



Newsletter

Israel-Hungary Chamber of Commerce and Industry

Introduction

This newsletter is dedicated to the activities of the Israel-Hungary Chamber of Commerce and provides an overview of updates, trends, and relevant developments from recent months, with a particular focus on the opening of 2026. It is intended to offer Chamber members, partners, and business stakeholders an up-to-date snapshot of the Hungarian economy, bilateral trade relations, and Chamber activities.



Chairman's Message

Dear Members and Colleagues,

We are opening 2026 in a challenging period, yet one that is rich with opportunities. The Israel-Hungary Chamber of Commerce continues to work consistently to strengthen economic and business ties between the two countries, while maintaining continuity of activity even amid regional and global uncertainty.

In recent months, we have expanded our network of contacts in Hungary, held working meetings, supported Israeli companies in their local activities, and laid the groundwork for extensive activity in 2026, including events, business delegations, and professional forums.

I thank you for your trust, involvement, and continued support, and invite you to take an active part in the Chamber's initiatives in the coming year.

Sincerely,

Chairman Israel–Hungary Chamber of Commerce

The Hungarian Economy – A Focused Economic Overview

Hungary is one of the key economies in Central Europe, a member of the European Union, and a regional hub for international companies. The Hungarian economy is based on advanced industry, a growing services sector, and significant inflows of foreign direct investment (FDI), primarily from Europe, the United States, and Asia.

Key Economic Indicators (2024–2025)

Overall Economy

- Nominal GDP: approximately USD 223 billion (2024 estimate)
- Expected GDP growth: 1.4% in 2025, with an increase to 2.6%–2.8% in subsequent years
- GDP per capita: approximately USD 23,300 (nominal, 2024)
- Unemployment rate: approximately 4.4% (2024)
- Inflation rate: approximately 3.7% (2024)

Population

- Approximately 9.56 million residents (2024)

Key Characteristics:

- Government policy encouraging foreign investment, including grants, tax incentives, and regional benefits
- Strategic geographic location serving as a gateway to Central and Eastern Europe
- Skilled workforce with competitive labor costs compared to Western European countries
- Advanced transportation and logistics infrastructure

Leading Sectors in the Hungarian Economy:

- Automotive and mobility industry (OEM, Tier 1–2), led by international manufacturers
- Advanced manufacturing, electronics, and machinery
- Information technologies, cybersecurity, and software development
- Pharmaceuticals, medical devices, and life sciences
- Energy, water, environmental technologies, and smart infrastructure

Regulation and Business Environment:

Hungary operates under full European Union regulatory frameworks alongside local legislation. Its tax and investment environment is considered attractive, with a focus on projects that generate high added value, employment, and innovation.

For Israeli companies, Hungary serves as a convenient platform for regional expansion and long-term activity within the European market.



Israel–Hungary Trade Relations

Bilateral trade between Israel and Hungary is on a growth trajectory, with increasing interest in Israeli technology, cybersecurity, healthcare, and innovation, alongside expanding activity by Israeli companies in the Hungarian market.

The Chamber works to strengthen direct connections between companies, promote long-term partnerships, and support businesses in addressing regulatory, financing, and market-entry challenges.

Planned Activities – 2026

- Professional webinar: The Hungarian economy and business opportunities for 2026
- Professional forums in industry, technology, defense, and healthcare
- Promotion of a business delegation and company visits in Hungary
- Publication of market, regulatory, and taxation reviews for Chamber members

Culture, Exhibitions, and Business Events in Hungary

Major Exhibitions and Conferences:

Cyber

International conferences in IT, cybersecurity, and innovation

Automotive

Industry, automotive, and advanced manufacturing exhibitions in Budapest and major cities

Innovation

Investment and innovation events sponsored by the Hungarian government and the European Union

Health

Healthcare, pharmaceutical, and medical device trade fairs

The Chamber regularly updates its members on relevant exhibitions, participation opportunities, and dedicated delegations.

Business Culture and Networking:

Hungarian business culture combines European formality with a strong emphasis on personal relationships, physical presence, and face-to-face meetings. Cultural events, receptions, and exhibitions serve as important platforms for building business connections.

Business Tips for Israeli Companies Operating in Hungary

1.	Invest in early familiarization with local regulation and the legal framework
2.	Choose experienced and reputable local partners
3.	Maintain a local presence and conduct frequent visits
4.	Plan for long-term activity – Hungarian partners value stability and consistency
5.	Utilize the Chamber's support to streamline processes, create connections, and overcome barriers

Joining the Chamber

Membership in the Israel–Hungary Chamber of Commerce provides:

- Access to a business and governmental network
- Personalized professional support
- Exposure to business and investment opportunities
- Participation in events, conferences, and delegations



Contact us