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### **Business support services tailored to the Slovak market**

The CORD (Crossing the Bridges with the Help of Ambassadors) project supported by the Interreg V-A Slovakia-Hungary Cooperation Programme encourages the export and investment of Hungarian companies in Slovakia. An information brochure and a short film has also been produced about the business opportunities offered by the targeted foreign market.

Within the framework of the CORD project aimed at increasing the international success and efficiency of Hungarian small and medium-sized enterprises, representatives of successful Hungarian and Slovakian companies promote the business opportunities in the border region of the two countries and the services of business development organizations.

Small and medium-sized enterprises account for 99% of all companies and more than 60% of the total economic performance of the European Union. Support for small and medium-sized enterprises is therefore key to boosting the economic performance of both the European Union economy and the local businesses. One of the key areas for improvement is the export of goods and services which can bring many benefits to companies.

One of the target countries for the expansion of firms abroad could be Slovakia which is not only advantageous because of the common border. Slovakia is one of the most stable and favourable growth markets in Central and Eastern Europe. It is one of the countries of the European Union whose official currency is the euro, making it easier for Slovakia-based companies to enter the countries of the euro area. Since 1993 it has been one of the most attractive investment destinations in the region, offering favourable investment opportunities. Unlike the EU-28, Slovakia has a number of industrial sectors: automotive, electronic and electrical equipment, rubber and plastic production and the construction industry. Slovak workers, on average, are highly adapted to different corporate cultures and types of management. The state-funded business development organisations are there to help you overcome such difficulties as the changing legislation, the higher tax burdens, the complicated administrative procedures and the risk of high fines.

Businesses seeking help in micro-loan management, networking, market entry, strategic steps, business plans, market research, general business topics or the attendance at foreign conferences and exhibitions can turn to the partner organisations of the CORD 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.

More information can be found on the project website ([www.facebook.com/cordproject](http://www.facebook.com/cordproject)) and in the upcoming leaflet on Business Opportunities in Slovakia. The teaser movie is available at <https://www.youtube.com/watch?v=8yOyoSgsXLc&>.

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