

Hungarian report – 2016



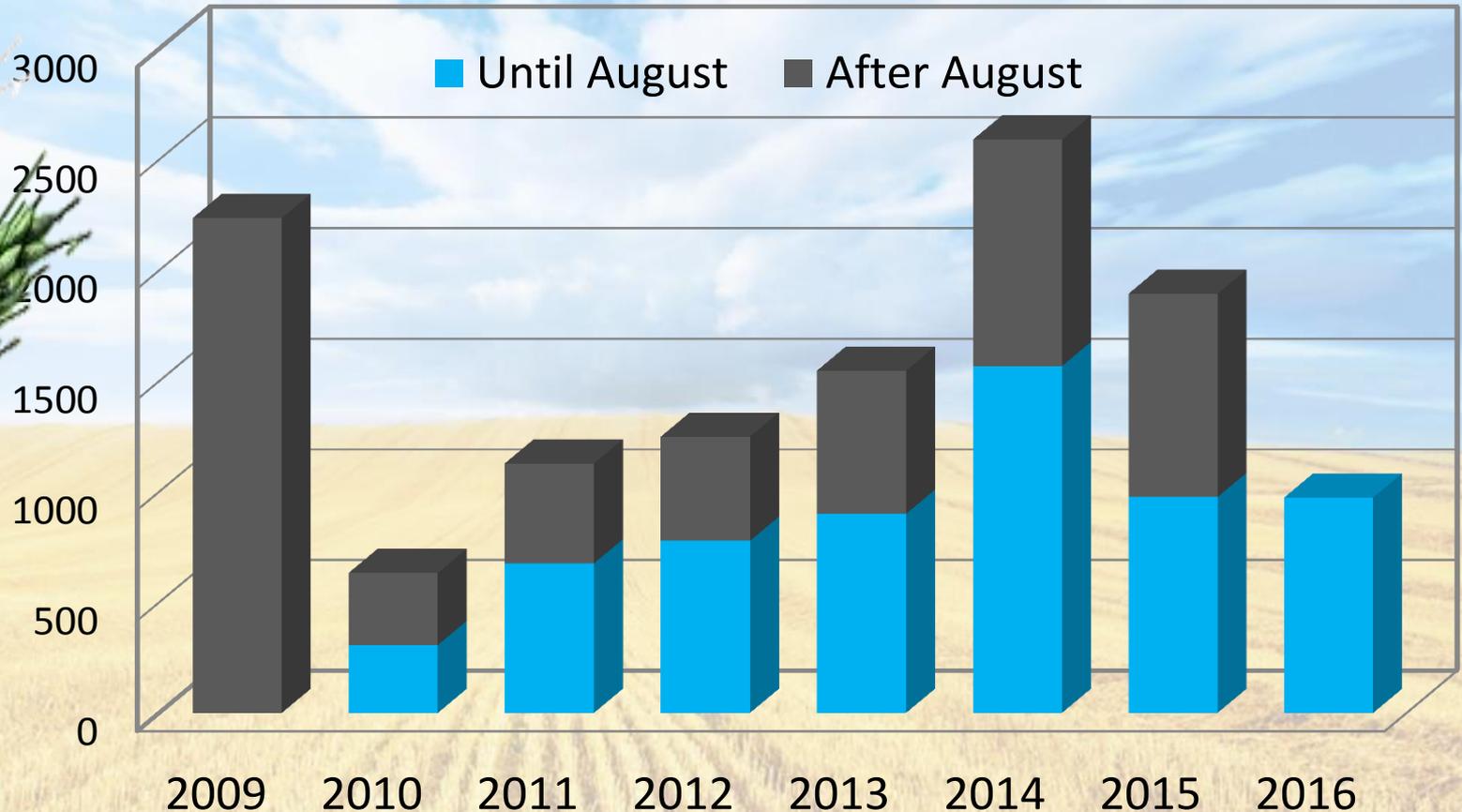
Actual situation in Hungary

- This year started the new calls for proposal for the 2013-2020 period. But many of the planned calls still are missing, and the decisions of the presented calls have not yet made. For these reason there was no support until now this year.
- Because of the delay of supports for buying horticultural and husbandry machines our market has stopped.
- Based on the expectations the subsidies will come only the next year.

Actual situation in Hungary

- This year is a **difficult year**, because not only the supports are missing but this year producers had the possibility to buy agricultural areas in various auctions. For this reason they spent their money for investments.
- There is a 3rd **unfavourable effect** for our sector: the prices of the cereals was not good last 2 years.
- The market data show exactly the results of this hard situation.

West European Tractor Sales

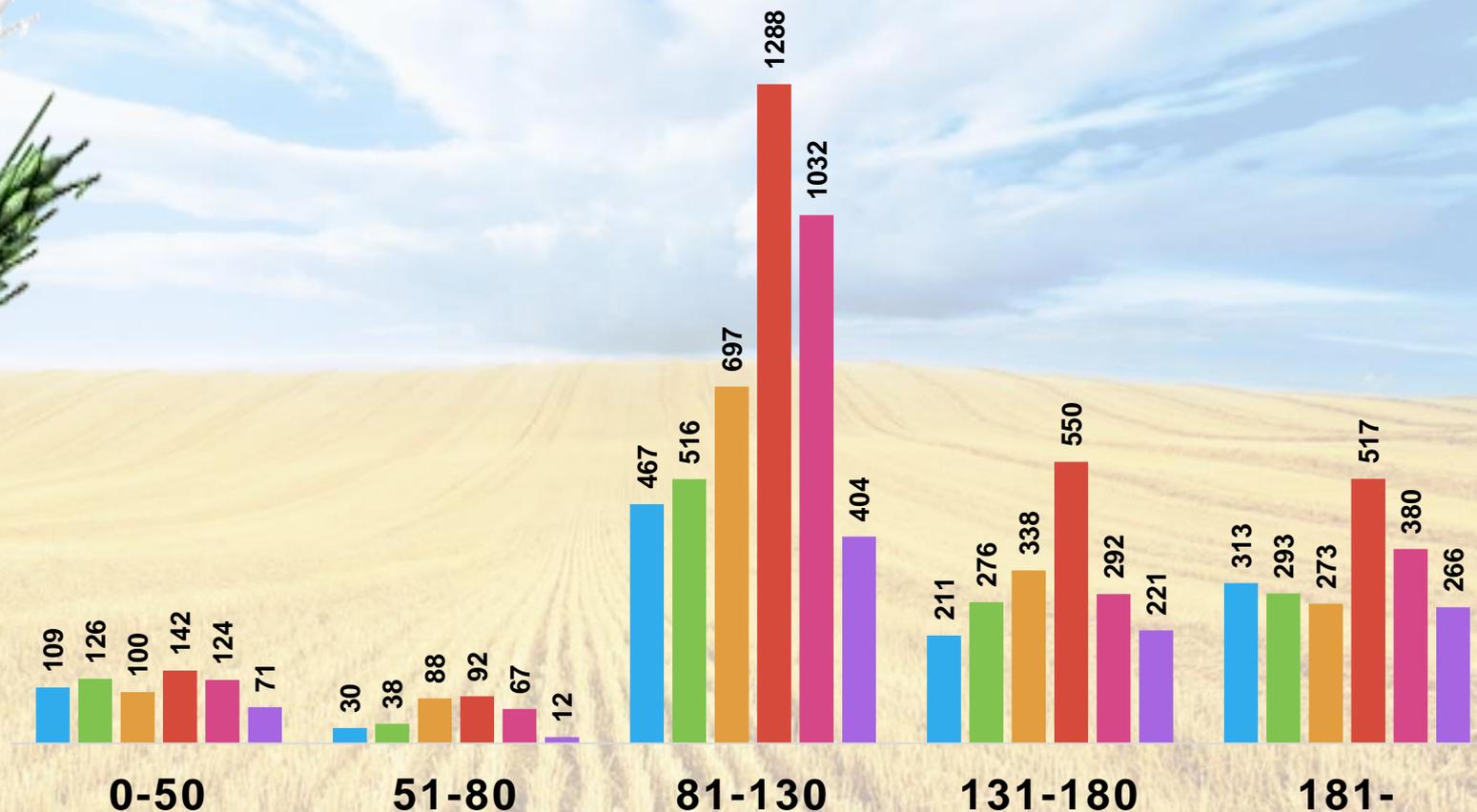


Source: Own data collection

West European Tractor Sales based on horsepower

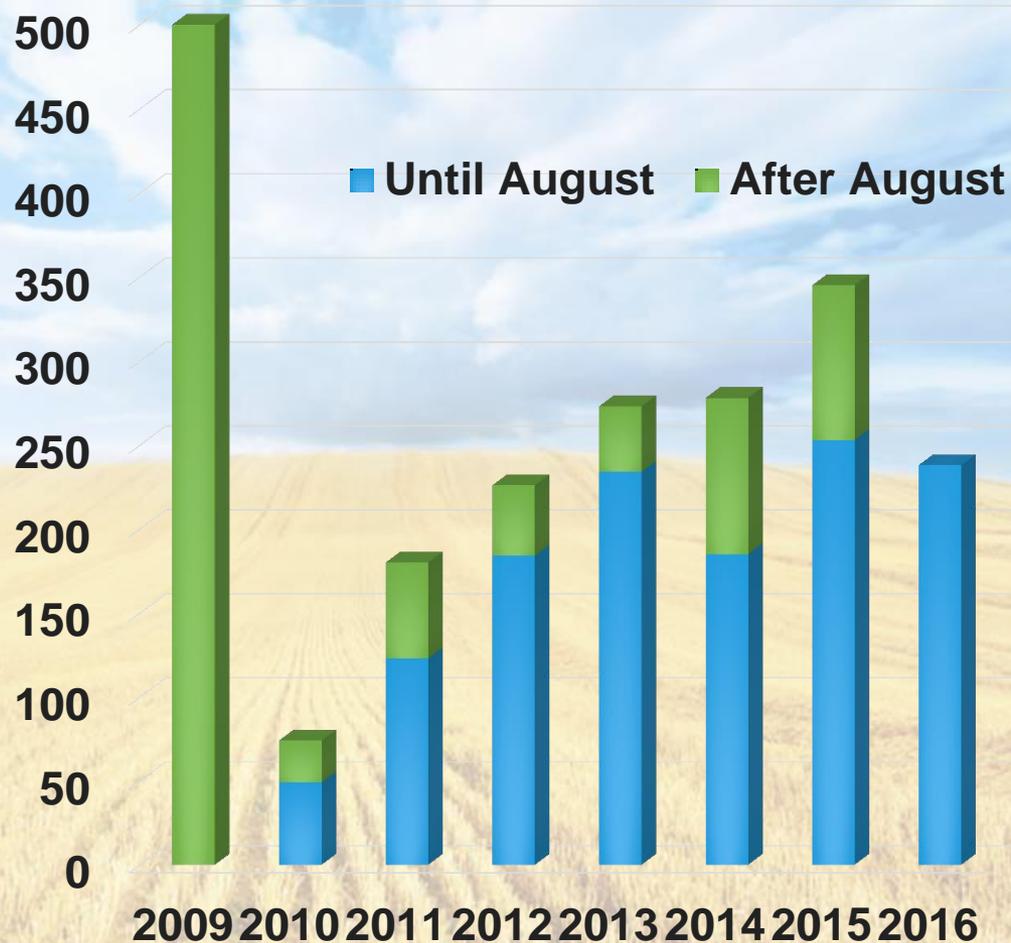


■ 2011. ■ 2012. ■ 2013 ■ 2014 ■ 2015 ■ 2016 August



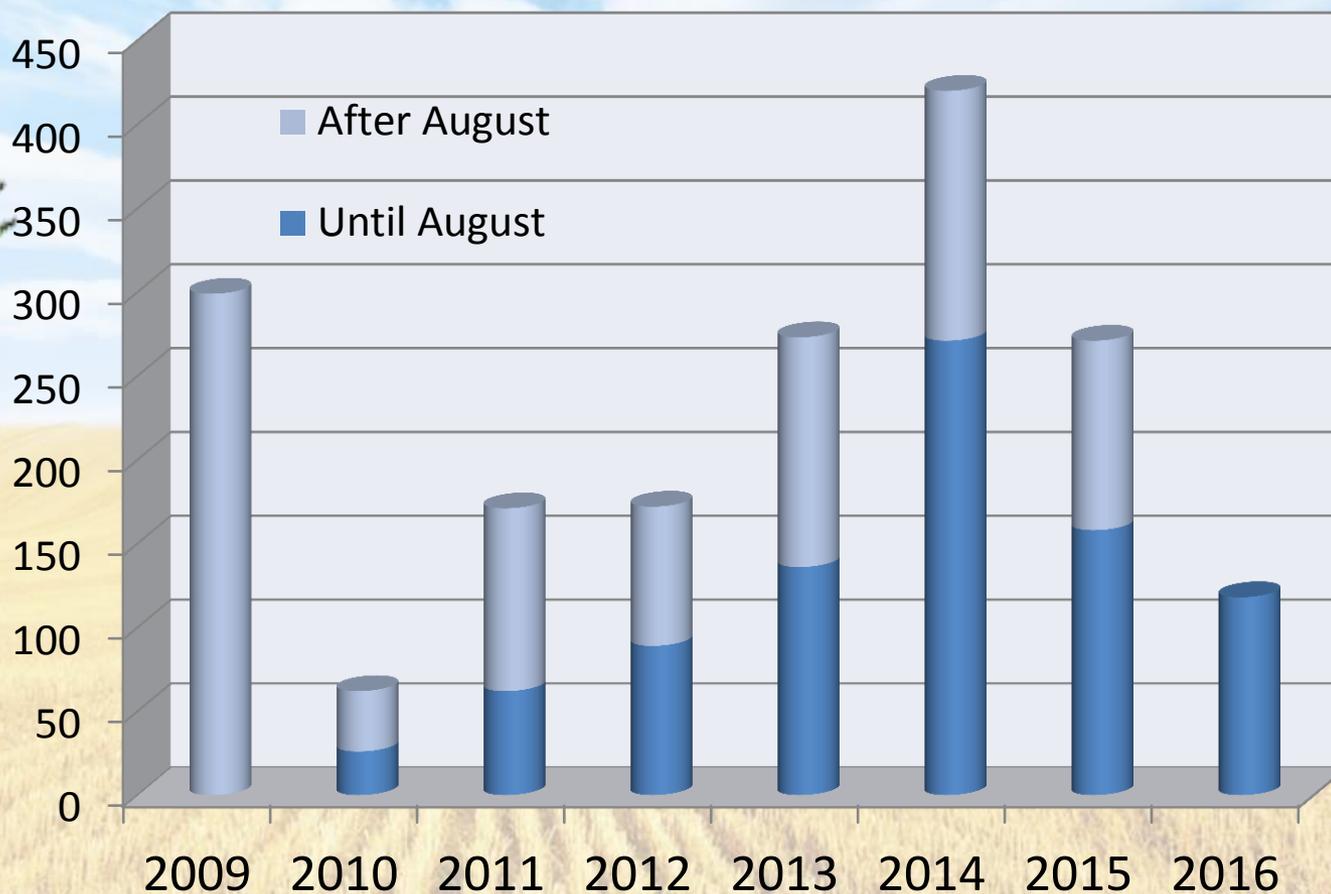
Source: Own data collection

Harvester Sales



Source: Own data collection

Telescopic Loader Sales



Source: Own data collection

Our activities

- The **Agricultural Machine Show (AGS)** has every year great success. The exhibition area is always overbooked. For this reason we are looking for a solution to find other good possibility to present our sector.
- Next event **25-28th January 2017**.



Our activities

- We continue the program to make more attractive our sector among young people.
- In one year we reached more than 10.000 likes with our Facebook campaign.

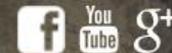
Based on the cooperation with the Ministry of Agriculture we have many activities during the schooling period.





Legyél Te is
MEZŐGÉPÉSZ

Főoldal > Galéria



Our activities



- We made new cooperations:

- Media

- Discount for advertisement
- Publishing our activity
- Making transparent the number of editions

- MEGFOSZ

- Common exhibiton
- Media activity
- Make more attractive our sector



Our activities

- Our activity for cooperation was granted with the 2nd place of the Vocational Training Award by the German-Hungarian Chamber of Industry and Commerce.



Thank you for your attention!

