



Why Debrecen?

—
ECONOMY, INVESTMENT,
INNOVATION, LIVEABILITY



Debrecen in figures

● Debrecen

200 000



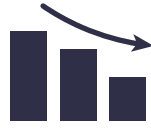
Population

461 km²



Area

4%



Unemployment rate

14 937



Number of students in vocational training

34 350



University students

50%



Highest aid intensity in the EU

● Debrecen and the agglomeration

960 000



Population

6 900 km²



Area

6%



Unemployment rate

20 096



Number of students in vocational training

36 324



University students

50%

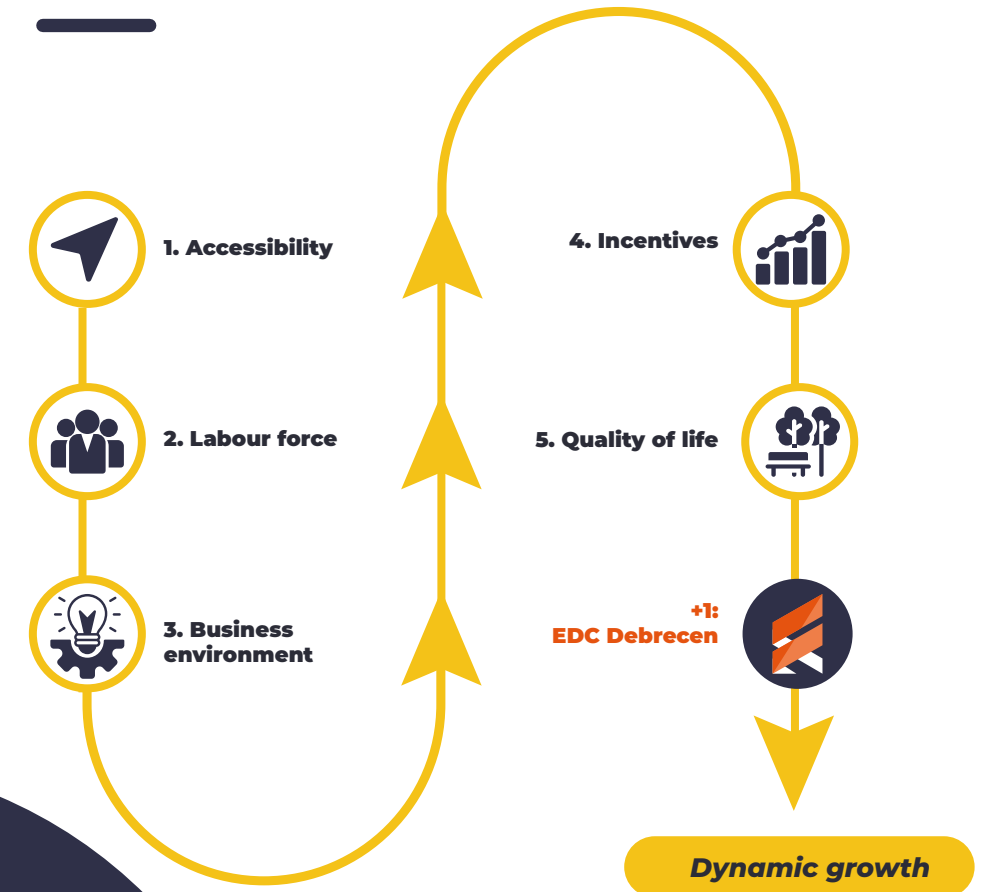


Highest aid intensity in the EU

Debrecen's vision is to strengthen its dominant role as a cross-border economic, educational, scientific, and cultural centre in CEE, and to become one of the leading centre in the e-mobility & battery industry worldwide. Besides e-mobility, the city's goal is to further boost its economic diversification and to maintain the high proportion of white-collar workers. The city's 1,500+ ha industrial park was developed in the framework of sustainability with the implementation of industrial grey water, solar park and green energy.

Furthermore, advanced infrastructure, skilled labour force, business-focused education, strong partnership, and smooth cooperation with the Municipality, pleasant experience of existing firms all contribute to the attractiveness of Debrecen. To prove that Debrecen is the driver of economic development in the region, since 2015 19 500+ new workplaces were created in the volume of 12 000+ million EUR with the announcement of new investors and re-investments.

5+1 reason to invest in Debrecen





Debreceen in Europe

Debreceen is the second largest city of Hungary, 220 km away from the capital. The city has excellent accessibility by road, train, and air.



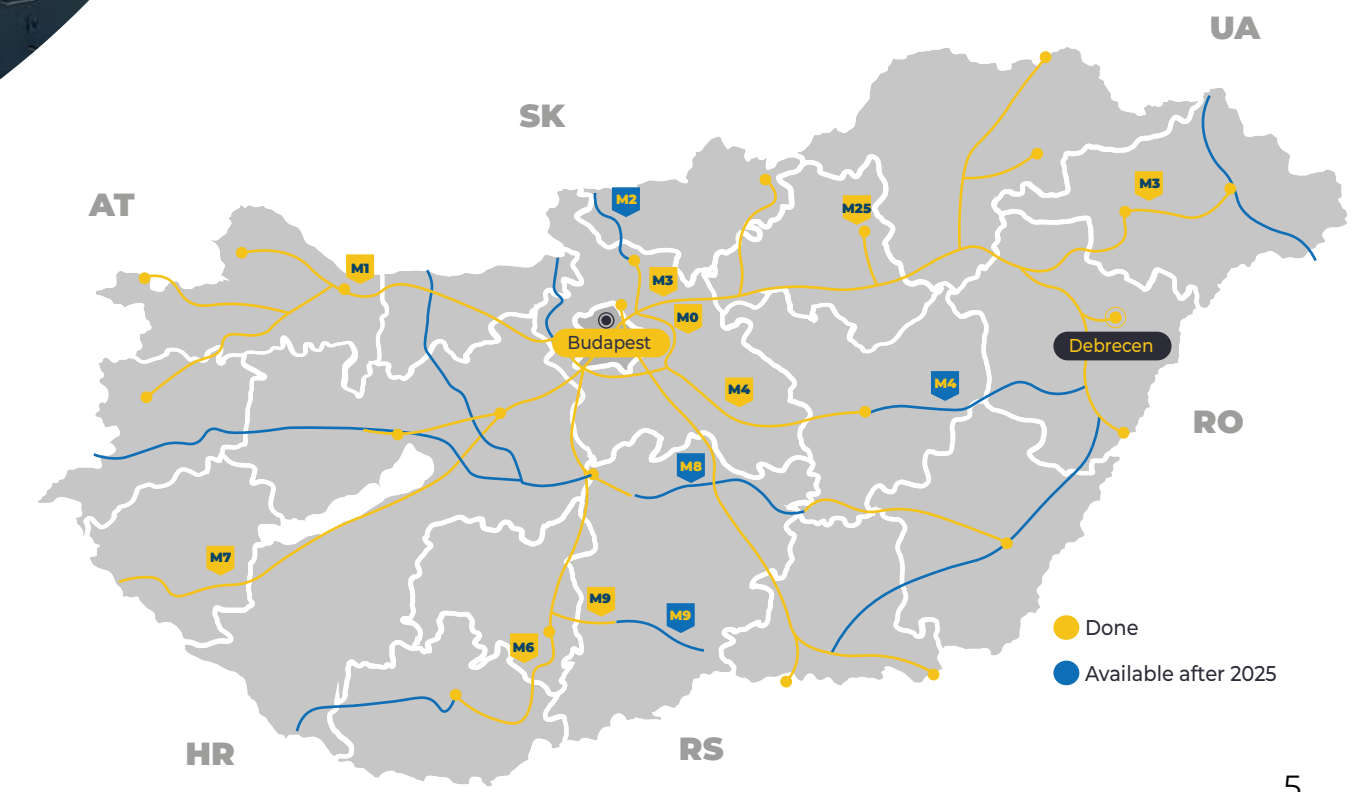
Debreceen directly connected to the national motorways and the whole motorway network of Western Europe, thereby it is easily accessible from any major European city via motorways.



Development of the airport:

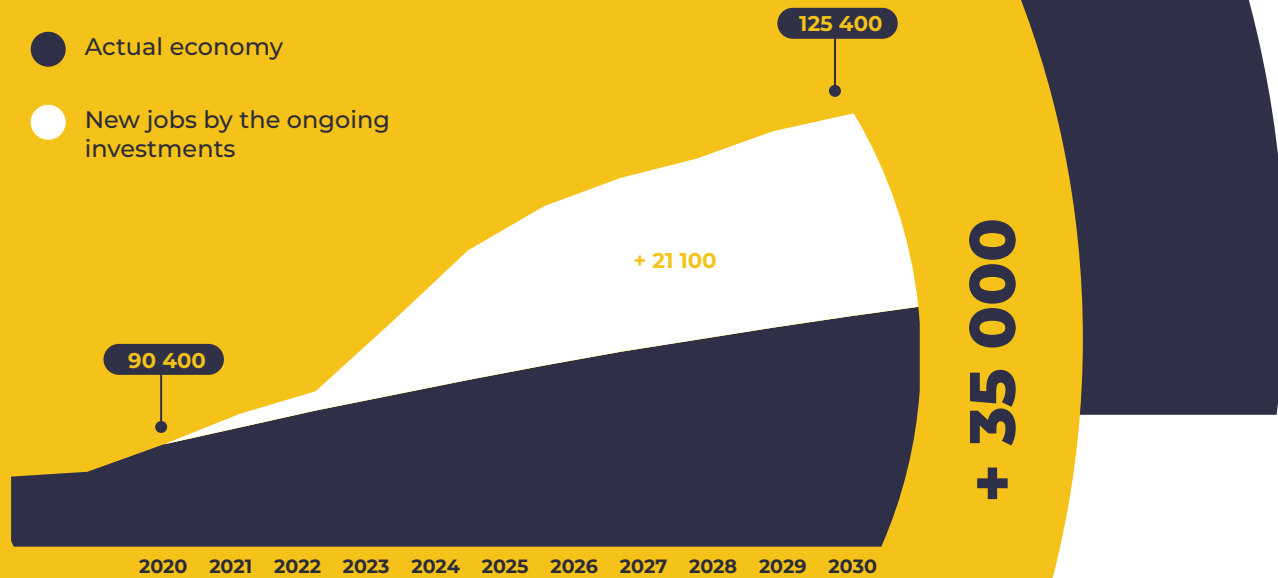
- new runway
- new terminal and apron
- development of service buildings, offices and parking lots
- development of internal infrastructure and security system
- increase the capacity and number of passengers
- flight development

Debreceen is an important hub of the international railway corridor connecting Budapest and Moscow, its Hungarian section is the busiest railway line in Hungary, and part of the core railway network corridors of the Trans-European Transport Network (TEN-T).



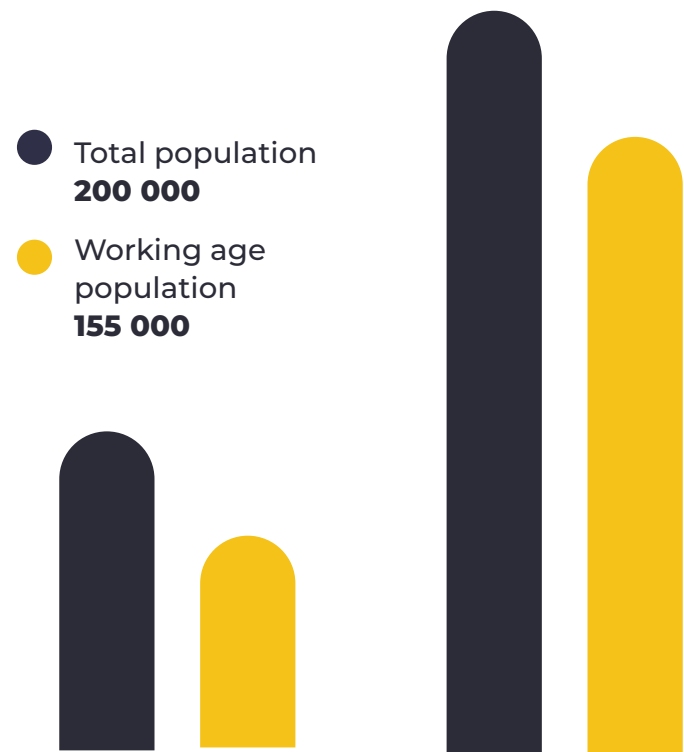
Labour force

Thousands of new jobs are created in Debrecen



Due to the new investments and economic growth the number of employed people will increase by 35,000 until 2030.

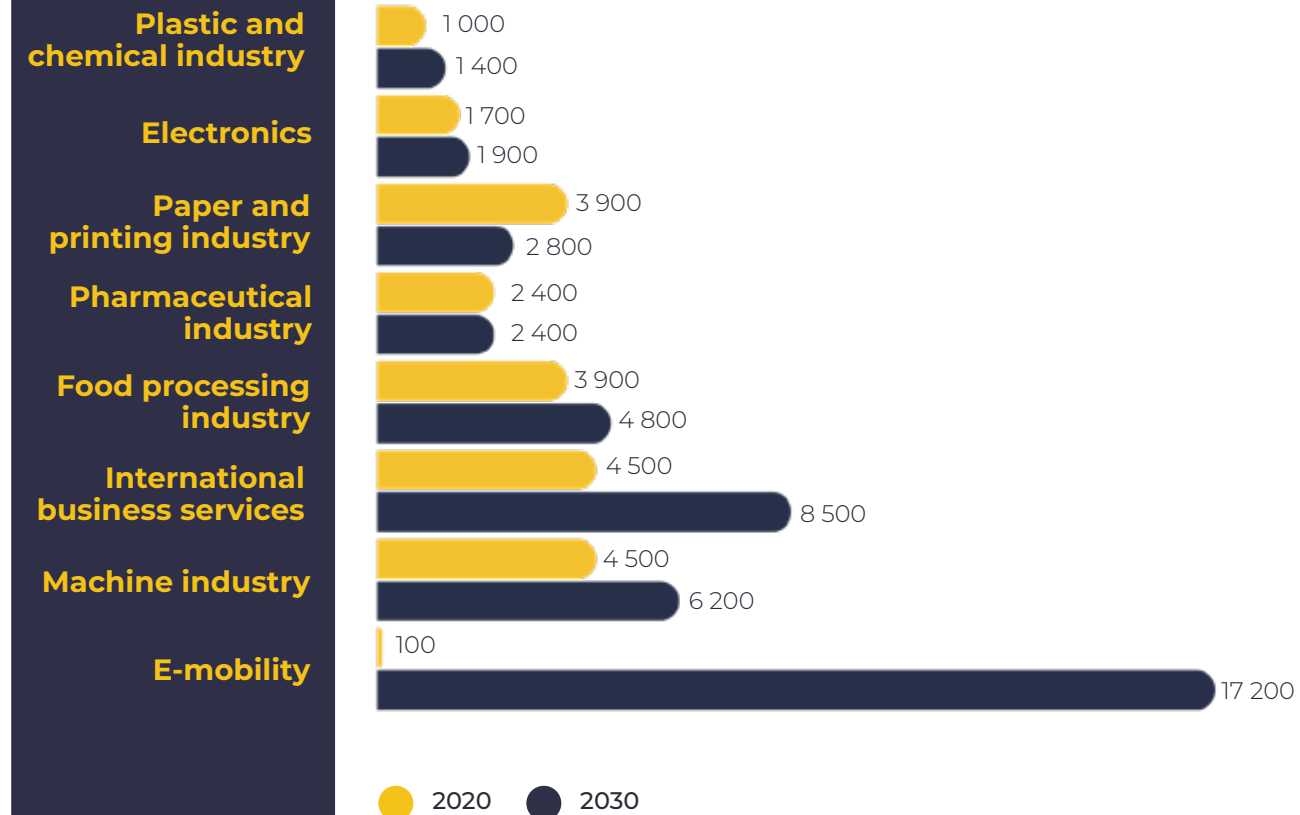
● Total population **960 000**
● Working age population **730 000**



Debrecen

Agglomeration

Number of employees in the leading economic sectors of Debrecen



Education

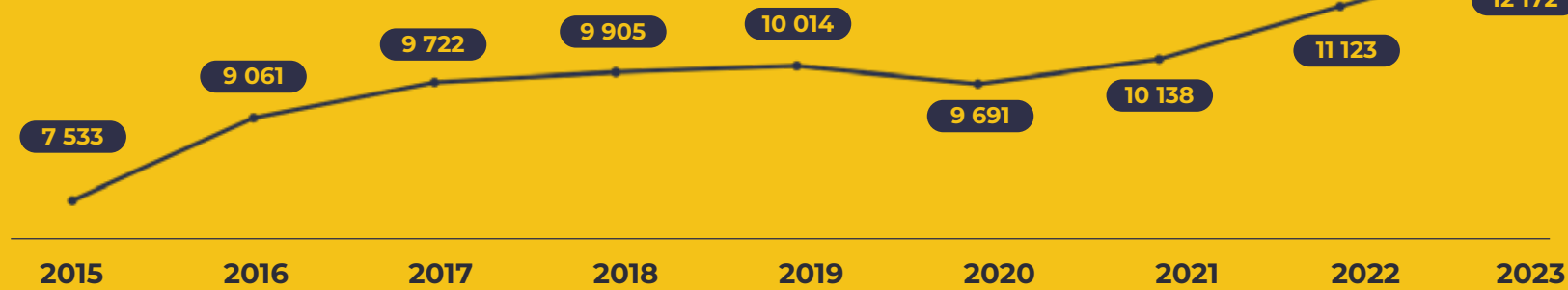
Dual Education

By way of dual education, cooperation between vocational training institutions, the university and local companies was realized in Debrecen. As a result of the dual education system, students gain practical experience in parallel with obtaining their professional certificate, technician certificate or university degrees.

It provides an opportunity for companies to satisfy their needs of labour force, in addition to which their dual education costs can be reduced by state subsidies and tax reductions. The Debrecen Vocational Training Center currently has 44 strategic partners.



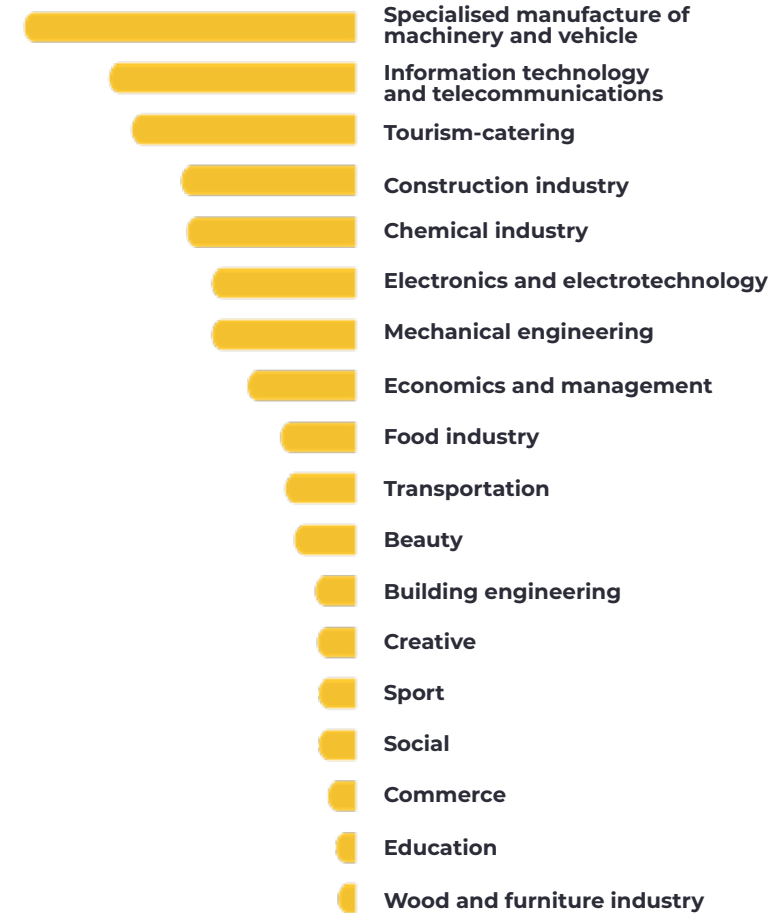
Changes in the number of students at DSzC



Foreign languages:



Enrolled students by sectors in 2023



Number of educational institutions

Debrecen	Debrecen and the agglomeration	Institution type
60	254	Kindergarten
37	278	Primary
40	170	Secondary
2	8	Tertiary

Number of students

Debrecen and its agglomeration

11 921	IT secondary schools
12 543	Engineering and electronics secondary school
9 889	Economic secondary schools
8 565	Grammar schools

Intensive development of education and training institutions: building, energy efficiency, equipment, human resources

Education

International School of Debrecen



isd.debreceen.hu

The International School of Debrecen (ISD) opened in September 2019 and quickly became unique in Hungary as the country's first full International Baccalaureate (IB) World School offering the Primary Years, Middle Years, and Diploma Programme. ISD welcomes students aged 3-18 and provides a comprehensive education based on inquiry, which research has shown to be the most effective way to nurture compassionate, critical, and creative thinkers who can drive change. The school maintains high academic standards while also prioritizing the social and emotional needs of each student. ISD's education system is built on the framework of the IB,

which has been used for over 50 years and is implemented in more than 6,000 IB schools across 150 countries worldwide. The campus is situated near the Great Forest, providing a modern learning environment surrounded by lush greenery. ISD is a melting pot of cultures at the heart of Debrecen, with an equal mix of almost 300 international and Hungarian students and a community representing 35 nations. For further information on education, daily school life and enrollment details please visit the website of ISD.



Deutsche Schule

Deutsche Schule in Debrecen opened its doors in September 2022 as a member institution General Cultural Center of Germans Living in Hungary. The aim of the institution is to provide education on primary and secondary school level in accordance with the curriculum and the training requirements of Baden-Württemberg province and Germany. It allows the students to move smoothly between the educational institutions of the countries with an equivalent certificate.



University of Debrecen



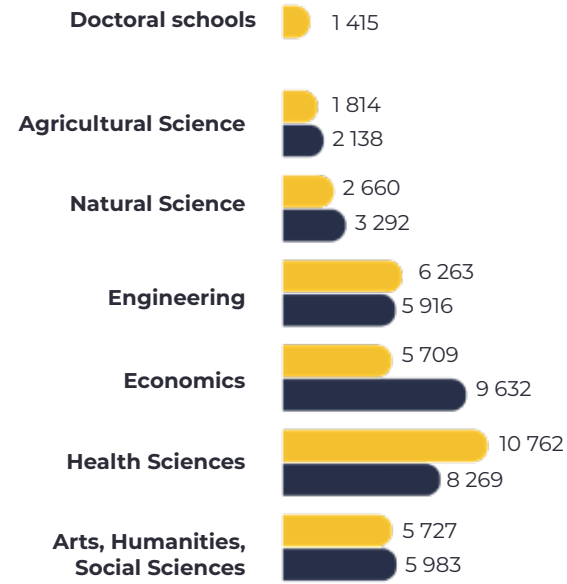
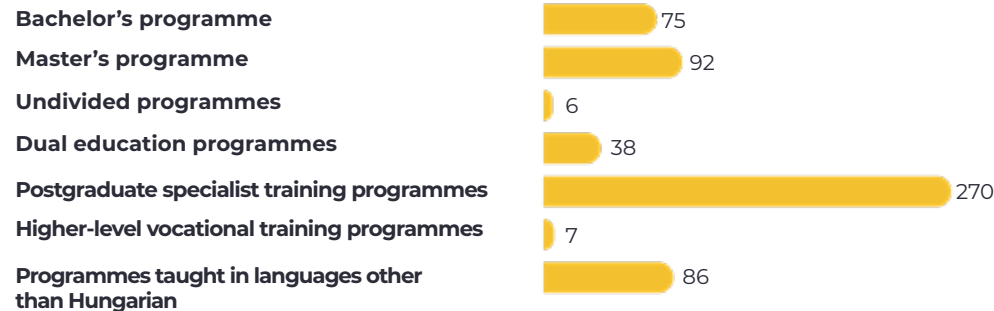
UNIVERSITY of DEBRECEN

The University of Debrecen has the widest range of courses among higher education institutions in Hungary, and has the most significant knowledge base in the region. The largest international student community in Central Europe studies in Debrecen: around 7,400 foreign students from 134 countries chose the University of Debrecen in 2023.

UD is more than a university. Education, research, public education, vocational training, patient care,

culture and sport are realized in an unique unit in the institution, which as a defining knowledge base and source of innovation plays an important economic revitalizing role in the Szolnok-Debrecen-Nagyvárad axis and in the Miskolc-Nyíregyháza-Debrecen triangle. UD is in the lead of research areas that will become decisive in the future, from data science to water management. Its outstanding role is demonstrated by its wide international network of corporate partners.

Factors that determine the attractiveness of the University of Debrecen include, in addition to the wide range of courses, the high proportion of highly qualified lecturers and 24 PhD schools. 34,350 students study at the institution's 13 faculties, who can choose from nearly 30,000 courses.

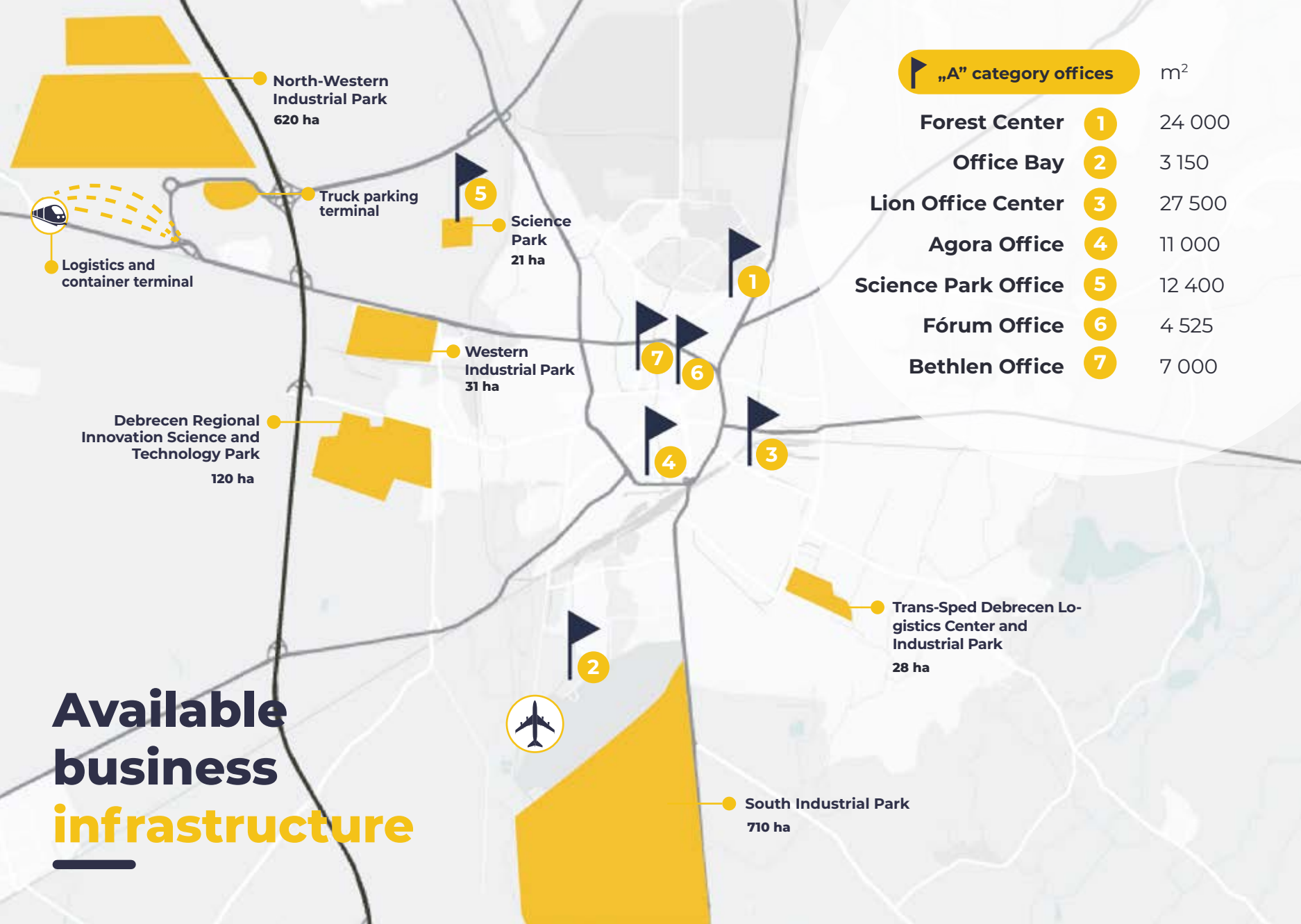


● Number of students at the University of Debrecen ● Total number of graduates between 2019-2023

Thanks to the flexibility and entrepreneur-friendly way of thinking, the University of Debrecen cooperates with several companies in and around Debrecen. If required, the University provides economic operators with the opportunity to start a training course consisting of 7-8 courses corresponding to their own workforce needs.

Most important strategic partners of the University of Debrecen





Business Service Centers

Why Debrecen?

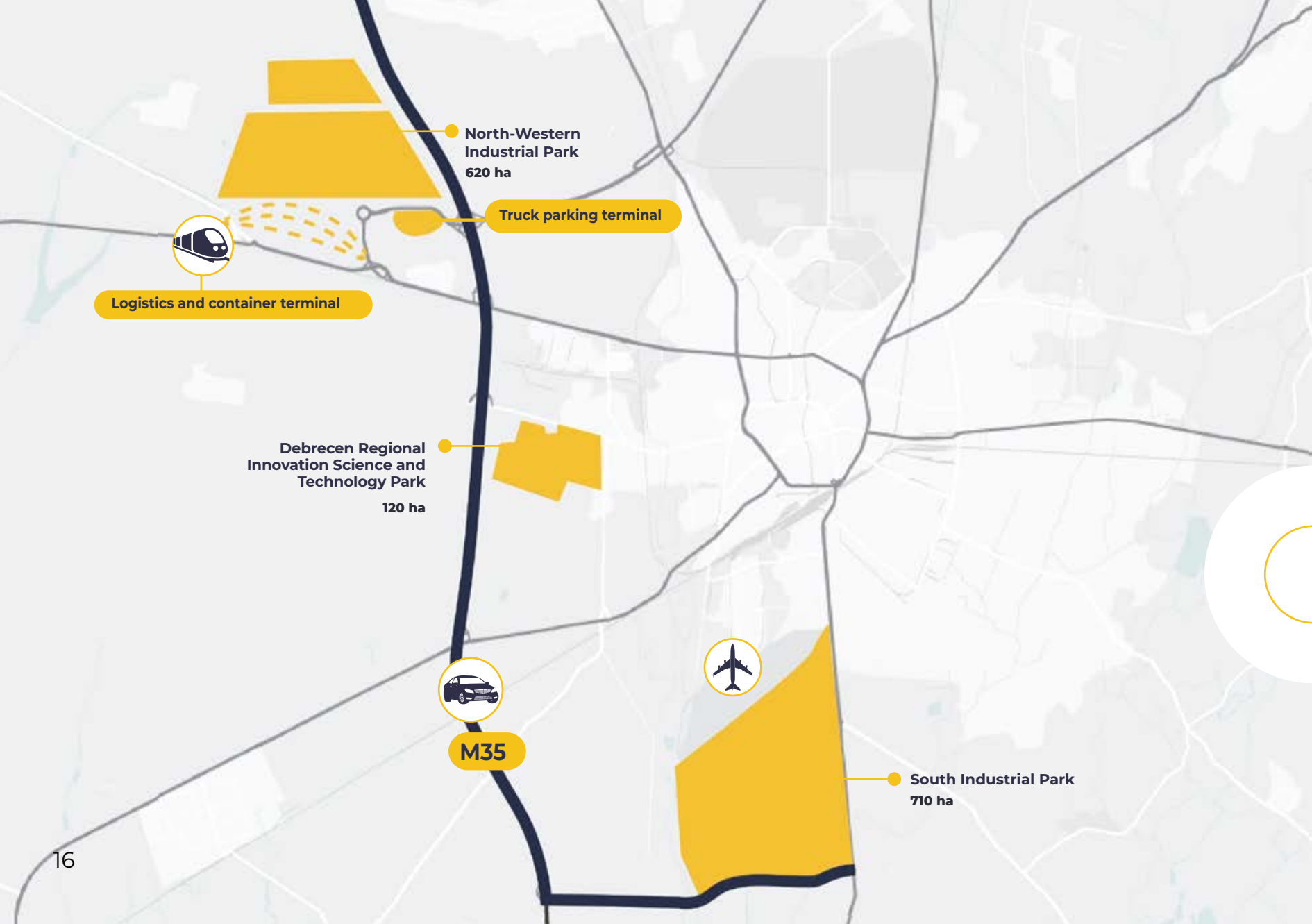
- highly qualified workforce with extensive language skills
- mature BSC sector with complex and high added value activities
- advanced infrastructure, available office stock
- livable city, supportive business environment: active dialogue between educational institutions – economic players - city administration
- growth potential
- presence of BIG4 companies in the city



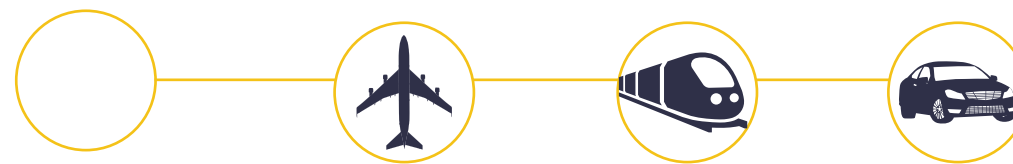
**DEBRECEN
BUSINESS
SERVICE
CENTERS**

Number of employees
~ 5000 people

Debrecen Business Services Roundtable is a cooperation between companies present in the city to increase the popularity and recognition of the sector, their main activity is educational involvement.



Logistics Services



Debrecen has an excellent location and well-established transportation infrastructure. Supplementing this, the full range of warehousing and logistics services are available in the city, with the interconnection of three branches of transportation (air, road and rail). In addition, the „Via Carpathia” passes through Debrecen, which is a European high-speed transport corridor that connects the Baltic Sea with the Black Sea and the Mediterranean Sea by road.



- Debrecen Logistics Center and Industrial Park (28 hectares)
- Complex logistics solutions tailored to individual customer needs
- Roll and crate cleaning service
- Warehousing nationwide, on more than 220,000 m²
- Transport with 200 own trucks (tarpaulin, refrigerated, container, oversized vehicles)
- Road, air, sea and rail transport nationwide 9 offices across the country, with more than 250 audited subcontractors
- Customs warehouse, import/export customs clearance, customs consulting, qualified customs officers in 7 offices across the country
- Value-added warehouse logistics services: packaging, unit load formation, picking, labeling
- Maintenance, machine installation: maintenance and installation of logistics equipment, complete production plant equipment, packaging machines, tank farms

- Development of industrial and logistics properties, offices and service units.
- Warehouse rental
- Leasing of commercial properties
- Rental of accommodation
- Accommodation service
- Renting of offices
- Customized office services

Basic and value-added logistics services:

- storage, warehousing, goods handling
- commission, packaging
- cross-dock services
- multimodality (road, rail, air freight)

Truck terminal

- Located in the North-Western Industrial Area, south of the BMW factory
- Accessible by the M35 motorway
- ESPORG silver and gold certified truck parking lots available (194+64 units) next to the area
- Refrigerated truck loading
- Electric truck loading
- NAV Office and Customs House next to the Logistics Hall
- Driver accommodation, sanitary containers

Waberer's Group Debrecen Logistics Center

- Strategic location, excellent transport infrastructure
- Environmentally conscious logistics center
- 21,000 m² useful area (12 m internal height and 8 t/m² ground bearing capacity)
- State-of-the-art storage technologies
- Sustainable design with BREEAM Very Good certification
- Outstanding energy efficiency (A++)
- Large solar panel system
- Low operational costs
- Superior security systems
- Flexible, customised and cost-effective logistics services

Logistics and container terminal:

- At the junction of M35-354 highways, with direct highway access
- Built with a heavy-duty rail link to main line 100
- High-capacity parking for trucks
- 24 hour per day operated, illuminated cargo area
- Heavy-duty cargo area
- Loading tracks for receiving full length international freight trains
- Marshalling yard
- Container loading
- Logistics services
- Entitlement for customer clearance
- Goods-customs terminal

Investors in Debrecen

Electronics and machine industry



Péter Szabó
Managing Director,
Schaeffler Debrecen

„Schaeffler Debrecen Kft. has been present in the life of Debrecen for 25 years now, as the oldest operating multi-company. During this time, we have a broad view of how much the city and its surroundings have developed since the establishment of our company. The training structure operating in Debrecen and the cooperation with the university and vocational training institutions are exemplary in the city. We believe that youth development is what ensures the skilled workforce and ensures the stable operation of companies. The municipality of the city responds quickly and flexibly to problems and suggestions and tries to involve companies in all important topics. We feel that we have found a home here during the 25 years and that we have the opportunity to continuously develop together with the city.”



Electromobility



Jason Chen
General Manager,
Operations Europe,
CATL

„When choosing the location for our second European plant, we benchmarked several countries in the region from different economic, infrastructural and demographic perspectives and also considered the potential educational



Hans-Peter Kemser
Managing Director,
BMW Manufacturing
Hungary Ltd.

BMW Group considered more than 160 European locations as possible options for building Plant Debrecen, which will set new and state-of-the-art standards in digitalisation, sustainability and flexibility.

Our company found a remarkably competitive venue in Debrecen, and the city turned to be an ideal place for the BMW Group to expand its production. The key advantage factors were the very good infrastructure, suitable logistics connections, the qualified personnel in the local area and the great cooperation with the educational partners.

Since the announcement of the investment, one

cooperation opportunities. Taking everything into account, we decided to invest in Debrecen which has a good industrial foundation, a superior investment environment and great educational institutions. We plan for the long term and believe that Debrecen is the right place for CATL and CATL is the right company for Debrecen. Our Hungarian plant is an important milestone in our expansion as well as in the European electrification process. I am sure that thanks to our Hungarian subsidiary and the young, Hungarian talents joining our team, we will be able to meet the demand of the constantly growing European electric car market and better serve our customers.”

milestone had been accomplished right after the other in the Plant's life. We really appreciate the warm welcome we have experienced since the beginning of our operations, so we are trying to grab every opportunity to give something back to the people and to the city.



CATL

BMW GROUP
Győr Debrecen

SEMCORP
恩 | 捷 | 股 | 份

EVE

EcoPro GHU



Business Services Centers



László Kónya

Managing Director, Deutsche Telekom TSI Hungary Kft., Deutsche Telekom ITTC Hungary Kft.

„Debrecen is a strategically important location in the country for Deutsche Telekom IT Solutions. The university provides excellent, highly qualified employees, who speak languages very well. We also maintain strong relations with secondary education institutions in the region, and we have an active cooperation with other economic actors in the sector as well. The support of EDC should be highlighted too, who we see as one of the main drivers of the vibrant economic life.”

Health Industry



Radovan Toman

Site General Manager, Teva Magyarország

“Decades ago Debrecen was an excellent choice for Teva to invest, innovate and grow. Ever since the city has provided attractive business environment to build up our capacities and R&D facilities, and our Debrecen site became a strategic player in the global pharma industry. Great educational partnerships, supportive business environment, that is what all industry players seek for!”



SUBAN
Kéziműszer



GEDEON RICHTER LTD.

teva



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MEDICAL TECHNOLOGY



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THE TUBE

rd

PIPELIFE

FOLKEM

PACCOR
PACKAGING SOLUTIONS

GRAVIC
HUNGARY



IL-PE
DEBRECEN



SZ
VERIÁNS



ALFÖLDI
NYOMDA ZRT.



NEO
NYHETI ÖLTÖNYAG
CSÁK

Printing and plastics industry



Csaba Oláh

Managing Director, Neopac

„The diversity, cohesion, and outstanding educational culture of Debrecen provide a solid foundation for the development of a unique and new industrial metropolis.”

Food Industry



Miklós Szabó

Founder and CEO, Tranzit Group

“As people from Debrecen, we can think, develop and achieve success in Debrecen.”



Dynamic city growth

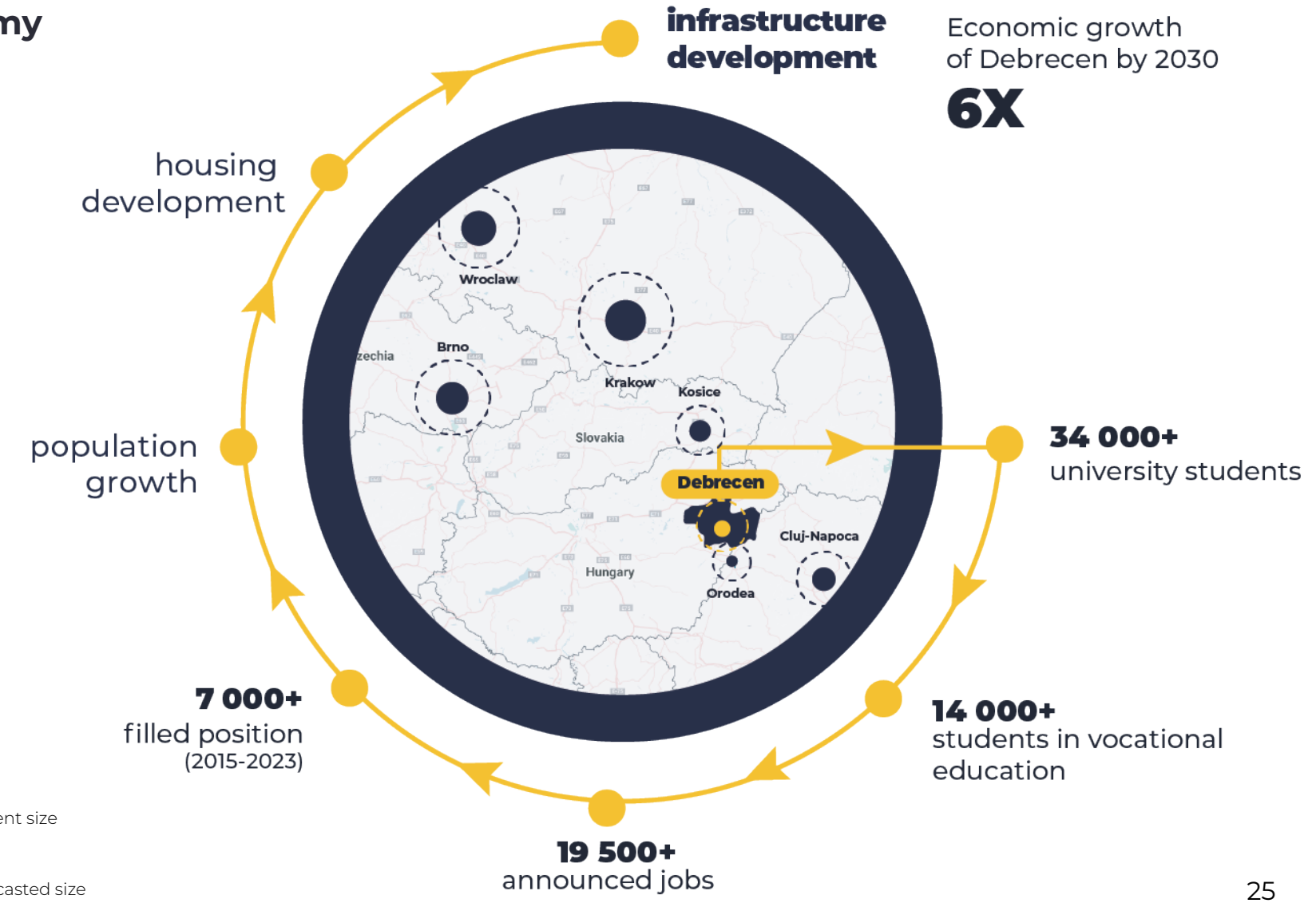


- Debrecen is the center of the region: Regarding to the ongoing investments, the city's economy will grow nearly 6 times from 2020 until 2030.
- Due to the ongoing investments, the population of Debrecen and its agglomeration may increase by more than 56,000 people.
- Due to the expansion of the economy, ~25,000 additional apartments needed.
- The city has a complex, developed strategy, this is the Debrecen2030 Program.

- Major road improvements (existing)
- Western outer bypass road (existing)
- Western inner bypass road (existing)
- - Eastern inner bypass road (planned)
- - Eastern outer bypass road (planned)
- - Western bypass road (planned)
- Industrial area

- **hotel development**
- **real estate development**
- **transport network development**
- **expansion of the trade network**

Size of the economy





Culture and Sports

Gastronomic and cultural festivals **30+**
Bicycle paths **110+ km**
World championships in Debrecen **48**
(2001-2023)

Services

Hotel beds **6000+**
Restaurants **66**
Shopping Centres **10**

Municipal services

Public transport lines **84**
Healthcare service providers **1713**
Expats in Debrecen **Expat Club
and debrecen4u**

debrecen4u.hu: debrecen4u is a webpage where the city collected all the relevant information a foreigner needs to know when moving to and living in our beloved city.



With an hour's travel time, many attractions and program options can be reached from the city, such as Tokaj and Eger, famous for their wine regions, the Hortobágy National Park, which is mentioned as a world heritage site, or Hajdúszoboszló, famous for its thermal waters.

- full availability and development of health institutions, clinical health care
- environmental protection, solar park, Civaqua - the city's comprehensive water management and nature conservation development programme
- introducing sustainable transportation methods
- rebuilt public spaces
- conference tourism
- accommodation and gastronomy, Michelin guided restaurant
- thermal and health tourism center
- cultural diversity, renewed cultural infrastructure
- extensive sports opportunities and advanced sports facilities



Investment promotion

Invest in Debrecen!

Way to success since 2015.



Available incentives

The Government of Hungary and the City of Debrecen are committed to creating an entrepreneur- and investor-friendly business environment thus supporting the competitiveness of local companies. Therefore, enterprises establishing themselves and creating jobs in Debrecen are offered several types of aids and incentives, depending on the volume of the investment and the number of newly created jobs. The maximum aid intensity is 50%, which is the highest possible rate in the European Union.

State aid

- Attractive business environment and active support from HIPA
- Attractive state aid packages
- Financial support in line with EU state aid rules, such as:
 - Regional aid
 - R&D and training subsidy

Local support

- Flexible public transportation
- Integration promotion
- Dual education programme



Urban and economic development



TOP 10 FDI Strategy, Overall

RANK	CITY	COUNTRY
1	New York	US
2	Greater Montreal	Canada
3	Berlin	Germany
4	Hong Kong	China
5	Manama	Bahrain
6	Abu Dhabi	UAE
7	Düsseldorf	Germany
8	Dubai	UAE
9	Zurich	Switzerland
10	Debrecen	Hungary



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Sources:

Website of the Central Statistical Office
University of Debrecen
Debrecen Vocational Training Center
VisitDebrecen
International School of Debrecen
Deutsche Schule Debrecen
EDC Debrecen own research