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Hungary



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Greeting



“Give them what they need and not what they think they need!”

(James Fulghum, headhunter)

Dear Readers,

It is an extraordinary honor for us to share some country-specific information about Hungary with you. Positioned in the Eastern part of Central Europe, Hungary has always been a link between East and West in history. Originally as an agricultural country, Hungary developed a strong and innovative industry in the 19th Century. Due to outlined historical, cultural reasons linked to some comparative advantages in technical education and compensation figures many international companies settled manufacturing, trade or even R&D activities in Hungary. During the past decades of economical-social transformation foreign investors contributed significantly to establishing a more developed, modern industry and society.

At the moment, one of Hungary's core- and fastest growing industries is the automotive sector. Since the early '90s, several foreign car manufacturers, such as Suzuki, Audi, General Motors and Daimler as well as 14 of the top 20 TIER1 suppliers, have set up production facilities in Hungary.

Kienbaum exists since 1999 in Hungary and stands for high-quality and customer-oriented headhunting and diagnostics services. Since its establishment Kienbaum has been acknowledged as a professional consulting firm which contributed to the business success of well-known and leading multinational companies from above mentioned segments. We serve our clients by recruiting the most suitable talents and leaders, by assessing and evaluating team and individual competences and by advising on compensation and business topics.

I hope, soon we can welcome you in our country to enjoy the Hungarian “Gastfreundlichkeit”!

With best regards

András Sághy

Country Manager

A blue ink handwritten signature of András Sághy, written in a cursive style.

Team

Currently there are five colleagues working at the Kienbaum Office in Budapest:

From left to right:

Sitting: András Sághy (Country Manager),

Krisztina Kiss (Researcher),

Standing: Zoltán Korpás (Senior Consultant),

Szilvia Funtek (Office Manager), Nóra Bényei

(Researcher)



Competencies of the team

Mr. András Sághy

Country Manager



- » **András Sághy** has been working at Kienbaum since starting business in Hungary in 1999. As a Generalist he has gained experience in various industries:
 - Industrial (Electronics Manufacturing, Automotive, Metal, Optics)
 - Trade organizations within B2B, B2C
 - Financial Services
 - Professional Services
- » With a strong focus on *headhunting* he has been involved in national and cross-border search mandates for senior management positions.
- » Additionally: Management Audits, AC/DC projects.
- » András is married, has 3 sons (2, 9, 11yrs) and lives in a nice village near Budapest. His hobbies are playing tennis, photography and spending time with his family. He is president of a church foundation.

Dr. Zoltán Korpás

Senior Consultant



- » **Zoltán Korpás** started at Kienbaum in 2005. Between 2008-2010 he joined a local consulting company and came back in 2010. Currently he focuses on Executive Search and HR Diagnostics projects in various industries:
 - Consumer & Retail Practice Group Member
 - Industry (Automotive, Building Materials, Electronics)
 - Services (B2B, B2C, Professional Services,)
 - ICT (IT Engineering, Telco, Online)
- » With a strong focus on headhunting he is involved in national search and selection of senior executives and management positions.
- » Additionally: Management Audits & AC/DC projects.
- » Zoltán is married, has two daughters (3, 5 yrs). His hobby is history writing – in his spare time he publishes historical articles and books; teaches at University ELTE.

Selected Recent Placements

- » General Manager, international automotive supplier
- » Managing Director, B2B industrial services
- » Site Manager, B2B industrial services
- » Country Manager, logistics services
- » Human Resources Managers, two different multinational market players in optical industry
- » Production manager, optical industry
- » Materials manager, optical industry
- » Plant Manager, market leader in adhesive industry
- » Investment Director, multinational financial company (insurance)
- » Operations Manager, multinational automotive supplier
- » Plant Manager, multinational automotive supplier
- » Financial Controller, multinational automotive supplier
- » Key account managers, global leader in market research services
- » Research Director, global leader in market research services
- » Tax manager, B2B professional services
- » Business Development Manager, multinational auditor and advisory
- » Dealer Manager, global vehicle producer
- » Sales Manager, building materials

News

Hungary – an automotive hub for the region?

As mentioned above, one of Hungary's core- and fastest growing industries is automotive sector. In total it is 20% of the total exports. Over 630 companies employ a total of 100,000 people in this sector. The export ratio of cars produced in Hungary is 94%, a figure that stands at 88% for engine and component production. The number of first- and second-TIER equipment manufacturers is rising continually. Since the early 1990s, several foreign car manufacturers (as Audi, Mercedes, General Motors and Suzuki) and their suppliers built up manufacturing locations in Hungary.

Five key arguments to invest in the Hungarian automotive sector

- » Tradition of innovation
- » Access to a talented, creative, flexible and qualified labor pool at competitive costs
- » Central location - a possible hub for Europe
- » Excellent local supplier network
- » The presence of major automotive suppliers in Hungary

Finally you can find here some examples of tradition of innovation:

- » The Hungarian automotive industry celebrated its centennial in 2006
- » Major Hungarian scientific and technical contributions include:
 - electromotor (1828) - Ányos Jedlik
 - carburetor (1890) - János Csonka and Donát Bánki
 - organizer of Ford-T's mass production (1905-15) - József Galamb
 - NASA's Moon Rover and Mars vehicles (1961–1988) - Ferenc Pavlics
 - BMW diesel engine development (1981–1999) - Ferenc Anisits
 - safety concept of vehicles (1939-1972) - Béla Barényi
 - combined engine charger system (1968) - Gyula Cser



Hungary – in Crossroad

Hungary, as bridge between East-West, South-North has been the meeting point of different cultures and civilizations since ancient times. After the political transition of 1989 foreign investors discovered the benefits of a small but knowledge based market with excellent geostrategic business position for further regional expansions. Thousands of multinational companies took the opportunity and appreciated the favorable constellation of accessible markets, good knowledge and relatively low labor costs.

Many companies like Unilever, Procter & Gamble, General Electric, Avis and British American Tobacco etc. established here regional headquarters. Parallel to that market players of different sectors benefited from the good higher educational network of the country and established their knowledge related R&D centers. (Ericsson, Nokia, Audi, Knorr Bremse, General Electric, Contitech, Bosch etc.) Since the beginning of the new millennium the focus on accessible knowledge became more relevant and Hungary was considered as very attractive and competitive market – at this stage, relative labor cost advantage disappeared and competences, knowledge and infrastructure had been evaluated. Very large multinational companies, including ExxonMobile, Vodafone, T-Systems, Morgan Stanley, Lufthansa Systems, Avaya, Avis, IBM, General Electric, Diageo, Cemex etc., built up their European or worldwide shared service centers (mostly for financial, HR and technical support)

The past years are characterized by another trend as well: against the global economical crisis, Hungary has slowly become regional hub for automotive industry. New prestige investments have been announced: Audi, General Motors and Mercedes transferred new production lines or opened new plants. Meanwhile TIER1 and TIER2 suppliers p.e. Contitech, Henkel Adhesive, Bosch, Eagle Ottawa, Johnson Electric, Dana, increased their Hungarian activity as well.



Remuneration Study 2011/2012 – 13th Edition

The Remuneration Report Hungary is the most comprehensive source of salary information for an HR Manager in Hungary. It provides reliable data for determining compensation in companies with market requirements. The annually updated report is based on a survey of enterprises with empirical data from more than 10,000 employees. It thus provides benchmarks for current structures and the level of remuneration of employees in Hungary.

The study – due to its thirteenth editions – has become now a tradition. The publication is carried out jointly by the colleagues at Kienbaum Austria and the Hungarian-German Chamber of Commerce and Industry.

Kienbaum in the press



Image article: A manager and his hobby

(Published in Manager Magazin 02/2012)

As part of the image building efforts and positioning Kienbaum on the local market, Budapest Office received a great opportunity to increase brand awareness through a published interview.



HR Climate Index Central and Eastern Europe 2011 - Hungary's hard way

(Hungary's Hard way, published in Figyelő weekly newspaper, June 2011.)

The article interprets the first HR Climate Index for Central and Eastern, a study conducted by Kienbaum. It reflects the regional trends and highlights the most relevant characteristics of the Human Resources in Hungary while putting the local situation in regional context. Summarizes that the recovery of the Hungarian economy will be long and hard.

Impressum



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