MEMORY marcipán praline** (220 g, 12 pcs)

**MEMORY marcipán praline** (440 g, 24 pcs)

**Gracias:** assorted dessert, red (120 g, 12 pcs)

**Bella Rosa:** assorted dessert, red (200 g, 10 pcs)
Confectionery and milling in Hungary

**Macskanyelv**: milk chocolate dessert with strawberry-cream centre (120 g, 18 pcs)

**Fruit toffees**

*Fru*: soft fruit toffee, mixed assortment (70 g, 24 pcs)
*Green Fru*: soft fruit toffee, mixed assortment (70 g, 24 pcs)
*Abszolút Fru*: raspberry flavored soft fruit toffee with real fruit content (70 g, 24 pcs)
*Abszolút Fru*: strawberry flavored soft fruit toffee with real fruit content (70 g, 24 pcs)

**Bars**

*Boni*: cocoa-rum-flavored bar covered in chocolate (20 g)
*Boni*: caramel-flavored bar covered in chocolate (20 g)
*Boni*: strawberry-flavored bar covered in chocolate (20 g)
*Boni*: banana-flavored bar covered in chocolate (20 g)
*Flotta*: coconut bar covered in chocolate (30 g)
*Flotta*: cocoa-rum flavored bar covered in chocolate (30 g)
*Flotta*: strawberry-yoghurt flavored bar covered in chocolate (30 g)

**Unfilled, healthgiving candies**

*Dr. Torok*: hard candy flavored with fennel oil and menthol (100 g, 30 pcs)
*Dr. Torok*: hard candy flavored with eucalyptus oil and menthol (100 g, 30 pcs)
Market Researches in Eastern Europe

Filled hard candies
MACI RALLLYE, different flavors (75g, 30 pcs)
- Frutta: hard candy filled with sour-cherry-raspberry flavored content (75g, 30 pcs)
- Frutta: hard candy filled with lemon-orange flavored content (75g, 30 pcs)
- Frutta: hard candy filled with mixed assortment fruit flavored content (75g, 30 pcs)

Eastern products

- Milk chocolate egg on tray (19 g)
- Large milk chocolate egg (190 g)
- Milk chocolate egg in bag (60g)

Figures – Cocoa compound chocolate
- Tiny bunny in box (10 g)
- Little bunny in box from milk-cocoa compound (18 g)
- Small bunny in box from milk-cocoa compound (30 g)
- Large Easter package (mixed assortment) (366 g)
- Easter package of milk chocolate (227 g)
- Baby chick on tray from milk-cocoa compound (26 g)
Confectionery and milling in Hungary

Christmas products

Figures - Milk-cocoa compound
Santa Claus from milk-cocoa compound, in box (18 g)
Santa Claus, snowman from milk-cocoa compound, in box (30 g)
Santa Claus figure, red, from milk-cocoa compound, on tray (42 g)
Santa Claus figure from milk-cocoa compound, on tray (50 g)
Santa Claus figure from milk-cocoa compound (110 g)

Santa Claus, snowman, little devil from milk-cocoa compound, in box (3 x 8 g)
Santa Claus filled candy, sourcherry-flavored
Christmas bonbons fourries (100 g, 20 pcs)
Christmas bonbons fourries (400g, 80 pcs)
Santa Claus filled candy, sour cherry-flavored (100 g, 20 pcs)
Snowball drops, strawberry-flavored (30 g)
Santa Claus fudge, milk (120 g, 20 pcs)
Santa Claus’ gift, cocoa-rum flavored bar (30 g)
Miki wafer, hazelnut-flavored (33 g)

Other products

Proexport Colombia
Exclusive fondant in box

Gold Exclusiv, chocolate Christmas fondant, Christmas flavors (400 g)
Gold Exclusiv, chocolate Christmas fondant, brandy fantasy (400 g)
Nagy Karácsony, with cocoa-coconut cream filling (900 g)
Nagy Karácsony, with cocoa-coconut cream filling (900 g)

Golden nut Christmas tree decoration from milk-cocoa compound, in bag (100 g)
Golden nut Christmas tree decoration from milk-cocoa compound, in fancy-box (180 g)
Santa Claus, angel Christmas tree decoration from milk-cocoa compound (400 g)
Milk chocolate Christmas tree decoration (120 g, 24 pcs)
Sweets
Tea and coffee cakes

Vanilla Ring
Crispy rings with milk or dark coating on the bottom

Cinnamon Ring
With or without coating at the bottom

El Rondo
225g, dark coated ginger bread with jam filling

Honey Cake
200g, spicy ginger bread with a real matching (dark) coating

El Rondo and Honey Cake
Unitary packs for cashier area and catering purposes
Market Researches in Eastern Europe

Honeymoon
Dark coated ginger bread hearts

Wafers

Borneo
200 g, coated wafers, milk & dark

Wafer bars
Filled with cocoa and vanilla flavored creme, coated and uncoated

Mignon
Coated wafers filled with cocoa and lemon flavor crème

Filled wafers
Different flavors and unit weights.

Sponge Fingers

Vanilla and Cinnamon Ring
2 pcs, 36 g

El Rondo
32 g

Honey Cake
30 or 35 g

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**Private Labels**

**Borneo**
(2 pcs of coated wafer plates, milk & dark)
15 g

Filled with crème of different flavors

**ARO Wafers**

**ARO Wafer bars**
30 g

Filled with cocoa crème, coated, milk/dark

**TESCO Wafer bars**
30 g

Filled with cocoa crème, coated, milk/dark

**PROFI Wafer bars**
25 g

Filled with cocoa crème, coated, milk/dark

**Vanilla Ring**

**Sponge Fingers**
Ginger Bread Dough
deep-frozen, ready to bake

A seasonal product, but with whole year market potential as a do-it-yourself item for children, schools, nurseries, etc.

Products for promotion

For companies, gas stations, sport clubs, hotels, etc

Packaging in the Medicated sector (brand: Vivil)
Most popular brand of Nestle in Hungary (Boci)

Boci Chocolate, 200 g, available in plain, milk white and various flavors: nuts, cream, raisins, strawberry, caramel, peach etc. Prices: appr. 260 – 360 HUF (1,04 - 1,43 EUR)

Bars and Wafers

Bars, with bubbles, cream or wafers, different flavors like coconut and fruit. Weight: 30 g- 36 g. Prices 40 – 60 HUF (0,16 – 0,24 EUR)

Boci Piccolo bars, 5 g, 20 pcs a bag, 60 pcs a box
Annex 3 Prices

Cookies

Bacska bar
33g, € 0.18 (HUF 44)

Bácska bar (fruit)
33g, € 0.22 (HUF 55)

Dino bar
33g, € 0.23 (HUF 57)

Öcsiszelet with cranberry (grain bar with fruit)
25g, € 0.16 (HUF 39)

Öcsiszelet with banana (grain bar with fruit)
25g, € 0.16 (HUF 39)

Öcsiszelet with nuts (grain bar with fruit)
25g, € 0.16 (HUF 39)

Öcsiszelet with coconuts (grain bar with fruit)
25g, € 0.16 (HUF 39)
Sissy Tallér (cookies in tin)
1pc, € 0.64 (HUF 160)

Sissy Tallér (7 pcs)
€ 4.8 (1200 HUF)

Chocolates

Chocolate with strawberry cream
100 g, € 1.14 (HUF 285)

Chocolate with marzipan cream
100 g, € 1.46 (HUF 365)

Light chocolate with marzipan cream
100g, € 1.14 (HUF 285)

Chocolate filled with cognac and cherry
1 pcs, € 0.22 (HUF 55)
Candies

Potato candy
45g, € 0.42 (HUF 106)

MicRose hard boiled candy with sweet-root (Liquorice)
75g, € 0.72 (HUF 179)

MicRose with honey
75g, € 0.72 (HUF 179)

MicRose candy with horehound
50g, € 0.84 (HUF 210)

Candy on a stick (lolly pop)
7 g, € 0.08 (HUF 20)
### Annex 4 Companies Directories

<table>
<thead>
<tr>
<th>Companies Directory</th>
<th>Country: Hungary</th>
<th>Sector: Confectionery and milling</th>
</tr>
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<tbody>
<tr>
<td><strong>Directorios Europeos</strong></td>
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<tr>
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<td>E; I; O</td>
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<td>I</td>
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<tr>
<td><a href="http://www.europages.com/">http://www.europages.com/</a></td>
<td>E; I; O</td>
<td>E; I; O</td>
</tr>
<tr>
<td><strong>Directorios Húngaros</strong></td>
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<td>H</td>
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</tbody>
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## Confectionery and milling in Hungary

### Companies Directory
**Country:** Hungary  
**Sector:** Confectionery and milling

<table>
<thead>
<tr>
<th>Página Web</th>
<th>Idioma</th>
<th>Idioma del Contenido</th>
<th>Información General de Empresas Disponible sin Costo</th>
<th>Requiere Registro</th>
<th>Información Adicional con Costo</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.hungarytrade.co.uk/">http://www.hungarytrade.co.uk/</a></td>
<td>I</td>
<td>I</td>
<td>Contenido: Nombre de la empresa; Dirección; Teléfono; Fax; E-mail; Sitio Web; Productos/Servicios. Descripción: Comisión de Comercio Húngara - Buscador de la oficina de asuntos económicos, con Información sobre las empresas Húngaras. Opciones de Búsqueda: Lista de proveedores; Sector; Productos/Servicios.</td>
<td>NO</td>
<td>NO</td>
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<td><a href="http://www.internetszaknevsor.hu/">http://www.internetszaknevsor.hu/</a></td>
<td>I</td>
<td>I</td>
<td>Contenido: Nombre de la empresa; Dirección; Teléfono; Fax; E-mail; Sitio Web. Descripción: Paginas amarillas de Hungría - Listado de empresas Húngaras. Opciones de Búsqueda: Selección de Categorías; Texto; Ciudad; País; Sector; Productos/Servicios.</td>
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### Directorios por Sector

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<tbody>
<tr>
<td><a href="http://www.foodnavigator.com/">http://www.foodnavigator.com/</a></td>
<td>I</td>
<td>I</td>
<td>Contenido: Descripción corta de la empresa y sus líneas de productos; Sitio Web. Descripción: Página de noticias de Alimentos y Bebidas en Europa. Hay una suscripción gratuita para recibir vía e-mail noticias sobre las 100 empresas top de la industria de bebidas y alimentos. Opciones de Búsqueda: Noticias de Productos y proveedores; Por patrocinador.</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><a href="http://www.efosz.hu/">http://www.efosz.hu/</a></td>
<td>H; I</td>
<td>H; I</td>
<td>Contenido: Nombre de la empresa; Sitio Web. Descripción: Pagina de la Federación Húngara de la Industria de Alimentos. Cuenta con un listado reducido de empresas con su sitio Web, sin ninguna Información adicional. Opciones de Búsqueda: Empresas de alimentos; Productos/Servicios.</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

**Idioma:**  
E: Español; I: Inglés; A: Alemán; C: Checo; H: Húngaro; P: Polaco; O: Otros; W: Idioma del Sitio Web