



HUNGARIAN
INNOVATION
AGENCY

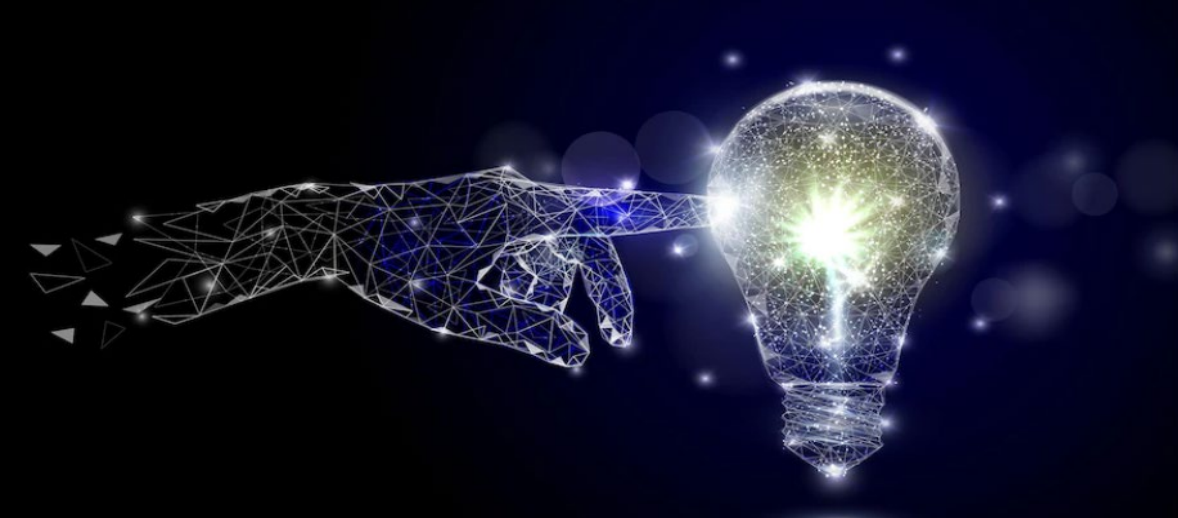
Prof. Robert Somogyi
COO - Chief Operational Officer
Operatív vezérigazgató-helyettes

INNOVATION LIFTS YOU UP

Content

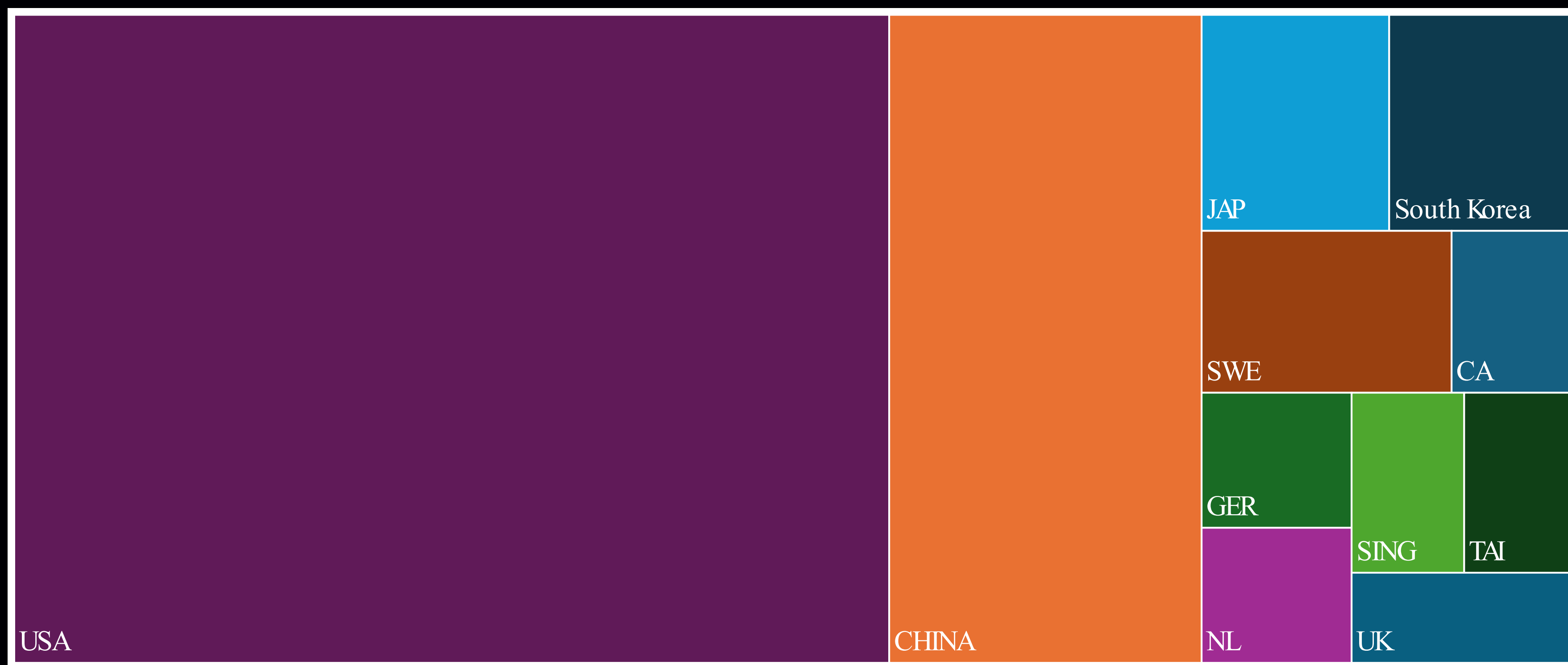
- 1 Europe's competitiveness challenge**
- 2 The role of NIÜ in the Hungarian innovation ecosystem**
- 3 NIÜ: mission and services**

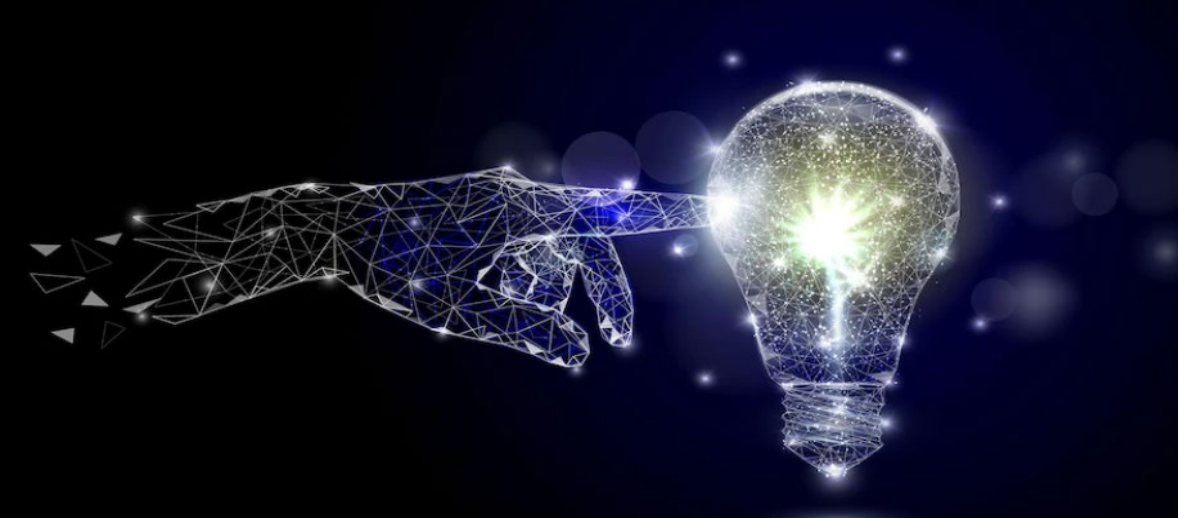
1 Europe's competitiveness challenge



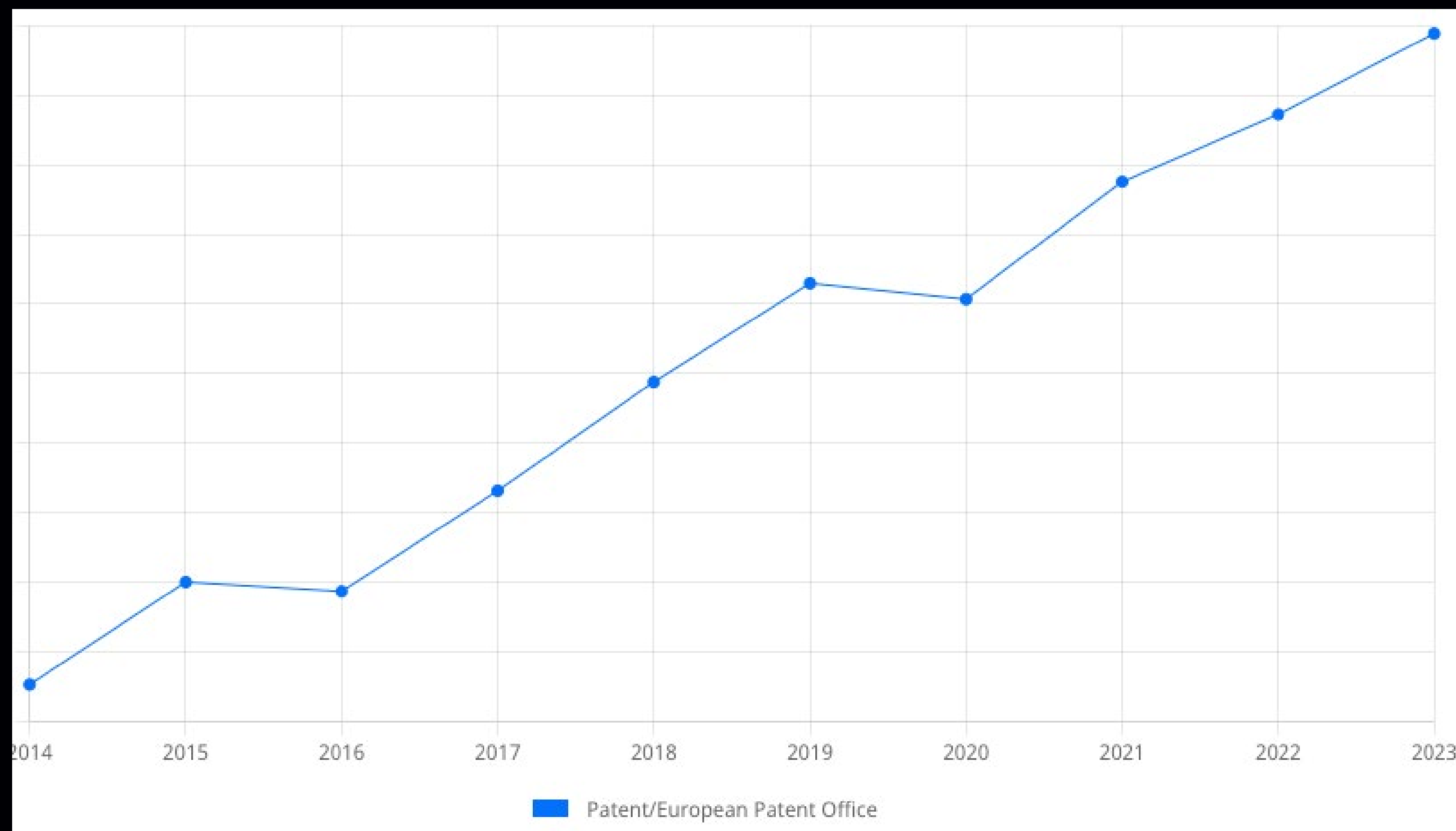
TOP50 Tech-Companies: Only 4+1 of 50 are Europeans!

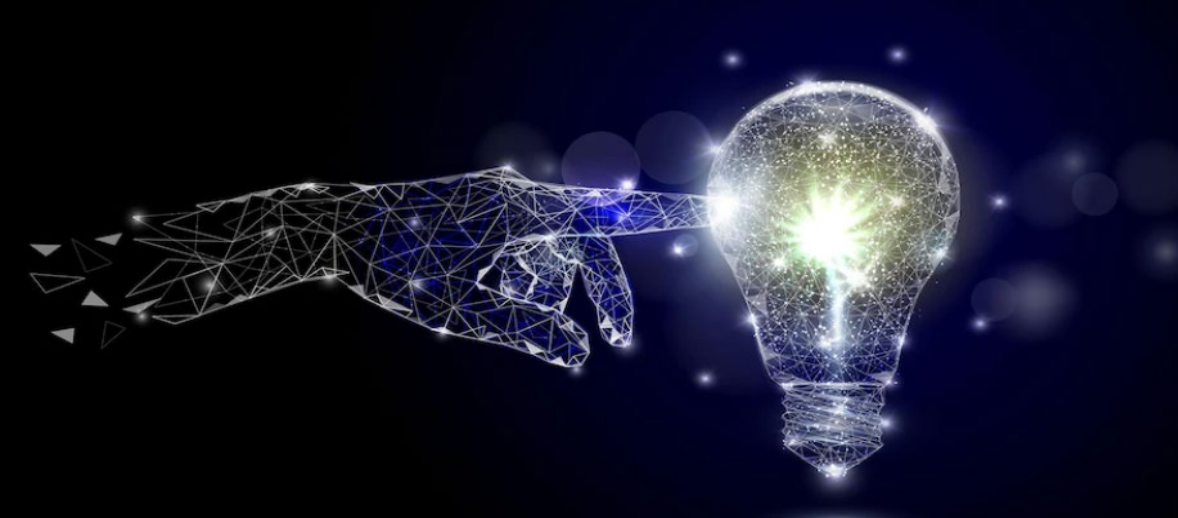
28 (56%) USA - 10 (20%) China



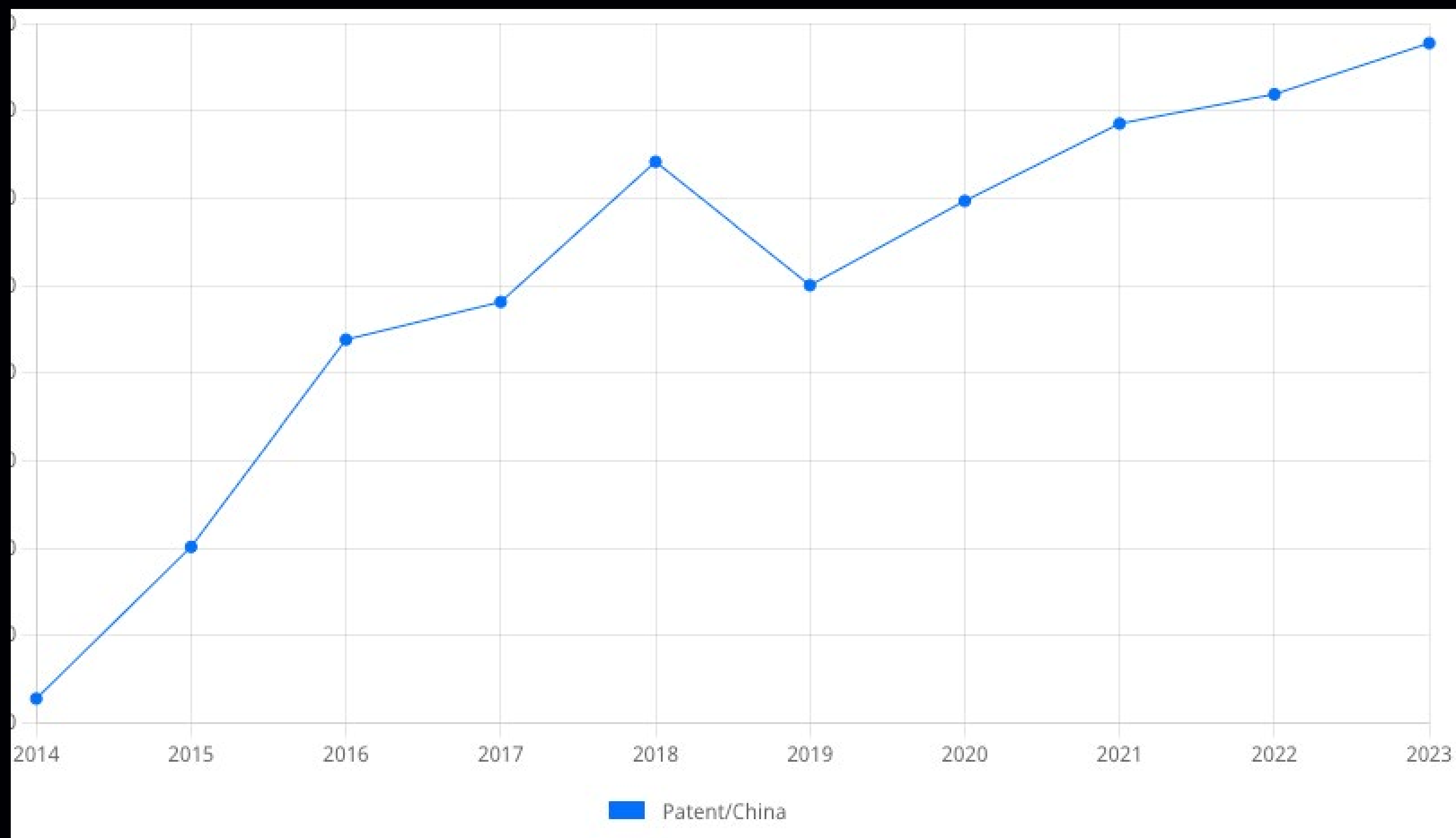


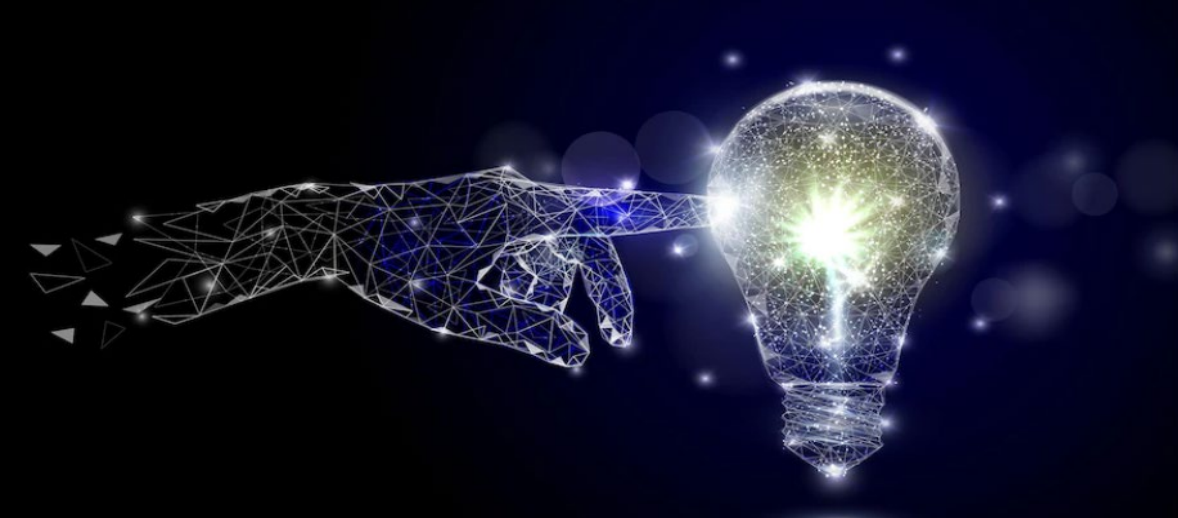
Patent – Applications European Patent Office



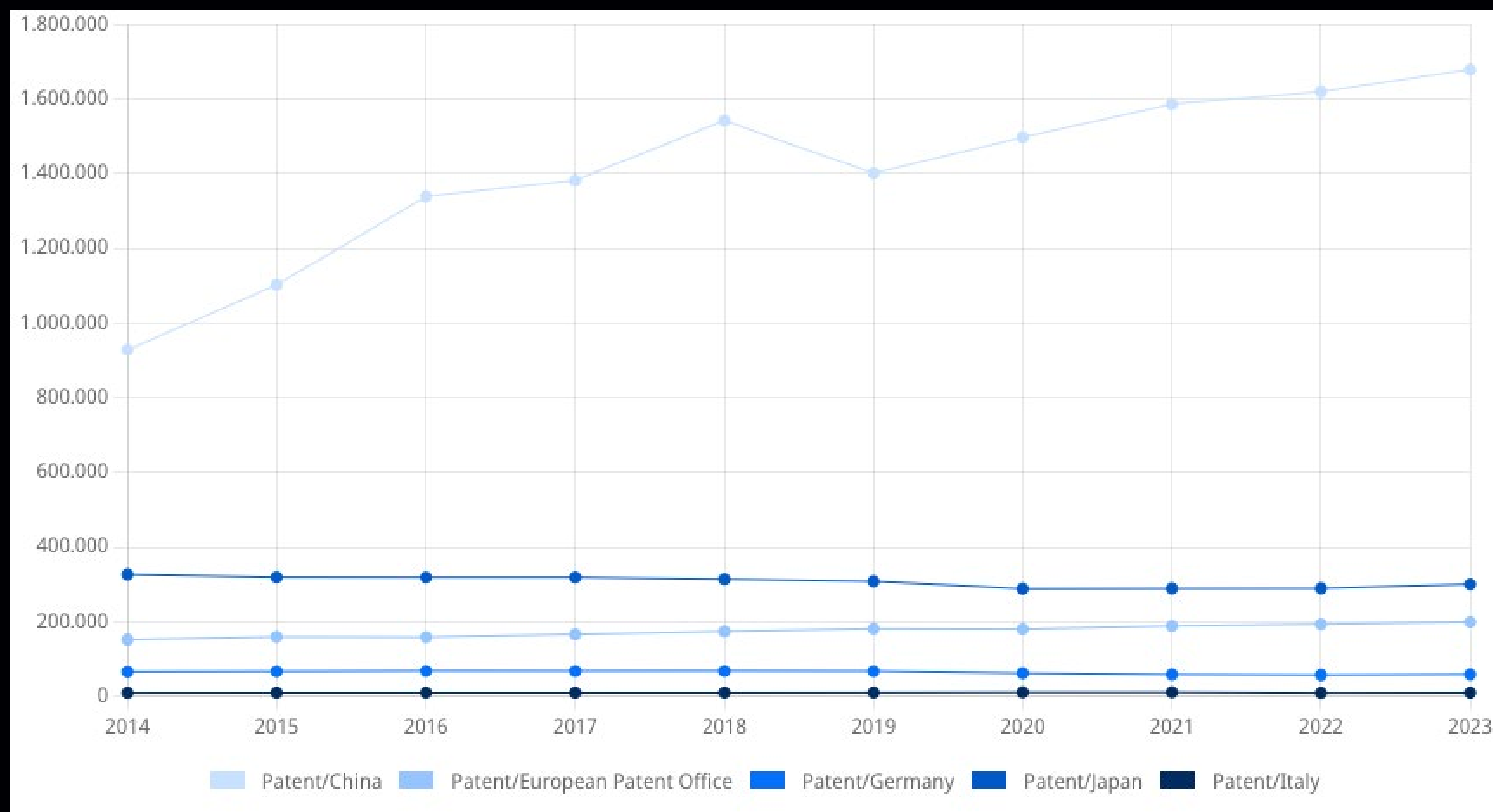


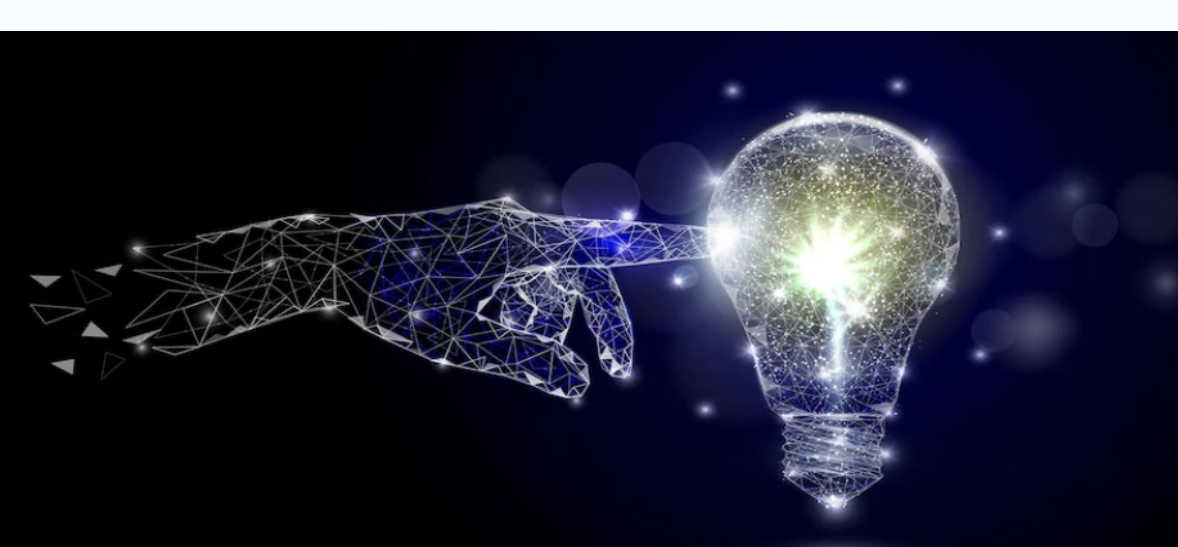
Patent – Applications China Patent Office



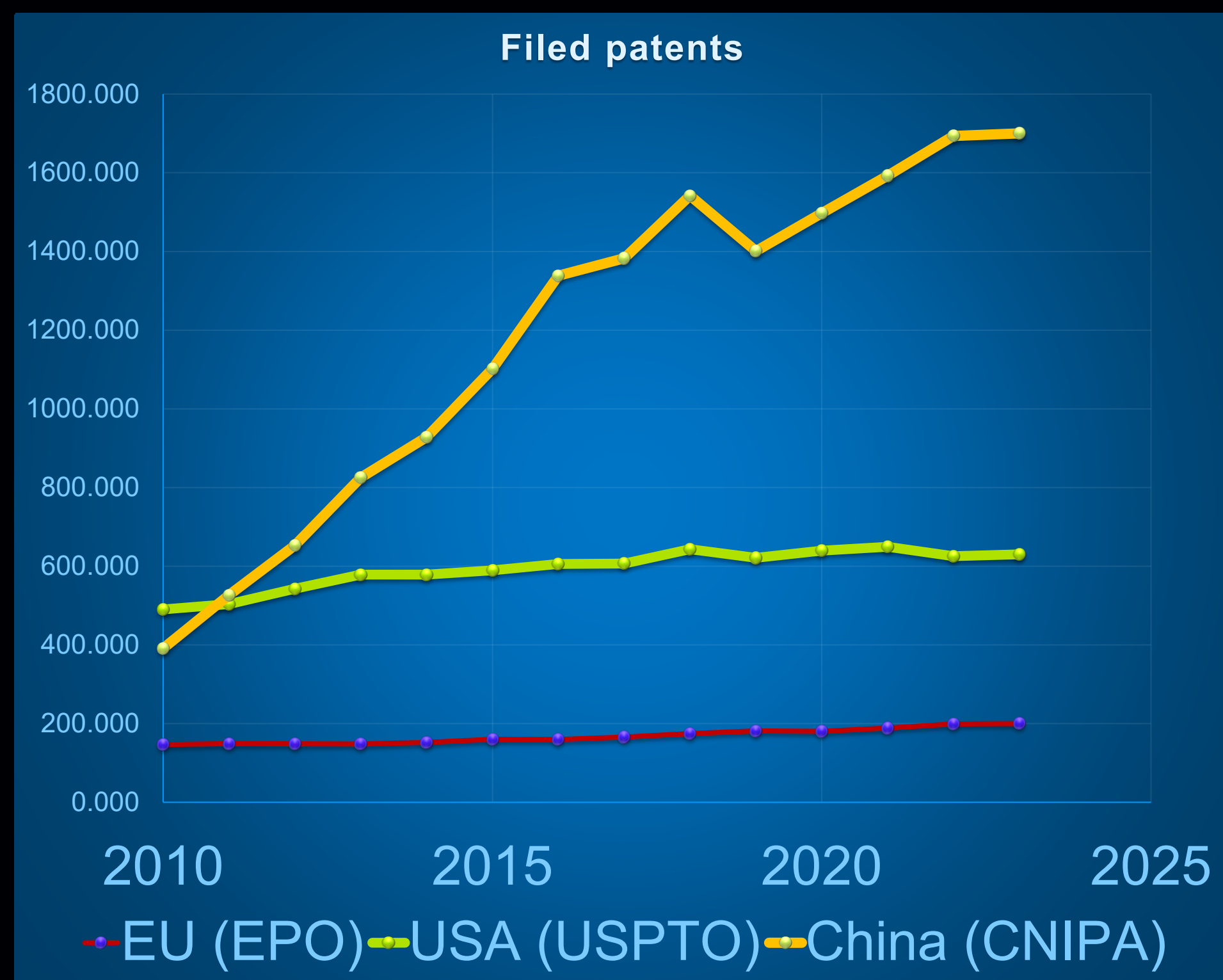


Patent – Applications China, EU and selected Countries





China's dominance in patent applications, reflecting its rapid industrial and technological growth. Meanwhile, both the USA and EU have maintained consistent innovation output
(Sources: WIPO)



Filed patents 2022:

1. China	1.586.339
2. USA	515.281
3. Japan	406.374
4. Rep.of Korea	272.675
5. Germany	157.652
18. Austria	13.655
45. Hungary	1.145

Three necessary pillars for a more competitive EU

Closing the innovation gap

- create a friendly environment for young companies with a dedicated **EU start-up and scale-up strategy**
- new technologies such as artificial intelligence (AI) and robotics, thanks to an **“Apply AI” initiative**
- making it easier for companies to operate across the EU by simplifying rules and laws
- supporting the development of new technologies, with **action plans for advanced materials, quantum, biotech, robotics and space technologies**

Three necessary pillars for a more competitive EU

Decarbonising our economy

- putting forward the Clean Industrial Deal, to help reduce carbon emissions, especially for energy intensive companies, and facilitate their transition to low carbon technologies
- presenting tailor-made action plans for energy intensive sectors, such as chemicals, steel and metals, which are the most vulnerable at this phase of the transition
- developing an affordable energy action plan to help bring down energy prices and costs

Three necessary pillars for a more competitive EU

Reducing dependencies

- developing a new range of clean trade and investment partnerships to help secure supply of raw materials, clean energy, sustainable transport fuels, and clean tech from across the world
- reviewing the public procurement rules to allow for the introduction of a European preference in public procurement for critical sectors and technologies

Steps of Europe's competitiveness challenge

**Innovation &
Technology
Investment**

**Global Trade and
Strategic
Autonomy**

**Improving Labor
Market Flexibility**

**Boosting
Education and
Skills**

**Sustainable
Growth and
Green Economy**

**Public Policy and
Governance**

Access to Capital

**Single Market and
Regulatory
Reform**

The 5 Key pillars of the Hungarian model



Tax breaks

Lowest corporate tax rate in the EU (9%), tax benefits for R&D activities



Dedicated state funding for RDI

National RDI Fund as a dedicated fund which provides support for research and innovation



Successful and focused FDI policy

Bringing R&D activities of large European, US and also East Asian corporates to Hungary



Connecting universities and industry

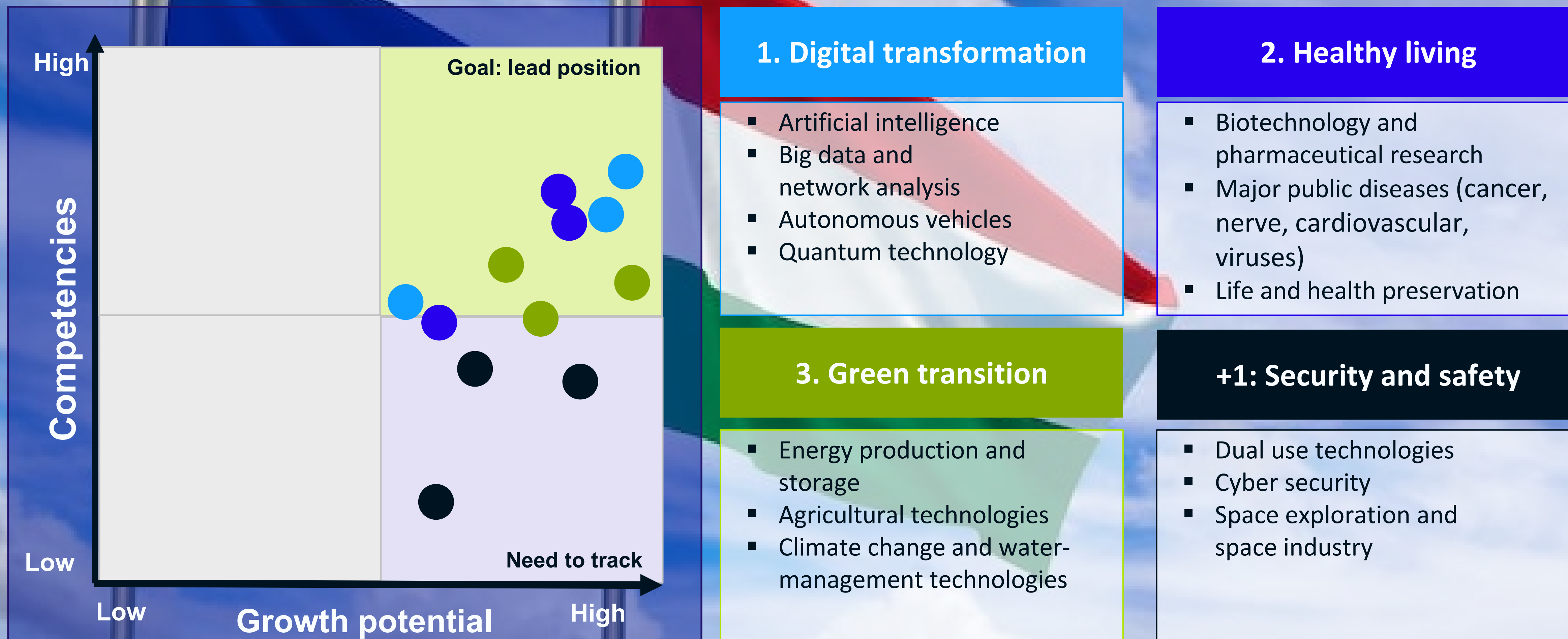
University model change, cooperative PhD Programme, grants for joint R&D projects, Science Parks, Technology Transfer Companies



Focusing resources

3+1 focus areas in Hungarian research & innovation

Deep Tech focus areas in the Hungarian research and innovation strategy



2 NIÜ's role in the innovation ecosystem

Through discussions with the ecosystem players, we realized that in addition to financing, well focused services are also necessary to address the changing needs of the ecosystem

Main goal

Details

**National
Research,
Development and
Innovation Office**

**Funding and
(partly) policy
office**

- Under the direct control of Ministry of Culture and Innovation
- Provides grant schemes for researchers, academia and enterprises

100% ownership

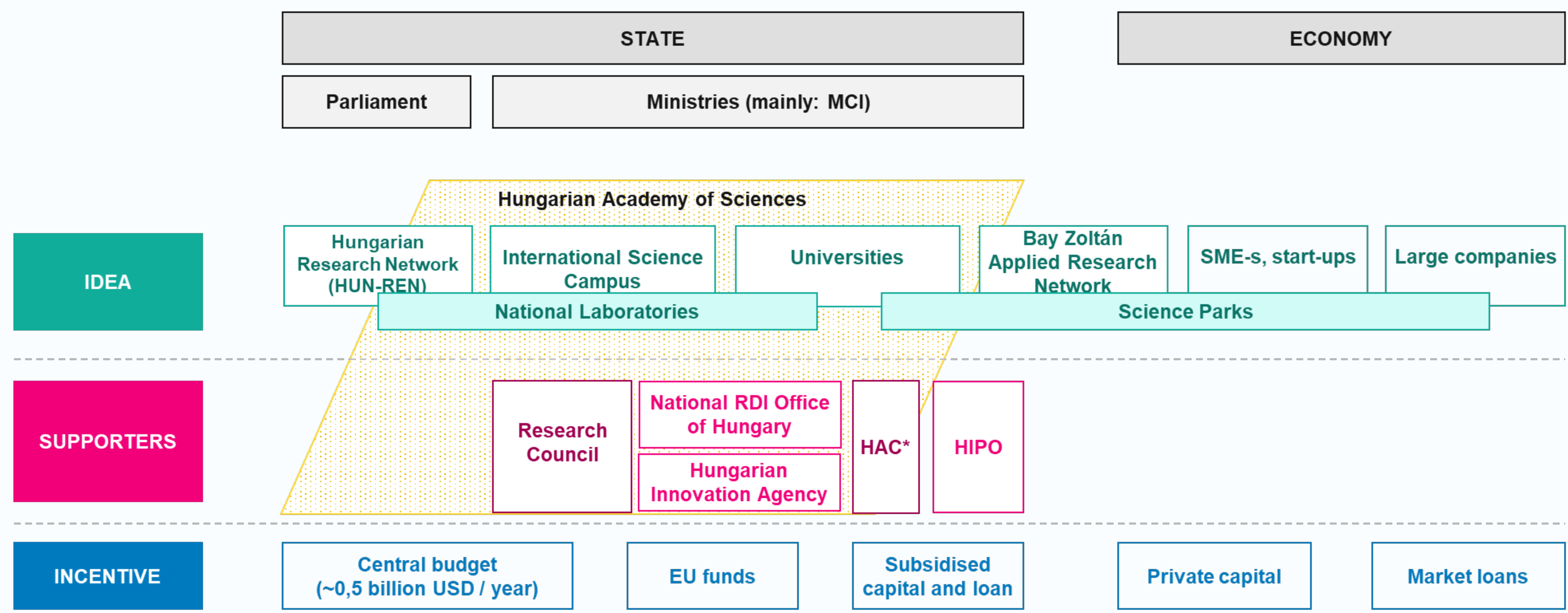
**Hungarian
Innovation
Agency
(NIÜ)**

**Providing
knowledge,
innovation
support for
market players**

- NIÜ is a government owned nonprofit LC, 100% owned subsidiary of NRD
- Established in 2021, its current form is based on the John von Neumann Programme, a government decree for innovation strategy (2023)
- 460 Employees (03/2025)

**Multiplying the
effect of
funding by
providing
knowledge and
networks**

Structure of the renewed Hungarian innovation ecosystem



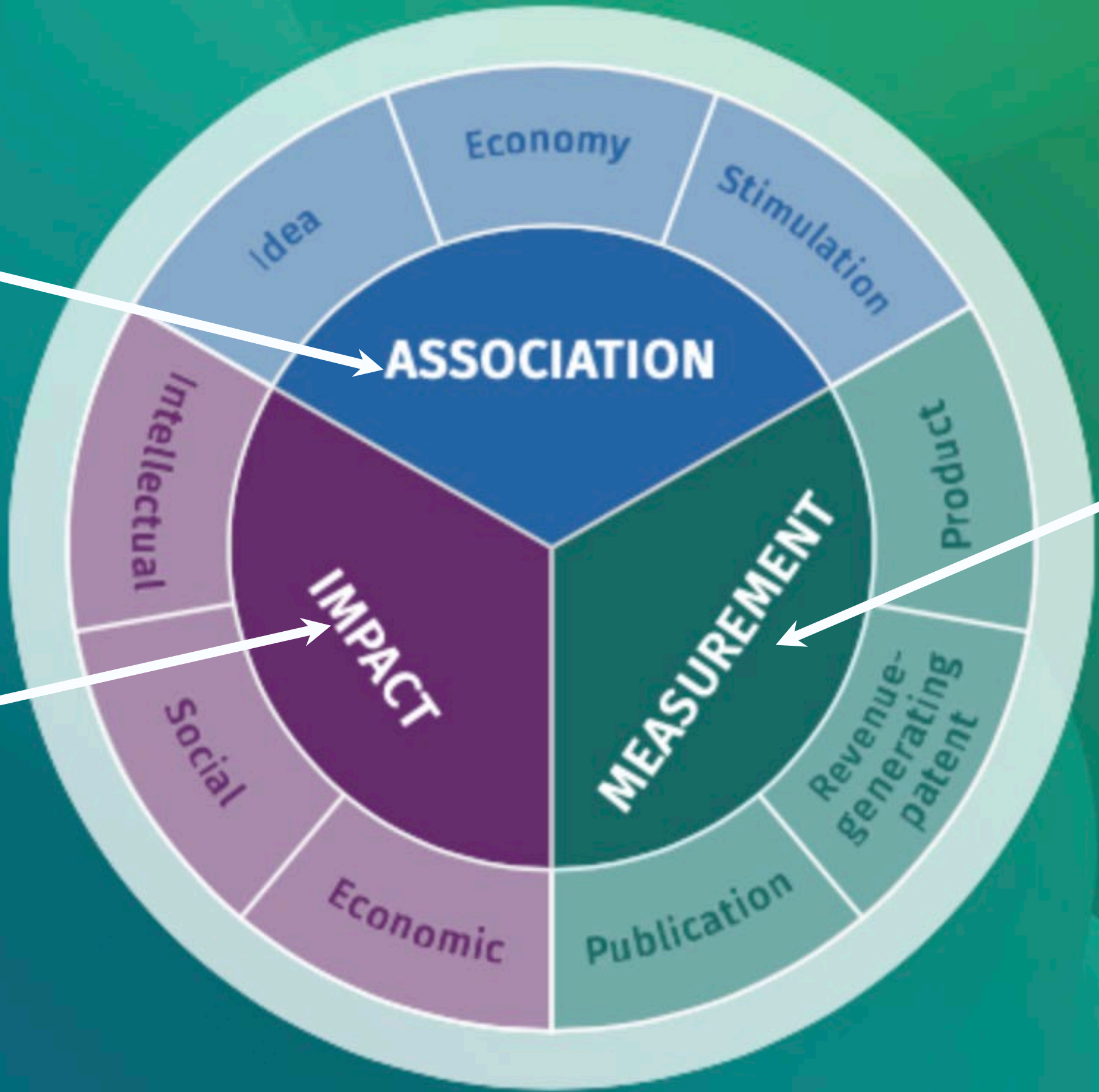
Source: Ministry of Culture and Innovation

John von Neumann Program

1. ASSOCIATION
Closer collaboration between knowledge-producing systems (universities, research institutes) and economic operators,

2. IMPACT
Meaning economic impact, social impact and intellectual/scientific impact,

3. MEASUREMENT
The continuous and adequate measurement and impact assessment of relevant outcome and impact indicators (e.g. quality publications, revenue-generating patents, product, sales revenue, etc.) in RDI funding.



The 9 groups of actions of John von Neumann Program



3 NIÜ: mission and services



Mission

Increasing Hungary's innovation performance and capacities by:

- 1** Strengthening the supply of innovative **entrepreneurs and researchers**
- 2** Facilitating access for **innovative companies and startups** to domestic and international markets
- 3** Fostering an **innovation-driven environment** and enhancing the **global visibility** of the ecosystem

NIU LCT

School
STEMP

University
HSUP

University
Technology
Transfer
(TTC)
Science Park

Entrepreneur
Start-up
XPAND

Business
Corp.- services
financial
support

Life cycle thinking

International Services

Digital Transformation

Engaging Ecosystem

Science parks play a crucial role in the innovation ecosystem

- They bridge the gap between **research institutions** and **industry**, fostering collaboration and knowledge transfer



Facilitating
Collaboration

- Science parks **help regions** turn their investment in education into good jobs and economic productivity



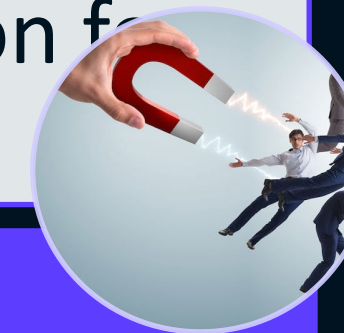
Economic
Growth

- They provide an environment that **supports the incubation and growth** of innovation-led, high-growth, knowledge-based businesses



Supporting
Startups

- Well-designed science parks **attract international knowledge** workers, which is essential in the global competition for talent



Attracting
Talent

- They **create a culture of innovation** and support knowledge-based businesses, contributing to a dynamic and competitive economy



Stimulating
Innovation



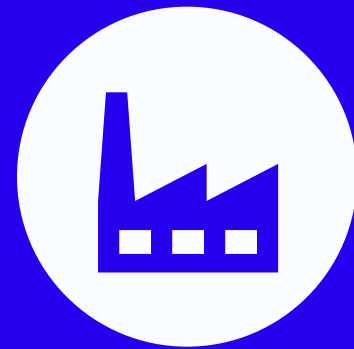
Educational services

Increasing the supply of R&D personnel and entrepreneurs



Technology Transfer services

Connecting universities to the corporate sector and supporting technology transfer



Corporate services

Validating and developing innovative projects in order to facilitate market entry



International services

Helping innovative SMEs and startups enter the foreign markets and acquire international grants



Ecosystem analysis services

Data-Driven Monitoring and Analysis of the Innovation Ecosystem









Services for Cultivating Culture

Promotion of innovation and the international visibility of the domestic ecosystem

NIÜ: Program highlights

Already up and running

-  **Startup and innovation program for university students**
-  **STEM carrier orientation and motivation for high-school students**
-  **International market access for startups and SMEs**
-  **Package of SME development programs, advisory**
-  **Helping SMEs and startups participating successfully in Horizon Europe programs**
-  **Supporting the implementation of innovative projects funded by state grants**

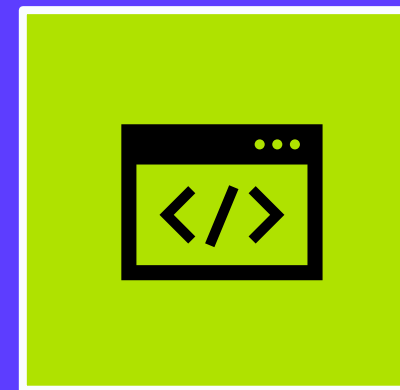
Coming up this year...

-  **„From research to spin-off” program**
-  **Development services for innovative projects based on our extensive expert base**
-  **Innovation services for SMEs and startups provided by qualified service providers**

Let's get in touch



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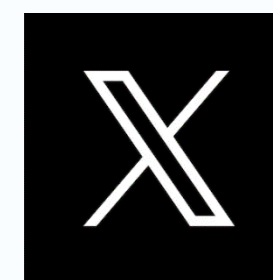
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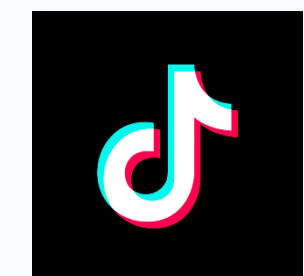
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"Innovation is the key to survival and competitiveness, especially
in times of rapid change" (Edvard Røntgen 1994)



www.niu.hu