



Value and Quality Award

Call for applications and order of procedure

2020

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 2020

Attachment No. 2: Guidelines for conformity documents being necessary for submission of the tender

The 2020 Trademark Use Agreement Model and 2020 Data Management Information are available at homepage www.emin.hu.

National, public and one-round call for applications

is invited by

DIAMOND Management Office Ltd.

HAJNAL Meat Processing Factory Ltd.

Legrand Hungary Electricity Systems CJSC.

Transylvanian MULINVEST SRL.,

Poli-Farbe Chemical Industry Ltd.

ProfessionCert Engineering Services 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 2020

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

Special support is given by the
State Secretariat for Nation Policy at the Prime Minister's Office

Professional sponsor of the competition is the
National Food Chain Safety Authority

Foreign supporter of the tender is
Democratic Alliance of Hungarians in Romania

Strategic partners:

Communastrade-Europe Ltd. (CTEU)
Association for Food Entrepreneurs' Competitiveness
FÁN Group Ltd.
Trade Magazin.

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 our economy.

"The Value and Quality Award" Trademark embodies and expresses the commitment of Hungary for true values thus recognizing the importance of the certified quality.

The honourable title "The Value and Quality Award" can be won on the base 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.



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 development of services
- to contribute to the market activity and also to the development of exports of the producers becoming qualified through this competition.
- 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 support the appearance of high value-added products and services as well as the successful activity of businesses operating in intellectual property-intensive industries.

3. Subject-matter of the tender:

Any finished product, product line, software produced or 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.

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.

3.1. 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. Building products, energy efficiency construction products
8. Implemented establishments
9. Building industrial services



10. Infrastructural investments
11. Silicate industrial finished products (glass, porcelain, ceramics)
12. Sport accessories and equipment
13. Playgrounds, playground and public space fitness equipment
14. Toys
15. Handicraft products (juried crafts, folk art, home craft products)
16. Information technology (programs, systems)
17. Agricultural and food industrial products (in fresh and processed forms including non-alcoholic and alcoholic beverages, nutrition supplements, foods for particular nutritional uses, handcrafted foods and herbal teas)
18. Pet foods
19. Medical devices (active medical devices as well), medical instruments
20. Products and services for human health and safety
21. Tools, applications, products, services developed for people living with help
22. 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
23. Packaging technology (design, material and process)
24. Education, training, post training, educational methodology
25. Textbooks and guides (interactive means), publications
26. Books and other printed brochures
27. Lighting, lighting technique
28. Products/services for improving life quality
29. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery and catering based on local traditional gastronomic values
30. Cultural and sporting events, museum programs, services
31. Fancy goods
32. Leather products (horse tools, bags, suitcases, wallets)
33. Watches, jewellery, fashion jewellery
34. Internal and external walls, facades, design elements, wooden unique solutions, doors and windows, use of interiors in any function in outdoor and indoor living space
35. Products made by people with disabilities
36. Web shop services



37. Transport, warehousing, storage including dangerous materials as well
38. Other services
39. Labour safety devices, professional novelties
40. Furnishings, interiors of any function in the interior living space.

4. Tender terms and conditions

4.1. 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.10 products. (Under product name, both products, software and services are included).

On the Application Form the members, exact denomination as well as list of the product line have to be compulsorily indicated as condition of a complete 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 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 remuneration, 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 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.



In addition to the tender documentation the original of the Tender Entry Form duly signed and 3 well readable copies of thereof, have to be attached to the paper-based accompanying letter.

Three (4) copies of the application form attached to the accompanying letter are not to be stapled!

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 (5) copies of the Application Form and (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 should always be compiled taking into account the existing legislation and regulations!

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

These 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 the text of the relevant declaration.

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. Statement that the applicant has no expired or unpaid public debt, is not under fining, condemnation, bankruptcy, liquidation, final settlement procedure and any other official proceedings (including labour safety and fire controls as well).

4.2.3.4. Declaration on whether the Applicant has been subject to official control over the quality and safety of his goods and services during the current year and the year before. If yes, the authority has made a substantive objection or action.



4.2.3.5. 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.

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

4.2.4. Manufacturer's Declaration of Approval. 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 180,000 + 27 % VAT, that is HUF 48,600, totally HUF 228,600 to be paid per tender submitted.

In case of non-Hungarian applicants with EU tax number within the European Union, a total of 180,000 HUF / 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): OTPVHUHB

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 – latest by 5th June – on the basis of the document proving the transfer.

In order to issue and send an invoice, the following must be sent to baboklara@emin.hu at the same time as you pay the application fee:

- o exact name of the applicant, exact billing address with postcode, tax number / Community tax number;
- o exact postal address of the applicant with postcode;
- o exact denomination of the application according to the application form;
- o phone number and e-mail address of tender's contact person;
- o document certifying payment of application fee.

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, ie



180,000 HUF 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 the transfer).

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 228,600 per application has to be paid.

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, events 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 if local government the Applicant should present its social value and importance.

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 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. All documents relating to the product/product line, software, service which are required by consumer protection legislation and other rules. 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



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 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. If available: Certified copy of documents on the protection of intellectual property 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 received at exhibitions and fairs. (e.g. Hungarian Agricultural Quality Prize, Premium Hungarian Food Trademark, Environment Friendly Product Trademark, Budapest International Fair (BNV) Trophy, etc., prizes gained at 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 (CD, DVD, USB stick)

ATTENTION! The electronic enclosure of the printed publication is not enough! Please attach protos as follows.



Photos which can be submitted: photos on products, videos, photos or videos presenting the nature of the service; in case of electronic products, e.g. software, screenshots, videos on 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 up to CS6 version. 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!

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.

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

5. 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: 27 May 2020 (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 is to be submitted by registered post to the following address:

DIAMOND Szervezőiroda Bt. (DIAMOND Management Office Ltd.)

Érték és Minőség Nagydíj Pályázati Titkárság (Tender Secretariat of Value and Quality Award)

H-1172 Budapest, Gátfutó u. 15.

6.3. Personal submission of tender

The personal submission of the tenders is possible exclusively on 27 May 2020 between 09.00 – 14.00 hrs. at the following address:

DIAMOND Szervezőiroda Bt. (DIAMOND Management Office Ltd.)

Érték és Minőség Nagydíj Pályázati Titkárság (Tender Secretariat of Value and Quality Award)

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, Bálint Ágnes

Phone numbers of executive officers:

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



Bálint Ágnes, mobile phone +36-30-940-2176

E-mail contacts:

Kiss Károlyné Ildikó: kissildiko@emin.hu

Bálint Ágnes: agnes.balint@professioncert.hu

Financial coordination: Babó Klára, financial expert

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. 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.

The following persons cannot submit applications: senior officials, employees, representatives of the Board of Announcers, jury members, other parties directly involved in the tender procedure (experts) and the close relatives of those listed therein (Civil Code: Eighth Book, First Part, 8.1§ section (1) point (1)).

Schedule of the Jury:



1. First round: Pre-Jury, opening of applications, formal review, checking the admissibility of the application, overview of payment of procedure fees, reconciliation of payment of procedure fees with bank notifications, preparation of billing.
2. Second round: Document Jury, thematic content evaluation of the applications, identification of eventual shortcomings, appointment of experts and fixing the request for goods' samples or their inspection
3. Third round: expert reviews and evaluations
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. Approval or refusal of recommendations for Carpathian Homeland Merit Prizes.

Members of the Board of Announcers:

- DIAMOND Management Office Ltd.
- HAJNAL Meat Processing Factory Ltd.
- MULTINVEST SRL.
- Legrand Hungary Electricity Systems CJSC.
- Poli-Farbe Chemical Industry Ltd.
- ProfessionCert Engineering Services Ltd.
- SZÁM-PONT 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.

Sensory test of the products will also take place during the judging process, therefore the products may be damaged or destroyed.

In case of necessity the invited expert may address questions to the applicant directly as well.



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
- Experiences 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
- Former prizes, certification trademarks
- Additional voluntary benefits offered to the consumers
- Credibility of financial data included in the Application Form
- Main relevant official complaints, measures, disputes being in progress
- Creative ideas, unusual and innovative, future-oriented solutions.
- Compliance with work and fire protection regulations

7.4. Advice on decision

All applicants will receive advice on the decision of the Board of Announcers in registered and in electronic mails together with information on the award ceremony. Moreover, in case of winning the Value and Quality Award trademark use, the Tender Office will send the trademark licensing contract together with the Hungarian and English trademark logo. Contracts must be printed, dated, signed by the trademark user and sent in three (3) originals to the Tender Secretariat for signing and returning them to the trademark user with a lawyer counter-sign. From three (3) copies sent one is to trademark user, one is to trademark holder



and one copy is to countersigning lawyer. To sign the contract on trademark use is a condition of taking the trophy over and of using the trademark. After the annual closing of the tender, the not awarded applicants will receive a short, written evaluation on their submitted applications.

7.5. Content of trademark licensing contract

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 fee is understood per awarded tender. The use of the Value and Quality Award is free for one year after awarding (in the present case from 1st of September, 2020 to 31 of August, 2021). 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.

8. Awarding

8.1. Honourable title of the Value and Quality Award

Based on the decision of the Board of Announcers the tenders evaluated the most outstanding will receive the title of the Value and Quality Award, and along with this the right to use the trademark free of charge for one year. The award is attested by a honorary certificate in English and Hungarian unique designed by the graphic artist, Balázs Károly as well as by the unique applied arts trophy made by the creative team of Porcelain Factory in Hollóháza.

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 submit- ters. 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 10th of August, 2020. (The price of honorary diploma together with dossier: HUF 32.000 + 27% VAT/pc. The price of the Value and Quality Award trophy: HUF 43.000 + 27% VAT/ pc.).

The Hungarian and English certificates attesting the award of the title “Value and Quality Award” and the unique trophies made by the Porcelain Manufacture Co. Ltd. in Hollóháza (Hollóházi Porcelángyár Kft.) are presented by Deputy Minister of Agriculture or by his de- legate.

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.



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. The applicant agrees therein to pay the fee for carrying the trade-name. The use of the trade-name is free of charge for one year after allocation (1 September 2020 – 31 August 2021). 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. These amounts are determined per application and remain unchanged during the validity of the Trademark License Agreement.

In the case of new trademark users, the trademark usage fee is determined by HUF 60,000 + 27% (i.e. HUF 16,200) from 1 September 2020, in total HUF 76.200. The fee for the trademark use is understood per awarded tender. The trademark usage fee is fixed in the Trademark Agreement and it is unchanged for the duration of its use!

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.

8.2. Special Prizes

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

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

Special prizes can only be awarded to applications and applicants who won the Value and Quality Award in the current year. 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.

8.3.1. 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 Sárkány Gábor, graphic artist as well as by a unique applied art trophy made by the creative team of Hollóháza Porcelain Manufacture Co. Ltd.

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

8.3.1.1. 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. They enhance the good reputation of the Hungarian economy with their market activity, developments and innovations.

8.3.1.2. 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.

8.3.1.3. 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 and development of the energy-conscious environment.

8.3.1.4. 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.

8.3.1.5. 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.

8.3.1.6. Merit Award „Talent of the year”



The Honourable title “Talent of the year” may be awarded to enterprise giving priority in its extremely valuable application the promotion of people’s well-being by using local natural resources and presenting high quality products or services.

8.3.1.7. 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 call for tender, within this for the publicity and promotion of the Value and Quality Award Tender System. The fact of recognition can be used in own communication as well.

8.3.1.8. 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.

Deadline for presenting recommendation: 20 June, 2020.

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 mo-



reover by a unique applied art trophy made by the creative team of Hollóháza Porcelain Manufacture Co. Ltd.

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

8.3.1.9. 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. The Merit Award for the Carpathian Homeland can be yearly given only to one (1) natural person. In case of foreign organisations maximally 3 Merit Awards are available.

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

With the aim of creating tradition, the Board of the Announcers of the Value and Quality Award founded the Lifetime Achievement Award for Carpathian Homeland. 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.

8.3.2. Special prizes of the announcers of Value and Quality Tender

8.3.2.1. Special prize offered by DIAMOND Management Office Ltd.

With the aim of creating tradition, DIAMOND Management Office Ltd. founded a special prize under the name "Knowledge is a power" to award one winning applicant of the current year, selected by them. This merit prize may be considered as an intellectual property survey in connection with the Value and Quality Award Tender. The special prize is attested by an honorary diploma created by Károly Balázs, graphic artist and a unique ornament prepared by Andreas Szócs, graphic artist. It is presented by Kata Siklós Dr., intellectual property protection expert of the company and by Kiss Károlyné Ildikó, founder of the trademark.

8.3.2.2. 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. who 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 confirming distribution's possibility. The recognition is given up by Hajnalné Rauszik Krisztina, wife of retired older László Hajnal, meat master.

8.3.2.3. Special Prize offered by Legrand Hungary Electricity Systems CJSC.

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

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

8.3.2.4. Special prize offered by MULTINVEST SRL.

MULTINVEST SRL. offers a special prize to a selected applicant winning the use of the trademark under the name "Let's design our future".

The special prize is presented by Zsolt Hrubecz, managing director of the company.

8.3.2.5. Special Prize offered by Poli-Farbe Chemical Industry Ltd.

Poli-Farbe Ltd. offers a special prize for creation of "Innovative and liveable living space" to the successful candidate who won the use of the Value and Quality Award Trademark.

The special prize is presented by Mr. Antal Szabó, managing director of Poli-Farbe Chemical Industry Ltd.

8.3.2.6. Special Prize offered by ProfessionCert Ltd.

In the year after obtaining the use of the Value and Quality Award Trademark, ProfessionCert Ltd. provides an audit related to the winner's profession free of charge, selected by them. The special prize is attested by a honorary diploma and a porcelain object created by the Hollóháza Porcelain Factory Ltd.

It is presented by Ágnes Bálint, managing director of ProfessionCert Ltd.

8.3.2.7. 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 to the applicant chosen by them which is one day training with a professional trainer as well as one day software development on the subject indicated by the winner.

The special prize is attested by an honorary diploma and the “Apple of Knowledge” ceramic ornaments.

This special prize is presented by Andrea Csalló, owner and managing director of SZÁM-PONT Ltd.

8.4. Special prizes offered by different organizations

8.4.1. 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.

8.4.2. Special Prize offered by Association for the Competitiveness of Food Entrepreneurs

The association offers a one-year membership free of charge to the applicant selected by the association, as well as the services provided by the association to its members for one year. The special prize is attested by an honorary diploma and unique vase made by Hollóháza Porcelain Manufacture Co. Ltd.

The special prize is presented by Zsuzsanna Suhajda dr., president and Mrs. Erzsébet Molnár Schreiber, secretary general of the Association.

8.4.3. Special Prize of Charity Foundation for Health-ness, Prevention-Promotion, Rehabilitation, Education (Health-ness Prevenció-promóciós, Rehabilitáció-segítő, Oktatási és Jótékonyági Alapítvány)

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 Zuzsa Katona Gláser, president of the Foundation's Board of Trustees.



8.4.4. Special prize offered by National Food Chain Safety Authority (NÉBIH)

NÉBIH offers a special prize to a Value and Quality Award Trade mark use winning company for showing outstanding example in the field of food safety and food quality. The special prize is attested by an honorary diploma.

It is presented by Márton Oravecz dr., president of the National Food Chain Safety Authority.

8.4.5. 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. Recognition is represented by an artwork and an honorary diploma made by an injured artist.

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

8.4.6. 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 five 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. 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 2021.

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

8.4.7. Special Prize offered by Scientific Journalists Club

This organization, which has been operating for nearly 30 years, has created a special prize for the Economy and Science offered to a Value and Quality Award winning company chosen by them, which has been an outstanding activity in the field of economy, science and education during the current year.

The special prize is presented by Mrs. Péter Tóth, president of Scientific Journalists Club.

9. Award Ceremony

The award ceremony of the Hungarian Quality Product Award will be held ceremoniously with a wide attendance on 09th of September 2020 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 dip-



lomatic 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.

10. Supervision of products winning right of use of the Value and Quality Award Trademark

Using the Trademark of the Value and Quality Award is only possible with a trademark licence agreement concluded between DIAMOND Management Office Ltd. as representative of the trademark owners and the awarded trademark user.

Information on the continuous monitoring of the awarded applications are specified in the trademark licence agreement. Any changes occurring in the activity of the contracting parties and affecting the contract shall be notified to the parties promptly in writing.

The Board of the Announcers and the trademark owner are entitled to check 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.

Appointed bodies for control: DIAMOND Management Office Ltd. and ProfessionCert Co. Ltd.

The appointed bodies will carry out post-control yearly from March of the given year up to 20th of June, commissioned by DIAMOND Management Office Ltd. and authorized by the trademark owners. Organizations designated for audit shall have the right to call upon external experts for the inspections. The post-control covers all trademark users regardless of the year when award was won. Follow-up controls concern all trademark users, regardless of the prize awarding year. A report will be drafted on the monitoring. The costs of the post-control are paid by the trademark user. These costs are set in the Contract for Trademark Use, which remain unchanged until the validity of the Contract.

For the post-control of the awarded Tenders, the body authorized to audit requests any document less than one year old, which was requested at the submission of the Applications as well.

List of documents required for post-control is stipulated in Annex 2 of the Call for applications of the current year.

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 applicant fails to fulfil the modifications, measures stipulated by the announcer, or the applicant becomes unworthy for carrying 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 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.

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



11. Termination of Trademark Use Rights

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

11.2. The Agreement may be terminated by the User without any notice at the end of the Trademark Use Year, subject to a sixty (60) day notice. Trademark year's round is 31st of August in each year. If termination is not received by the Proprietor latest by June 30th, the User is required to pay the full Trademark Use Fee. Termination of use of the Trademark is only possible in writing by sending it to the company representing the Trademark holders. (DIAMOND Management Office Ltd., Secretariat of the Value and Quality Award Tender, H-1172 Budapest, Gátfutó u. 15., e-mail address: kissildiko@emin.hu)

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

11.4. 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.

12. Publicity of the tender:

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

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

12.3. 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.

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

12.5. Tender Office of the Value and Quality Award represented the Board of Announcers can provide official information on the actual events of the tender system in a press release.



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

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

12.8. 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.

12.9. The announcers of the Value and Quality Award, the DIAMOND Management Office Ltd., HAJNAL Meat Processing Factory Ltd., Legrand Hungary Electricity Systems CJSC., Transylvanian MULINVEST SRL., Poli-Farbe Chemical Industry Ltd., ProfessionCert Engineering Services Ltd., as well as SZÁMPONT Computer Science and Training Center Ltd., moreover the Strategic Partners of the Tender are the Communautrade Europe Trade and Consulting Ltd., the Food Business Competitiveness Association and the Grabowski Publishing Magazine will present the awarded applicants and their applications on their own websites.

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

12. Tender-relevant information are given by the following representatives of the Announcers:

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ProfessionCert Ltd.

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Value and Quality Award Call for applications and order of procedure

2020

