

PRESS RELEASE - For immediate release**Quality as a competitive advantage: the best economic players will be evaluated again in 2026****Applications for the Value and Quality Award Certification Mark can be submitted until May 28!**

In 2026, the Value and Quality Award Tender was announced for the ninth time, accepting applications from businesses until May 28 in more than 100 categories across 48 main groups in the economy and culture. Today, nearly 200 partners use the Certified Trademark on more than 1,000 products and services, proving that certified quality creates concrete market value. The awards will be presented on September 10 in a ceremony held in the Upper House meeting room of the Parliament Building, putting excellence in the spotlight once again this year. "Despite years of economic challenges, the Value and Quality Award Certification Mark continues to enjoy the same prestige as ever. Striving for high quality is not just about the perfection of the end product, but about the entire business process. It is great to see that demand for reliable and economical solutions is growing: manufacturers, distributors, and conscious consumers are increasingly choosing quality," said Ildikó Kiss Károlyné, founder of the Value and Quality Award Certification Mark.

The Value & Quality Award Tender is organized by ABP-Corp. Kft., Bocsiviki.hu Kereskedelmi és Szolgáltató Kft., Délalföldi Kertészek Zöldség-Gyümölcs Termelői és Értékesítő Mezőgazdasági Szövetkezete, DIAMOND Szervezőiroda Bt., FANNIZERO Kft., Harkányi Gyógyfürdő Zrt., JUSTICE Security Vagyonvédelmi, Tanácsadó és Szolgáltató Kft. and Koch's Torma Kft. Main Patron of events of the Value and Quality Award is Mr. János Latorcai Dr., Vice-president of the Hungarian Parliament. Professional promoter of the competition is the Ministry of Agriculture, main sponsor of the competition is the State Secretariat for Nation Policy at the Prime Minister's Office, while professional partner of the competition is the National Food Chain Safety Office.

The mission of the Value and Quality Award Tender is to recognize outstanding products and services and to award the companies creating them. The awarding of the trademark not only recognizes the work and achievements having been accomplished, but also the efforts made to promote the qualitative development of the national economy. They are rewarding values fitting perfectly with Hungary's economic priorities, thereby promoting national competitiveness and stable economic growth.

A common feature of the award-winning applicants is that they choose energy-efficient solutions and use modern technologies to deal with global problems.

"Currently, nearly 200 of our partners covering almost the entire spectrum of the economy use the Value and Quality Award Certification Mark for more than 1,000 products/product groups and services," emphasized Ildikó Kiss Károlyné, founder of the Value and Quality Award Certification Mark. We are convinced that a country's economic prosperity is enhanced when as many of its products and services as possible are marked with the emblem of excellence. In 2025, 40 applications from 34 applicants were awarded this honorary distinction. Agriculture remained the most important sector; according to a representative survey, 86.6% of consumers give preference to products



made in Hungary when they are purchasing food. At the same time, with the spread of automation and digitalization, there's been a growing focus on solutions increasing efficiency and cost savings, as well as sustainable operating models integrating a circular economy approach. Last year, a civil society organization was among the award winners for the first time. We, the organizers, are striving to ensure that the most active businesses throughout Hungary and across our borders in the Carpathian Basin participate in the tender system, thereby strengthening economic relations. We are confident that we will receive outstanding applications in 2026 as well," emphasized Ildikó Kiss Károlyné.

János Latorcai, Vice-president of the Hungarian National Assembly and patron of the event, said in his welcoming speech: *In addition to international developments, many companies also view the upcoming parliamentary elections as a risk and are preferring to wait rather than invest. This is particularly dangerous when an extraordinary information technology revolution is shaking up the markets. Recognizing this, the government successfully launched the Sándor Demján program last year, and as a continuation of this, it is providing further targeted support to small and medium-sized enterprises in Hungary this February. The government considers it particularly important that the widespread use of artificial intelligence should not lead to an increase in unemployment, and this is why the "SME Capacity Building Support 3.0" program was launched in February this year with the aim of strengthening the competitiveness of domestic micro, small and medium-sized enterprises and creating jobs. According to the latest forecasts, consumption could be the driving force of the economy again this year. Ultimately, it is up to us, the consumers, to decide whether we want to give preference to domestic products as conscious consumers. This is our shared social responsibility, and the Value and Quality Award Tender has been providing outstanding guidance in this regard for many years.*

András Tállai, Deputy Minister of Agriculture, said the following about the tender: *"This year is particularly full of challenges: the transformation of global markets, geopolitical tensions, and the dualities experienced in the domestic economy place rapid adaptation, consistent value creation, and authentic quality at the center of business success. In this environment, the Value and Quality Award Certification Mark plays a prominent role. It helps consumers make conscious decisions and provides an objective competitive advantage for bidding companies. The steady increase in domestic consumer demand, rising real wages, and targeted government measures are creating favourable conditions for further growth in demand for high-quality products manufactured in Hungary. Experience shows that today's buyers make their decisions based not only on price, but also on value stability and professionally verified quality. In this process, the Value and Quality Award trademark guarantees that consumers receive real, high-quality performance.*

In his welcoming speech regarding the competition, Lőrinc Nacsa, State Secretary for National Policy, said: *"The Value and Quality Award Certification Mark clearly shows that we recognize the activities of those who perform the most valuable and highest quality work. Those who, through their work, not only ensure their own well-being and that of their colleagues, but also enhance the reputation of the Hungarian people. The importance of the value of work and the striving for quality do not stop at national borders: every Hungarian, whether living in the Carpathian Basin or anywhere else in the world, represents and reinforces this spirit. That is why it is very important that the Value*



and Quality trademark can be used by businesses outside Hungary as well as those in the mother country. An important step in the reunification of our nation is that we now think in terms of a unified nation in the areas of the economy and business as well.

Any private individual, legal entity, unincorporated association, sole trader, or creative collective may apply for the Value and Quality Award Tender until May 28, 2026. The open nature of the competition allows most economic and cultural enterprises to apply for the Value and Quality Award Certification Mark and the honorary title, but the subject of the competition can only be a product that has already been realized in economic life, an idea that has been implemented in a service, or an innovative concept. In addition to trademark usage, the application system also provides an opportunity to recognize the most outstanding applications in various fields with special awards.

The 48 main categories of the tender cover several sectors of heavy industry, such as: mechanical engineering, chemical industry, building materials industry, automotive industry; numerous sectors of light industry: wood, paper, textiles, leather, printing industry, crafts and home industry; and almost all areas of the food industry. Equally important are medical and healthcare equipment and services, as well as groups related to interior design and catering. This year, for the first time, so-called "free-from" products will be eligible to apply independently. Of course, there are different services among the main groups: web shop, museum, leisure and cultural activities, events, education, public catering, transportation, warehousing, etc.

The Value and Quality Award Tender prizes – the "symbol of certified quality" – will be presented on September 10, 2026, in the Upper House meeting room of the Hungarian Parliament Building.

Quality certification using trademarks dates back nearly three decades. The predecessor of the Value and Quality Award Certification Mark, the Hungarian Product Grand Prize Certification Mark, was launched in the spring of 1998. This trademark – extended to the entire Carpathian region – was followed in 2018 by the modern, internationally recognized Value and Quality Award Certification Mark. Based on the decision of the Board of Announcers, the most outstanding applications are awarded the use of the Value and Quality Award Certification Mark, along with the right to use the Value and Quality Award title for the duration of the trademark use. The use of the trademark is certified by a certificate of honor in Hungarian and English, designed by graphic artist Károly Balázs, and a unique industrial art trophy designed by industrial artist Dr. Andrea Szócs, decorated with the emblem of the Value and Quality Award. The Board of Announcers will also award special prizes to the most outstanding entries.

Budapest, March 18, 2026

The Board of Announcers of the Value and Quality Award

Further information: <http://www.emin.hu>