



BACKGROUND INFORMATION ON VALUE AND QUALITY AWARD TENDER 2022



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Economic environment in the first half of 2022 in Hungary

The Hungarian economy grew by around 8% on a seasonally adjusted basis, ahead of expectations. The main contributor to this growth was household consumption, which is also reflected in the strong expansion of services and retail sales. Industrial output also expanded significantly. Within industry, growth was particularly strong in food and beverages, refined petroleum products and electrical equipment. Among market services, the expansion of trade, accommodation and food services, and transport and storage was particularly significant. Public, business and private investment together could also have made a positive contribution to economic growth. Unfortunately, however, war, sanctions policies, increasing inflation, rising borrowing rates and a tighter fiscal position will all reduce our population's performance for the rest of the year.

There are grounds for optimism that new investments and new capacities will come on stream in the near and distant future. We also need a strong economy because the consequences of war need to be managed. The series of government measures shows that the Hungarian economy will survive the conflict with minimal blood loss, and that Hungarian jobs will not be lost. Since the change of regime, not as many people have worked in Hungary as now. Thanks to this, the government has the opportunity to reduce taxes without risk. The tax value of the average wage decreased by almost 12 percentage points compared to 2009.

The Value and Quality Award Tender in this year

When the Value and Quality Award Tender was announced in March, most businesses were optimistic about 2022, confident that the war in our neighbourhood would end soon and not cause a major economic disaster. Unfortunately, the recent months have thoroughly disproved this.

Today, there is a strong sense of uncertainty in the life of trademark users and applicants, which has created a duality. Partly there is a forward escape clinging to innovation, partly striving for safety and saving. The emergence of a more difficult economic environment can be felt. Under the current circumstances, it must be considered as a success that the value and prestige of the tender has not been diminished.

The mission of the Value and Quality Award Tender is to reduce the vulnerability of economic and cultural actors, to improve the profitability and sales position of their products and services, to create a bridge between different sectors, to provide clear help to consumers and users to make informed choices, and to support them through its own tools.

The Value and Quality Award Certification Mark focuses on outstanding achievements and performance where special attention is paid to the protection of the natural environment and where modern tools are used to respond to global challenges.



It is still the case that businesses with a long-term perspective want to gain a competitive advantage despite the difficulties and therefore participate in objective competitions to be in the proud camp of the excellent businesses. They also see the possibility to move forward if their excellence is confirmed by an independent evaluation body, i.e. the demand for certified quality is also raised by producers, manufacturers and service providers. It can therefore be said that a quality benchmark such as the Value and Quality Award competition and the associated certification mark are necessary in economic life.

The increasing economic problems, the bad weather affecting agriculture and the lack of sufficient rainfall were felt by the applicants. Several businesses withdrew their applications before the deadline, referring to uncertainty, but we were still able to maintain last year's level, however this year we did not welcome any cross-border applicant.

As a result of a rigorous five-round evaluation process, 41 entries from 34 applicants were awarded the Value and Quality Award Certification Mark.

The place and role of the Value and Quality Award and Trademark

We remain convinced that the competitiveness of products and services on both the domestic and international markets is primarily ensured by excellent quality, which can be confirmed and certified by a quality certification mark. Trademarks enable market participants to compete in the market, and those who use trademarks to distinguish their goods or services from those of competitors can gain an advantage. Trademarks are an important means of informing consumers. They provide direct information about the product or service. Trademarks create a link between different products and their producers, different services and service providers, they have a quality marking function, they contribute to the development of consumer culture, but they also have an important advertising and investment stimulating function.

Quality certification with trademarks has been around for a quarter of a century. The predecessor of the Value and Quality Award Certification Trademark, the Hungarian Product Award Certification mark, was launched in the spring of 1998. This trademark was followed in 2018 by the modern, internationally introduced Value and Quality Award Certification Trademark, which takes into account the changed economic circumstances. The Board of Announcers of the Tender has always considered and continues to consider as a priority to contribute to the marketability and competitiveness of the products and services of enterprises. This is why it also operates the Value and Quality Award Tender System, under which the winning businesses gain the right to use the Value and Quality Award Certification Mark and the title of distinction for their high-quality products and services.

The Value and Quality Certification Trademark provides security and strength! Its distinction rightly ensures positive differentiation for its user.



Definition of the Value and Quality Award

The Value and Quality Award is a quality certification mark. You can apply to use it through a public, one-round competition. The holder of a trademark becomes eligible to receive the honorable title „Value and Quality Award”.

The need to use the trademark

In 2004, at a meeting in Hungary, Thomas Glaser, Commissioner responsible for marketing affairs of the European Union, emphasized that trademarks can do the most in the life of a product. It was a novel statement at the time, but recently more and more people understand and feel the importance of trademarks, and of course there is still plenty of room for improvement. It's a well-known saying that "Good wine also needs bush". Trademarks, for example, are such signboards. In the diversity of goods, it is particularly important and useful to draw attention to values. Trademark display has a direct positive message, it helps in a positive way to find your way around, but it also provides protection against fraud and counterfeiting.

Definition of the Value and Quality Certification mark

A trademark is a type of product mark, a legally protected, graphically representable sign that distinguishes goods or services from those of others.

The Value and Quality Award Certification Trademark is a protected figurative emblem registered with the National Intellectual Property Office. In Hungary, it is currently the only recognition being not profession-specific and symbolizing the excellent quality. It is open to applications from almost all areas of the economy, from Hungary and the Carpathian region, with a single round of public application.

The Value and Quality Award Trademark is a recognition of applications and applicants who represent values being in line with Hungary's economic interests and contribute to a stronger economy.

General information

The Value and Quality Award Certification Mark embodies and expresses Hungary's recognition and commitment to values and certified quality!

The Value and Quality Award Certification Trademark is both standard and guide for creating a brand having real value. It promotes the performance of our gray stock, the most important treasure of Hungary and the Carpathian region being able to reach economic successes both at home and abroad, as we know: „The quantity of scientific human being is the real power of the nation” / Count István Széchenyi /

The Value and Quality Award Certification Trademark is owned by two civil persons. The organisers and announcers of the Tender are also NGOs. Its realisation is an outstanding example of cooperation between the state and NGOs.



The Value and Quality Award Competition is realized with the financial and professional cooperation of the organizers - DIAMOND Organizing Office Bt., ExVA Vizsgáló és Tanúsító Kft., Hajnal Húskombinát Kft., LEGRAND Hungary Electrical Systems Zrt. and SZÁM-PONT Computer Technology and Training Center Kft. The main decision-making body of the Announcers of the Tender is the Board of Announcers, which has the exclusive right to grant the use of trademarks, special prizes and recognition offered by external organisations.

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 is the Ministry of Agriculture. *The main sponsor of the competition is the State Secretariat for Nation Policy at the Prime Minister's Office.* Professional partner of the competition is National Food Chain Safety Office.

The Value and Quality Award competition and the opportunity to use the Certification Label have increased the number of applicants and consequently the number of awards, with more and more people wanting to prove that they can be the best among the excellences.

Distinctive signs and trademarks drawing attention to outstanding achievements and performance are becoming increasingly important. Perhaps the most effective indicator of a country's economic strength is the number of certified products it has. As an alternative programme of economic development, the Value and Quality Award scheme is an integral part of the government's economic strategy, actively contributing to the country's economic success.

The Values and Quality Award application system creates a link between different economic sectors, drawing attention to the dedicated work of highly skilled professionals, paying special attention to the protection of the natural environment, while at the same time responding to global challenges with modern tools.

The Value and Quality Award Certification Mark is an internationally accepted, clear indication of the excellence of its user. The winners of the competition showcase exemplary models contributing to the reputation of the economy.

To be eligible to use the Value and Quality Award, a single round of public competition is launched in March each year.

The results of the Value and Quality Award are announced at a ceremony in the Main Hall of the Parliament in early September each year.

Among the invited guests are leading representatives of economic diplomacy. The ceremony will be accompanied by the widest possible press coverage.

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 promote businesses being active in intellectual property-intensive industries

Main tender categories:

Industrial machinery and equipment, household appliances, office technology devices and equipment

1. Vehicles
2. Clothing and accessories
3. Beauty products
4. Household chemical products, chemical products
5. Furniture, home and office equipment, supplies and accessories
6. Outdoor furniture, equipment
7. Energy efficient building 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 including diets and supplements for sports people, handcrafted foods and herbal teas
18. Pet foods, feeds
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, foreign tourism / travel organization
23. Packaging technology (design, material and process)
24. Packaging materials, equipment
25. Education, training, post training, educational methodology
26. Interactive educational programmes
27. Textbooks and guides (interactive means), publications
28. Books and other printed brochures
29. Lighting, lighting technique
30. Products/services for improving life quality
31. Hotels and restaurants (including catering culture), hotel, restaurant, confectionery services, food delivery and catering based on local traditional gastronomic values
32. Public catering
33. Cultural and sporting events, museum programs, services
34. Fancy goods
35. Leather products (horse tools, bags, suitcases, wallets)
36. Watches, jewellery, fashion jewellery
37. 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
38. Products and services made and provided by people with disabilities
39. Web shop services
40. Transport, warehousing, storage including dangerous materials as well
41. Other services
42. Introduced health and safety tools, equipment and methodologies
43. Interior design, interiors of any function in the living space.
44. Electronic products

Tender terms and conditions

The competition is open to all products, product families, software and related services that meet the objectives of the main categories of the competition and are manufactured and marketed in Hungary or the Carpathian region, and with which a system can be created. Furthermore, independent service can also be the subject of the tender. If the applicant is not the same as the manufacturer or the right holder of the product, software or service being the subject of the application, the written consent of the manufacturer/right holder is required to participate in the application. The fairness and integrity of the tendering system is ensured by an objective set of criteria and an impartial and independent panel of experts. The use of the awarded trademark will be regularly checked by the announcers of the tender, thus guaranteeing safety and continuous quality to users and consumers.



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).

The application must be submitted in Hungarian in one copy on paper and one copy in electronic format, in accordance with the guidelines set out in the current Call for Proposals.

Indicative list of documents required for the application (not exhaustive!)

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!)

The tender dossier must always be drawn up in the order set out in point 4 of the Call for Proposals, taking into account the legislation in force!

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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!

Declarations

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 first person singular!

* 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.

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

* 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).



* Declaration on whether the Applicant has been subject to official control over the quality and safety of its goods and services during the current year and the year before. If yes, the authority has made a substantive objection or action. In the case of an administrative objection, the name of the objection, a list of the measures taken to resolve the objection are necessary.

* 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.

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

* Cost rate commitment statement. In the case of a joint application, applicants must make a separate declaration of cost sharing. (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 being exempted from bearing the costs must declare to be exempted from covering the costs by common agreement of the applicants named.)

*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

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

The tender procedure fee runs at HUF 190,000 + 27 % VAT, that is HUF 51.300, totally HUF 241.300 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 190,000 HUF / application.

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 241.300 per application has to be paid.

Presentation of the Applicant

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 efficiency.

- *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.

- *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. Customer satisfaction survey (presentation of results supporting that the activity of the company is for meeting the buyers' demands in the best possible way.)

-*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.

- *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. Possible contacts with different environment protection events and 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).

- *The copy of all effective certification issued by any third party on the product/product line, software, service (for example: expertise, quality certificate, 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.*

- *Copies of documents proving the protection of industrial and intellectual property rights.*

- *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.



- *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, prizes gained at national and international professional competitions).*
- *Photos and brochures showing the product/product line, software, service as a whole (also in application environment) and their characteristic features.*
- in printed form
- In electronic form on an electronic medium (CD, DVD, pendrive)

Evaluation of applications

The jury present the results of the evaluations to the Board of Announcers, together with a recommendation for awarding with special regard to the account the experts' reports.

Upon evaluation the jury will take the followings into account:

legal compliance of the tendered products for placing on the market; 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); availability of previously awarded prizes and certification trademarks; additional voluntary benefits offered to the consumer; credibility and reliability of financial data included in the Application file; main relevant official complaints, measures, disputes being in progress; creative ideas, unusual and innovative, future-oriented solutions; compliance with work and fire protection regulations

The tender evaluation runs in several rounds. This means that, for each round, there is a one-off deadline for completing the application form, if necessary. If this is not done in time and with 100% complete correction, these applications will not advance to the next round of evaluation. After the final jury round, the decision on the use of the trademarks will be made. The jury will also check the examination of the applications through repeated tests. At the same time, the jury controls the communication platforms related to the tenders, but also carries out test purchases on a random basis (draw).

Thanks to a rigorous set of requirements and an application evaluation process, winning the Value and Quality Award - which allows trademark users to become members of an elite club - is not easy to achieve.



Awarding of applicants participating in the Value and Quality Award Tender

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 use of the trademark is free of charge in the year of the award, but further use is only possible after the expert's positive opinion and after the expert's examination, and is subject to a fee. The use of the trademark is certified by a Honorary Diploma in Hungarian and English, designed by graphic artist Károly Balázs, and a unique artisan trophy with the emblem of the Value and Quality Award, created by industrial artist, Andrea Szócs and her creative partners.

The mark is called: Value & Quality Award.

Winners of the Value and Quality Award and use of the trademark 2022

ALPHA-VET Állatgyógyá-szati Kft.	Doki for Farm - software for livestock farms
Andrea Kft.	Baby summer dress collection in soft crinkle 2-layered cotton guaze muslin fabric
Animall Professional Care Kft.	Dr. Peticon product line
Auchan Magyaror-szág Kft.	Auchan's premium branded dairy products produced by Martontej (From Auchan Premium Host to Table)
Balázs-Diák Kft.	Innovative education at the Bertalan Farkas Education and Methodology Center
Balázs-Diák Kft.	"Become more skilful" - Drone programming
Bocsiviki.hu Kft.	Kitchen of Bocsi Viki
Bükki Gyógy-növény Kereskedelmi és Szolgáltató Kft.	Herbal Baby Carrier Product line
CO-OP Hungary Zrt.	COOP Jót Jó Áron (Great Products at Great Prices) 200 g vacuum-packed sliced bacon



CO-OP Hungary Kft.	COOP Jót Jó Áron (Great Products at Great Prices) 450 g pack of half-fat, course cow's curd cheese
CREATON South-East Europe Kft.	RÓNA Roof tiles Product Family
CSOMIÉP Beton- és Meliorációs Termék-gyártó Kft.	Precast reinforced concrete water-lift shaft of the WUM system
Deka Union Kft.	"Fröcsi kolbász" - traditional flamed village sausage
DENT-ART-TECHNIK Kft./ Premet Kft.	Custom designed and manufactured epiperiosteal implants
DOLCETTA Ipari, Kereskedelmi és Szolgáltató Kft.	Confectionery product range
FIWI-HÚT Vadfeldolgozó és Kereskedelmi Kft.	Wild kitchen grill product line
FIWI-HÚT Vadfeldolgozó és Kereskedelmi Kft.	Wild kitchen ready meals product line
FLORIN Vegyipari és Kereskedelmi Zrt.	Brado hand- and skin disinfection product family
GYULAHÚS Kft.	Gyula pork mini liver paste
Hungerit Baromfifel-dolgozó és Élelmiszer-ipari Zrt.	Valdor Zizu Chicken breast mini-fillets
JÓ Hentes Élelmiszer-értékesítő Kft.	Good Butcher 300 g Gourmet product range
KARSAI Műanyag-technika Feldolgozó és Szerszám-gyártó Holding Zrt.	Raised bed garden with breathable wall
Lidl Magyarország Kereskedelmi Bt.	Gluten free chocolate swirl



Lidl Magyarország Kereskedelmi Bt.	Pilos Free From lactose free chocolate milk with sweeteners
Lidl Magyarország Kereskedelmi Bt.	Pilos Jumbo Quark dessert
Lidl Magyarország Kereskedelmi Bt.	Plum jam filled pur-pur pastry
Multi-Cikória Kft.	Maci product family
Nádudvari Élelmiszer Feldolgozó és Kereskedelmi Kft.	Gluten and Lactose free pork grill sausage with Emmental cheese
Nádudvari Élelmiszer Feldolgozó és Kereskedelmi Kft.	Cream yoghurt 10% from Nádudvar
Négy Évszak Training Kft.	Hungarian Tale
Optimális Biztosítási Kft.	Optimal Academy RINO (Risk Management Innovation in Insurance Optimization) training program
Optistyle Kft.	Services of the Optistyle Optical Salon
ORIENTAL HERBS Kft. (Chi-Huang /Dr. Chen Patika/ Medical Center Gyógyító Központ)	TCM, protocol of traditional Chinese medicine at Chi-Huang /Dr. Chen Patika/Medical Center Healing Center
Otthonod 2000 Interior Design Alkotócsoport	„We turn your home into a home" - interior design, interior decoration
PANZI-PET Kereskedelmi és Szolgáltató Kft.	Panzi FitActive B.C. Premium dog foods product family
Panyolai Szilvórium Zrt.	Panyolai Essence product family
Szatmári Konzervgyár Kft.	Rege Cucumber pickles with sweetener, 3-6 cm (370ml)
Szatmári Konzervgyár Kft.	Rege horseradish striped beetroot salad (540ml)



Szombat-helyi Távhőszolgáltató Kft.	„Go green with us” awareness raising programme
Terék Művészeti Kft.	Tárogató Hungarikum Concert Online Edition 2021
Vitaking Kft.	Vitaking vitamin C range

In addition to the use of trademarks, the application system also provides for the possibility of awarding special prizes to the most outstanding applications in different fields.

Special prizes of the Board of Announcers of the Value and Quality Award, 2022

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

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 artisan trophy created by Ferenczy Noémi Prize winner Dr. Andrea Szócs, applied artist, associate professor.

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 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. The Entrepreneurial Merit Award of this year is merited by Lidl Magyarország Bt. gaining and using the most Value and Quality Award trademarks.

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. 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



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. The Merit Award is 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

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. The Merit Award 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

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. The winner of this year's special prize is Optimális Biztosítási Kft.

Merit Award „Local Patriot” of the Value and Quality Award Tender

This special prize will be awarded by the Announcers of the Values and Quality Award Tender to the winning applicant who has shown an exemplary commitment to his/her home country, actively contributing to its development and prosperity by creating jobs and employment, with a strong local focus. The local patriot special prize was awarded to the Panyolai Szilvórium Zrt.

Merit Award “For Youth” of the Value and Quality Award Tender

This merit award has been established by the Board of Announcers to recognise the outstanding work of an award-winning company in the continuous development and renewal of the learning and teaching processes of young people, taking into account and applying modern educational trends and tools. This year this Merit Award was given to Balázs-Diák Kft.

Special prizes of the Announcers of Value and Quality Award Tender

Special prize offered by DIAMOND Management Office Ltd.

DIAMOND Management Office Ltd. founded a special prize under the name “HERALD”. The Office offers to an award and trademark winning applicant the opportunity to have a permanent independent presence on the www.emin.hu website for one year (to be updated by wishes) while the Office also provides the possibility to the winner to place its own information materials in 100 copies in the press conference news announcing the competition. The special prize was offered by the DIAMOND



Management Office Ltd. to the Home 2000 Interior Design Creation Group. 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. This special prize is presented by Kiss Károlyné Ildikó, founder of the trademark.

Special prize offered by ExVa Ltd.

The special prize is the provision of an explosion protection expert opinion to the awarded applicant, selected by ExVA Testing and Certification Ltd, for an establishment of their choice in the year following the award of the prize. This year's special prize winner is KARSAI Műanyagtechnika Feldolgozó és Szerszámgyártó Holding Zrt. 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.

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. This year this prize was won by FIWI-HÚT Kft. The recognition is given up by Hajnalné Raucsik Krisztina and Mr. László Hajnal, owner of the company.

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 use of the Value and Quality Trademark. The special prize was offered to the Home 2000 Interior Design Creation Group. The prize is presented by Mr. László Károlyi, general director of Legrand Hungary Electricity Systems CJSC.

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: 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 will be presented to CREATON South-East Europe Kft. by Andrea Csalló, Managing Director of SZÁM-PONT Kft.



Special prizes offered by different organizations

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. to CREATON South-East Europe Ltd.

Special Prize of the Farkas Bertalan Centre for Education and Methodology

The Farkas Bertalan Center will award a special prize to the applicant selected by them who has shown an outstanding example of responsibility and who has been awarded a trademark. The special prize is a copy of replica on 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 eponym and professional advisor of the Bertalan Farkas Education and Methodology Centre to Szombathelyi Távhőszolgáltató Kft.

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 to ORIENTAL HERBS Kft.

„ELECTRICAL ENGINEERING Special Prize” 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. The special prize is a front-page publication and the presentation of the winning application in the form of an article in the 112-year-old journal of the Hungarian Electrical Association entitled Elektrotechnika. The special prize is attested by an honorary diploma, presented by Mrs. Péter Tóth, Marketing and Communication Officer.

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.

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 2023. The special prize is presented by Ms. Klára Simó, president of the Foundation to Otthonod 2000 Interior Design Creative Group.

MEDIA's presence in the Value and Quality Award Tender

The events of the Value and Quality Grand Prix always attract wide media coverage. One of the most important tasks of the Value and Quality Award Tender is to draw attention to products and services of outstanding quality. It is important that value for money is not the decisive factor, but rather price, because it is important that the value for money is not wasted. The cooperation and assistance of the media is indispensable in this, the recognition and success of the Value and Quality Award Competition would not be possible without the media, because it is not enough to be seen, you have to be seen! In recognition of this, the Board of Announcers of the Tender has created the Merit Award for Communication to be given to the printed or electronic media doing the most for the communication of high-quality values in the year of the invitation to the tender, within this for the publicity and promotion of the Value and Quality Award Tender System. The fact of recognition can be used in its own communication. 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. This Merit Award is attested by a honorary diploma designed by Gábor Sárkány, graphic artist as well as by a unique artisan trophy created by Ferenczy Noémi Prize winner Dr. Andrea Szócs, applied artist, associate professor.

Communication offer from the Trade magazine

The October issue of Trade magazine will include an VQA (ÉMIN) supplement with a summary of the awards ceremony and the toast from the jury, including the list of all



the winners as well. In addition, all winners will receive a voucher entitling them to a 30% discount to be used for appearing in any Trade magazine.

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 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 unfair to the use of the trademark or a negative report is received in connection with the product and service participating in the tender. The organization designated for the audit: DIAMOND Management Office Ltd., which is entitled to involve subcontractors.

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.

Termination of Trademark Use Rights

Upon termination of this Agreement, the Trademark Use Rights as well as right to use the distinctive title of Value and Quality Award shall also terminate.

12.2. 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 DIAMOND Management Office Ltd., Secretariat of the Value and Quality Award Tender, H-1172 Budapest, Gátfutó u. 15., e-mail address: kissildiko@emin.hu



The contract for the use of the trade mark may be terminated with immediate effect by extraordinary notice in the event of serious breach of contract.

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 of the Trademark

- 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.

Presentation of winners

Products and their manufacturers, services and service providers that have been awarded the Value and Quality Award are presented free of charge in the official electronic catalogue of the Value and Quality Award Tender System in Hungarian and English, which is displayed at foreign exhibitions and business forums and distributed to representatives of economic diplomacy.

Information about the Value and Quality Award Tender, a presentation of the winners, the call for entries and a downloadable application form are available online at www.emin.hu. The website provides a free communication platform for competition partners to communicate important information of public interest.

The members and members of the Board of Announcers will provide the winners with a profile on their website.

The founders and operators of the Tender believe and profess that the Value and Quality Award with its trademark message is a powerful aid to the economic activity of quality products and their producers in Hungary and the Carpathian region. For many years, in countries with more developed economies than ours, it has been a very important factor for companies to have some kind of certification mark to prove the excellence of their products.

Presentation of the organisers, patrons and sponsors of the 2022 Value and Quality Award

The production philosophy of the operators and users of the Value and Quality Award Tender is that high quality is paramount in the life of a product, and they are proud to say and proclaim that quality and expertise can never be compromised.



Announcers of the Tender

The Tender will be implemented with the financial and professional support of the announcers.

The Announcers of the Value and Quality Award Tender are also working to develop and implement concepts helping the business success of enterprises producing excellent products.

Diamond Management Office Ltd.

Our motto: "Good wine also needs bush". The Value and Quality Award Trademark, for example, is a signboard.

The main activity of DIAMOND Management Office is the search for and evaluation of outstanding values created by creative minds, primarily in order to help innovative businesses to position themselves in the market. By operating the Value and Quality Award Tender System, it presents competitive products/services both in Hungary and in the Carpathian region. It evaluates products (goods, services) and economic and cultural organizations that can be proven to work at an outstanding level, well above the average. The Office helps to protect and use the knowledge assets as widely and effectively as possible. It provides its partners with an ongoing free-of-charge communication platform at www.emin.hu.

ExVA Testing and Certification Ltd.

Our mission: to make the world a safer place!

ExVA Testing and Certification Ltd. is a testing and certification company with a history of several decades. It is a testing and certification company with a decades-long history, offering a wide range of services to all industries where safe working is a priority and important.

ExVA is an accredited certification body whose certificates are recognised not only in our country but also in Europe and globally. Product testing and certification is carried out to an excellent standard and in a legally regulated area.

More than 150 types of tests are carried out in its well-equipped laboratory. They also manufacture custom-made testing equipment.

Over the years, ExVA has proven that its activities are indispensable, both in the domestic and foreign markets. The partners choose ExVA Ltd. with confidence because where others see the problem, there ExVA finds the solution.



Hajnal Meat Processing Factory Ltd.

***"Tradition is not about keeping the ashes, but about passing the flame!"
/Tomás Morus/***

Hajnal Meat Processing Factory Ltd. is a Hungarian-owned family business. From father to son, from son to grandson, the professional knowledge is passed on and the result can be tasted every day. It is located in Kisalföld, to 8 km from Győr, in an industrial park. They process domestic semi-finished pork in a variety of forms, which they sell in various supermarket chains in addition to their own store network. The philosophy of Hajnal Meat Processing Factory is quality-oriented, based on tradition and implemented in modern conditions. It is important that the products are made with Hungarian ingredients, as they say: 'from our family to your family's table'.

Legrand Hungary Electricity Systems CJSC.

"The future is not something to be dreamed, but something to be done to make it happen." /Saint-Exupery/

More than just electricity: Legrand

Legrand Zrt. celebrates its 30th anniversary this year as a member of the Legrand Group. The company offers solutions improving the quality of life in almost any type of building, be it a high-performance energy distribution system, a smart home or even a datacenter infrastructure. A long list of own developments, productions and related awards show that the Legrand name is now synonymous with reliability and innovation. Hence our slogan #legrandimprovinglives

SZÁM-PONT Computer Science and Training Center Ltd.

SZÁM-PONT Ltd. celebrated its 20th anniversary last year. Their activities cover the entire country, and their solution-oriented approach and willingness to help influence all their projects in a wide range of human resource development fields: be it adult education, labour market services or application writing and application consultancy.

The Company places great emphasis on its educational activities, and even in the midst of changes in adult education, the focus of its activities is to ensure that trainees acquire durable knowledge being usable both in work and in all areas of life. In addition to their professional courses, their training and skills development courses are popular with both individuals and companies.

They place a strong emphasis on professional credibility, working with a team of 9 senior professional advisors to respond immediately to changing market challenges. They consider themselves primarily as a family, rather than an organisation, and



support each other at work and in civil life. They do all this in a positive, smiling atmosphere.

Professional supporters of the Value and Quality Award Tender

Main patron of the event of the Value and Quality Award Tender:

Dr. János Latorcai, Vice President of the National Assembly, former Minister of Industry and Trade, a politician with a good knowledge of the Hungarian economy. Throughout his nearly three-decade political career, Mr. Vice President has consistently represented the interests of quality development of local industry. He believes that Hungary can only succeed in the global economic competition of the 21st century by pursuing a patriotic economic policy.

The professional sponsor of the Value and Quality Competition is the Ministry of Agriculture, and the certificates and trophies will be presented by Mr Sándor Farkas, Deputy Minister of the Ministry of Agriculture.

Mr. Sándor Farkas is the Deputy Minister of the Ministry of Agriculture and Member of Parliament since 1998. His matter of heart is the agriculture, where he has worked for decades, moreover also his public engagement is focusing on agriculture. He believes that the key to the sector's success in the 21st century is quality, both in production and processing, in order to ensure that families can enjoy high-quality Hungarian food on their tables.

Professional partner of the Value and Quality Award Tender:

National Food Chain Safety Office

The National Food Chain Safety Office (NÉBIH) was established on 15 March 2012. As the background institution of the Ministry of Agriculture, the Office monitors compliance with food chain safety rules and combats food fraud and the black economy. The mission of the Office is to implement the objectives of the Food Chain Safety Strategy developed in 2014, to protect and improve the safety of the Hungarian food chain from farm to table. It also contributes to ensuring that the customer meets quality food. In order to achieve this, in addition to improving the effectiveness of what are traditionally called official measures, NÉBIH pays great attention to the collection, processing, sharing and communication of information resulting from inspections and investigations in an understandable way. The Office considers it of the utmost importance to meet the expectations of the Hungarian population at all times, in addition to its professional interests. It does this through a network of continuously improving laboratories and a knowledge base of professionals with a wide range of expertise.

The Value and Quality Award Trademark is a message that is key to your success!

Kiss Károlyné Ildikó,



founder of the Value and Quality Award