

HGC Academy

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Embracing failure to facilitate second-chance entrepreneurship in the Danube region

Domestic market landscape by size and capital



2.000 businesses in Hungary have over 250 mio huf annual EBITDA (large and medium-sized)

1.080 of those are owned by Hungarians (by value: 44% in Central, NWTrans: 4%; STrans: 2%; NE: 5%, others 13-15%)

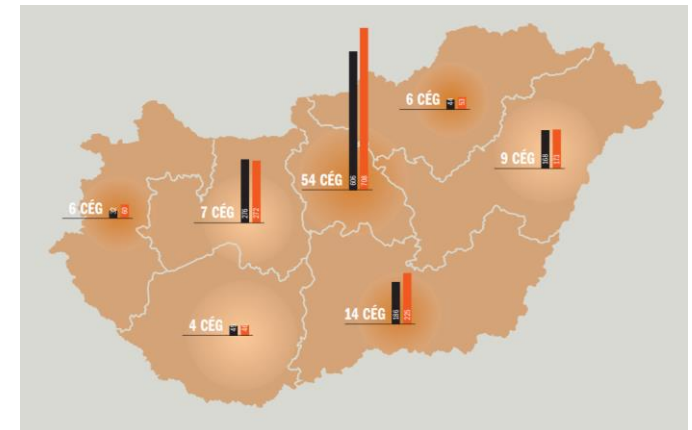
TOP100 represents 76% of the total sales of the large and medium-sized businesses

7 Hungarian-owned companies are in the top100 (51., 65., 66., 71., 90., 91, 100)

231 companies out of the 1.080 are in the manufacturing

58 years old is the average age of the manufacturing top 231 owners

Regional division of the top100 Hungarian-owned companies



Overall objective of HGC Academy



- Integrating public fund directly with SMEs, to enable **partnership-based policy instrument** (IFKA is integral part of the fund allocation, PBN-led consortium is business intermediary)
- Contribute to the establishment of the **Hungarian Mittelstand** (broadening the segment with targeted actions for sustainable growth)
- Define development plan for **future subsidy schemes** by integrating individual SME plans
- Assist the **own product development**, the product servification and production smartification of the most potential SMEs

HGC Academy proposal towards SMEs



Professional workshop series

488 contacts/223 participants from 2.000 target group

On-the-job development in selected module

140 realized mentoring

Benchmarking fast report on 6 modules

21.000 data used with direct access

Personalized action plan

50 million € value HGC investment program

Study tour abroad

100 B2B meetings all over Europe

Web-based training program

6 modules fully available in webinar format

Industry4.0 demo plant visits

1.100 business-visits in the 5 demo factories

Community development

150 HGC businesses 18 months joint development

Key Results Achieved in workshops



- **17** workshop within 3 months, 18 staff member
- **488** contacted SMEs
- **320** personal contact
- **235** participants
- **153** possible development realized
- **8.8/10** satisfaction level

Total number of contracted HGC SMEs
153 companies

Total employees of the HGC Academy SMEs
9.600 persons

Total net Sales of the SMEs of HGC Academy
0.7 billion €



Key Results Achieved through mentoring

- **173** SMEs chosen for mentoring
- **153** started mentoring
- **140** realized mentoring



Participating companies/module

TECH	48
CRM/ERP	33
EXP	28
HPC	21
ONL	16
FIN	7
All	153

Study visits



- In all programme there are: international fair, B2B meeting, R&D institution visit
- 5 study visits realized within 4 months
- Until end of May: 80 HGC companies will participate on the study visits
- Metal, automotive, mechatronics, food and electronics – realized
- Food, packaging technology, wood&furniture – under organization
- 2 Supplier Fair realized
- Satisfaction 9/10



Training academy

- Goal is to help SMEs to **implement the available advanced manufacturing solutions** into their production
- Besides **8 digitalization modules** also learn about **management skills and IT applications**
- Production **process optimization and digitalization** is needed for all the SMEs and 30% interested in **product smartification**
- **9.2/10 Satisfaction**



Thank you for your kind attention!

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