



PRESS RELEASE - FOR IMMEDIATE RELEASE

Most of the awards at the Value and Quality Award Tender are related to agriculture.

41 applications from 34 applicants gained the use of the Value and Quality Award Certification Trademark in the Parliament on September 8.

The prizes of the Value and Quality Award Tender were presented at the Celebration of the Economy in Main Order House of the Parliament on 8 September. This year, the use of the trademark and the prize were given to 41 applications from 34 applicants in a prestigious competition covering more than 100 topics in 45 main categories covering almost the entire spectrum of the economy. 7 of the most outstanding entries also received valuable special prizes in recognition of their work. János Latorcai, Deputy Speaker of the National Assembly, and Sándor Farkas, Deputy Minister of the Ministry of Agriculture, delivered speeches and presented the awards. In this situation of epidemic and economic crisis, in the midst of an energy crisis, the Board of Announcers of the Tender considered it particularly important to help economic and cultural stakeholders through its own means, by offering them the opportunity to win awards. In accordance with tradition, this year's largest group of applicants is again from the agricultural sector; recent times have shown the unquestionable importance of agriculture and the food industry, which has proved its ability to supply the whole country even in times of crisis.

In 2022, the Value and Quality Award Tender was announced and implemented for the fifth time by DIAMOND Management Office Ltd., ExVa Ltd. Testing – Certification, Hajnal Meat Processing Ltd., Legrand Hungary Electricity Systems CJSC., SZÁMPONT Computer Science and Training Center Ltd. as the Board of Announcers of the competition system. Mr. János Latorcai Dr. is the main patron of the events of the Value and Quality Award Tender. The main sponsor of the competition is the State Secretariat for National Policy at the Prime Minister's Office. Professional supporter is the Ministry of Agriculture. Professional partner of the competition is the National Food Chain Safety Office.

The awards of the Value and Quality Award were presented this year as well in a ceremonial setting **in Main Order House of the Parliament** on 8 September. 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. The trademark focuses on outstanding achievements and accomplishments where special attention is paid to the protection of the natural environment and where modern, state-of-the-art tools are used to respond to global challenges. The aim of the tender scheme is to raise



awareness of the high quality of goods and services eligible for the tender and to promote the production of high-quality goods with high added intellectual value being competitive on the international market.

Károlyné Ildikó Kiss, founder of the Value and Quality Award Competition, said, *"We are pleased to see that businesses with long-term plans are seeking a competitive edge despite the difficulties and are therefore participating in objective competitions. One of the ways forward is to have their excellence backed up by an independent certification body, i.e. there is a clear demand for certified quality on the part of producers, manufacturers and service providers. It can therefore be said that a quality benchmark such as the Value and Quality Award and the associated certification mark are essential in economic life. The Value and Quality Award Tender aims to use its own tools to effectively help economic and cultural stakeholders to reduce the number of people in vulnerable situations and to enable more businesses to focus on improving the profitability of their products and services and their sales position, rather than on crisis management. Under the current circumstances, I feel that it is a success that the value and prestige of the tender has not been diminished,"* said the Managing Director.

János Latorcai, Deputy Speaker of the National Assembly, the main patron of the event, emphasised in his welcome speech: *"Looking back at the years we have left behind, we can safely say that even in the midst of a pandemic and war in our neighbourhood, and the resulting global and local economic and financial difficulties, there was significant and sustained interest in the Value and Quality Award, and the renewal of one of the most prestigious domestic certification system has been a success. It was really necessary, because our world is in a process of change. The coronavirus epidemic will subside over time, and the Russian-Ukrainian war will end at some point, but I am convinced that global commodity production and trade will undergo, if not fundamental, then substantial changes as a result. This level of uncertainty in the business environment puts all businesses at a crossroads. One possible decision is to strive for safety and reserve, and the other is to run forward to innovation. The winning applicants chose the latter, which is more difficult and risky, but offers real prospects in the longer term. I am confident that these domestic companies will not only succeed in this noble competition, but will also adapt effectively as innovative businesses in a changing global economic environment."*

Sándor Farkas, Deputy Minister of the Ministry of Agriculture, said: *"Everyone now recognises that the vulnerability of a country's economy depends to a large extent on its ability to stand on its own two feet, to be self-sufficient in as many areas as possible. This is why the importance of agriculture and the food industry has been increased in the last few years. However, climate change and the historic drought in Hungary have shown how vulnerable we are to nature. Climate change has now become one of the biggest influencing factors for agriculture. It is precisely this vulnerability that the Government's irrigation development plans seek to*



mitigate, as recent years have shown that in some areas of the country, safe food production is no longer possible without irrigation. Innovation has always been the key to the development of our country and our nation, and this is why I am grateful to the organisers of the Value and Quality Award Tender, as they encourage businesses to improve for the sake of quality year after year."

This year, as a result of a rigorous five-round evaluation process, 41 entries from 34 applicants have been awarded the Value and Quality Award. 7 of the most outstanding entries also received valuable special prizes in recognition of their work. The majority of the award winners, nearly 80%, already hold a Value and Quality Award or some other qualification, prize or trademark. A total of 19 applicants have already participated in the competition and have a Value and Quality Award certification mark, and 15 applicants have now decided in 2022 that their products and services are of a standard to compete for this trademark. The 2022 winners come from 13 counties of the country and Budapest. 28% of the winners are based in Budapest and 62% in countryside. Outside Budapest, 6 entries came from Eastern Hungary and 7 from the Western part of the country. As in previous years, the majority of this year's winners are small and medium-sized enterprises, but several micro-enterprises and even a creative group have demonstrated their ability to produce a world-class product or service. More than 50 businesses from the fields of economy and culture showed their creativity.

In accordance with tradition, this year's largest group of applicants is again from the agricultural sector; recent times have shown the unquestionable importance of agriculture and the food industry, which has proved its ability to supply the whole country even in times of crisis. In second place was the major group of IT programmes, systems and products, devices and services for human health and safety. This was followed by clothing and accessories and energy efficient building products. A real novelty among this year's entries is the award for the cultural theme. This application gave an answer to the problem of how to remain visible as a performing artist, to survive the difficulties of the past period and even to gain further recognition. The other main categories received 1-1 applications.

The tenders deemed the most outstanding were awarded the use of the Value and Quality Award Certification Trademark together with the honourable title of the Value and Quality Award. The Awards and Special Prizes will be certified by a certificate in Hungarian and English, designed by Gábor Sárkány. The emblem is a unique trophy designed by Andrea Szócs, Ferenczy Noémi Prize-winning craftsman.

Special prizes were also awarded to outstanding entries by the founders and members of the Board of Announcers of the Tender:

- **Entrepreneurial Merit Award of the Value and Quality Award Tender** was merited by Lidl Magyarország Kereskedelmi Bt., the company using the most Value and Quality Award trademarks.



- **The Merit Award for Innovation** was gained by József Terék's application for the Tárogató Hungarikum Online Edition 2021.
- **Merit Award for Energy Efficiency and Environmental Protection of the Value and Quality Award Tender** was gained by KARSAI Műanyagtechnika Feldolgozó és Szerszámgyártó Holding Zrt. with their application on “Raised bed garden with breathable wall”.
- **Merit Award for Digitalization of the Value and Quality Award Tender** was given to Szombathelyi Távhőszolgáltató Kft. for the application on „Go green with us” awareness raising programme.
- **Merit Award „Talent of the year” of the Value and Quality Award Tender:** this special prize was awarded to Optimal Insurance Ltd. for their Optimal Academy's RINO training programme.
- **The local patriot special prize** was awarded to the Panyolai Szilvórium Zrt.
- **Merit Award “For Youth” of the Value and Quality Award Tender** was given to Balázs-Diák Kft.
- **Merit Award for Communication of the Value and Quality Award Tender** - The winners of this year are: the editorial teams of TV2 News Directorate, the creative team of M1 Channel Directorate, the editorial team of Ripost.

Successful applicants and proposals in the Value and Quality Award competition have been offered additional valuable special prizes by the organisers themselves, as well as by various companies, public authorities and NGOs, in recognition of their achievements. The Value and Quality Certification Trademark is a clear indication of the outstanding quality of its user, internationally as well. Its distinction rightly ensures positive differentiation for its users and symbolises the strengthening of the Hungarian economy.

For a list of the winners, please see the list of award winners and regional distribution, and for more information on the competition, please see the Background information!

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Value and Quality Award Jury

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

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