



Hungary



Country Overview:

Location: Central Europe, northwest of Romania

Size: 93,028 sq km

Population: 9,939,470 (July 2013 est.)

Capital: Budapest

Exports-commodities: machinery and equipment 61.1%, other manufactures 28.7%, food products 6.5%, raw materials 2%, fuels and electricity 1.6%

Imports-commodities: machinery and equipment 50%, fuels and electricity 11%, food products

Currency: Forint (HUF)

Ethnic groups: Hungarian 92.3%, Roma 1.9%, other or unknown 5.8%

Religion: Roman Catholic 51.9%, Calvinist 15.9%, Lutheran 3%, Greek Catholic 2.6%

Government type: parliamentary democracy

Chief of State: Janos ADER (since 10 May 2012)

Head of Government: Prime Minister Viktor ORBAN (since 29 May 2010)

Language: Hungarian 93.6%, other or unspecified 6.4%



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Meetings and Negotiations

- Both men and women greet by shaking hands, although a man should usually wait for the women to extend her hand.

-Older men may still bow when meeting women.

-Hungarians prefer **face-to-face meetings** rather than more impersonal vehicles of communication such as letters.

- Expect some small talk and getting-to-know-you conversation before business is discussed. Move the conversation to business yourself if you are the host.

- **Punctuality** for all social situations is taken extremely seriously.

-If you have an agenda, it may be used as a springboard to further discussion and not followed item by item.

- It may be a good idea to include the founding date of your company on your business card as well as any university degrees you hold.

Business Attire

-**Men** generally wear dark business suits with a white shirt and tie.

-**Women** generally wear either business suits or elegant dresses, complimented with good quality accessories.

Behavior

-Hungarians view eye contact as indicative of sincerity and believe that people who cannot look them in the eye while speaking have something to hide.

-They never clink glasses if drinking beer.

-At the end of a meal, Hungarians toast the hosts in appreciation of their hospitality.

-Hungarians are very detail-oriented and want to understand everything before reaching an agreement.

-Contracts function as statements of intent. It is expected that if circumstances change, the contract will accommodate the revised conditions.

- It is considered **rude** to have your hands in your pockets when speaking to someone as is not covering your mouth when yawning.

Gift Giving

-Hungarians generally **do not** give gifts when visiting other companies.

-Gifts are generally opened when received.

Appropriate Gifts: Western liquor, chocolates, various gadgets with your company logo

Gifts to Avoid: wine, lilies, roses, and chrysanthemums

Business Tips continued

Conversation

-Hungarians are emotive speakers who say what they think and expect you to do the same.

-They do not like euphemisms or vague statements.

-Hungarians are suspicious of people who are reticent and not willing to share their innermost thoughts.

-Hungarians pride themselves on using proper etiquette in all situations and expect others to do the same.

- When speaking English, they tend to be quite passive, so it may take rephrasing a question several times before receiving a direct answer.

- **Avoid** hard-selling or any sort

of confrontational sales tactics.

- During small talk they may be inclined to share **personal** information with you.

Topics to Discuss:

- Hungarian wines and history, sports

Topics to Avoid:

- Religion, politics, communism

