



BUSINESS PROMOTION & DEVELOPMENT CAMPUS



CONTACT US!

Business Promotion & Development Campus
powered by Embassy of Hungary, Washington, D.C.

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about us

WHAT IS THE BUSINESS PROMOTION & DEVELOPMENT CAMPUS?

The Business Promotion & Development Campus (BPDC) is an innovation center operating as part of the Embassy of Hungary in Washington D.C. which offers a common work area, meeting room, fully furnished studio apartments, strong WiFi, and coffee to its guests.

HOW CAN THE BPDC HELP BUSINESSES?

The BPDC primarily aims to provide innovative Hungarian businesses with professional training, networking and business opportunities, accommodation, and a meeting space in Washington D.C. Once the business representatives are in the area, New York and other key economic hubs are in the neighborhood. Additionally, Hungary has foreign missions (New York, Chicago, Miami, Houston, Los Angeles, San Francisco) and foreign economic staff all across the USA.



RECENT MAJOR EVENTS

BUSINESS PROMOTION & DEVELOPMENT CAMPUS CHRONOLOGY

The beginning... "groundbreaking ceremony" – On November 15, 2018, in the presence of Dr. László György, Secretary of State for Economic Strategy and Regulation, and Dr. László Szabó, Ambassador of Hungary to the United States, the Embassy of Hungary's *Business Promotion & Development Campus* project was ceremoniously announced. During the event, which was attended by many prominent American and Hungarian guests, five Hungarian companies representing a wide spectrum of markets - **SignAll, Starschema, Medical Beam Laboratories, Conduit Sports, Varia's LARA Augmented Reality project** - had the chance to introduce their innovative products. Renowned pianist Ádám György provided a wonderful atmosphere with improvisations performed on a Bogányi piano.



Safety First! ... Hungarian Security Industry Forum – On March 21, 2019, as part of the BPDC program, the Embassy of Hungary provided the opportunity for eight innovative Hungarian companies operating in the field of security technologies to present their products and business models at the *Hungarian Security Industry Forum*. The forum was addressed by Colonel Douglas O. Creviston, Director of the *Foreign Comparative Testing Program (FCT)* at the *Department of Defense*, and company representatives were able to have discussions with the Head of Investment Promotion from the *Department of Commerce*, as well as experts from the *World Bank Group's Procurement Division*.



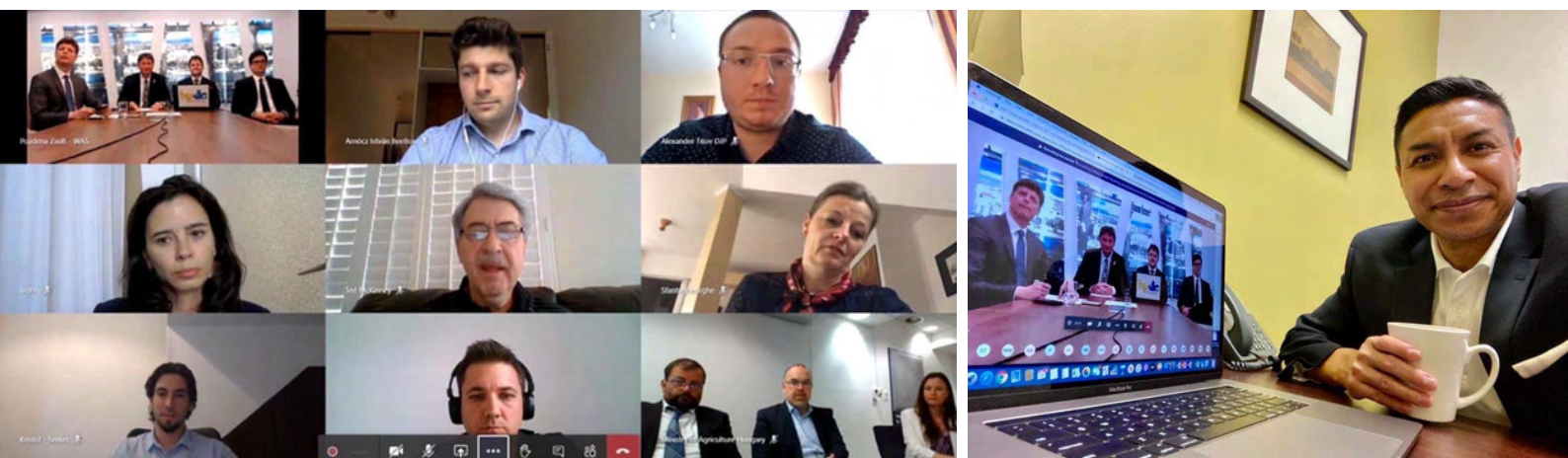
We have liftoff... The opening ceremony – The grand opening of the Embassy of Hungary's *Business Promotion & Development Campus* in Washington D.C. was held on June 12, 2019, in the presence of around 150 guests. At the invitation of Ambassador Dr. László Szabó, István Joó, Undersecretary of State for Export Development, Dr. László György, Secretary of State for Economic Strategy and Regulation, and David Cornstein, US Ambassador to Hungary, attended and gave addresses at the event. Following the welcoming speeches and the ceremonial ribbon-cutting, guests had the opportunity to explore the brand new innovation center. To represent Hungarian innovation, the Embassy of Hungary invited three Hungarian companies, **Continest**, **BioSec** and **Gallery Tool**, to present their products at independent stands during the span of the event.



The Pioneers... First BPDC Accelerator Program – The first *BPDC Accelerator Program* was held between November 18 and December 18, 2019, in the framework of which eight innovative companies - **Alpha-Vet**, **Aleas Simulations**, **Cydrill**, **Blackbelt Technology**, **LoveBridge**, **Talk-a-bot**, **Quadron**, and **Geomant** - were able to take advantage of the embassy's new campus, which provided the participants with accommodations, as well as a Washington-based accelerator program designed to help the companies enter the U.S. market. During the one-month training session, the companies had the opportunity to present themselves at the *Budapest Breakfast* event organized at the US Congress, at a pitch event held in Arlington VA, at the annual Honorary Consuls Meeting in Washington D.C., and thanks to the cooperation of the Hungarian Consulate General in New York, at the *Hungarian TechNight* program, which also helped them learn about New York's ecosystem.



The new reality is virtual... HunAgriPower agro-innovation expo – The first HunAgriPower virtual agro-innovation expo was held on May 26, 2020, in cooperation with the BPDC and the NAK TechLab innovation program of the Hungarian National Chamber of Agriculture (NAK). Participating in the virtual expo were five Hungarian agro-tech companies - **Growberry**, **Serket**, **Beebox**, **Agroninja**, and **Bedrock.Farm**. During the online event, Dr. István Nagy, Secretary of Agriculture, Ted McKinney, Under Secretary of Agriculture, and Balázs Győrfy, President of the Hungarian National Chamber of Agriculture, gave welcoming addresses. Representatives of the participating companies presented their agro-technological developments to American agricultural and financial experts, after which they were able to receive feedback on their products, services, and possible market entry directions.



MeetUS – virtual event with Digitális Jólét Nonprofit (Digital Prosperity Nonprofit) – On July 16, 2020, a virtual workshop titled *MeetUS* was held with the participation of the Economic, Scientific and Technological Attachés of the Hungarian Embassy and the Hungarian Consulates General in the United States. The main goal of the event was to present the American business environment to companies developing innovative applications under the *Digital Prosperity Program*. During the virtual workshop, participants were able to receive detailed and up-to-date business climate and economic information from Washington, New York, Chicago, Miami and San Francisco.

We offer guidance. BPDC Trainee program – Through October 19-20 of 2020, the Embassy of Hungary organized a personalized mentoring workshop to help Hungarian businesses enter the US market. The workshop was organized for three competitive and innovative tech companies – **InnoTeq**, **Precognox**, and **Stylers**. On the first day of the *BPDC Trainee Program*, experts from the United States introduced the participants to a number of important topics such as differences in American business culture, specifics of the software market, sales & marketing strategies, and key legal & tax issues. On the second day, the three companies were given the opportunity to present their products virtually in front of a professional audience. **InnoTeq** presented their visualization solutions for digital collections, museum exhibitions, and archival documents; **Precognox** introduced their intelligent, artificial intelligence based language search, text mining, and big data software solutions; while **Stylers** presented their service of providing custom IT and software development and education solutions to their clients.

US - HUNGARIAN COOPERATION IN THE FIELD OF INNOVATION

October 20, 2020

precognox

Precognox is a high-end consulting firm, specialized in "automation of knowledge work". They have comprehensive experience in semantic search, intelligent text and data mining & analytics to support major businesses and research organizations with large amounts of unstructured data to solve complex projects.

<https://www.precognox.com/>

Stylers
Create Value With Us

Stylers provide IT solutions, from design to operations, to even the most complex development projects. Their team provides solutions individually tailored to every client, and work with their clients beginning from strategic planning, through development, all the way to the full implementation of the required solutions.

<https://stylersonline.com/>

InnoTeq

InnoTeq has more than 20 years of experience in providing IT solutions. The company specializes in the software development of innovative Multimedia and Extended Reality solutions (AR, VR). Geographic Information Systems, mobile and web2 applications. Their visualization solutions make the exploration of digital collections, museum exhibitions, archive documents and maps a thrilling adventure.

<http://innoteq.eu/>



Signs of innovation in the BPDC... In November, we celebrated the 'Hungarian Sign Language Day' to give recognition to the language which keeps us connected to our deaf communities. Our embassy is proud to be able to work with Hungarian companies in the United States such as **SignAll**, who are testing some of their innovations in the Embassy of Hungary's *Business Promotion & Development Campus*. **SignAll** is known for their award-winning sign language translation technology which is able to recognize and translate sign language to be employed for both business and education. **SignAll's Learn Lab** is a one-of-a-kind interactive system that provides immediate response to users' signing used to automate learning and practicing, and **SignAll Chat** is the first and only system for automated translation between American Sign Language and English.



Hungarian companies are expanding internationally. On November 13, 2020, the Embassy of Hungary organized a personalized virtual mentoring day to promote the U.S. market expansion of Hungarian tech firms. On November 17, this event was followed up by a professional workshop for the innovative businesses – **Blackbelt, Quadron, Cydrill** - who had all previously participated in the embassy's fall 2019 BPDC program. On the first day of the program, the companies were given the opportunity to jointly participate in a training on U.S. legal, sales, and taxation issues, and then, separately, the representatives of the companies had the chance to present their products and services to the invited American experts, with whom they were able to discuss various business development opportunities. On the second day of the program, the companies met with the *Maryland Department of Commerce* and the *Montgomery County Economic Development Corporation* to discuss economic and market opportunities in the DC-Maryland region.

US - HUNGARIAN COOPERATION IN THE FIELD OF INNOVATION v2.0

November 13, 2020

BLACKBELT

BlackBelt is one of Hungary's most dynamically growing software developer companies. It was founded in 2015 and grew tenfold in its first year. They created the JUDD platform, which enables faster development of business applications. JUDD has since become a mature product, and the company now provides fast application development and long-term maintenance of entire suits of applications.

<https://blackbelt.hu/>

QUADRON

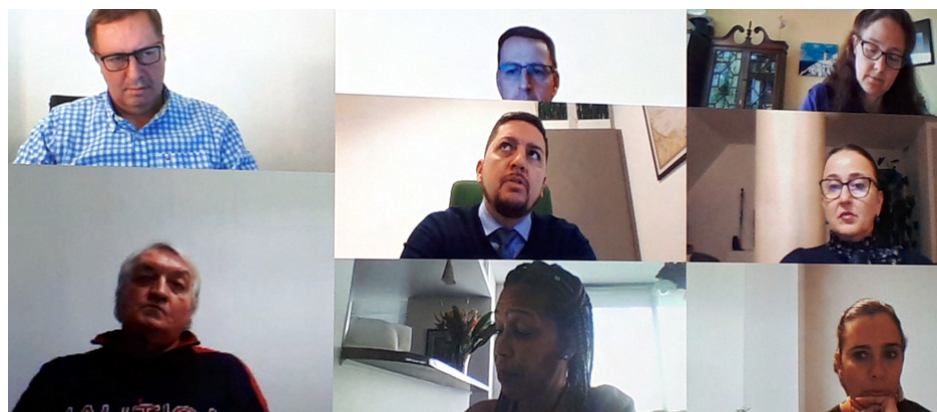
Quadron is a cybersecurity company founded in 2019 to provide IT and data safety services to their clients. Currently 30 experts work at the company to provide Hungarian and international customers with cybersecurity services. The development of these services presented an export opportunity from day one, and they would like to build on previous years' successes internationally.

<https://www.quadron.hu/>

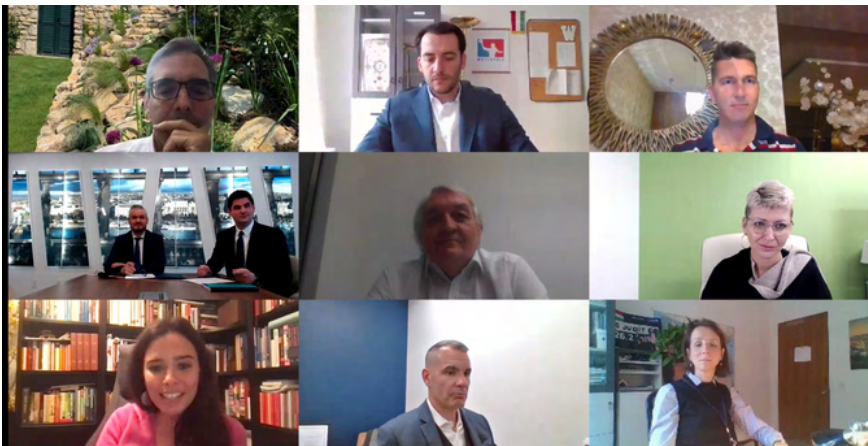
Cydrill

Quadron decided to match their expertise with Cydrill's product, which is a development training program created to enhance the user's portfolio and teach secure coding practices. Cydrill can help users gain secure coding skills using gamified lab exercises and continuous practice.

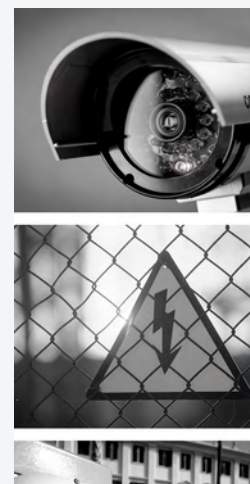
<https://cydrill.com/>



Ambassador Takács Supports Hungarian Businesses in the USA – Building and improving relationships in business between the United States and Hungary is a primary goal of the Embassy of Hungary. We are not only working on attracting foreign investments into our wonderful country but also actively working with our domestic companies to help them expand and invest in foreign markets. These were the main points addressed by H.E. Ambassador Szabolcs Takács during the virtual *BPDC* event, *US-Hungarian Bridge to Innovation*. The event provided two Hungarian leaders in IT services, **BlackBelt Technology** and **Quadron Cybersecurity Services**, to present their products and business models in front of an expert audience. The duo of Hungarian companies has been working with partners of the Embassy of Hungary to identify market opportunities and steps to expanding further into the US markets.



The BPDC welcomes a new alumni – The beginning of April marked the end of a month-long mentoring course organized for our newest *Business Promotion & Development Campus (BPDC)* alumni company, **Techno Security Ltd.** The extensive mentoring program covered the most important aspects of succeeding as a business in the United States and provided deep insights into the perimeter-security market within the USA. **Techno Security Ltd.** provides smart perimeter security solutions that not only offer the highest level of security possible but due to advanced technology integration, enables their customers to reduce the number of security operators or guards required for their corporate operations. The mentoring course was followed up two weeks later with a virtual Demo-Day, which provided an opportunity for **Techno Security Ltd.** to showcase their products and services to potential partners in the United States.



save the date

BPDC presents

Techno Security Ltd.
Innovative Security Solutions
Demo Day

on

April 14, 2021 | starting at 9:30 a.m.

Sport and technology meet – On May 27, 2021, the Consulate General of Hungary in New York and the Embassy of Hungary in Washington DC, in cooperation with HEPA (the Hungarian Export Promotion Agency) held the virtual *SportTech Hungary* export development program. During the event, innovative Hungarian companies whose businesses combine sports with technology were able to learn about the trends in the American markets thanks to an expert in the field, and co-founder of N3XT Sports, Hisham Shehabi. The companies, **Heartbit**, **Seyu**, **Codeyachts**, **Yoganotch**, **Innoriotech**, **Premier Padel**, and **Rebound**, also had the opportunity to present their products in front of the American audience.

SPORTTECH HUNGARY CONFERENCE

USA

Sports Ambassadors

Balázs Dzsudzsák — Soccer
Márton Fucsovics — Tennis
Ádám Hanga — Basketball
Fanni Illés — Paralympian swimming
Shaoang Liu — Speed skating
Shaolin Sándor Liu — Speed skating
Gábor Talmácsi — Motorcycle racing

SportTech Portfolio

10:30 — Seyu - Together for Victory!
10:35 — Padel Factory
10:40 — Heartbit
10:45 — Yoganotch
10:50 — Code Yachts
10:55 — Innoria Tech
11:00 — Bestrong
11:05 — Rebound Sport

Sports Diplomacy Representation

Ágnes Kovács — Swimming
Dániel Gyurta — Swimming

10:00 AM — Welcome Speech — ISTVÁN PÁSZTOR — the Consul General of Hungary in New York

10:05 AM — Introduction of the SportTech Hungary Program — KRISTÓF ISTVÁN SZABÓ, Dr. — CEO of HEPA

10:10 AM — Making innovative sports technologies visible in the global market — DANIEL GYURTA — Senior advisor to the Hungarian Ministry of Foreign Affairs and Trade

10:20 AM — Introducing the sporttech market in the USA — HISHAM SHEHABI — COO of N3XT Sports

Business Training Summer Camp - Between June 21-29, the embassy organized a personalized series of events for innovative Hungarian companies to help them enter the US market. During the two-part *BPDC Business Training Program*, Hungarian IT companies - **Mortoff**, **Arteries**, **DSS**, **Allwin Informatics** - and startups - **Compocity**, **AirMoniq**, **D-Tag**, **Optimaps**, **Scolvo** - received detailed guidance on market entry strategies as well as feedback on their products from American mentors and venture capitalists. The IT companies were also given the opportunity to introduce themselves to the Economic Development Authority of Fairfax County, Virginia. Thanks to the program, participants were able to learn first-hand about American trends, business opportunities, and connect with new professional contacts.







BPDC as guests - A virtual roundtable discussion on Export Development in the United States was held on 23 June 2021 at the invitation of the IT company **Stylers**, with the participation of US foreign trade attachés, science and technology, agriculture and environment diplomats. At the event, which was part of the *Protektor* series of programs organized by the IT company, the participants provided detailed information on current US economic trends, market entry opportunities, conditions for Hungarian companies to consider, and some of the export development opportunities available to Hungarian businesses.

A Partnership with Planet Budapest 2021 - Between November 12-19, our embassy organized the another BPDC business mentoring program, this time in partnership with *Planet Budapest 2021*. Throughout the week, ten sustainability and environment-focused Hungarian businesses had the chance to speak with experts and entrepreneurs from the USA, hear about success stories from like-minded businesses, and learn about the trends and intricacies relating to their sectors in the US markets. Hungarian companies developing sustainable water, waste management, and agri-innovation solutions had the opportunity to meet with *Impossible Foods'* Vice President of Marketing Strategy, a regulatory expert from the State of New Mexico, and the head of the University of South Dakota's Precision Agriculture Research Program, among others.



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