

# Health Industry in Hungary



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Hungarian Export  
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MINISTRY OF  
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# Health Industry







## Health Industry

- The long-established Hungarian healthcare sector, which dates more than 100 years, is recognised worldwide. Its reputation was cemented by entrepreneurs whose companies, in the first decades of the 20th century, would now be called multinational enterprises. Gedeon Richter, as one of these prominent figures, was among the first people to make a successful attempt at producing pharmacy products on an industrial scale. His prestige was reinforced by patented medicines known throughout the world, such as the disinfectant 'Hyperol' – which proved useful in World War I – and the antipyretic drug 'Kalmopyrin'.
- As far as Hungarian medical research is concerned, Albert Szent-Györgyi is a household name as the winner of the Nobel Prize for discovering vitamin C. Furthermore, Georg von Békésy, who was awarded the Nobel Prize for his research on the function of the cochlea, also started his scientific endeavours in

### Health Industry Hungary.

- The Hungarian health industry spans many areas, such as the pharmaceutical industry, the manufacturing of medical devices and equipment, the herbal medicine industry, biotechnology, genetics and bionics. Meanwhile, significant developments involving almost every sector are under way in the field of healthcare IT, with government support granted by the Digital Development Strategy for Healthcare system (2020). Hungary is teeming with thermal and medicinal water springs and has excellent geothermal conditions. It has been capitalising on its various hot springs and the experience and knowledge gained over the centuries, resulting in

The pharmaceutical industry produces **6%** of the Hungarian GDP

many tradeable Hungarian developments in the field of balneology and natural well-being and healing therapies.

- International markets show an increasing interest in Hungarian healthcare developments. Export in the Health Industry rose by 50,8% between 2020 and 2024. In 2024, Hungarian companies exported almost EUR 2,6 billion worth of medical devices. Almost one-third of these was sold on non-EU markets. The industry accounts for 9,1% of Hungary's exports outside of the Union. The Hungarian pharmaceutical industry is quite robust: it is the

19th biggest exporter within the sector in the world.

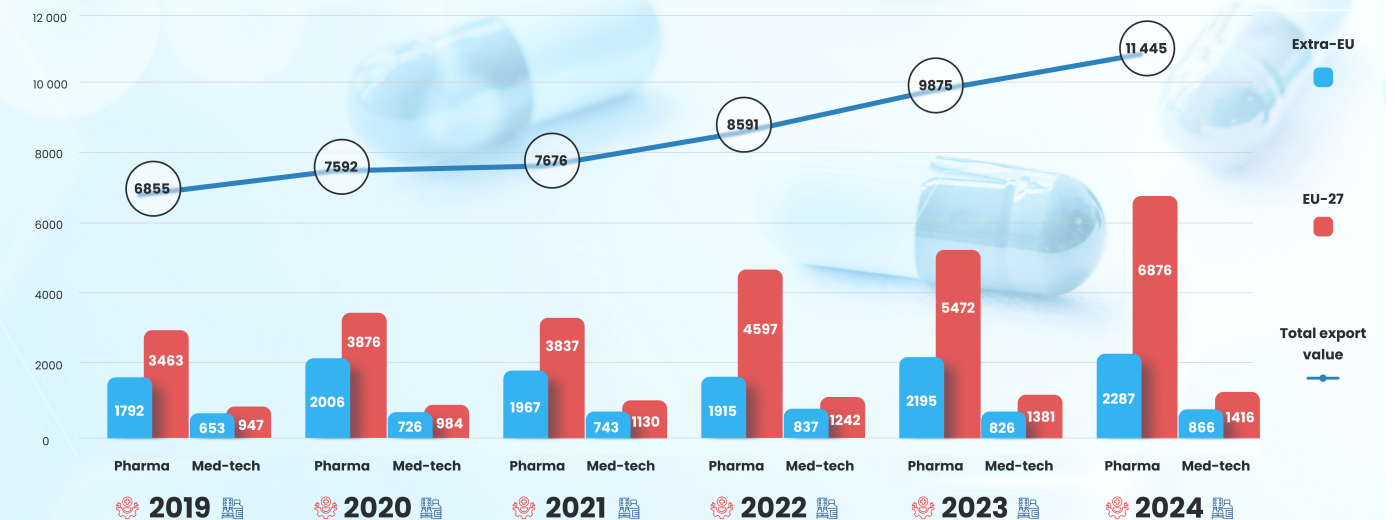
- Hungarian pharmaceutical production accounted for 2,5% of the total Hungarian industrial output and 82% of them are exported products//7,9% of the Hungarian export in 2024. The foreign trade surplus per employee of the healthcare sector exceeded even the motor vehicle industry. The pharmaceutical industry is Hungary's most innovative manufacturing sector, associated with almost one-fourth of the domestic R&D expenditure, which invests 20% of its profits in R&D activities. Each year, Hungarian pharmaceutical companies file more than 40 new patent applications and more than 160 new market licenses. The Hungarian health industry has considerable achievements under its belt in terms of promoting developments.

- Multinational players dominate the pharmaceutical industry. Hungarian manufacturers are the major players in the medical devices segment.

### The top products are:

- CT, RX, MRI, PET, SPECT equipment
- Laboratory diagnostic equipment and products
- Surgical and dental implants
- Holters, ECG equipment, defibrillators
- Laparoscopes, endoscopes, neurosurgery equipment
- Surgical hand instruments
- Surgical hand instruments

## Export of Hungarian Health Industry 2019–2024 (mEUR)



# BÉRES PHARMACEUTICALS

Béres Pharmaceuticals is a family-owned Hungarian pharmaceutical company present in several countries worldwide focusing on vitamins and mineral-based healthcare products. The state-of-the-art manufacturing facilities fully comply with international quality and manufacturing standards. The company always strives to use natural and high-quality ingredients.

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[export@beres.hu](mailto:export@beres.hu)  
+36 1 430 5500  
H-1037 Budapest, Mikoviny utca 2-4.

## PRODUCTS & SERVICES

Béres Pharmaceuticals has 105 products (over-the-counter medicines and dietary supplements) for the self-medication market in 244 different forms of packaging, sold through Hungarian pharma and consumer channels (hypermarkets, supermarkets and chemists) as well as on export markets.

- Béres Drops – To strengthen the immune system – proprietary invention
- Women's health
- Men's health
- Pain relief
- Digestive health
- Children's products
- Herbal products
- Single vitamins
- Multivitamins
- Bone and joint care
- Cardiovascular care
- Special vitamin and mineral products



## ADVANTAGES

Béres Pharmaceuticals Ltd. has a variety of production technologies, including powder homogenisation, tableting by direct compression (no granulation), hard gel capsule filling, liquid filling, automated packaging, gummy vitamin production and compacting.

### Production technologies:

- GMP (as medicinal product manufacturer)
- ISO 9001
- HACCP for food supplement production
- CE certification for manufacturing medical devices
- EU legal standards
- EU Community Code Directive
- EU Food Supplement Directive
- EU Medical Device Directive

## REFERENCES

Headquartered in Budapest, Béres is a market-leader in developing, manufacturing and distributing healthcare and preventive health products, with a 34.5% share in the domestic market. The company also has a representative office in Romania and Ukraine.

## PRIMARY TARGET MARKETS

Albania / Azerbaijan / Kazakhstan



# EGIS PHARMACEUTICALS

Egis is a vertically-integrated pharmaceutical company with branded and value-added generics and biosimilars in its portfolio. Egis’ activities incorporate all areas of the pharmaceutical value chain. The company’s medicines are available in a total 65 countries - in 18 of them, the company markets its products under the brand name ‘Egis’ through its network of subsidiaries and representative offices. Last business year, the Egis Group generated net sales of EUR 527 million. Egis employs 4,400 people in Hungary and abroad.

www.egis.health  
mailbox@egis.hu  
+36 1 803 5555  
H-1106 Budapest, Keresztúri út 30-38.

## PRODUCTS & SERVICES

Egis’ activities cover every field of the pharmaceutical industry’s value creation, starting with R&D through the production of active ingredients and finished products to international sales and marketing. The company also carries out license-in and license-out activities.

Egis’ focus lies in treating diseases of the cardiovascular and central nervous systems, while also providing modern treatment solutions in oncology and women’s health.



## ADVANTAGES

Egis has state-of-the-art R&D centres and a modernised manufacturing infrastructure in Hungary for both active ingredients and finished products.

Egis can also develop and produce unique, highly potent products (mainly used in oncology therapy).

Egis’ portfolio also contains four biosimilar products; these have been launched in 16 countries.

## REFERENCES

Major global pharmaceutical companies in Europe have partnered up with Egis Pharmaceuticals PLC to market its products under their own brand name, e.g. Germany, Italy, France, Spain and Switzerland.

## PRIMARY TARGET MARKETS

China / Brazil / USA





# GEDEON RICHTER PLC.

Headquartered in Hungary and founded in 1901, Gedeon Richter PLC is an innovation-driven speciality pharmaceutical company. The activities of the Hungarian-led multinational company are vertically integrated, covering the entire value chain from research and development, to pharmaceutical manufacturing, to the sale and marketing of final products. Corporate strategy focuses on organic growth complemented by selected acquisitions, primarily in women’s healthcare. The company aims to offer high-added-value products, both its own and biosimilar, for which Richter possesses special manufacturing and development knowledge. Richter has more than 13,000 employees and posted sales exceeded EUR 1.5 billion in 2019.

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[posta@richter.hu](mailto:posta@richter.hu)  
+36 1 431 4000  
H-1103 Budapest, Gyömrői út 19-21.

## PRODUCTS & SERVICES

The Richter Group manufactures more than 200 drugs, and its products include original, generic and licensed products, which provide effective, modern and reasonably priced treatments in almost every therapeutic area. The company focuses on developing and manufacturing women’s healthcare, central nervous system and cardiovascular products. The company is also active in biosimilar development, focusing on osteoporosis, rheumatology and oncology. Richter currently offers one of the widest ranges of gynaecological products in the world.



## ADVANTAGES

Gedeon Richter is dedicated to providing superior expertise and service to its current and prospective partners. Its robust network of local operations in the Central Eastern European countries, Russia and the Commonwealth of Independent States regions; Pan-European sales and marketing operations in the field of gynaecology; strong partnerships in Europe; and in-depth familiarity of both general practitioner and specialist markets result in a successful history of brand building and commercialisation in complex and highly competitive markets.

## REFERENCES

USA: API cariprazine developed jointly with Forest Laboratories (now Abbvie), marketed with the help of several partners around the world - Abbvie, Recordati, Hikma Pharmaceuticals, WhanIn Pharm. Co. Ltd.

## PRIMARY TARGET MARKETS

Russia / Romania / Poland / Germany / Ukraine / China / USA



# GOODWILL PHARMA LTD.

Goodwill Pharma is a modern, privately-owned pharma company with a 23-year history. The company is engaged in the sale of prescription and non-prescription pharmaceuticals, as well as medical devices and food supplements, across the CEE region under its own Goodwill Pharma brand. In 2015, the company introduced its first manufacturing plant in Szeged, designed to produce high-quality food supplements and food for special medical purposes. In 2019, a GMP manufacturing site was opened in Subotica, Serbia. Due to Goodwill Pharma's continuous development and growth, there is a strong interest in international activities through potent distribution partners for the unique branded products offering private label manufacturing.

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[contact@goodwillpharma.com](mailto:contact@goodwillpharma.com)  
+36 62 443 571  
H-6724 Szeged, Cserzy Mihály utca 32.

## PRODUCTS & SERVICES

Goodwill Pharma's product portfolio includes branded food supplements such as Cartinorm+D3, Makula Komplex, Nephroxon and Japonica Femina, branded medical devices such as Cartinorm hyaluronic acid injections, natural cosmetics, functional food as well as Rx and OTC.

The company offers services in the private label manufacturing of FS, FSMP, natural cosmetics, Rx and OTC, primary and secondary packaging as well as warehousing.



## ADVANTAGES

Goodwill Pharma Ltd. is a dynamic, fast-growing company with partnership experience, and is always open to new partnerships and ideas. The company offers high-quality production with flexible batch sizes. Goodwill Pharma, with its own in-house design team, focuses on developing unique products with competitive prices, paired with significant know-how in brand-building, marketing and the sale of food supplements and pharmaceuticals.

## REFERENCES

Distribution partnerships with Recordati S.p.A., Alfasigma S.p.A., GlaxoSmithKline plc and others for Hungary and CEE.

## PRIMARY TARGET MARKETS

Worldwide



# MEDI-RADIOPHARMA

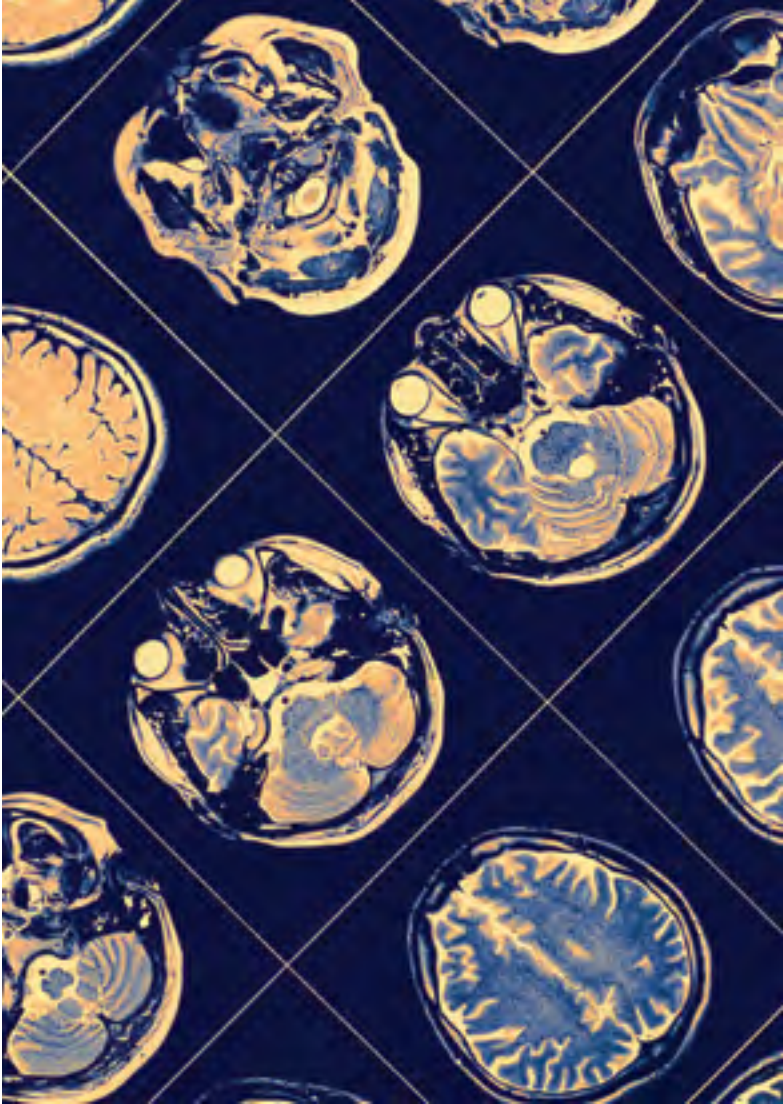
Medi-Radiopharma (MRP) is a privately-owned company established in 1995. The company has over 25 years of experience in developing, manufacturing and supplying radiopharmaceutical products in more than 80+ countries worldwide. MRP specialises in the production and supply of generic in vivo kits for Tc-99m labelling used in nuclear medicine. The headquarters and the main manufacturing facility of the company are located in Érd, Hungary. MRP also has a commercial office in Tampa, FL – USA. MRP’s new manufacturing site will be one of Europe’s TOP sterile and aseptic manufacturing facilities, fully FDA compliant. MRP’s purpose is to serve healthcare aims and improve patient outcomes through a wide portfolio of high-quality products by potentially enabling accurate early diagnosis and treatment for cancer, as well as heart, brain and bone diseases.

www.mediradiopharma.com  
order@mediradiopharma.hu  
+36-23-521-263  
H-2030 Érd, Szamos utca 10-12.

## PRODUCTS & SERVICES

MRP has a diverse portfolio of proven products – currently 16 – registered in 70 countries worldwide. The company’s product portfolio consists of 6 main categories:

- Sentinel node detection (HSA nanosized colloids)
- Cardiac Studies
- Lung perfusion scintigraphy
- Brain & Cell labelling studies
- Kidney Evaluation
- First Generation technitium kits



**Drug substance:** Small molecule API synthesis with GMP compliance

**Drug product development:** QbD based Formulation and Process Development for Liquid and Lyophilized Injections, Validation and Scale-Up

**Analytical method development and validation** for inactive and radioactive pharmaceuticals (license for all isotopes)



**Commercial Manufacturing:** Tech Transfer and Process Validation, Analytical Control and Stability Testing

**GMP compliant** microbiological tests

**Animal testing,** biodistribution studies

**Licence for all isotopes** (including  $\alpha$ -Emitters)

Support for the **Registration Procedure**



## ADVANTAGES

The company holds valid Manufacturer’s Authorization, Certificate of GMP Compliance of a Manufacturer, Wholesale Distribution Authorization, Certificate of GDP Compliance of a Wholesaler Distributor, Good Laboratory Practice (GLP) Certificate, ISO certificate and relevant authorization for the manufacturing and wholesale distribution of radiopharmaceuticals. MRP strives for long-term strategic partnerships and is eager to understand its Clients’ needs and develop meaningful product features. The company won numerous research fundings and is an acknowledged technology R&D company in the EU.

## REFERENCES

In partnership with GE Healthcare (GEHC), GEHC is the authorized partner for the distribution of a range of MRP’s products in numerous European countries.

The company also has strategic partnership with Global Medical Solutions Australia & Global Medical Solutions Taiwan.

## PRIMARY TARGET MARKETS

USA / Canada / Mexico / South-Korea / Israel



# MEDITOP PHARMACEUTICAL LTD.

MEDITOP Pharmaceutical Ltd. is a privately-owned, fast-growing small and medium-sized Hungarian pharmaceutical company. The company is an independent pharmaceutical manufacturer with its own research and development infrastructure and sales network. Two Hungarian individuals have owned MEDITOP since 1995. The company's revenue exceeds EUR 20 million, and the number of employees is 180. The company aims to meet its clients' highest requirements in the business activities described below. It supports this goal by investing, using state-of-the-art technology to ensure that its facilities are as up-to-date as possible.

www.meditop.hu  
info@meditop.hu  
+36 26 336 400  
H-2097 Pilisborosjenő, Ady Endre utca 1.

## PRODUCTS & SERVICES

### Contract manufacturing and contract packaging

MEDITOP's core business is the manufacturing of medicines (tablets, film-coated tablets, capsules, granules) in two modern facilities, building on extensive experience.

Meditop uses state-of-the-art equipment and systems that comply with current Good Manufacturing Practice and ensure that the products measure up to the strictest requirements. Meditop's multi-faceted equipment and well-trained specialists make it possible to complete different orders with relative ease and flexible deadlines.



- Regulatory services
- R&D

Development of the pharmaceutical forms, customised drug release technology and co-development of generic drugs.

- Logistics services
- Sales and marketing activity

## PRIMARY TARGET MARKETS

Canada / UK / Russia / Vietnam / EU



## ADVANTAGES

MEDITOP Pharmaceutical Ltd. offers a high-quality professional service to develop and produce continuous film coaters. Its Fastcoat continuous system ensures a noticeable improvement in coating uniformity and effectivity, especially for tablets with high friability and heat sensitivity. A pilot-scale continuous coater significantly shortens production cycle times, improves productivity and increases flexibility in the batch sizes (batch size from 7 kg). It enables proper continuous batch-style production with easy scale-up to promote the transfer between the development and production phases.

## REFERENCES

**Germany: Stada, Mylan, Alliud**  
MEDITOP sold the licence for Tolperison to these partners for Germany, and MEDITOP is the supplier of the product. Annual value EUR 300,000

**Benelux Countries: WillPharma**  
MEDITOP sold the licence to Tolperison to this partner, and MEDITOP is the supplier of the product. Annual value EUR 150,000

**UAE: Soranaus**  
MEDITOP sold the licence for Tolperison to this partner, and MEDITOP is the supplier of the product. Annual value EUR 120,000

**Ukraine: Moovie Health**  
Contract manufacturing cough and cold OTC products. EUR 600,000

# ONCOTHERM LTD.

Oncotherm has been developing, manufacturing and marketing cancer treatment systems that utilise oncothermia to treat tumours since 1988. This is a further development of the classical method of hyperthermia, one of the oldest cancer treatment methods. It is a personalised, non-toxic therapy using an electric field that helps promote the body's natural regulatory processes. Oncotherm's mission is to increase cancer patients' survival time to improve their quality of life, causing the least possible suffering and fewest side effects. The company intends to produce high-quality medical devices to meet state-of-the-art oncology and tumour therapies.

[www.oncotherm.org](http://www.oncotherm.org)  
[info@oncotherm.org](mailto:info@oncotherm.org)  
+36 23 555 510  
H-2040 Budaörs, Gyár utca 2.

## PRODUCTS & SERVICES

Following EHY-2000 plus, EHY-2030 is Oncotherm's latest development in the treatment of locoregional tumours. The newly-designed device includes the Smart Electrode System, the integrated Patient Management System and a user-friendly touchscreen display with full system control. The new RF generator, with increased power, has been developed with a new, intelligently-controlled step motor tuning system for rapid impedance matching to achieve faster tuning times. The device is only for clinical use, and it is intended for the adjuvant treatment of glioblastoma in a combination regimen with chemotherapy and radiation therapy. It was approved by TÜV in 2019.



## ADVANTAGES

Oncotherm's devices undergo continuous development, which continuously results in new device types and models. The EHY-2030 is an enhanced version of the EHY-2000 plus. The intensive and high-level academic research eventuates clinical trials (in vitro, in vivo, human) for each tumour type with clinical results nationally and worldwide.

Oncotherm has many returning customers around the world. There are around 400 Oncotherm devices in 30 countries and approx. 200,000 personalised treatments are performed annually.

## REFERENCES

Oncotherm has established a cooperation with several institutes of Semmelweis University to conduct a clinical trial using EHY-2030. It also has a partnership with Charité - Universitätsmedizin Berlin and Marqués de Valdecilla University Hospital, where the clinical trials are ready to begin.

## PRIMARY TARGET MARKETS

China / Japan / Spain / Italy / Canada



# CONTROL-X MEDICAL LTD.

Control-X Medical was established in 1990 as a privately-owned business. It designs, produces and markets high-quality medical diagnostic X-ray equipment for clinics and hospitals, and veterinary diagnostic solutions for small animal practices and equine and camel hospitals. Control-X's products are sold in over 50 countries through its ever-growing worldwide distributor network.

[www.cxmed.com](http://www.cxmed.com)  
[bpetrik@cxmed.hu](mailto:bpetrik@cxmed.hu)  
+36 1 381 0301  
H-2120 Dunakeszi, Röntgen utca 6.

## PRODUCTS & SERVICES

Control-X offers digital and analogue diagnostic X-ray systems for human and veterinary use.

The Perform-X human product line includes floor-mounted and ceiling-suspended configurations with auto-tracking, auto-positioning and image stitching functions.

The ZooMax family of products provides solutions for small veterinary clinics and the company offers unique solutions for horses and camels with its ceiling-suspended X-ray system.



## ADVANTAGES

Commitment to the customer is the foundation of Control-X's business. That is why it is dedicated to providing products and services that put the customer first. Control-X always goes that extra mile to provide its customers with the specific configurations they are looking for - at a high quality and reasonable price. In doing so, its engineers use the latest technology to develop and support a complete radiographic product line.

Control-X's products and operations are continuously reviewed, following the critical global regulatory requirements (ISO, CE, FDA), enabling the company to market its products worldwide.

## REFERENCES

Control-X's products are distributed through its worldwide reseller network in 50 countries on 7 continents. In 30 years, more than 5,000 systems have been shipped.

## PRIMARY TARGET MARKETS

France / UK / Turkey / Vietnam / Mexico

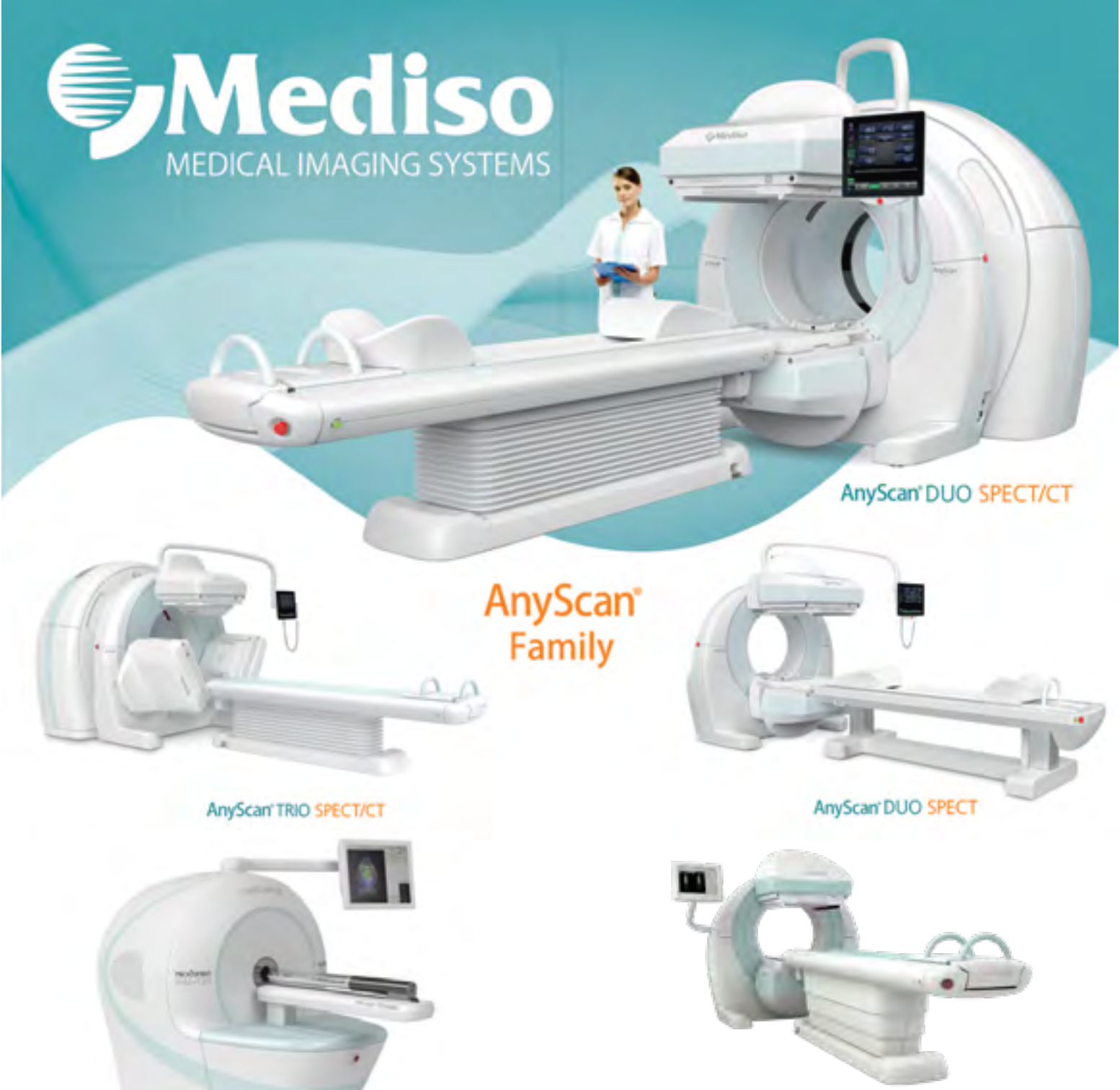
# MEDISO MEDICAL IMAGING SYSTEMS LTD.

Mediso Medical Imaging Systems, with headquarters in Budapest and affiliated subsidiaries in Germany, Poland, North America and Australia, is a dynamic supplier of nuclear medicine and modern hybrid imaging techniques to healthcare and medical research institutions across the world. The company was founded in 1990 by experts at the largest research and manufacturing company in the region, having been engaged in nuclear equipment manufacturing since 1960.

[www.mediso.com](http://www.mediso.com)  
[andras.nadas@mediso.com](mailto:andras.nadas@mediso.com)  
+36 30 900 0934  
H-1037 Budapest, Laborc utca 3.

## PRODUCTS & SERVICES

Mediso works in the field of nuclear medicine with a profile of development, manufacturing, selling and servicing molecular imaging multi-modality equipment. Key clinical products are the unique triple modality clinical SPECT-CT-PET hybrid system, and a triple-head SPECT detector design with dedicated multi-pinhole collimation technology in the AnyScan TRIO family. Market-leading products in the preclinical nuclear imaging product line are nanoScan PET/CT and SPECT/CT, PET/MRI and SPECT/MRI systems.



## ADVANTAGES

Mediso’s business strength and perspective is based on its R&D activity. To keep production at the leading edge, continual new product development is a must. The unique systems designed with top -level engineering are elaborated solid solutions implemented in physical reality through manufacturing. Carefully selected suppliers of quality parts and specialised, high-precision subsystem manufacturers are key elements of final product integration. The subsidiaries and worldwide distributor network ensure close customer contact and provide quick responses to their requests.

## REFERENCES

Products are sold directly or through a network of distributors, with over 1,500 imaging systems for clinical and preclinical imaging, operating in more than 100 countries around the globe.

## PRIMARY TARGET MARKETS

Worldwide



# 77 ELEKTRONIKA LTD.

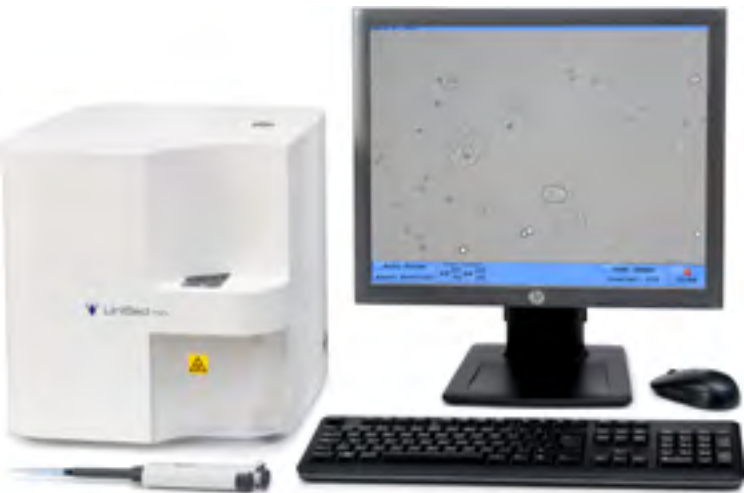
77ElektronikaLtd.isaprimar developer,manufacturer and supplier of in vitro diagnostic medical devices, primarily urine analysers, blood glucose meters, rapid test readers and their consumables. The company was founded in Hungary (EU) in 1986.

The owners and CEO's of 77 Elektronika, Sándor Zettwitz and his daughter Gabriella Zettwitz, manage the day-to-day operations. Starting out with a team of only several people, it has expanded to become a widely-recognised and prosperous company with more than 700 employees.

en.e77.hu  
sales@e77.hu  
+36 1 206 1480  
H-1116 Budapest, Fehérvári út 98.

## PRODUCTS & SERVICES

The urine chemistry analysers developed by 77 Elektronika are based on reflectance photometry, while the operational principle of the urine sediment analysers (UriSed) is an innovative solution relying on the automation of traditional manual microscopy and advanced image processing. The blood glucose meters manufactured by the company are acclaimed for their high quality and state-of-the-art features. 77 Elektronika's rapid test reader (SmartTester) is a point-of-care instrument for in vitro diagnostic use, designed for the quick and quantitative evaluation of the related lateral flow tests.



## ADVANTAGES

77 Elektronika is highly committed to being a trusted partner providing high-quality products and services. The company's essential objective is to meet customer and distributor requirements, whilst being mindful of its environmental impact.

The key to the company's success is its focus on innovation and development. 77 Elektronika main strength is the dynamic and highly-qualified staff in the R&D department. At present, more than 110 skilled engineers work in the field of R&D, and 8% of the company's annual revenue is invested in R&D activities.

## REFERENCES

77 Elektronika exports to almost 100 countries worldwide, generating EUR 100 million in revenue a year.

## PRIMARY TARGET MARKETS

India / Japan / Australia / Nigeria / South Africa

# DIATRON LTD.

Diatron is a strong player in the global IVD market providing innovative hematology and clinical chemistry systems for the human and veterinary market that offer high quality, reliability, and great value. Diatron develops, manufactures, and markets hematology analyzers, clinical chemistry analyzers, and associated reagents for human medical and veterinary use. The company was founded in Budapest, Hungary, over 30 years ago and is one of the top 5 global hematology analyzer manufacturers. Since its foundation, Diatron has been at the forefront of laboratory diagnostics. In 2016, Diatron was acquired by STRATEC SE, a world-leading partner for the development and manufacturing of technological and scientific solutions for the life science industry.

www.diatron.com  
sales@diatron.com  
+36 1 436 9800  
H-1097 Budapest, Táblás utca 39.

## PRODUCTS & SERVICES

Diatron’s product range includes haematology analysers and reagents (for both its own and other manufacturers’ analysers), haematology control material, clinical chemistry analysers, clinical chemistry reagents and clinical chemistry controls. Diatron prides itself on its product quality and support through its comprehensive training programmes and excellent technical assistance and customer service teams. All Diatron products are CE-marked and manufactured in large production plants in an ISO 9001 and 13485-certified production facility.



## ADVANTAGES

Diatron is a globally-recognised brand with 25+ years of experience in haematology, headquartered in Budapest, with production capacities in the EU. It provides full-service systems (instruments, reagents, support) and top-quality products. It prides itself on its analysers having a small footprint and reasonable prices. All Diatron facilities and products are certified.

## REFERENCES

Diatron is proud that its products are sold through its distributor partner network in more than 110 countries worldwide.

## PRIMARY TARGET MARKETS

Cameroon / Thailand / France / Belarus / Kuwait





# NORMA INSTRUMENTS CO.

Norma Instruments cPLC was established in 2012 and specialises in the design and manufacture of high-quality and innovative blood analysis systems for the in vitro diagnostic (IVD) market. Its Icon haematology analyser family is based on microfluidic technology, resulting in its category's most environmentally friendly product. Norma Instrument's products are sold in 65 countries on five continents through its distributor network and OEM partners (e.g. scil, Analyticon, Diasys). Focusing on the point of care and small lab solutions, the company develops reagents and analysers for human medical and veterinary use.

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H-1038 Budapest, Papírgyár utca 58-59.

## PRODUCTS & SERVICES

The analysers can perform the complete blood count (CBC) test, which counts the number of various white blood cells, red blood cells, platelets and haemoglobin in human and animal blood. The human analyser range includes Icon-3 (3-part diff. with open and closed mode use), Icon-5 (5-part diff. laser-based closed mode) with autoloader function, Icon-50P (5-part open mode) and the iVet-5 model for veterinary use on several species. Norma Instruments' products acquired patents and awards in Germany, Austria and Hungary, such as the International Red Dot Design Award, Millennium Innovation Award (HU) and the Environmental Innovation Prize (HU).



# norma

## ADVANTAGES

Due to the use of microfluidic technologies, the Icon family is the smallest in size (17 litres), in weight (9 kg) and its reagent consumption (and waste production) is 70% less than an average analyser, also providing the smallest sample volume processing in its category. These new, environmentally friendly innovations allowed the Icon family to be used in near-patient (POC) testing environments, such as in ICU, A&E, GP's offices.

As a result, patients receive a faster diagnosis and treatment, contributing to a more efficient and quicker recovery.

## REFERENCES

**Germany:**  
Scil animal care company GmbH  
Analyticon Biotechnologies AG

**India:**  
Diasys India Pvt. Ltd.

## PRIMARY TARGET MARKETS

Germany / France / Benelux / Switzerland / Austria

# KLIMEX MEDICAL LTD.

Klimex Medical Ltd. was founded in 2004. Its activities are tightly connected to healthcare services. The experts working for the company have decades of experience in supplying and maintaining bed head, nurse call and medical gas systems, as well as medical technology equipment and instruments. Furthermore, Klimex Medical can also help its partners with the design and advising on medical technological matters.

Thanks to the continuous developments of the last few years, both the company premises and production workshop expanded considerably, as did the number of employees. Through the investments, the number of references increased and the company proved that quality work results in customer satisfaction.

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klimexmedical@klimexmedical.com  
+36 28 526 507  
H-2112 Veresegyház, Gerbera utca 5.

## PRODUCTS & SERVICES

Klimex Medical Ltd.'s service portfolio includes the design, construction and maintenance of nurse call systems, bed head unit systems and medical gas systems.



## ADVANTAGES

Hardware and software are developed and produced entirely by Klimex Medical.

Klimex Medical is doing its best to provide the best, budget-friendly solution to its customers and their end users.

In addition to design and production, Klimex Medical can provide training for staff working with its products.

## REFERENCES

Hungarian Military Hospital (5 buildings in 3 cities) with NCS, more than 1,600 beds.

Trustwell Hospital in Bangalore, India, with NCS, more than 180 beds.

Elderly care home in Beirut, Lebanon, with more than 60 beds.

## PRIMARY TARGET MARKETS

GCC countries / India / Pakistan / Balkan countries / Romania



# MEDICAL CART CO.

The Medical Cart Company Ltd. was established in 2016 and is a proud Hungarian company, all products are designed in house and materials are sourced locally or within Europe.

We have a total commitment to reducing our carbon footprint. We use materials which are 100% recyclable and ensure that all products can be refurbished after many years of use and adapted to the changing needs of users with minimal effort.

[www.medicalcartcompany.hu](http://www.medicalcartcompany.hu)  
[john.gough@medicalcartcompany.hu](mailto:john.gough@medicalcartcompany.hu)  
+36 23 920 790 / +36 30 841 43 53  
H-2051 Biatorbágy, Budai út 16.

## PRODUCTS & SERVICES

Medical Cart Company Ltd. specialises in the design and manufacture of mounting solutions for Medical Devices and IT hardware for use in hospitals and clinics.

All of our products feature a lifetime warranty, great ergonomics, easy cleaning and maintenance to ensure a low total cost of ownership backed up by superb quality and great pricing.



## ADVANTAGES

Flexible modular designs, fast and effective quotation process, 25+ years of knowledge in medical mounting solutions, custom design service, short delivery times. We know how to care!

## REFERENCES

Since our conception Medical Cart Company has worked with the Elite medical device companies within Europe, especially Germany, United Kingdom, France and Switzerland.

## PRIMARY TARGET MARKETS

Germany / France / Belgium / Netherlands / Italy / Switzerland / Austria / Spain / Sweden / Norway / Finland / Hungary / Czechia / Croatia / Slovakia / Slovenia / UK / Eire

# MEDICOR ELECTRONICS CO. LTD.

Medicor has acquired significant experience in the field of neonatal care over the past few decades. It is present in more than 100 countries through its partners on four continents. Due to its continuous development, the **MEDICOR BABYLIFE®** product line offers the latest cutting-edge technology in neonatal care. The results reflect Medicor's participation in countless successful national and international public tenders and business orders. The company is incredibly proud that UNICEF and WHO have found its products worthy of a long-term supply agreement.

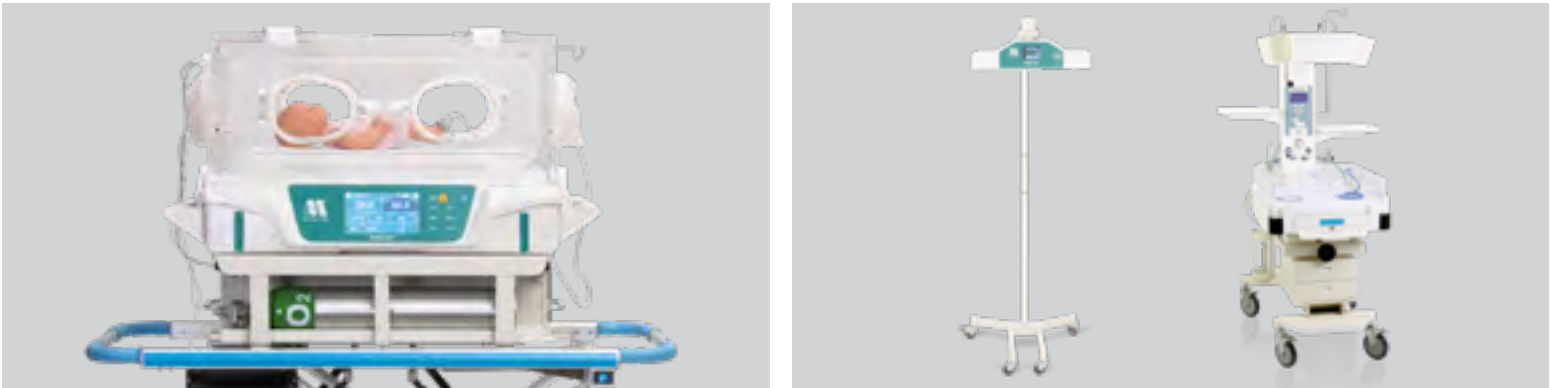
[www.medicor.hu](http://www.medicor.hu)  
[sales@medicor.hu](mailto:sales@medicor.hu) / [info@medicor.hu](mailto:info@medicor.hu)  
+36 1 280 6900  
H-1097 Budapest, Illatos út 9.

## PRODUCTS & SERVICES

Medicor's products ensure that infants receive optimal care from staff, and provide infants with the most comfortable conditions, measurement, control, protection and service features.

Medicor's product portfolio:

- Neonatal/infant incubator BABYLIFE BLF-2001
- Neonatal warming and resuscitation table BABYLIFE BLR-2100
- Phototherapy unit BABYLIFE KLA-145
- Transport incubator BABYLIFE BLF-2001 TI



## ADVANTAGES

Medicor is an authentic European manufacturer of medical equipment and devices for neonates since 1953. It supplies products to more than 100 countries all over the world.

UNICEF and WHO have accepted Medicor's products for support in 2009. BabyLife BLF-2001G infant incubator is the newest product of the incubator family.

## REFERENCES

**The Netherlands:**  
The Medical Export Group B.V.

**Indonesia:**  
PT. Biotech Farma

The company supplies products to more than 100 countries all over the world. UNICEF and WHO have accepted its products since 2009.

## PRIMARY TARGET MARKETS

**Russia / Ukraine / Belarus**



# MEDITECH LTD.

Meditech has committed to preserving cardiovascular health by manufacturing, developing and marketing 24-hour blood pressure and ECG monitors since 1990. Its devices are sold worldwide through distributors in 40 countries.

The 100% Hungarian-owned Meditech offers a wide-ranging portfolio of ECG, ABPM and combined tools. Some units are also available in OEM.

Hearts deserve the best holters.

www.meditech.eu  
meditech@meditech.eu  
+36 1 280 8232  
H-1184 Budapest, Mikszáth Kálmán utca 24.

## PRODUCTS & SERVICES

Meditech has two main product lines: ABPM and ECG holter devices. ABPM-05 and -06 ambulatory BP monitors represent the new generation of ABPM devices, with a large LCD screen, menu operating buttons and manual programming option. CardiUP! and CardioMera full-disclosure holter ECG units increase the chance of capturing the cause of cardiac problems occurring daily.

Combined devices are also offered (ECG + ABPM + actigraphy; ECG + SpO2 + actigraphy) for a complex cardiovascular risk analysis.



## ADVANTAGES

Meditech products are reliable, professional medical devices, designed to meet GP and researcher needs alike. Two types of software solutions are available: CardioVisions and EasyABPM offer all-inclusive, continuously upgradeable software options, allowing an unlimited number of installations. Meditech offers a fair price; its products have a reasonable cost-benefit ratio. Some of the equipment is also available in OEM or private label partnerships.

## REFERENCES

Omron Healthcare Europe, The Netherlands - contract ABPM private label partner

Consult Healthcare, UK - devices for heart tests

Vanderbilt University, USA - running a research project using Meditech units

## PRIMARY TARGET MARKETS

Turkey / Italy / France / Poland / India

# TENSIOMED LTD.

TensioMed has always been more than just a medical device manufacturing company. The company was founded in 1999, to be followed by years of research and development until Arteriograph was created by Miklós Illyés MD PhD and József Béres. This is a revolutionary and the first-of-its-kind device capable of providing a comprehensive analysis of the arteries with a simple blood pressure measurement. Arteriograph has proven to be of clinical value in predicting individual cardiovascular risk and major adverse cardiac events.

www.tensiomed.com  
miklos.illyes@tensiomed.com  
+36 20 942 6049  
H-1163 Budapest, Cziráki utca 26-32. A. ép. Fsz.  
44b. ajtó

## PRODUCTS & SERVICES

TensioMed’s main products are Arteriograph and Arteriograph24. These devices have simplified the measurement of arterial function.

Arteriograph is validated invasively. It is the first patented method (US Pat. No 20070106162) for oscillometric measurement and determination of fundamental central hemodynamic parameters (SBPao, AIXao, PWV), based on a simple upper arm cuff measurement. What is unique to Arteriograph is the real-time transmission and visualisation of the detected pressure curves by its software. The Arteriograph device’s novelty in detecting the mentioned parameters is that a single upper arm cuff is used as a sensor. Yet, in an exceptional case, the cuff is pressurised suprasystolically, ensuring pure pressure signals (waves) are obtained.



## ADVANTAGES

The significant advantages of the Arteriograph and Arteriograph24 devices are the non-invasive measurement of the central hemodynamic parameters, which were previously only available via an invasive, intra-arterial method. One of the most important measurements is the aortic pulse wave velocity, which is an early marker of aortic stiffness and atherosclerosis, according to the recent Guidelines for the management of arterial hypertension.

## REFERENCES

- Medical University of Graz, Research Unit of Biomedical Engineering in Anaesthesia and Intensive Care Medicine, Austria
- Karolinska Institute, Danderyd Hospital, Stockholm, Sweden
- Academic Medical Centre, Amsterdam, The Netherlands, Vascular Medicine Department
- University of Oxford, UK, Clinical Trial Service Unit (CTSU) and Epidemiological Studies Unit
- Charité Medical Faculty, Berlin, Germany, Experimental and Clinical Research Center

## PRIMARY TARGET MARKETS

Germany / Austria / Poland / The Netherlands / UK



# USCOM LTD.

Uscom has a mission to demonstrate leadership in science and create non-invasive devices that assist clinicians in improving clinical care and patient outcomes. Uscom has three practice-changing suites of tools in the field of cardiac, vascular and pulmonary monitoring: the USCOM 1A advanced hemodynamic monitor, Uscom BP+ central blood pressure monitor and the Uscom SpiroSonic Suite digital multi-path ultrasonic spirometers.

www.spirosonic.com  
sales.eu@uscom.com.au  
+36 20 435 6126  
H-1119 Budapest, Boglárka utca 17.

## PRODUCTS & SERVICES

### Digital Multi-path Ultrasonic Spirometers:

Uscom SpiroSonic digital ultrasonic spirometers are high-fidelity, digital pulmonary function testing devices based on multi-path ultrasound technology.

### Non-invasive advanced hemodynamic monitor:

The Uscom 1A measures cardiovascular function using Doppler ultrasound to detect abnormalities and guide treatment.

### Supra-systolic oscillometric central blood pressure monitor:

Uscom BP+ measures blood pressure and blood pressure waveforms in the heart using non-invasive cardiac catheterisation.



## ADVANTAGES

Uscom's SpiroSonic devices operate with ultrasound technology and low flow resistance that is suitable for children, the elderly as well as sick patients.

The interactive patient instruction devices feedback to assist in optimising the spirometry manoeuvre.

## REFERENCES

The Netherlands: project with the Silverfit BV and Gelre Hospital, EUR 1,300,000

Active Action, EUR 78,000

Germany: MESA Medizintechnik GmbH, EUR 20,000

## PRIMARY TARGET MARKETS

France / Germany / Saudi Arabia



# SANATMETAL LTD.

Sanatmetal is a 100% Hungarian-owned company that manufactures and distributes traumatology, spinal surgery, dental and veterinary implants and large-joint prostheses (hip and knee). Its leading solutions are developed in collaboration with Hungarian and international clinics and professors, keeping patient safety and MDR regulations in mind.

Sanatmetal is systematically looking for surgeons' and nurses' perspectives, and to support life quality improvement via advanced solutions. To achieve this, the company keeps its prices at a reasonable level and ensures that its systems and innovations are available to all users.

www.sanatmetal.hu  
metal@sanatmetal.hu  
+36 36 512 900  
H-3300 Eger, Faiskola út 5.

## PRODUCTS & SERVICES

Regarding the trauma line, Sanatmetal provides nails, plates, screws and external fixation systems. The company manufactures hip and knee prostheses as part of its orthopaedic portfolio.

For both joint replacement lines, not only are primer but also revision implants available. Sanatmetal provides several services with its products: forecast-based manufacturing, reasonable delivery time, sterile and non-sterile packaging, customer service availability, instrument service, commercial support, marketing materials and education through the Sanat Academy.



## ADVANTAGES

**Magic** - one of the best nailing systems of the world, minimized X-ray load during distal targeting.

**Vortex** - poly-axial plate system offers a solution for the whole body with 30 kinds of plates and three screw diameters.

**Pannon** - complete range of hip prostheses beneficial to the patient, pending the surgeon's decision.

**Sanat Swing** - is a complete knee prosthesis system proven to reduce postoperative pain. This product has been available on the market since 2007 with more than 20,000 implantations.

**Sanat Spine** - semi-rigid bone regenerating fixation plus rigid and percutaneous systems are available and brand new 3D-printed cage.

## REFERENCES

Russia - first manufacturing site, 100% owned by Sanatmetal

## PRIMARY TARGET MARKETS

Colombia / Mexico / Spain / France / China



# KEROX DENTAL LTD.

Kerox Dental is a 35-year-old high-precision ceramics manufacturer based in the EU, with a production facility in Hungary. It manufactures and sells over 60 million high-tech ceramic products each year, specialising in creating the highest-quality dental zirconia on the market, backed up by its dedicated R&D and engineering team of 34 that only works on zirconia and alumina ceramics. Kerox has unique pressing and sintering technology, with full quality management. Kerox Dental combines the most advanced qualifying methods, automatic inspection machinery and demanding multi-stage quality control procedures, resulting in 100% inspection of all parts. The company's motto is 'no technological compromise on quality'.

www.kerodental.net  
peter.fabian@kerodental.net  
+36 30 458 7984  
H-2038 S3skut, Ipari Park, Kerox utca 1.

## PRODUCTS & SERVICES

High-strength (HS) zirconia has optimal milling properties and is recommended for porcelain-fused zirconia framework restorations. The material accepts porcelain layering exceptionally well, and its low translucency perfectly covers abutments. It comes with high flexural strength (close to 1,500 MPa) and higher fracture toughness for long-span bridges and additional power cases. The Ultra-High Translucent (UHT) version was developed to have aesthetics that resemble natural teeth. Not only does it come with lithium disilicate-like translucency, but it is proven to be three times stronger at 1,175 MPa. It is ideal for full-contour anterior restorations but can also be used in the posterior due to the material's hard density.



## ADVANTAGES

Kerox Dental never compromises its high standards or cuts corners. Utilising the latest technology, the very best raw materials and the most experienced professionals in the industry, the innovative high-strength/highly-translucent dental zirconia products have rapidly grown to be admired and used by lab technicians and dentists all over the world.

Kerox has customers in more than 50 countries worldwide, including Europe, North America, South America, Asia, Australia and Africa, providing them with superior customer service care, reliable on-time delivery and competitive prices.

## REFERENCES

The Ratava Group (USA)  
Techeram Ld. (United Kingdom)  
Denthouse AB (Sweden)

## PRIMARY TARGET MARKETS

USA / Germany / Africa / Southeast Asia / Latin America

# PI DENTAL MANUFACTURING LTD.

PiDental Manufacturing has 40 years' history in manufacturing dental equipment & machines used by dental technicians. In 1995, the company launched an intensive technical development activity, employed a highly qualified workforce, introduced new production technology and entered the international market. 90% of its products are exported around the globe. The company often participates in International Dental Shows. PiDental focuses on innovation; the technical development team always monitors market needs, continuously designs new machines or modifies older models to meet the current requirements/conditions. The company's turnover and orders continue to increase.

www.pidental.hu  
sales.pidental@pidental.hu  
+36 1 2514 944  
H-1141 Budapest, Szugló utca 83-85.

## PRODUCTS & SERVICES

The traditional products used by dental technicians include medium-frequency induction casting machines, the 'Orthoflex' milling unit and the PM-20 and PM-45 polymerisation units.

PiDental's latest innovation is the Cad/Cam system, including the 'Cobra 4' compact 4-axis dental milling unit, the 'Cobra 6Xe' compact 5-axis wet & dry dental milling unit, the 'ZircoBurn' zirconium furnace unit and the 3D optical dental scanners 'Cyber Scan' and 'Cyber Scan Art Plus'.



## ADVANTAGES

PiDental's philosophy: 'The best quality at a reasonable price'.

PiDental offers its customers high-quality products and highly compatible devices, as well as a large service team with fast support and after-sales services. Technical assistance is one of the company's key topics. It provides professional support to any user in the world in case of technical difficulties with the machines.

Most of the spare parts are manufactured in PiDental's own factory, which allows the company to provide a continuous parts supply for its customers. Working with the most significant Cad/Cam innovation and having its own software development with an end-user-friendly interface makes PiDental an excellent partner. The company also provides free training in PiDental's laboratory.

## REFERENCES

Azerbaijan, Australia, Belgium, China, Croatia, Czech Republic, France, Germany, Greece, Hong Kong, India, Italy, Japan, Kazakhstan, Korea, Latvia, Lebanon, Lithuania, Moldova, Poland, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Spain, Switzerland, Taiwan, USA, Uzbekistan

## PRIMARY TARGET MARKETS

Spain / Portugal / Austria / Dubai / UK



# FF TECHNOLOGIES CO. LTD.

FF Co. Ltd. was established in 1949. It has been a member of the Rév Group since 2005. With more than 70 years' history, the company is a specialist in processing stainless steel, and has been a notable supplier of Western European companies since the 1980s. It specialises in customers from the food industry.

FF Technologies' state-of-the-art factory in Mezőtúr has been upscaling production each year. In 2016-17, the company acquired the entire hospital furniture manufacturing business of one of its German partners, and as a consequence, is now producing market-leading products in Hungary.

www.ffzrt.hu  
revmatyas@ffzrt.hu  
+36 30 203 4405  
H-1101 Budapest, Kőbányai út 49.

## PRODUCTS & SERVICES

FF Technologies' leading product portfolio includes stainless steel trolleys and medical furniture from the cupboard system to functional trolleys and a stainless steel operating table. The top technologies are laser cutting, bending (long materials, flat materials, wires), milling, grinding, welding, electropolishing, powder coating, electrical assembly, glass gluing, blasting.



## ADVANTAGES

FF Technologies' medical portfolio has received the Red Dot Award multiple times. The company's 70 years of experience, continuous growth and development guarantees excellence and top-quality products.

The hospital furniture product family was designed in Germany for the highest requirements and flexibility. All of the cupboard system dimensions can be varied according to the customer requests, with plenty of different accessories available.

## REFERENCES

**Stainless steel processing:** Rational (biggest conventional oven producer), Miwe (bakery industry), Blanco Professional, Getinge Group

**Medical portfolio:** Kiel hospital, Dresden hospital, Saudi German Hospital, Lübeck Hospital, Landau Hospital

## PRIMARY TARGET MARKETS

**Western Europe (other than Germany) / Eastern Europe / Russia / Middle East / Central Asia / Southern Africa**

# MOMERT CO. LTD.

The company was founded by MOM (Hungarian Optical Works, Budapest) in 1967. The purpose of the foundation was to relocate production to Dunaújváros. Momert is specialised in home care, household appliances with high-quality plastic and metal processing. The company is located 1 hour from Budapest Airport. MOMERT cPLC is 100% Hungarian-owned; its products are exported to more than 30 countries.

www.momert.eu  
export@momert.hu  
+36 25 555 130  
H-2400, Dunaújváros, Papírgyári út 12-14.

## PRODUCTS & SERVICES

Momert's main product groups are home and baby care. The main products are semi-professional, professional; baby/child; personal and kitchen scales; baby care items, such as nasal aspirators or manual and electric breast pumps; healthcare, such as infrared lamps, humidifiers, diffusers and purifiers; home appliances, such as coffee makers, mixers, toasters, hairdryers, heaters and ventilators.



## ADVANTAGES

Momert is the designer, the manufacturer, as well as the contractor. It offers its items to buyers under its brands and on an OEM basis. It provides long-term business cooperation, durable products, tailor-made business solutions and a reliable supplier partnership.

Momert's specially optimised manufacturing lines produce only authentic, defect-free products and its operation is economical.

## REFERENCES

Germany: ADE Germany GmbH & Co, Soehnle Professional  
Italy: GIMA  
USA: Health-o-Meter  
Russia, Ukraine, France

## PRIMARY TARGET MARKETS

Turkey / USA / India / Spain / UK



# HELIA-D LTD.

Helia-D Ltd. is the largest cosmetics producer in Hungary, founded in 1982, with over 40 years of experience in the beauty industry. The company believes in blending tradition with innovation—combining time-honored wisdom with modern science to create clean, effective formulas free from parabens, artificial colorants, and mineral oils. In 2004, investor Péter Budaházy acquired this legendary face cream brand and transformed it into a 21st-century company while preserving its original values and heritage.

www.helia-d.com  
iroda@helia-d.hu  
+36 1 585-8580  
H-1036 Budapest, Bécsi út 85.

## PRODUCTS & SERVICES

Helia-D Ltd. offers a diverse range of skincare products designed to address various skin types and concerns, combining traditional Hungarian herbal knowledge with modern dermatological science. Helia-D's products range from hand creams and skincare to moisturizers and hair care, covering a wide spectrum of beauty and personal care needs.

Their Helia-D Professional salons offer the latest in advanced skin and body technology using the Helia-D Professional Skincare products. The range of treatments include exclusive facials, laser, mesotherapy, weight loss and health beneficial machines.



# HELIA-D

## ADVANTAGES

Helia-D's use of Tokaji aszú essence in their products offers an edge. This essence is rich in amino acids and sugars, enhances the moisturizing and nourishing effects of skincare formulations. Incorporating Tokaji aszú essence into skincare routines contributes to a more vibrant and healthy complexion.

## REFERENCES

Dm-drogerie, Rosmann, Douglas

## PRIMARY TARGET MARKETS

USA / China / Jordan



# HERBÁRIA CO. LTD.

Herbária Co. Ltd was established in 1949 to collect, produce, process medicinal plants and manufacture herbal teas. It offers various teas and tea mixtures in bags and filters, essential oils, cosmetics, food supplements and natural foods. Today, Herbária Co. Ltd. is the market leader in the herbal product sector in Hungary.

The company has two factories in Hungary, processing around 370 tons of raw material a year and producing 150-180 kinds of teas, cosmetics, food supplements and foodstuffs. Most of its products are sold in approx. 100 Herbária brand shops and franchise shops across Hungary. In recent years, pharmacies, chemists and supermarkets have also become essential sales channels. Private label teas are produced for Tesco, Auchan, Spar, Lidl and other super- and hypermarkets. Herbária’s raw materials are exported globally to the pharma, food, tea and cosmetics industry, and the finished products can be found not only in Europe but also in Canada and Japan.

www.herbaria.hu  
oxana.jenei@herbaria.hu  
+36 30 497 9443  
H-1135 Budapest, Csata utca 27.

Seven decades’ experience in the field of herb collection and processing give the name Herbaria its strong ties to the idea of excellent quality. Its modern herbal-based products help preserve the balance between nature and people.

Herbária’s researchers and product developers combine traditional Hungarian expertise with the latest scientific results. The products are manufactured from GMP-quality, medical plant raw materials, according to ISO and HACCP quality assurance systems.



## PRODUCTS & SERVICES

The following products are produced: herbs in bags and filters, herbal tea blends, functional teas, refreshing teas, cosmetics, hair, body and oral care products, food supplements.



## REFERENCES

Japan: monoherbal (one-component) teas

Canada: broad selection of monoherbal (one-component) teas

Poland: hair care products

## PRIMARY TARGET MARKETS

Middle East / South Korea / Japan / Scandinavia





# ILCSI BEAUTIFYING HERBS LTD.

Ilcsi Beautifying Herbs is a professional natural cosmetic brand, established in 1958. All products are made of native, certified, organic fresh herbs, fruits, vegetables and thermal water from the Carpathian Basin, using the power of natural active ingredients rather than extracts. Ilcsi Beautifying Herbs is available via cosmeticians, distributors, agents and webshops in 37 countries, including North America under different brand name 'Ilike'.

www.ilcsi.eu  
info@ilcsi.com  
+36 12 005 603  
H-1021 Budapest, Üdülő út. 37.

## PRODUCTS & SERVICES

Ilcsi natural skincare products have a high concentration of active ingredients, which makes these cosmetics so unique. The plants used are grown on Ilcsi's organic Bio Garancia-certified plantation or on other Hungarian organic plantations, or they are wild harvested herbs.

The products' purity is an essential part of Ilcsi's quality: it satisfies the highest standards set for natural cosmetics. Its products are audited and certified by the German BDIH - a certification body which applies the strictest COSMOS certification standards.



## ADVANTAGES

Ilcsi is very proud of its RadioSkin products, developed for skin irritation caused by radiation therapy. A comparative study by the Radiotherapy Centre at the National Institute of Oncology (Hungary) based on a clinical test concluded that Ilcsi RadioSkin professional natural cosmetics provide similar results and skin-soothing effects to conventional dexpanthenol-based skincare products. Ilcsi's products made of helianthus (body lotion, hand & foot cream, rich moisturiser) are recommended for diabetics, whose skin requires special attention.

## REFERENCES

Interpacific Japan Ltd. - Japan - distribution and sales.  
Tertia Cosmetic SRL - Romania - distribution and sales.  
Szep Elet LLC.

USA - distribution and sales with brand Ilike.

## PRIMARY TARGET MARKETS

Worldwide

# MY MED LTD.

My Med has professional, technology-oriented, top-quality manufacturing standards and the most qualified personnel. Thanks to its 15-year history in the dental and medical field, My Med products can provide state-of-the-art bleaching technology and professional aesthetic dermal fillers.

A certified company, My Med obtained UNI EN ISO 9001:2015 certification for its quality management system and UNI EN ISO 13485:2012 for its manufacturing system, and its brands received registration certificates from EUIPO (European Union Intellectual Property Office).

www.my-med.eu / www.myfiller.eu  
info@my-med.eu  
+36 1 613 0045  
H-2097 Pilisborosjenő, Téglagyári út 5-11.

## PRODUCTS & SERVICES

Several My Med brands are distributed worldwide by the most recognised and reliable partners. My Filler (professional aesthetic dermal filler) and My Filler Revitalize (mesotherapy product line) are present in Europe, the Middle East, North Africa and Asia. My Med is currently expanding into new markets.

My Med area management is in frequent contact with its distributor partners and local universities, key opinion leaders, medical associations, clinical centres, doctors and hygienists, supporting their requests and exchanging precious information for better services to develop its proficiency.



## ADVANTAGES

The My Med Research and Development team is continuously looking for challenges, developing its products and improving its exclusive formulas. Today, My Med R&D achievements are proven by final user satisfaction and comfort during and after using the products.

The My Med team developed several tools and marketing materials for optimal communication with medical professionals and patients, showing the results obtained and informing them instantly.

## REFERENCES

My Med Ltd. has established partnerships with local distributors in over 30 countries in Europe, the Middle East and North Africa. It received Best Product of the Year 2019 from renowned medical magazine Infomedix International.

My Med products are competitively priced and apply the latest technologies, ingredients and active principles.

## PRIMARY TARGET MARKETS

USA / Brazil / Mexico / China / Australia



# NATURLAND HUNGARY LTD.

Naturland is a dynamic and respected producer of natural pharmaceutical treatments, herbal medications and dietary supplements, based in the European Union. Good health is everyone’s greatest asset.

Naturland strives to improve the quality of people’s lives by focusing on preventative healthcare products that promote well-being and safe, natural alternatives for the treatment of common illnesses and ailments that are free of unwanted side effects. At Naturland, traditional natural remedies are combined with the rigours of contemporary medical science.

www.naturland.eu  
export@naturland.eu  
+36 1 431 2019  
H-1106 Budapest, Csillagvirág utca 8.

## PRODUCTS & SERVICES

The current product portfolio includes finished pharmaceutical products and raw materials, paramedicines, food supplements, herbal and fruit teas, cosmetics as well as essential oils.



## ADVANTAGES

Naturland’s products are manufactured according to GMP requirements. All raw materials are identified and controlled by its quality control laboratory. All supplier certificates are repeatedly inspected. The raw materials used, including herbs and essential oils, are of high quality according to the European Pharmacopoeia, which guarantees active ingredients and heavy metal- and pesticide-free content.

Naturland is continually working on developing products with no artificial colours or preservatives. Its research and development activity is based on the traditional application of Hungarian herbs combined with modern science.

## REFERENCES

Naturland products and other brands manufactured by Naturland can be found in many European countries, the Middle East and the Far East. Consumers can find the products in chemists and pharmacy networks in Taiwan and Malaysia, among others. These regions utilise the company’s current export expansion with no less than a volume similar to its non-domestic European operations.

## PRIMARY TARGET MARKETS

Indonesia / Thailand / Vietnam / Nigeria / Philippines



# BIOTECHUSA

BioTechUSA-group (BioTechUSA, Scitec Nutrition, Builder, ShakerStore & VitaminShop) is committed to sport and healthy lifestyles and as one of the largest and fast-growing food supplement manufacturing and distributing company in Europe, the group caters to its consumers in more than 100 countries with 45 webshops, 279 franchise stores and 4500 partners.

This solely owned Hungarian company works with more than 1800 employees who believe that health represents the greatest asset of all and with their expertise help millions of people around the world live a healthier life.

[www.biotechusa.hu](http://www.biotechusa.hu)  
[info@biotechusa.com](mailto:info@biotechusa.com)  
+36 1 234 4538  
H-1033 Budapest, Huszti út 60.

## PRODUCTS & SERVICES

The portfolio of BioTechUSA includes more than 1,600 products, which provide alternative solutions for those who have sugar, gluten or lactose intolerance as well as those who are on a vegan diet or looking for dietary supplements free of artificial ingredients. In addition to the classic dietary supplement formulas, such as tablets and capsules, fortified foods are becoming more relevant.

The BioTechUSA Lifestyle Program helps customers achieve their goals and long-lasting lifestyle change with personalized advice.



# BioTechUSA™

## ADVANTAGES

With almost 25 years of experience, BioTechUSA offers everything essential to help their customers achieve their goals, whether this is about losing weight, gaining muscles or living a healthier and fitter life. The food supplement products of the company are known for their excellent quality and harmonious taste and have been improved in line with customers' expectations and feedback.

BioTechUSA dietary supplements are produced at self-owned production sites in a regulated environment where they conduct more than 56,000 control tests annually to ensure quality.

## REFERENCES

Our operations fully comply with the requirements of the ISO 22000, IFS Food and FSSC 22000 food safety standards along with the requirements of the ISO 9001 quality management system. Our production sites and logistics centres are both have HACCP, GMP, HALAL and FDA certified standards.

## PRIMARY TARGET MARKETS

France / Germany / Spain / Russia / China / South-Korea / Japan / Colombia / Mexico / Saudi Arabia



# MEDIFOOD HUNGARY INNOVATION LTD.

Medifood is a medical nutrition company offering nutritional support for people affected by disease-related malnutrition. It works to identify different medical conditions’ dietary needs and develop nutritional products based on the latest scientific evidence to contribute to the success of medical treatments. Disease-related malnutrition can be a consequence of many common diseases and conditions. Medifood strives to meet these diseases’ specific needs and requirements to improve clinical outcomes and advance recovery.

[www.medifoodinternational.com](http://www.medifoodinternational.com)  
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+36 20 260 5195  
H-1112 Budapest, Alsóhatár utca 3.

## PRODUCTS & SERVICES

Medifood’s flagship product, MediDrink Plus, is food for particular medical purposes. (FSMP, Directive 1999/21/EC) In the form of an oral nutritional supplement, it can be used as a sole source of nutrition for patients that require nutritional supplementation. Medifood also has an extensive condition-specific product range, including MediDrink Platinum (for elderly patients), MediDrink Pulmo (for pulmonology patients), Neo (for oncology patients) and Gastro (in the final stage of development).

Medifood is currently developing a surgery line, MediDrink OpLoad (a carbohydrate load before surgery), PeriOp (for recovery) and MediDrink Kids for children above six years of age.



## ADVANTAGES

MediDrink Plus contains a unique composition of nutrients that would be impractical to achieve through regular food intake alone. It is specially formulated to cater to the needs of patients suffering from disease-related malnutrition. MediDrink Plus is an innovative, research-based product that combines four beneficial features to help patients fight disease and recover more quickly: high in energy, protein and Omega-3 content but low in carbs.

## REFERENCES

MENA region, represented by CelTeq Pharmaceuticals (Egypt, United Arab Emirates, Kingdom of Saudi Arabia, Kuwait, Iran, Iraq).

Greece & Cyprus, represented by Pelmy Plus Medical SA.

Romania, represented by Torus Pharma Company Ltd.

## PRIMARY TARGET MARKETS

UK / France / Spain / Poland / Austria



# VITAKING LTD.

Vitaking is a forward-looking, Hungarian company focused on developing and distributing nutritional supplements and other health products for Hungarian and international markets. Its mission is to provide a better quality of life through natural products. Each product contains a high concentration of active ingredients to achieve this goal. The company's dynamic expansion lies in the recommendations of loyal, satisfied customers and distributors.

www.vitaking.com  
judit.nagy@vitaking.com  
+36 88 590 410  
H-1063 Budapest, Szív utca 33.

## PRODUCTS & SERVICES

In the past two decades, Vitaking has learned how to produce and distribute its products in alignment with its customers. It faced many challenges when making end products such as pastilles, tablets, powders, jellies or chewable tablets - from ideas to product development, distribution - and a reliable, high-quality product family at a reasonable price. To ensure the quality of the products, development is based on its own scientific research.

Production is in line with strict EU regulations. Vitaking offers a wide variety of safe and high-quality solutions to its customers, including those for a healthy and robust immune system; skin, brain, heart, cardiovascular systems; joints; even diabetes, and more. It offers the most suitable products for groups of all ages - children, teens, adults and the elderly.



## ADVANTAGES

Vitaking is always on the hunt for the most effective ingredients and formulas for its products. It only creates products with a quality that it is also happy to consume. The company thinks that its products contain nutrients necessary for everyone; these nutrients cannot or can seldom be provided through normal nutrition. Vitaking offers easy and fast ordering, where all personal information is handled confidentially.

Vitaking is dedicated to providing top-quality dietary supplement products to all of its customers. It formally expresses and documents the quality expectations and performance requirements of vendors, while ensuring their compliance with FDA Good Manufacturing Practices.

## REFERENCES

International sales in Germany, Austria and Romania.

## PRIMARY TARGET MARKETS

Poland / Italy / Spain / Great Britain / Croatia



# ALPHAVET LTD.

AlphaVet, a member of Alpha Holding Investment Co. Ltd., is a Hungarian family-owned enterprise. AlphaVet Ltd. has been involved in pharmaceutical trade activity since its establishment in 1989. Since then, it has built three different production facilities in Hungary where it produces veterinary medicines, feed additives for livestock animals and pets and nutritional plant supplements. The latter of these represent a 'bio' agricultural production approach.

www.alpha-vet.com  
export@alpha-vet.hu  
+36 30 201 7906  
H-1194 Budapest, Hofherr Albert utca 42.

## PRODUCTS & SERVICES

AlphaVet's veterinary pharmaceuticals comprise a wide range of products, ranging from orally administered and externally applied pharmaceuticals to a new generation of premixes to mix with forage, to a modernised form of granulated fluids.

Feed supplements and liquid vitamins fulfil all the requirements of healthy feed additives, and due to their unique composition of new active ingredients they provide solutions for novel animal health challenges. The plant nutrition products are a natural and economical alternative to conventional fertilisation and plant protection technologies.



## ADVANTAGES

Top-quality products can only be manufactured under outstanding manufacturing conditions. AlphaVets' pharmaceutical factory has EU GMP certification, while its feed additive manufacturing plant has a GMP+ qualification, and its veterinary pharmaceuticals warehouse operates according to the ISO 9001 standard.

In recent years, AlphaVet Ltd. has repeatedly received the Soliditet AAA credit rating, an prize of excellence awarded to companies with the most solid financial background.

## REFERENCES

AlphaVet is extremely active in export markets in 36 countries worldwide. It has over 100 registrations in European countries, selling its own developed and produced veterinary products in 18 EU countries.

## PRIMARY TARGET MARKETS

Europe / Middle East / Africa / Asia / America



# WELLIS PLC.

Since its foundation in 2003, the Wellis company has grown from a family business into one of Europe’s leading hot tub manufacturers.

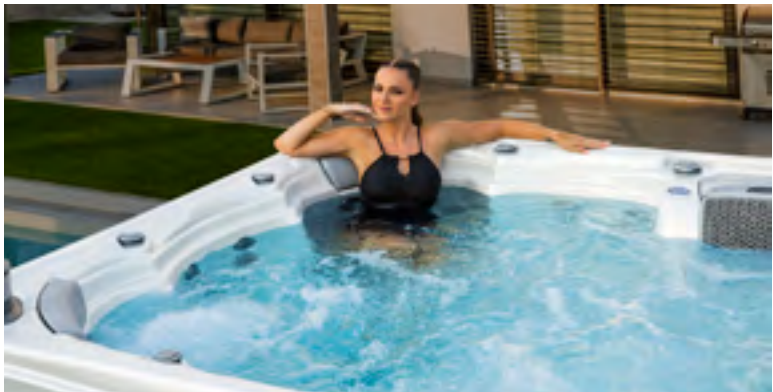
The company’s mission is to provide its customers with the best quality products and environmentally-friendly technologies that prove to be an energy-efficient solution during the production process as well as during use. Wellis is set to start manufacturing its greenest products in 2023, which will bring the perfect massage experience to its customers’ homes with cost-effective energy consumption.

www.wellis.eu  
info@wellis.hu  
+36 29 564 380  
H-1118 Budapest, Budaörsi út 31/C.

## PRODUCTS & SERVICES

Made of premium materials and equipped with the most modern technical innovations, Wellis hot tubs represent the top category throughout Europe.

The company works with its expert colleagues every day to ensure that all its customers find the spa that best suits their needs. Thanks to the noticeable differences in size and equipment between the various hot tub product lines, couples or larger groups of friends can both enjoy a relaxing massage in their own spa. And with our newly introduced Life product line, users can use their hot tub with an energy-efficient solution in all households.



## ADVANTAGES

In response to the current global changes, the employees at Wellis dreamed big and present this year’s biggest Wellis sensation: their brand new product line of energy-saving hot tubs! New design, new solutions, and a new insulation system are the best features of the brand new hot tubs. With 61 patents and a wide range of innovations, next year the new product line of Wellis spas, unique in the world in terms of energy efficiency, will be widely available for everyone.

The Wellis Life product lines, which will be available in 2023, will bring the unique massage experience to the homes of customers worldwide as flagships of innovation and energy efficiency.

## REFERENCES

The company supplies its customers with spas from the heart of Europe, Hungary. Last year, it began its expansion on the US market. On this market, 30,000 hot tubs are supplied to future owners every year at 500 sales points worldwide.

## PRIMARY TARGET MARKETS

UK / USA / Germany / France / Spain



# CONTACT

## INFORMATION

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HEPA

Hungarian Export  
Promotion Agency