



Hungarian report - 2014

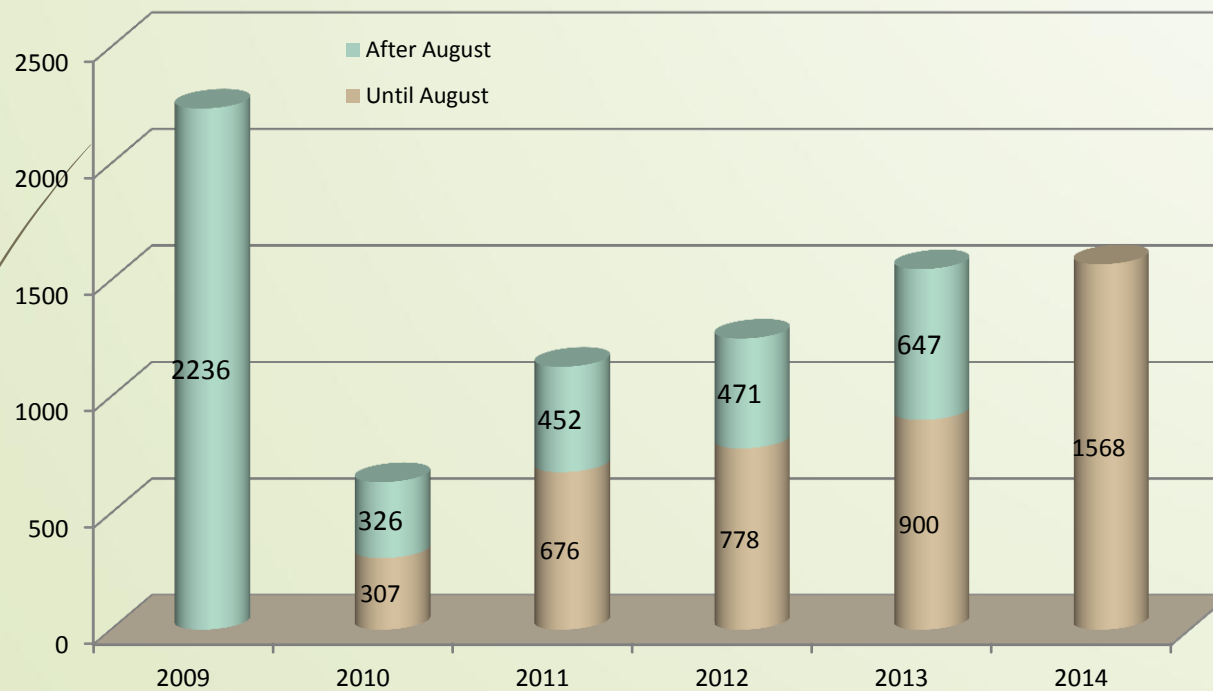
Actual situation in Hungary

- In spite of the economically unfavorable situation we can speak some positive aspects.
- Supports for buying horticultural and husbandry machines helped to increase the sales.
- Credit program with low interest for investments has started with favorable effects to the branch.
- New legislation for use and sale of Hungarian agricultural area from May 2014 will have its effects in some years.

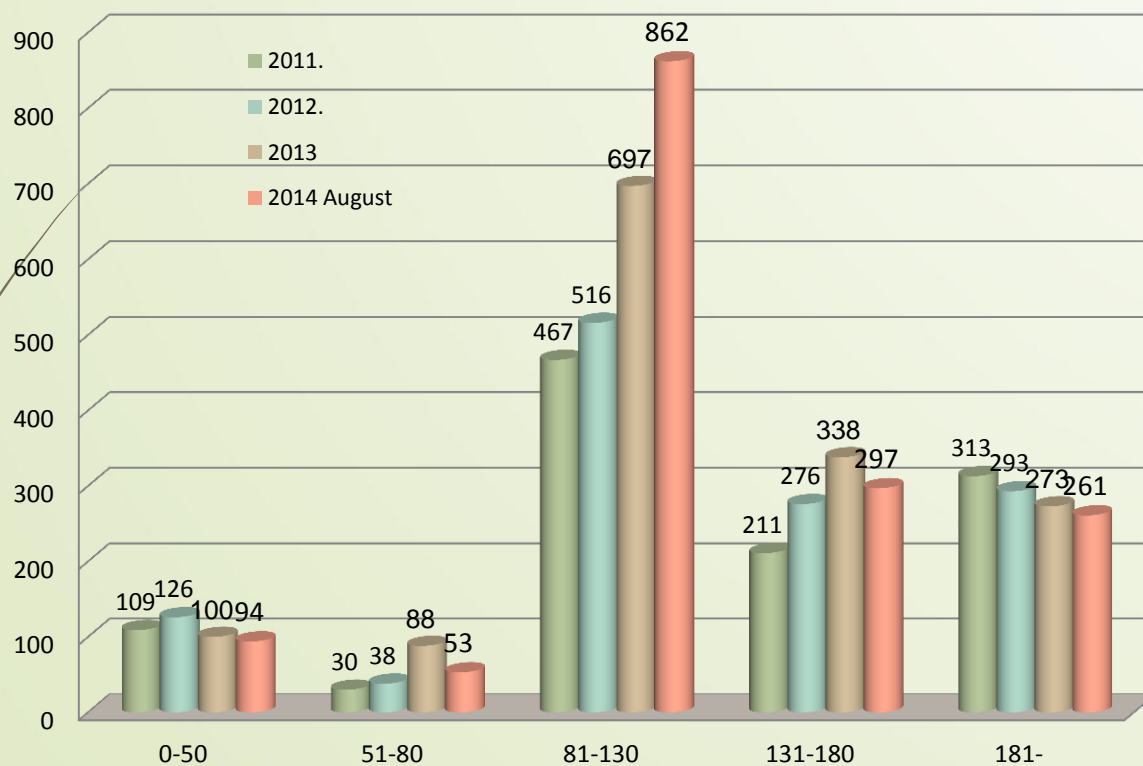
Actual situation in Hungary

- The MEGFOSZ had also some positive examples.
- The Agricultural Machine Show (AGS) had again a great success.
- We expanded the range of the special price system to new exhibitors.
- We started a program to make more attractive our sector among young people.
- The number of members had increased from 70 to 100 and our representivity has reached the 90%.

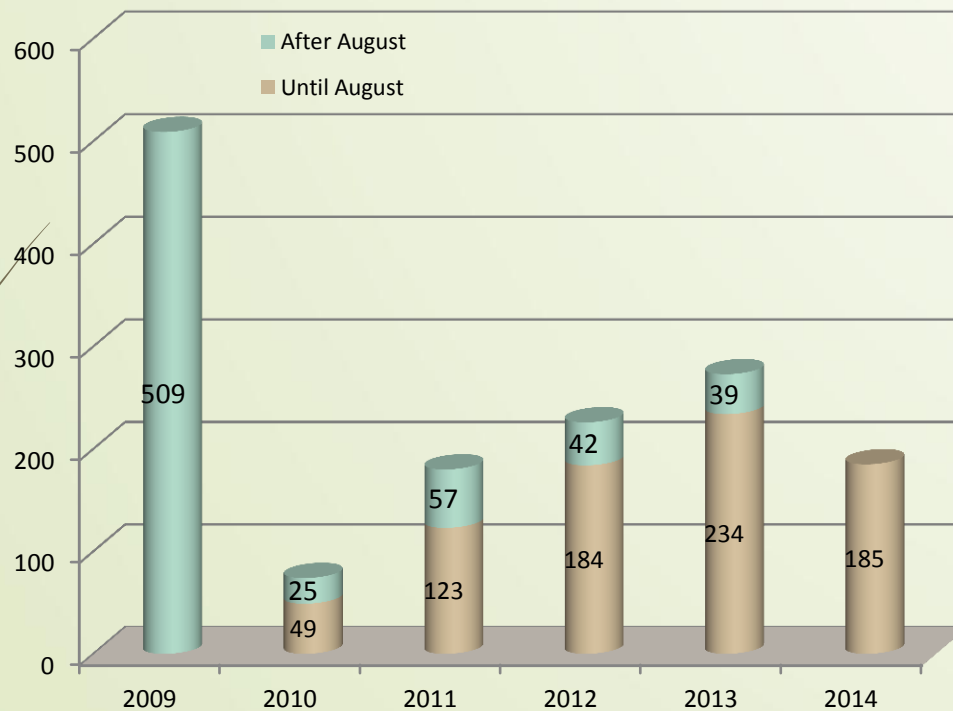
West European Tractor Sales



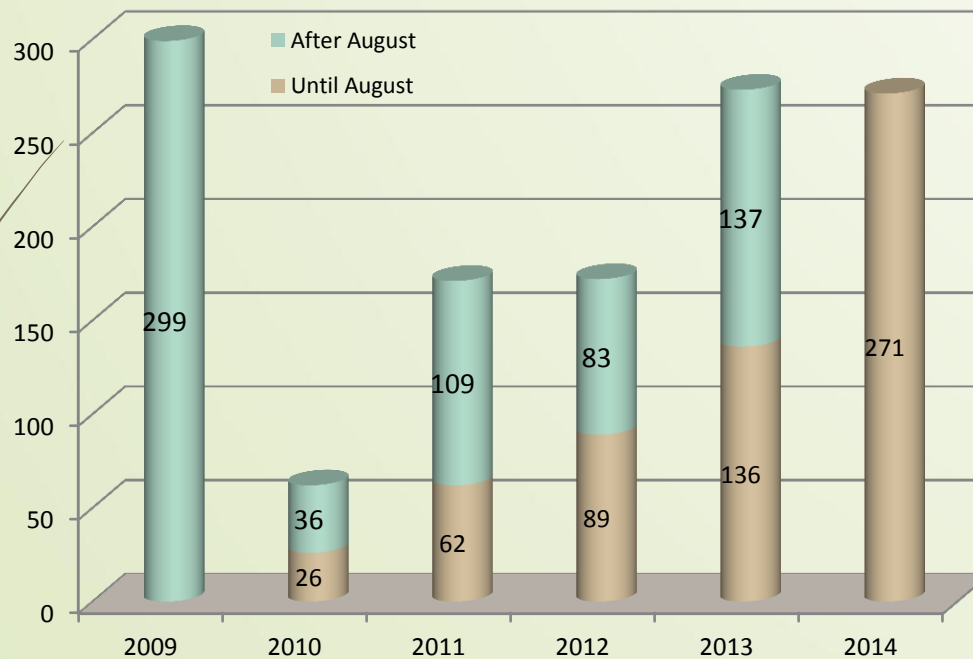
West European Tractor Sales based on horsepower



Harvester Sales



Telescopic Loader Sales



Agricultural Machine Show (AGS)

- 28th – 31th January 2015.
- Integration of the sector was successful.
- Over registration, no more free area (net 32.000 m²).
- National concept.



Agrárgép Show





Thank you for your attention!