

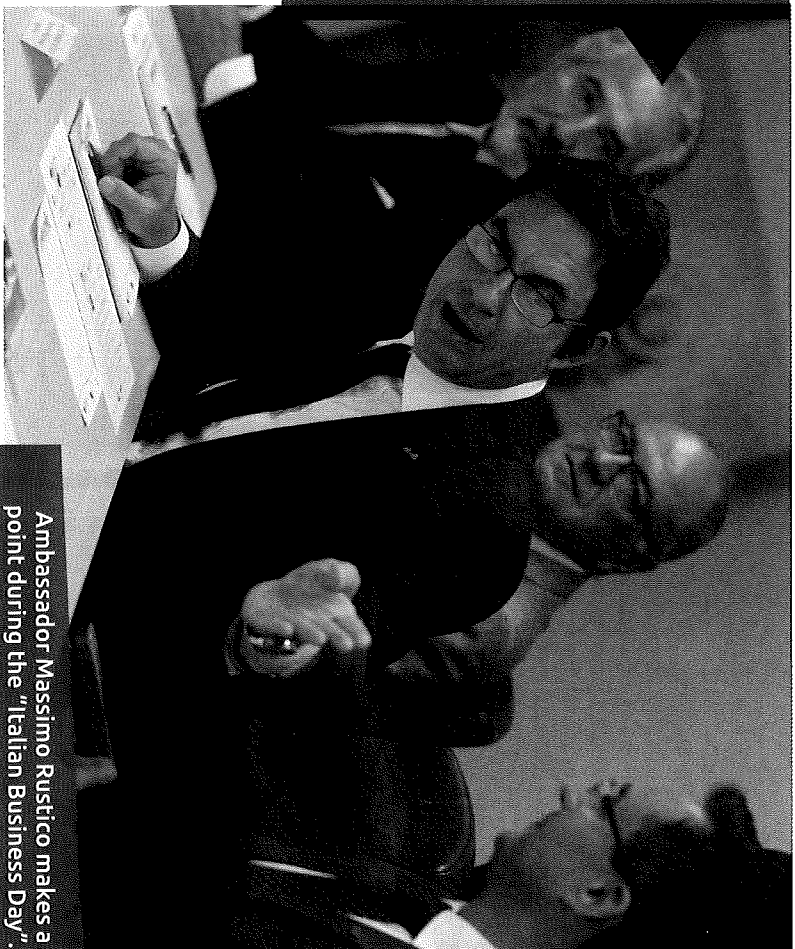
1st 'Italian Business Day' Targets Debrecen

The Italian Chamber of Commerce in Hungary (CCIU) has launched what it calls a "historical first" at Hungary's second city of Debrecen.

BBJ
BBJ STAFF

"It is the first time that the whole Italian business system (including the embassy, Italian Trade Agency (ITA), Italian Institute of Culture, and the chamber) has come before the regional economic community," CCIU said in a statement sent to the *Budapest Business Journal*.

Italy is the fifth largest investor in Hungary, but has ambitious plans to grow its market share. "Several sources confirm there are wide margins of growth, especially in the countryside," the chamber says.



Ambassador Massimo Rustico makes a point during the "Italian Business Day".

The "Italian Business Day" will be an annual event in four different cities; Debrecen and three others "to be realized in the next six-seven months". At the institutional level, Mayor of Debrecen László Papp met with the

Italian Ambassador Massimo Rustico and representatives of the Italian Chamber of Commerce (president Ferdinando Martignago and former vice president Francesco Maria Mari), Marco Bulf, the director of ITA, Italian Culture Institute director Gianluca

Borghese, and honorary consul Roberto Sarcia. The meeting laid the basis for an intensified commercial partnership between Italy and Hungary, CCIU says.

That was followed by a "Made with Italy Business Meeting", hosted by Hajdu-Bihar Chamber of Commerce, involving Italian and Hungarian companies and in the presence of the mayor, the ambassador and representatives of the CCIU and Hajdu-Bihar Chamber of Commerce.

There was also a side meeting aimed at putting together HoReCa (hotel, restaurant and catering) operators in the field of Italian cuisine.

The last part of the day was a cultural event hosted by the Italian Cultural Institute in Debrecen's Gokonal Theater, featuring the guitar and flute duo Graziano Schiavone and Davide Lazzari, and a "light gala" in the foyer of theater, where Italian specialties were served.

The "Italian Business Day" also marked the start of a new chamber project called the "CCIU University Program". The aim is to set up a structured collaboration plan among the most prestigious Hungarian universities and major Italian companies. The CCIU will also host a meeting between a Hungarian and an Italian university in order to stimulate lasting collaboration.

ADVERTISEMENT



32nd SPAR Budapest Marathon® - a feast of sport, health and aid

One of the principles of the corporate philosophy of SPAR Magyarország Kereskedelmi Kft. is serving public interests. The company supports cultural and sports activities throughout the country, helps those in need, promotes Hungarian products and - last but not least - provides guidance in establishing a healthy lifestyle. The company is very proud to be the title sponsor of the largest free-time event in Hungary, promoting sporty lifestyle with the participation of tens of thousands every year. The event in the country is not only an opportunity for sport enthusiasts to test their endurance, but it also focuses on promoting training and health-conscious lifestyle to as many people as possible.



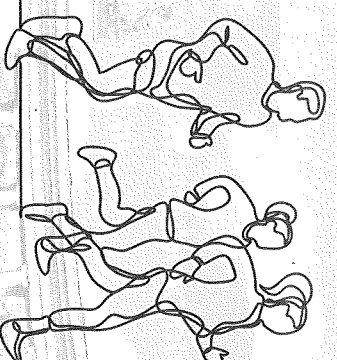
Bring a storybook

At the 32nd SPAR Budapest Marathon event, SPAR and the Hungarian Maltese Charity Service collect storybooks jointly for children in need. Organisers collect used storybooks which are in a good condition at the Maltese tent next to the SPAR booth, from everyone who can help those in need this way.



"For meaningful childhood" with the Hungarian Maltese Charity Service

SPAR also cooperates with its strategic partner, the Hungarian Maltese Charity Service (Magyar Máltai Szerelesszolgálat) at the 32nd SPAR Budapest Marathon event, supporting the "Bringing the playground here" programme. The mobile playgrounds of the organisation take the joy of playing to more than three hundred villages throughout the country, enabling children in even the poorest of families to get to know them. They visit villages without any organised programmes, community places or sometimes even without a swing or a sand box for children. The two organisations intend to raise awareness at the 32nd SPAR Budapest Marathon event that all children deserve to play, even if their circumstance would not allow them. This year SPAR has a special offering: the entire revenue at its booth will be donated to aid the "Bringing the playground here" programme of the Hungarian Maltese Charity Service.



V4 RUNNING WEEKEND

2017. október 14 - 15.
Budapest, Ötvenhatosok tere