



**Value and Quality Award
Call for applications and order of procedure
2023**

The following attachments form integral part of the Call for applications and order of procedure:

- Attachment No. 1: Application form of the Value and Quality Award trademark to be awarded in the frame of the tender announced in 2023*
Attachment No. 2: Guidelines for conformity documents being necessary for submission of the tender

The 2023 Trademark Use Agreement Model and 2023 Data Management Information are available at homepage www.emin.hu.

Motto:

*"Hungary must be loved not by disturbing with inflammatory thoughts, but by a series of ordinary actions increasing useful well-being."
/: Ferenc Deák :/*

National, public and one-round call for applications

is invited by

**DIAMOND Management Office Ltd.
ExVa Ltd. Testing - Certification
HAJNAL Meat Processing Factory Ltd.
Legrand Hungary Electricity Systems CJSC.
Saint-Gobain Hungary Ltd.
SZÁM-PONT Computer Science and Training Center Ltd.**

as members of

**Board of Announcers of Value and Quality Award
for gaining**

**the right to use the trademark of the Value and Quality Award of
the year 2023**

*Main Patron of events of the Value and Quality Award
is Mr. János Latorcai Dr., Deputy Speaker of the Hungarian Parliament.*

*The professional promoter of the competition:
Ministry of Agriculture.*

*The main sponsor of the competition:
State Secretariat for Nation Policy at the Prime Minister's Office.*

*Professional partner of the competition:
National Food Chain Safety Office*

Strategic partners of the tender:



*Communautrade-Europe Ltd. (CTEU)
Trade Magazin*

The right to use of the Value and Quality Award Trademark can be won on the basis of voluntary submitted tender.

The purity and inviolability of the application system are ensured by objective system of requirements as well as by the judgement of unique and independent body of experts.

The use of the marks awarded can be controlled by the tender announcers thereby guaranteeing the continuous quality standard for users and consumers.

1. Mission of the Value and Quality Award

The honourable title “Value and Quality Award” as well as the right to use the certification mark is the recognition and prize of products, services and economic organizations which are demonstrably committed in their activities towards quality issue giving high priority to the production of jointly and severally high-quality goods as well as services. The award winners are our role models playing an active role in increasing the level of the economy.

The Value and Quality Award Trademark is a mark of verified, certified quality, embodying Hungary's respect and commitment to true values.

2. Aim of the “Value and Quality Award’s application

- to recognize the high-quality level of the goods and services introduced in tender applications
- to promote the production of high-quality products being competitive on international markets and the production of goods with high intellectual added value as well as to encourage the provision and development of services
- to contribute to the market success of the manufacturers of the products and services awarded in the competition, and to the development of their domestic and export commercial activities
- to provide obvious support to the customers of products and services in quality-conscious choice
- to contribute to the development and marketing of health conscious and energy-efficient products
- to develop the active quality policy of manufacturers, dealers and service providers
- to promote businesses being active in intellectual property-intensive



industries

2. Subject-matter of the tender:

Any finished product, product line, software produced, distributed in Hungary or in the Carpathian Basin, complying with the goals of the tender according to the main tender categories, moreover any related services can participate in the tender. An independent service may also be the subject of the tender.

If the applicant is not identical with the manufacturer, or with the right holder of the product, software or of services forming the subject of the tender, the entry to the tender needs the manufacturer's/rights holder's written agreement.

2.1. Main tender categories:

1. Industrial machinery and equipment, household appliances, office technology devices and equipment
2. Vehicles
3. Clothing and accessories
4. Beauty products
5. Household chemical products, chemical products
6. Furniture, home and office equipment, supplies and accessories
7. Outdoor furniture, equipment
8. Energy efficient building products
9. Implemented establishments
10. Building industrial services
11. Infrastructural investments
12. Silicate industrial finished products (glass, porcelain, ceramics)
13. Sport accessories and equipment
14. Playgrounds, playground and public space fitness equipment
15. Toys
16. Handicraft products (juried crafts, folk art, home craft products)
17. Information technology (programs, systems)
18. Agricultural and food industrial products in fresh and processed forms including non-alcoholic and alcoholic beverages, nutrition supplements, foods for particular nutritional uses including diets and supplements for sports people, handcrafted foods and herbal teas
19. Pet foods, feeds
20. Medical devices (active medical devices as well), medical instruments
21. Products and services for human health and safety
22. Tools, applications, products, services developed for people living with help



23. Services helping people to spend their free time in a cultured way, inland tourism (including tourism-related catering), village tourism, travel organization, travel agency activities, foreign tourism / travel organization
24. Packaging technology (design, material and process)
25. Packaging materials, equipment
26. Education, training, post training, educational methodology
27. Interactive educational programmes
28. Textbooks and guides (interactive means), publications
29. Books and other printed brochures
30. Lighting, lighting technique
31. Products/services for improving life quality
32. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery and catering based on local traditional gastronomic values
33. Public catering
34. Cultural and sporting events, museum programs, services
35. Fancy goods
36. Leather products (horse tools, bags, suitcases, wallets)
37. Watches, jewellery, fashion jewellery
38. Internal and external walls, facades, design elements, wooden unique solutions, doors and windows, use of interiors in any function in outdoor living space
39. Products and services made and provided by people with disabilities
40. Web shop services
41. Transport, warehousing, storage including dangerous materials as well
42. Other services
43. Introduced health and safety tools, equipment and methodologies
44. Furnishings, interiors of any function in the interior living space.
45. Electronic products

3. Tender terms and conditions

3.1. Applicant

Any natural or legal entity and incorporation, company without legal personality, individual entrepreneur, creative community can submit tenders.

One applicant can submit several tenders and several applicants can submit a joint tender. One tender can include only one product or one product line. One product line may consist of max. 15 products. (By product we mean goods, software and services).



In case of a product family, in addition to the name of the product family, a list of all members of the product line is mandatory. The exact denomination of the members of the product family is a condition for complete tender documentation. (In points 8-9 of the application form after the summary name of the product line the exact list of products should be indicated.)

No application can be entered for any technology process being not materialized in a product, software or such service, which has not been introduced to the market at the time of submitting the tender.

The tender is public.

The announcers of the tender do not expect from the applicants to reveal business secrets or confidential information!

From the submission of the tender dossier up to the announcement of results, the applicant has notification commitment towards the Tender Secretariat, or in the case of gaining award, the trademark user is obliged to the same until the end of the use of the trademark. It means that any changes concerning applicant/trademark user/tender dossier (including points 4.2.3.1-4.) has to be signed in written form.

Failure to provide this notification, when it becomes public, has the consequence of being excluded from the tender, even suspension or withdrawal of the trademark use.

4.2. Content of the tender documentation

The tender has to be submitted in Hungarian language, in one printed copy and one copy is necessary on electronic data medium (pendrive). The content of printed and electronic copies needs to be identical in 100%, that is, the electronic version has to be the scanned version of the paper-based application. (The electronic application must also contain the signatures on blanks, declarations and application forms!)

In addition to the application file, the paper cover letter must be accompanied by a signed original copy of the Application Form, which need not be stapled together (the cover letter is an indication to the Secretariat of the Call for Proposals that the application has been submitted).

One (1-1) copy of the Application Form and the Notice of Payment of the Procedure Fee must also be included in the tender dossier in the appropriate place according to the table of contents. Thus two (2) copies of the Application Form and one (1) copy of Notice of Payment of Procedure Fee will be enclosed to the complete application submitted in. In case of not attached copies, the



documentation is qualified as incomplete resulting in a negative evaluation by screening the documents.

The tender documentation must always be compiled in the order of point 4 of the Call for Proposals, taking into account the applicable legislation!

4.2.1 Table of contents

4.2.2. Tender Entry Form (application form)

The 'Entry Form to the Tender announced for winning the Value and Quality Award' has to be filled in and officially signed. The name and position of the signatory shall be given legibly!

The form is valid only together with the tender documentation!

4.2.3. Declarations

The original declarations must be attached!

Declarations can be submitted also on 1 (one) page however each declaration shall be given in a separate point. There are no relevant standard forms, the declarations have to be done on company headed paper by copying back the text of the relevant declaration in the firstperson singular being duly signed.)

4.2.3.1. Statement that the applicant contributes to managing information provided in the tender dossier according to the data protection law being in force at all times.

4.2.3.2. Declaration on the acceptance of the invitation to tender, as well as its terms and conditions.

4.2.3.3. Declaration stating whether the applicant has been subject to official inspection in relation to the quality and safety of its products and services in the year in question up to the date of submission of the application and in the previous year. If so, whether the authority has made any substantial objections or taken any action. In case of objections, name of the objection, list of measures taken to remedy the objection.

4.2.3.4. Declaration that the applicants' product/product line, software, services do not infringe any third party's copyright. Should any third party enforce any claim against the tender announcers pursuant thereto, the applicant agrees to direct remedy liability.

4.2.3.5. Declaration that the company complies with applicable fire protection regulations and rules.

4.2.3.6. Declaration of Cost Share Commitment. In the case of a joint application, applicants must provide separate declarations of their willingness



to pay. (For example: all costs incurred in connection with the application are shared 50/50. In the case where only one of the applicants bears 100% of the costs, the applicant exempted from the costs must declare that it is exempted from bearing the costs by common agreement of the applicants named.)

4.2.3.7. Declaration that the applicant has no outstanding or unpaid public debts, fines, penalties, bankruptcy, liquidation, winding-up or other legal proceedings (including consumer protection, health and safety at work and fire safety inspections). The declaration must be accompanied by an official statement supporting the applicant's declaration.

4.2.4. Manufacturer's Declaration of Approval is necessary in case when the applicant is not identical with the manufacturer/producer of the product/product line/software, the manufacturer's/producer's written agreement (declaration) is necessary to attend the tender.

4.2.5. Bank notification, certificate confirming the payment of the tender procedure fee.

The tender procedure fee runs at HUF 218,000 + 27 % VAT, that is HUF 58,860, totally HUF 276,860 to be paid per tender submitted. In case of an applicant not based in Hungary however having EU tax number within the European Union, a total of HUF 218,000 / application.

The secretarial and organizational tasks of the competition are carried out by DIAMOND Management Office Ltd. as Tender Secretariat. The procedure fee shall be transferred to the bank account of DIAMOND Management Office Ltd. No. 11717009-22467980 led at OTP Bank before the deadline for submission of the application. IBAN account No. HU83 1171 7009 2246 7980 00000000, OTP Bank SWIFT identification mark (BIC): OTPVHUBB

The tender procedure fee cannot be paid by postal cheque or in cash. Failing to pay the procedure fee will result in the exclusion from the tender system.

The invoice for payment of the application fee, which does not require financial settlement will be issued by the tender running DIAMOND Management Office Ltd. and sent to the applicant additionally within 5 (five) working days after the receipt of the transfer and the sending of the required data.

In order to issue and send an invoice, the following data must be sent to baboklara@emin.hu within one (1) working day of payment of the application fee:



- a. exact name of the applicant, exact billing address with postcode, tax number / Community tax number in case of foreign applicant;
- b. exact postal address of the applicant with postcode;
- c. e-mail address used to receive a tele-bill;
- d. exact denomination of products/product line, services being subjects of the tender in a manner as stated in the application form;
- e. phone number and e-mail address of tender's contact person;
- f. document certifying payment of application fee;
- g. statement on the fact that bearer of costs is not the same as the tenderer and provision of data requested above referring to costs' bearer.

Each of points (a) to (e) may be replaced by sending the completed and signed application form to the above e-mail address.

We cannot issue an invoice without the information requested above! In this case, the transferred application amount will be returned to the receiving party after deduction of a handling fee of HUF 5.000,-, at the same time the application will become invalid!

4.2.5.1. Payment of the application fee for applicants within the EU, having Community tax number who are not based in Hungary: the application fee is to be paid without VAT, i.e. HUF 218,000 per application, given that the supply of services is outside the territorial scope of the VAT Act. (If the application fee is incorrectly paid, in excess of the amount of VAT, the VAT will be refunded, less the cost of handling fee i.e. HUF 5,000).

In order to issue and send the invoice, it is necessary to send the data requested in section 4.2.5. to the e-mail address indicated therein by the deadline.

4.2.5.2. Payment of the application fee for applicants within the EU, no having Community tax number, who are not based in Hungary: the application fee must be completed with VAT, i.e. a processing fee of HUF 276,860 per application has to be paid. In order to issue and send the invoice as soon as possible, it is necessary to get the information requested in section 4.2.5. 1 to the e-mail address indicated therein by the deadline.

4.2.6. Presentation of the Applicant (maximum 3 pages) in which the entity is briefly presented (history, business, eventually legal environment, most important products, services, annual production volume/value, turnover, within this the export rate, suppliers and customers, technology and raw material bases, etc.), as well as all other important facts, actions helping the evaluation of the tender. Based on self-assessment the Applicant has to analyse the marketability of the enterprise and its rank among businesses producing similar goods. In case of local government, the Applicant should present its social value, importance and effectiveness.



4.2.7. Description of the product/product line, software, service possibly up to 2 pages.

The presentation has to be started by repeating some highlighted sentences set out in paragraph 10 of the Tender Entry Form. Please point out the advantages of the product/product line, software, service being more favourable in terms of use, energy efficiency, environmental awareness and sustainability compared to similar products and services.

4.2.8. Presentation of home and foreign market position of the product/product line, software, service (max. 1 page)

Price of the tender subject, price-value ratio, comparison regarding the place on the international market (as regards function and price how the tender subject can be classified on the basis of self-assessment); sales, market launch, requirements, description of results, information on the market endeavours (vision) and issues, presentation of references, analysis of the market share. Presentation of trends during the recent period, and of achieving goals set. Examination of customers' satisfaction (presentation of results supporting that the activity of the company is for meeting the buyers' demands in the best possible way.)

4.2.9. Legal compliance documents

All documents relating to the product/product line, software, service which are required by consumer protection legislation and other rules. In addition to the regulations, presentation and documentation of the obligations assumed voluntarily in the interest of the consumers. (The itemized list of the most important documents to be attached is included - without the need of completeness - in Annex No. 2.)

4.2.10. Presentation of the environment protection output (max. 1/2 page)

Compliance with the environment protection rules in production, packaging and services. Enforcement of environment protection aspects in the product, services and during the production, use and destruction of product/product line and services. Eventual connection to different environment protection events, contacts with social organizations. Presentation of energy efficiency in the activity of the enterprise as well as during the production of the tender's subject. (Proof of compliance with relevant environmental legislation e.g. waste management.)

4.2.10.1. The copy of all effective certification issued by any third party (accredited certification body) on the product/product line, software, service (for example: expertise, qualification certificate, certification, inspection report). The third party's certificate is necessary in all cases, even if the product adequacy certification is left to the manufacturer/distributor by legislation.



4.2.10.2. Copies of documents proving protection of industrial property rights and intellectual property

If available: Certified copy of documents on the protection of industrial and intellectual property rights issued by the Hungarian Intellectual Property Office or copy issued by the Intellectual Property Office of the European Union, or European Patent Office even by World Intellectual Property Organization.

4.2.11. Copy of the certificate on the applied quality management system (e.g.: ISO, TQM, HACCP).

(Note: it is not a general tender term, but it is an advantage, if the applicant has a certified quality management system.) When application of any legally defined quality management system is compulsory for the applicant's activity (e.g. HACCP), proof of certification is also a tender condition. If the applicant has a quality testing lab, the own testing protocol on the product/product line, software, service forming the subject of the tender as well as the approval of an external certification body have to be enclosed.

4.2.12. Copies of documents attesting that the product/product line, service won quality awards, obtained certificates at earlier tenders in Hungary or abroad, copies of prizes gained at exhibitions and fairs. (e.g. Hungarian Agricultural Quality Prize, Premium Hungarian Food Trademark, Environment Friendly Product Trademark, etc. Awards and prizes gained in national and international professional competitions).

4.2.13. Photos and brochures showing the product/product line, software, service as a whole (also in application environment) and their characteristic features.

- In printed form:
Paper-based documentation must always be accompanied by paper-based images! These can be photos, brochures, publications. In case of printed publications, please attach the original electronic format (creative) or the electronic format of the publication in PDF.
- In electronic form on an electronic medium (pendrive)
ATTENTION! The electronic enclosure of the printed publication is not enough! Please attach photos as follows:
Photos which can be submitted: photos, product images, videos illustrating the product; photos, videos illustrating the nature of the service; in the case of electronic products, e.g. software, screenshots, videos showing the operation. Pictures can be enclosed only as saved in a separate directory!
Acceptable electronic formats: TIFF, JPEG, BMP at least 300 DPI resolution. Vector materials in PDF, Corel Draw up to version 17, in Adobe Illustrator. In this case the embedded pictures, objects, font types are also to be enclosed. For videos, each of the known formats is within a maximum of 5 minutes. Cannot accept post-scanned prints made on a copier! Unable to accept images copied



into Word or PDF document! Only photos saved to a separate directory can be attached!

Post-scanned prints made on a copy machine are not acceptable! It is not acceptable to copy and paste images into a Word or PDF document! Images must be saved in a separate folder!

The good visual presentation in the above-mentioned quality is a condition to the complete documentation and the evaluation. In the first three jury rounds the evaluation is mainly based on documents therefore the applicant is interested in enclosing high-quality pictures showing the essence.

The lack or inappropriate quality of the above implies a negative evaluation when examining the application documents.

If you have any questions, you can contact the web communication expert Tibor Horváth László directly at +36 20 320 5646, sajto@emin.hu

4.2.14. By compiling the Tender Documentation „The contents of the tender documentation in point 4.2.” should be considered.

5. Tender consultation:

The Tender Office and the representatives of the Announcers' Board cited in the Call for tender are ready for free consultation prior to the submission of tenders, if it is necessary on applicant's premises as well. Consultation relating to already submitted and received tenders is no longer possible!

6. Tender submission:

The complete written tender documentation has to be submitted in 1 (one) printed copy and 1 (one) copy in electronic format (pendrive) in Hungarian. Paper-based applications will be kept by the Tender Office for one year after submission, i.e. until the end of the first follow-up period. Electronic application materials will be kept for five years after submission.

In the event of a formal investigation or procedure against an awarded tender and this is formally made known to the Tender Office, the paper-based documentation will be retained until the end of the procedure.

6.1. Deadline for tender submission: 31 May 2023 (Wednesday)

(Note: the deadline given means the submission deadline of tender documents, the products are still not to be submitted by this deadline!)

In case of submission per post the date of posting on the seal is accepted.

6.2. Submission of tender by post:

Tender material has to be sent to the following name and address:

DIAMOND Szervezőiroda Bt.

Érték és Minőség Nagydíj Pályázat, Pályázati Titkárság

H-1172 Budapest, Gátfutó u. 15.



6.3. Personal submission of tender

The personal submission of the tenders is possible exclusively on 31 May 2023 between 09.00 – 14.00 hrs. at the following address:

DIAMOND Szervezőiroda Bt.

Érték és Minőség Nagydíj Pályázat, Pályázati Titkárság

1172 Budapest, Gátfutó u. 15.

(Phone: Kiss Károlyné Ildikó +36-20-934-4909)

7. Tender rules of procedure

7.1. Tender Secretariat

The secretarial and coordination tasks of the tender procedure are performed by DIAMOND Management Office Ltd. as Tender Secretariat of the Value and Quality Award

Address: H-1172 Budapest, Gátfutó u. 15.

Postal address: H-1172 Budapest, Gátfutó u. 15.

Tax number: 26241094-2-42

Chief executive officers: Kiss Károlyné Ildikó

Phone numbers of executive officers:

Kiss Károlyné Ildikó, mobile phone: +36-20-934-4909

E-mail contacts: kissildiko@emin.hu

Financial coordination: Babó Klára, financial expert

Phone: +36-20-511-2102

E-mail: baboklara@emin.hu

Web: www.emin.hu

7.2. Acceptance of applications

The envelopes containing the tender documentation submitted by the deadline will be opened by the Pre-jury organised by the Tender Office, which is verifying that the submission has been made in accordance with the terms of the Tender and the applications are admissible or not. If the tender documentation complies with the call for tender, the Tender Office will issue the Statement of Acceptance with admission numbers in electronic form. In the following, the completeness or incompleteness of the tender documentation submitted will be recorded by the Document Jury. The members of the Document Jury are composed of experts invited by the Board of Announcers of the Tender.

In case the submitted tender documentation is incomplete, the Tender Office – in accordance with the commitment of Document Jury - will invite the applicant to complete it by the specified deadline. The Tender Office informs the Applicants in a so called “Letter of Acceptance” together with an “Acceptance No.” on their further tasks relating to the additional jury rounds and expert examinations, if it is necessary on making a short movie introducing the tender, on sample supplies, as well as on removal of non-processed samples.



7.3. Procedure and phases of the tender evaluation

The tender evaluation runs in several rounds. The tenders are evaluated by a professional jury invited by the Announcers on the basis of the submitted documentation. The jury's work is assisted by other specialists as well invited by the Board of Announcers, who will draw up a written report. The invited jury members and specialists will sign a declaration of incompatibility and confidentiality. The list of the jury members and invited specialists is not public till the day of the award ceremony in order to ensure the fairness and clean procedure of the tender. The Declarations of Incompatibility are forming part of the tender procedure documents.

Schedule of the Jury:

- 1.** First round: Pre-jury, opening and reception of applications, formal and informal examination, checking admissibility, reconciliation of the payment of procedural fees with bank notifications, preparation of invoices. Technical check of electronic material, re-submission in case of faulty equipment. Providing electronic copies of the materials to jury members and experts.
- 2.** Second round: Document Jury, thematic content evaluation of the applications, identification of eventual shortcomings, appointment of experts and fixing requests for goods' samples or their inspection.
- 3.** Third round: expert reviews and evaluations. Experts can also contact applicants directly concerning their application. Control of applications under official procedures.
- 4.** Fourth round: Main Jury, appraisal of the applications taking the expert reports into account, sensory tests, preparation of the decision-making, proposals to the Board of Announcers.
- 5.** Fifth round: decision made by the Board of Announcers on the awarding, trademark uses and special prizes ((by adopting the recommendations of Merit Award for Communication). Approval or refusal of recommendations for Carpathian Homeland Merit Prizes.

Members of the Board of Announcers:

DIAMOND Management Office Ltd.
ExVa Ltd. Testing - Certification
HAJNAL Meat Processing Factory Ltd.
Legrand Hungary Electricity Systems CJSC.
Saint-Gobain Hungary Ltd.
SZÁM-PONT Computer Science and Training Center Ltd.

7.3.1. Request for tender products



The jury members and the experts are entitled to have the original of the products forming the subject matter of the tender either by requesting it or at an on-site inspection. The Tender Office will send an official notice thereon to the applicant in the application receipt. The advice on product request will contain the date and time of sending in and return. The Tender Office will provide for the safe placement and warehousing of the products supplied for inspection during this period. The Tender Office will not be responsible for the product not delivered for the specified date. (The Tender Secretariat will request test samples on two occasions: 1: Expert test samples, which will be forwarded to the experts; 2: For the Main Jury (sensory tests, catch samples, tastings).

During the jurying process, the goods are used and may be damaged or destroyed.

Both the jury members and the specialists can decide on inspecting the product at an external site or on the place of the production. In the latter case the applicant will ensure that the product/service can be viewed at a pre-agreed time.

7.3.2. Main evaluation criteria

The jury will submit the results of the evaluation to the Board of Announcers together with a recommendation for awarding made by taking the expert's report into consideration.

Upon evaluation the jury will take the followings into account:

- Content and aesthetic wholeness of the tender documentation
- Safety, adequacy, quality, innovative nature, marketability, economic utility, export strength of the product/product line, service submitted to the tender
- Application of energy saving, environment friendly solutions, advantages offered to the consumers
- Certificate or expertise issued by a third party (certification body) proving the product adequacy
- Decision of the Experts
- Results of tests performed by qualified and accredited laboratories
- Application of quality management system (e.g. ISO, or HACCP in case of foods)
- Intellectual property protection awareness
- Legal rules for placing on the market



- the adequacy and actuality of the information provided by the applicant in the electronic submission form
- Former prizes, certification trademarks
- Additional voluntary benefits offered to the consumers
- Credibility and reliability of financial data included in the Application material
- Main relevant official complaints, measures, disputes being in progress
- Creative ideas, unusual and innovative, future-oriented solutions.
- Availability of and compliance with work and fire safety regulations.

7.4. Advice on decision

All applicants (company manager, contact person) will receive advice on the decision of the Board of Announcers in electronic mails together with information on the Award Ceremony. Following the annual closing of the application, unsuccessful applicants will receive a short review of their application.

7.4.1. Awarding

Awarding the use of the Value and Quality Award Trademark

Based on the decision of the Board of Announcers the tenders evaluated the most outstanding will gain the use of the Value and Quality Award Trademark, and along with this the right to use the honourable title of the Value and Quality Award. The award is attested by an honorary certificate in English and Hungarian unique designed by the graphic artist, Balázs Károly as well as by the unique artisan trophy with the emblem of the Value and Quality Award, created by artisan Andrea Szócs Dr. and her creative partner.

The denomination of the trade mark: Value & Quality Award

(One (1) Hungarian and one (1) English honorary diploma and one (1) trophy belong to one (1) awarded tender. In case of a joint tender, diploma and trophy are given to (2) tender submitters. In case of a joint application of three or more applicants, additional diplomas and trophies can be ordered at a cost price through the Tender Secretariat.

The relevant subsequent orders are to be sent to the e-mail address „kissildiko@emin.hu up to 05th of August, 2023. The price of honorary diploma together with dossier: HUF 47.000 + 27% VAT/pc. The price of the Value and Quality Award trophy: HUF 58.000 + 27% VAT/ pc.).



These prices apply only to orders placed by the above deadline, any request beyond this date will be considered as a custom order and will be subject to a cost increase, as custom production requires custom pricing.

The award winner agrees to indicate the Value and Quality Award title on product/product line, service upon making publicity for the awarded product/product line and service during the whole period of distribution.

The company using the trademark must indicate the hashtag #EMIN in its social media communications, postings and when informing its followers about the award of the trademark.

The Hungarian and English certificates attesting the use of the Value and Quality Award Trademark and the unique porcelain trophies bearing the ÉMIN logo. are presented by Mr. Sándor Farkas, Deputy Minister of Agriculture or by his delegate.

Information on the ongoing monitoring of awardees and trademark users is set forth in the Trademark Use Agreement.

7.5. Trademark licensing contract

On behalf of proprietors of trademark protection, the DIAMOND Management Office Ltd. will sign a contract with the awarded applicant for the use of the VALUE AND QUALITY AWARD title and logo. After the award notice, the Tender Secretariat will send the trademark use contract in a separate e-mail.

Contracts must be printed and dated as well as each page signed and duly signed at the end of the contract and sent in three (3) originals to the Tender Secretariat up to 20th of August, who will also return a signed and attorney's countersigned copy. Of the three copies sent, one copy is for the trademark user, one copy is for the trademark owner and one copy is for the countersigning attorney. **The conclusion of the trademark agreement is a condition for receiving the award and using the trademark.**

In the contract, the beneficiary undertakes to pay the fee for the use of the trademark. The use of the trademark is free of charge for one year after allocation (1 September 2023 – 31 August 2024). The additional extension of the trade-mark use is only possible after the post-control of the tender and with an approval audit report. The yearly inspection is conducted by the expert appointed by the Board of Announcers. The costs of the inspection are covered obligatorily by the applicant. The costs of the post-inspection are set separately for each tender and are included into the Trademark License Agreement. The costs determined therein remain unchanged during the validity of the Trademark License Agreement.

In the case of new trademark users, the trademark usage yearly fee is



determined by HUF 60,000 + 27% VAT (i.e. HUF 16,200) from 1 September 2023, in total HUF 76.200. The trademark use fee is payable in advance per awarded application, upon request of the Holder. The trademark usage fee is fixed in the Trademark Agreement and it is unchanged for the duration of its use!

Content of the trademark use agreement:

Contracting parties, antecedents, definitions, subject of the contract, usability and display of the ÉMIN trademark (trademark diagram) in Hungarian - English, description of the trademark, method of use of the trademark, obligations of the user, duration of use of the trademark, fee for the use of the trademark, post-inspection, extraordinary inspection, breach of contract, termination of the right to use the trademark, actions after termination, unauthorized use of the trademark, amendment of the contract, statements and warranties of the parties, notices, contacts, confidentiality and data protection, dispute settlement, partial invalidity, mixed provisions.

Pursuant to the contract on use (trademark - licence agreement) and Act XI of 1997 § 23 on the protection of trademarks and geographic marks on goods (trademark – licence agreement) the beneficiary of the trademark protection will give permission to use the trademark of the Value and Quality Award. The user is obliged to pay a fee for this. The use of the Value and Quality Award is free for one year after awarding (in the present case from 1st of September, 2023 to 31 of August, 2024).

In case of the Value and Quality Award trademarks, DIAMOND Management Office Ltd. representing the trademark owners will conclude a trademark use agreement based on the Trademark Use Sample Template available on www.emin.hu website and according to the data management information.

7.6. Post-inspection

Further renewal of the use of the trademark on an annual basis is only possible with a post-inspection of the application and an approval audit report. The annual review is carried out once a year by the organization designated by the trademark holders (DIAMOND Management Office Ltd.) from the end of February to 30 June of each year. The notified body has the right to involve experts and subcontractors. During the post inspection of the awarded applications, the body entitled to audit all documents less than one year old, which also had to be submitted with application. If in the meantime there is a new legal change for the product or service, it is essential to submit the documents required for compliance with the legislation in force.

The list of documents to be requested during the post-inspection is included in Annex 2 of the current year's Call for Proposals without the need for completeness. The cost of the post-inspection shall be borne by the awarded trademark user.



The cost of the post-inspection is HUF 80,000 + 27% (ie HUF 21,600) VAT, ie gross HUF 101,600, which amount is fixed in the trademark use contract and remains unchanged during the validity of the contract!

The cost of the follow-up inspection is payable in advance at the request of the Rightholder!

If the expert does not recommend to approve the continued use of the trademark after the post-inspection, the use will be suspended, or ultimately withdrawn, which will be made public by the Board of Announcers. The blocking is ended when the mistakes are corrected and after it the trademark can continue to be used.

8. Special Prizes

Applications and applicants gaining right of trademark use in the current year may receive special prizes as well.

Besides the Announcers of the Tender, different companies, authorities, bodies are offering special prizes in the frame of the Value and Quality Award Tender System.

Different companies, institutions and organizations also have the opportunity to offer special prizes after the announcement of the tender as well. Special prizes may be offered in writing to the Secretariat by 29 June of each year by indicating the exact name and value of the special prize. The admission of special prizes is decided by the Board of Announcers with simple majority. The offeror will be informed on the admission of the special prize by the Tender Secretariat in electronic message. Special prize offers received and registered after the announcement of the tender will be published on the website of the Value and Quality Award, www.emin.hu.

Contact details of Value and Quality Award Tender Secretariat:

DIAMOND Management Office Ltd.

1172 Budapest, Gátfutó u. 15.

e-mail: kissildiko@emin.hu

The following honours are awarded on the basis of recommendations: Value and Quality Award for Lifetime Achievement, Value and Quality Award of Merit for Carpathian homeland, Lifetime Achievement Award for Carpathian homeland and Value and Quality Merit Award for Communication.

8.1. Special prizes founded by the Board of Announcers:

Special prizes founded by the Board of Announcers are attested by a Hungarian-English honorary diploma designed by Gábor Sárkány, graphic artist as well as by a unique applied art trophy made by Andrea Szócs Dr., craftsman.



The special prizes are presented by Mr. János Latorcai Dr., vice-president of the Hungarian Parliament or by his delegate.

8.1.1. *Entrepreneurial Merit Award of the Value and Quality Award Tender*
The Entrepreneurial Merit Award is to be given to enterprises proving to be able to produce premium quality and value over a long time. Several applications have gained the use of the Value and Quality Award Certification Mark.

They also contribute to the development of the economy with their developments and innovations, and they permanently enhance the good reputation of the Hungarian economy with their market activity.

8.1.2. *Value and Quality Award for Lifetime Achievement*

The Value and Quality Award for Lifetime Achievement is for awarding natural person demonstrating their commitment for outstanding quality as well as for raising up the culture of the Hungarian economy during their activity of several years. Its outstanding work is not only characterized by its economic activity however by high level of its social sensitivity.

8.1.3. *Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender*

The Merit Award for Energy Efficiency and Environmental Protection recognizes environment protection, maintenance of the ecologic balance of the earth as well as recognition of ensuring and promoting sustainable civilization development. The prize is won by solutions, products and systems, which measurably contribute to the reduction of the carbon-dioxide emission, to the formation, development and sustainability of the energy-conscious environment.

8.1.4. *Merit Award for Innovation of the Value and Quality Award Tender*

The Merit Award for Innovation of the Value and Quality Award Tender is given out to the creators of solutions, products and systems, who have outstandingly shown the potential of the domestic creativity through the innovative features of their tender in the current year as a reflection of the entrepreneurial culture in Hungary.

8.1.5. *Merit Award for Digitalization of the Value and Quality Award Tender*

This merit award is to be given to especially creative applications of the technology of the twenty-first century as well as to tenders improving and preserving quality of life.

8.1.6. *„Talent of the year” Merit Award*

The Honourable title “Talent of the year” may be awarded to an enterprise giving priority in its outstandingly sophisticated application to the promotion



of people's well-being through local natural values and by using high-quality products or services.

8.1.7. "Local Patriot" Merit Award

This prize is awarded by the Values and Quality Award Jury to the winning applicant who has shown an exemplary commitment to the home country, actively contributing to its development and prosperity by creating jobs and employment, with a strong local focus.

8.1.8. "For Youth" Merit Award

This Merit Award was founded by the Board of the Announcers of the Value and Quality Award Tender with the aim of creating a tradition in recognition of the outstanding activities of the award-winning company for the continuous development and renewal of the learning and teaching processes of young people, taking into account and applying modern educational trends and tools.

8.1.9. Merit Award for Communication of the Value and Quality Award Tender

The Merit Award for Communication is given by the Board of Announcers of the Value and Quality Award Tender to the printed or electronic media doing the most for the communication of high-quality values in the year of the invitation to tender, within this for the publicity and promotion of the Value and Quality Award Tender System. The fact of recognition can be used in the own communication of the winner as well.

8.1.10. Merit Award for Carpathian Homeland of the Value and Quality Award and Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award

The Board of Tender Announcers of the Value and Quality Award – agreeing with the government program - attaches a great importance to the cooperation of the Carpathian Basin regions, to the strengthening of economic relations, in which the common qualities and creativity are the keys of success.

In order to strengthen the above goals, the Board of Announcers established the Merit Award for Carpathian Homeland of the Value and Quality Award as well as the Lifetime Achievement Award for Carpathian Homeland of the Value and Quality. The Board of Announcers decides on the awards on the basis of recommendations.

The recommendation shall be presented in Hungarian on maximum three pages by registered mail to the following address:

Tender Secretariat of Value and Quality Award Tender

Merit Award for Carpathian Homeland of the Value and Quality Award

Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award



H-1172 Budapest, Gátfutó u. 15.

The date of the posting stamp is accepted as date of submission.

The recommendation can also be previously submitted in electronic way as well to the e-mail address: kissildiko@emin.hu

The Merit Award for Carpathian Homeland of the Value and Quality Award as well as Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Award are attested by a Hungarian-English honorary diploma designed by Balázs Károly, graphic artist moreover by a unique applied art trophy made by Andrea Szócs Dr., craftsman.

The special prizes are presented by Árpád János Potápi, state secretary for nation policy at Prime Minister's Office or by his delegate.

8.1.10.1. Merit Award for Carpathian Homeland of the Value and Quality Award Tender

This Merit Award is to be given to such natural person, who has over the years proved to be committed to strengthen and to enlarge the business relations between the cross-border regions and the motherland. On the other hand, the award is given to organisations or businesses being active in abroad and having key role in the economic cooperation between the regions of Carpathian Basin. The award recognizes those who are committed to respect for the traditions, the idea of Hungarians and the protection of the environment beyond the continuous high quality.

A maximum of two (2) Carpathian Homeland Merit Awards may be awarded each year.

8.1.10.2. Lifetime Achievement Award for Carpathian Homeland of the Value and Quality Tender

Lifetime Achievement Award for Carpathian Homeland was founded by the Board of the Announcers of the Value and Quality Award. The award may be allocated to such natural person, who has over the years proved to be committed with their economic activity in strengthening, enlarging the economic, cultural and educational relations with cross-border regions and with the motherland, moreover who has dedicated for respect of traditions and for notion of Hungarians.

One (1) natural person may be awarded the Carpathian Homeland Lifetime Achievement Award each year.

8.2. Special prizes of the Announcers of Value and Quality Tender

8.2.1. Special prize offered by DIAMOND Management Office Ltd.

DIAMOND Management Office Ltd. founded a special prize under the name "Herald". They will offer to the selected applicant winning the use of the Value and Quality Award Trademark in the current year as well as they offer the opportunity to have a permanent independent presence on the www.emin.hu



website for one year to be updated at will, as well as to include 100 copies of its own information material in the press material of the press conference announcing the competition. The special prize is attested by a unique ornament made by fine artist Andrea Szócs Dr., as well as by an honorary diploma created by Károly Balázs, graphic artist.

8.2.2. *Special prize offered by ExVa Ltd.*

The award-winning candidate selected by ExVa Ltd. will be provided with a process optimization survey free of charge in the year following winning the award or a full technical examination of a manufactured product. The special prize is attested by a unique ornament and by a honorary diploma made by the fine artist, Andrea Szócs Dr.

The special prize is presented by Ágnes Bálint, managing director of ExVa Ltd.

8.2.3. *Special Prize offered by Hajnal Meat Factory Ltd.*

Hajnal Meat Factory Ltd. - having received the Hungarian Quality Product Award and Merit Award for Economy several times - founded a special prize with tradition-creating purpose in memory of Mr. László Hajnal, head of the factory who died in 2016. Recognition of outstanding quality products was a matter of heart of Mr. Hajnal. This special prize is the Hajnal László Memorial Prize which is awarded to a food business-related applicant by the management of the company. This recognition is the distribution of trademark gaining products in the company's stores. This special prize is symbolized by a Hollóháza porcelain vase and by a document recording the fact of distribution. The recognition is given up by Hajnalné Raucsik Krisztina and Mr. László Hajnal, owner of the company.

8.2.4. *Special Prize offered by Legrand Hungary Electricity Systems CJSC.*

As special prize, Legrand CJSC. offers a premium-grade self-manufactured product package to applicant - selected by them - who is winning the Value and Quality Award.

The special prize is presented by Mr. László Károlyi, general director of Legrand Hungary Electricity Systems CJSC.

8.2.5. *Special Prize offered by Saint-Gobain Hungary Ltd.*

Saint-Gobain Hungary Ltd. will offer a special prize to the applicant who has been selected to use the trademark and who convincingly demonstrates its outstanding environmental policy in its winning application. The special prize: the Sustainable Future Award. The special prize is certified by a honorary diploma and a trophy.

The special prize will be awarded by Mr Attila Piros, Managing Director of Saint-Gobain Hungary Ltd.

8.2.6. *Special price offered by SZÁM-PONT Computer Science and Training Center Ltd.*



SZÁM-PONT Ltd. offers a special prize to the winner of the use of Value and Quality Award Trademark as applicant chosen by them: team building training at an external location, complemented by HR and Marketing consultancy. Value : HUF 600.000. The special prize is attested by an honorary diploma and the “Apple of Knowledge” ceramic ornaments.

The special prize is the Apple of Knowledge ceramic ornament and Certificate of Merit. The recognition is given up by Andrea Csalló, owner and managing director of SZÁM-PONT Ltd.

8.3.1. Special prize offered by Communautrade – Europe Trade and Consulting Co. Ltd.

Communautrade - Europe Trade and Consulting Co. Ltd. has been pursuing successful and diversified activities in Western Balkan countries for many years in economic, commercial and financial fields. As a special prize, Communautrade Europe Trade and Consulting Co. Ltd. offers an information package promoting market entry of the awarded Applicant to one (1) western Balkan country chosen by the awarded Applicant.

The special prize is presented by Mr. Attila Galambos, managing director of Communautrade Ltd.

8.3.2. Special Prize of the Bertalan Farkas Centre for Education and Methodology

The Center will award a special prize to the applicant it selects who has shown an outstanding example of responsibility and who has been awarded the use of the Value and Quality Award Trademark. The special prize is the replica copy of the launch key of the Soyuz-36 spacecraft and a certificate of honour. The award will be presented by retired Brigadier General Bertalan Farkas, the first Hungarian astronaut, the name giver and professional advisor of the Bertalan Farkas Education and Methodology Centre.

8.3.3. Special Prize of Charity Foundation for Health-ness, Prevention-Promotion, Rehabilitation, Education

The winner selected by the Foundation's Board of Trustees may use the Health-ness Foundation logo for one year on its website and publications, as well as the Foundation indicates the name and logo of the prize-winning tenderer on all advertising and marketing publications, communications and websites for one year.

The special prize is presented by Zsuzsa Gláser Katona, president of the Foundation's Board of Trustees.

8.3.4. „Special Prize ELECTROTECHNIKA” offered by the Hungarian Electronics Association

The recognition can be awarded to an award-winning applicant in the fields of energy, energetics, electronics, measurement technology, building electricity, and lighting technology which can use the achievements of the above sectors



as a guideline for its activities. The special prize will be a front-page article in the professional journal *Elektrotechnika*, founded in 1908 and now 115 years old, of the almost 123-year-old Hungarian Electrotechnical Association, as well as an article on the winning entry.

The special prize is attested by an honorary diploma, presented by Mrs. Péter Tóth, Chair of the MEE Technical History Committee, Marketing and Communications Officer.

8.3.5. Special prize offered by Magazine for Injured People (“SÉRÜLTEK.HU MAGAZINE”): Prize for Caring

Magazine for Injured People has the goal to identify and to recognize already existing tools, machines, inventions being available on the market or under production, which are developed to help people living with disability. These are representing value for people needing help. The special prize is attested by an honorary diploma.

The prize is presented by Tibor László Horváth, Chief Editor of the Magazine.

8.3.6. Special Prize offered by Transilvanum Foundation

The community and events of the Transilvanum Foundation have been a meeting point for successful businessmen, artists and experts from Transylvania for ten years. The Board of Trustees of the Foundation awards Transylvania's special prize to Transylvanian organizations doing a lot for promoting Transylvanian products, services and culture. Furthermore, the special prize can also be awarded to an organisation whose activities can build a bridge between Transylvanian and national economic cultures.

The special prize is represented by a unique memorial plaque. The prize-winning organization, as privileged guest, can take part at the Transylvania Gala being one of the most important events of the Foundation at the beginning of 2024.

The special prize is presented by Ms. Klára Simó, president of the Foundation.

9. Trade magazine's communication offer

The October issue of Trade magazine will include an ÉMIN supplement with a summary of the awards ceremony and a toast from the jury, including a list of all the winners. In addition, all winners will receive a voucher entitling them to a 30% discount, which they can use to appear in a Trade magazine.

10. Award Ceremony

The award ceremony of the Hungarian Quality Product Award will be held ceremoniously with a wide attendance on 07th of September 2023 in the Upper House Room of the Parliament. (The exact date is under negotiation with regard to the program of the Parliament.) Among the invited guests, outstanding personalities of economy and public life, heads of diplomatic missions, leading officials of business diplomacy will be present. The widest



media attention will follow the ceremony.

The main patron of the event is Dr. János Latorcai, Vice President of the National Assembly.

11. Supervision of products winning the right of using the Value and Quality Award Trademark

The parties must immediately notify each other in writing of any changes in the activities of the contracting parties that affect the contract!

The Board of the Announcers and the trademark owner are entitled to check and verify the product, product line, services recognized by the Value and Quality Award with regard to adequacy and in relation to the publicity of the Award to be made obligatory by winners.

Extraordinary review is possible if the trademark user becomes unworthy to the use of the trademark or if a negative report is received in connection with the product and service participating in the tender. The organization designated for the audit:

In case the quality of the monitored product, product line, service deteriorates compared to the quality of the product, product line, service of the tender submitted for gaining the Hungarian Quality Product Award, and the negative report proves to be true, moreover the applicant fails to fulfil the modifications, measures stipulated by the inspection body, the applicant becomes unworthy for wearing the award, the right for the trademark use can be withdrawn, the public will be informed thereon by the Board of Announcers. In the event that a public procedure is opened against the awarded product, service, the Board of Announcers may suspend the use of the award, and withdraw it in case of a condemning verdict, moreover make this fact public.

Any changes concerning the use of the Value and Quality trademark will be made public, optionally together with sending notice to the media.

12. Termination of Trademark Use Rights

12.1. Upon termination of this Agreement, the Trademark Use Rights shall also terminate.



12.2. The Agreement may be terminated by the user without giving any reason within 15 days of receipt of the notification of the annual renewal audit at the end of the year of use. Trademark year's round is 31st of August in each year. If the rightholder does not receive the notice of cancellation within the indicated time limit, the trademark user is obliged to pay the full amount of the trademark fee. Termination of use of the Trademark is only possible in writing by sending it to DIAMOND Management Office Ltd., Secretariat of the Value and Quality Award Tender, H-1172 Budapest, Gátfutó u. 15., e-mail address: kissildiko@emin.hu

12.3. The Contract may be terminated immediately with extreme termination in case of serious breach of contract.

12.4. In addition to the cases expressly stated in the Agreement, it is possible to terminate the Agreement by extraordinary termination in the following cases:

If the User

- Seriously violates the Contract or order of procedure, including the case of unworthiness;
- Not covers the Fees payable under this Agreement despite of a call;
- Bankruptcy, liquidation or liquidation proceedings are initiated against the User.

13. Publicity of the tender

13.1. The announcers can individually and jointly act in relation to the publicity of the tender system.

13.2. The tender is announced every year in March at a public press conference.

13.3. The complete text of the call for tender, the application form, the presentation of the award winners, the events of the tender are published on the tender website, www.emin.hu.

13.4. The tender information can be available on the websites of the Announcers as well.

13.5. Tender Office of the Value and Quality Award represented by the Board of Announcers provides or may provide official information on the actual events of the tender system in a press release.

13.6. The first presentation of the award winners and trademark users will take place at the award ceremony in the Parliament.

13.7. The news on the tender events are communicated to the media centres through MTI Hungarian News Agency.

13.8. The products and their manufacturers, services and their service providers awarded with the Value and Quality Award will be presented in the official Hungarian-English electronical catalogue of the Value and Quality



Award tender free of charge, which is available at fairs and exhibitions, business forums abroad and it also reaches the representatives of the economic diplomacy.

13.9. The Announcers of the Value and Quality Award (DIAMOND Management Office Ltd., ExVa Ltd., HAJNAL Meat Processing Factory Ltd., Saint-Gobain Hungary Ltd., Legrand Hungary Electricity Systems CJSC., as well as SZÁM-PONT Computer Science and Training Center Ltd.) at the same time the Strategic Partners of the Tender (Communautrade Europe Trade and Consulting Ltd., the Food Business Competitiveness Association and the Grabowski Publishing Magazine) will present the awarded applicants and applications on their own websites.

13.10. The tenders of the Value and Quality Award will be presented by MTVA, TV2 and HÍT TV broadcasts.

13.11. The electronic platform www.emin.hu provides the participants of the Value and Quality Award Tender (promoters, sponsors, trademark users) with a free of charge communication opportunity by publishing information of public interest.

14. Tender-relevant information are given by:

DIAMOND Management Office Ltd.

1172 Budapest, Gátfutó u. 15.

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