

Southern Transdanubia



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1. Southern Transdanubia "The Hungarian Mediterranean"

The most attractive characteristics of Southern Transdanubia are:

- Favourable agro-ecological potential
- Quality of viniculture
- Competitive food industry
- An abundance of medicinal and thermal waters
- A rich cultural and historical heritage
- A large proportion of foreign language speakers
- Advanced higher education
- A scientific basis for generating competitive research results

Southern Transdanubia, a region comprising three counties (Baranya, Tolna, Somogy), is situated in the south-western part of the country. It has an area of 14,169 km², covering 12.2 per cent of the country. Among all of the regions of Hungary the third largest, South Transdanubia, has the smallest population 971,000, and so is at the same time the most sparsely populated region. The most densely populated town in South Transdanubia is Pécs with about 17% of the region's population. 67.9% of the population lives in towns. In the region there are 34 cities and 620 villages. The three biggest cities in the region are Pécs, Kaposvár and Szekszárd.

Visitors of Southern Transdanubia will find here the traces of a two thousand year-old history and a diverse countryside inhabited by hospitable people. Almost all ground features typical in Hungary can be found here. Gentle hills with picturesque valleys are the most prominent landscape elements of the region bordered by the Danube and Drava Rivers, and the Lake Balaton. The region's endowments in the field of tourism are excellent. It is rich in thermal and medicinal waters offering good chances for developing tourism. It is not a coincidence, therefore, that one of the region's short term priorities is the promotion of medicinal tourism. The natural beauty and the rare species of Gemenc, the Danube-Drava National Park, or Inner-Somogy are all potential attractions of eco-tourism, while the folk traditions with the colourful events and festivals can be enjoyed in the form of cultural tourism. This form of tourism will unequivocally develop in the near future, because in year 2010 Pécs is going to be the Cultural Capital City of Europe.

Based on its geographic location Southern Transdanubia is considered to be the gateway of Hungary to the south, and as such it has an important role in the country's foreign relations with links to Croatia and the Adriatic Sea offering a perspective in the co-operations with southern and south-western countries. Today Southern Transdanubia is ranked at the fourth place among the regions regarding the GDP per capita.

There are as much as 1288 companies with foreign ownership settled in Southern Transdanubia and the number of companies owned by Hungarians is slowly developing, too. It is justified by the fact that 18 industrial parks have been set up in the region so far, offering communication services and supporting facilities for newly established businesses.

The production sector is dominated by agriculture, the food processing industry, energy production, and tourism. 8,6% of the region's GDP arise from the agricultural sector. The region has a prominent position on national level in the production of maize and it is one of the country's most important vine-growing regions. The wine culture of Southern Transdanubia is famous all over Europe. However, there is a significant development in the high-tech sectors as well. The high level of technical infrastructure is a precondition of the desired advancements. The region's electric power production and telecommunications sectors are more developed than the national average. Protecting the values of the environment has always been a priority of the region, as it is well shown by the recultivation activities after closing down the coal mines - acknowledged all over in Central-Eastern Europe.

In the region there are 2 universities: University of Pecs and University of Kaposvar. The former has about 30.000 students and 10 faculties. 9.8 % of the employable population holds a degree in higher education. The scientific life has always been significant in Pécs and in the region. The university research centre and the research institute of the Academy of Sciences are the foremost institutions.

The improvement of the region's transportation facilities - including roads, railways, waterways, and airfields - has a key role in the dynamic development of the region and in catching up with the member states of the European Union. The main road is Nr. 6, which binds Barcs-Pecs-Szekszard and Budapest. The railway network is good. The main international line is Budapest-Gyekenyes-Rijeka. The region has other international railway connections too Pecs-Becs, Pecs-Zagrab and Pecs-Eszek. In the region there are 4 airports. The Pecs-Pogany Airport is an international airport. In the region there is one river port on the Danube by Mohacs city. This port has been opened on the 1st of November 2008.

2. Regional Characteristics

2.1 General indicators and figures

			Southern Transdanubia
General indicators and figures	Area, km ²		14,169
	Population, thousand persons*	thousand persons	960
	<i>Thereof:</i> age of 0-14 years, %	%	14.6
	age of 15-64 years, %	%	68.8
	age of 65-x years, %	%	16.6
	GDP**	million EUR	6,216
	<i>Thereof:</i> Agriculture, %	%	9.8
	Industry and construction, %	%	27.0
Services, %	%	63.2	
GDP per capita**	thousand EUR	6.4	

*2008

**2006

2.2 Industry, construction

			Southern Transdanubia
Industry, construction	Industrial production, volume index*	%	100.7
	Industrial sales*	%	92.4
	<i>Thereof:</i>		
	Domestic sales, volume index	%	75.7
	Export sales, volume index	%	115.7
Production of construction, volume index**	%	117.4	

*2008 Q1-3

**2008 Q1

2.3 Enterprises

			Southern Transdanubia
Enterprises	Number of registered enterprises*		108,765
	<i>Thereof:</i>		
	in manufacturing		6,195
	in construction		8,276
	in trade		17,010
	providing real estate/business services		34,896
	others (%)		42,388
	Number of enterprises per 1 000 inhabitants*		143
	Number of foreign-owned enterprises**		1,279
	Number of 100% foreign owned companies**		803

*2007

**2006

2.4 Investment*

			Southern Transdanubia
Investment	Foreign direct investment stock	million EUR	698
	Share in total FDI stock in Hungary	%	1.3

**2006

2.5 Main foreign companies present in the region

Company name	Profile	Employees
Elcoteq Hungary Ltd.	Electronics	7000
Hauni Hungaria Ltd.	Tobacco Machine Industry	800
British American Tobacco Ltd.	Tobacco Industry	250
BUW Hungary Ltd.	Call centre	60
PannonPower Holding Inc.	Energy and environmental industry	300
SMT Hungaria Ltd.	Automotive industry	530
Flextronics International Ltd.	Electronics	1100
Kometa'99 Ltd.	Meat/Food wholesaling	850
Sió Eckes Ltd.	Juice production	195
Fastron Hungária Ltd.	Electronics	570
Prettl-Hungária Kábelgyártó Ltd.	Cable production	320
Massive Hungária Villamosipari Termelő Ltd.	Production of lightning technology	300
Van de Velde Ltd.	Manufacturer of underwear	415

2.6 Labour market

			Southern Transdanubia
Labour market	Number of employed people*	thousand persons	336.2
	Economically actives*	thousand persons	374.8
	Economically inactives*	thousand persons	368.5
	Participation rate**	%	50.1
	Employment rate**	%	45.1
	Unemployment rate***	%	10
	Number of unemployed***	thousand persons	38.6
	<i>Thereof:</i>		
	Man	thousand persons	22.3
	Woman	thousand persons	16.3
	Number of registered jobseekers***		
	<i>Thereof:</i>		
	younger than 19	thousand persons	1.80
	20-24	thousand persons	7.72
	25-34	thousand persons	14.95
	35-44	thousand persons	14.11
	45-54	thousand persons	13.41
	55-	thousand persons	4.27
<i>Thereof:</i>			
with high level education	%	3.67	
with secondary education	%	49.3	
with primary school or less than 8 grades	%	47.02	
Gross average monthly wages***	EUR	643.89	
Blue-collar***	EUR	474.3	
White-collar***	EUR	870.61	

*2008 Q2

**2007

***2008 Q3

2.7 Education*

			Southern Transdanubia
Education	Number of secondary schools		168
	<i>Thereof:</i>		
	grammar schools		74
	specialized secondary schools		94
	Graduates / year		4,200
	Number of vocational schools		64
	Graduates / year		5,732
	Number of bilingual schools		11
	Number of universities or colleges		3
	Number of university - college graduates / year		5,434
<i>Thereof:</i>			
Engineer		80	
Business		1,482	
IT		140	
Others		3,732	

*2007/2008

2.8 Research and development*

			Southern Transdanubia
R&D	Number of R&D units		246
	Number of R&D personnel		1,066
	R&D expenditure	million EUR	24.4

*2007

2.9 Infrastructure

			Southern Transdanubia
Infrastructure	Public road network*	km	4,446
	Public road per 100 km ²	km	31.4
	Main telephone lines per 1 000 inhabitants**		300

*2006

**2007

Industrial Parks

2.10 List of industrial parks

(Baranya 7, Somogy 7, Tolna 4)

Name	City	Post code	Address	Contact	Telephone
Barcsi Ipari Logisztikai Üzleti Park	Barcs	7570	Bajcsy-Zsilinszky str. 46.	Ferenc Feigli mayor	82/462-459
Bólyi Ipari Park	Bóly	7754	Rákóczi str. 3.	József Hárs mayor	69/869-405
Csurgói Ipari, Logisztikai és Innovációs Park	Csurgó	8840	Széchenyi square 2	László Szászfalvi mayor	82/471-095
Dombóvári Ipari Park és Szolgáltató Központ	Kapos-szekcső	7361	Liget ltp. 550/6 hrsz.	Mrs Szlovák Zsuzsanna Jancsó	30/500-6385
Dunaföldvári Ipari Park	Dunaföldvár	7020	Kossuth L.str.2.	Lajos Varga	75/541-017
Kaposvár Keleti Ipari Park	Kaposvár	7400	Kossuth square 1	Péter Sárdi	82/501-588
Komlói Ipari Park	Komló	7300	Altáró str. 10.	Zoltán Czukor	72/581-493
Pécs-Kőszágószőlősi Ipari Park	Pécs	7621	Mária str. 17-19.	Gábor Nagy	72/511-013
Marcali Ipari Park	Marcali	8700	Rákóczi str. 11.	Dr. László Sütő mayor	85/501-000
Mohácsi Ipari Logisztikai Üzleti Park	Mohács	7700	Széchenyi str. 1.	József Szekó mayor	69/505-511
Nagyatádi Ipari Park	Nagyatád	7500	Baross G.str. 9. Pf:45	István Ormai mayor	82/504-500
Paksi Ipari Park	Paks	7030	Kölesdi str. 46.	Dr. Sándor Sztruhár	75/510-763
Pécsi Ipari Park	Pécs	7630	Finn str. 1/1.	Endre Brányi	72/526-100
Sellyei Ipari Park	Sellye	7690	Dózsa Gy. str. 1.	Attila Nagy mayor	73/580-900
Szekszárdi Ipari Park	Szekszárd	7100	Bezerédi str. 2.	Dr. Gyula Kiss	74/510-422
Videoton Kaposvári Ipari Park	Kaposvár	7400	Izzó str.3	András Gerber	82/502-100
Siófoki Ipari Park	Siófok	8600	Bajcsy-Zs. str. 207.	András Deák	84/505-120
S.I.P.-Serena Ipari Park	Siklós	7800	Ipartelepi str. 2.	István Tóth	72/579-740