



Dear Prospective Applicant,

We have chosen Count István Széchenyi's wise words, which are still relevant today, as our motto for this year: **"Everything depends on us; we just have to want it! Respect the past so that you can understand the present and build the future."**

The Value and Quality Award Certification Mark has not lost its prestige despite the economic difficulties that have arisen. In addition to the Russian-Ukrainian war, which broke out in February nearly four years ago and has continued ever since, the unstable situation in the Middle East and the weak European economy, particularly in Germany, are all contributing to economic difficulties and affecting economic life from the perspective of both businesses and consumers. Despite all this, in 2025 there was an increase in the number of people who believed that success could only be achieved through quality, and that it was important to certify reliable quality and display quality certification marks, especially because the temporary difficulties in the economy could provide opportunities for fraudsters and swindlers.

There is a need for the Value and Quality Award Certification Mark, which clearly draws attention to excellence. Such positive differentiation conveys several messages: on the one hand, it certifies the user, distinguishing them from other similar manufacturers, and on the other hand, it clearly inspires consumers to make purchases, which can also result in economic benefits for the holder. The Value and Quality Award Tender System is also the most effective tool for recognizing and promoting outstanding quality. The Value and Quality Award Tender uses its own tools to help economic and cultural actors in improving the profitability of their products and services as well as in strengthening their sales position. The trademark builds bridges between different sectors and provides clear assistance to consumers and users in making conscious choices. Companies building for the future must do everything they can in order to achieve a competitive advantage. For example, they participate in objective competitions and consider it important to have their excellence certified by an independent judging body, so there is a demand for certified quality on the part of producers, manufacturers, and service providers, but there is also a growing desire on the part of consumers to spend their money on reliability, usefulness, and economic efficiency, and not to waste money on their purchases. More and more people believe that quality certification and the display of quality certification marks are important. It is important to stand out from the others, and a good way to do this is to display the beautifully designed logo of the Value and Quality Award Certification Mark, which represents continuously monitored, certified quality, but also embodies and expresses Hungary's respect and commitment to true values! The Value and Quality Award Tender, in line with Hungary's national policy, considers it important that regions beyond the border can also participate in the tender system, providing an opportunity to recognize outstanding Hungarian-speaking businesses abroad.

Currently, nearly 200 of our partners covering almost the entire spectrum of the economy use the Value and Quality Award Certification Mark on more than 1,000 products/product groups and services. The economic strength of a country is best emphasized and most directly demonstrated when as many of its products and services as possible display symbols of excellence, including the Value and Quality Award Certification Mark. Our award winners are also good examples of the creative power of Hungarians, who are rich in both knowledge and ideas, and who mark their excellence with a quality certification logo on their products/services.

I encourage you to believe in your products and services, to measure yourselves against others, because by displaying the trademark, you will belong to the proud camp of winners.

With these thoughts in mind, I wish future applicants every success in contributing to the qualitative development of the economy!


Kiss Károlyné Ildikó
trademark founder