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Successful entrepreneurs promote the Slovak-Hungarian business development services

The Union of Hungarian Women Association (UHW) has developed an Ambassador Scheme with its partner organisations in the CORD project supported by the Interreg V-A Slovakia-Hungary Cooperation Programme to promote entrepreneurship and business opportunities in the Slovak-Hungarian border region.

The purpose of the Ambassador Scheme is to support the international success of Hungarian small and medium-sized enterprises and to increase their efficiency, thus contributing to the economic development of Hungary, Slovakia and the region. The CORD Ambassadors, appointed from the most successful Hungarian and Slovakian companies on June 7, 2019, will pass on good practices and experiences to entrepreneurs in the border region of the two countries. The Ambassadors primarily promote the cross-border, publicly funded services currently available for start-ups and potential entrepreneurs in Hungary and Slovakia. At the same time, thanks to the support of the CORD Ambassadors, the project partner organisations can improve the efficiency of their business development and innovation services for entrepreneurs and make them more responsive to emerging market needs.

The Slovak-Hungarian CORD project promotes the Slovak-Hungarian cross-border business of start-ups, potential entrepreneurs and SMEs. Partners in the project – the HEPA Hungarian Export Development Agency, the Győr-Moson-Sopron County Chamber of Commerce and Industry, the Union of Hungarian Women Association, the Slovak Business Agency, the Komárom Regional Advisory and Information Center and the Slovak Association of Teachers and Career Counselors – have appointed a company representative each to the Ambassador Scheme.

Although the statistics of Opten's company information service for 2017 show that women are represented above the average in the smallest and largest companies, typically 82% of CEOs and owners of Hungarian SMEs with at least three employees and an annual turnover of HUF 50 million are men. That is why it was important for UHW to include women among the CORD Ambassadors, such as Erika Rácz, owner of Julius-Globe Kft. located in Győrújbarát. The Hungarian-owned company has been developing dynamically since 1998. It has particularly extensive experience in tool

manufacturing for the automotive, packaging, plastic, medical instrumentation, high tech, tobacco, printing and electrical machinery industry. Their major customers include Audi, Bosch and Bridgestone. Julius-Globe Kft. was named one of Europe's top companies in the European Business Awards in 2017. In 2016, it was listed on the Budapest Stock Exchange BSE 50, a collection of Hungarian companies that provide inspiration for the Hungarian market through their professionalism, business experience, innovative procedures and successes.

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