IMPACTS OF A MULTINATIONAL COMPANY ON THE CITY DEVELOPMENT

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LONDON, 15.11.2018

Internationalization, initiatives to establish a new source of researchers and graduates, and development of knowledge and technological transfer as instruments of intelligent specializations at Szechenyi University
SUMMARY

• Introduction, the City of Győr
• Széchenyi István University
• The Audi Hungaria
• Impacts of Audi Hungaria in Győr (dimensions)
  1) Human Resources
  2) Economic base
  3) Local market, consumption
  4) Local institutions, society
  5) Settlement policy, development, government
• Outlook
THE CITY OF GYŐR

- The 6th biggest city in Hungary
- Number of inhabitants: 130,000
- after Budapest the most developed Hungarian city
- attractive natural, industrial environment
- vivid cultural life
- outstanding sport results
- rich history (3rd richest city considering the number of monuments)
- ...THE CITY OF RIVERS
- ...THE CITY OF CULTURE
- ...THE CITY OF SPORTS
- ...THE CITY OF INNOVATION
- ...THE CITY OF DEVELOPING INDUSTRY AND SERVICES

– Growing expansion

– City – University – Audi

– Intellectual center

– Widespread researches

– ~ 15,000 students
A MULTINATIONAL COMPANY –
THE AUDI HUNGARIA

- **Foundation:** 1993
- **Audi AG**
- **The world’s biggest engine factory**
- ~ **12,000 employees**
- **25 years in the city**
IMPACTS OF A MULTINATIONAL COMPANY

- Higher Education and Industrial Cooperation Center (FIEK)
- Widespread research
- In focus: the relations between Győr and the AUDI

- 5 main dimensions:
  1) Human Resources
  2) Economic base
  3) Local market, consumption
  4) Local institutions, society
  5) Settlement policy, development, government
- Favourable employment rates in the city
  - Low unemployment rate
  - High qualification indicator
- Close cooperation: city – education – AUDI
  - Scholarship
- „Audi Hungaria Schule Győr”
  - From kindergarten to graduation
  - Not only for AUDI employees
- Dual vocational training
  - 2001-2018: 2000 students
  - Practical knowledge in AUDI training labs
HUMAN RESOURCES II.

Higher Education – Széchenyi István University

- common dual training
- PRACTING, Audi Adventure
- department → Audi Hungaria Faculty of Automotive Engineering
- cooperation in management
- employees in second job
- the importance of self-motivated student groups
- Higher Education and Industrial Cooperation Center (FIEK)
- cooperation with Hungarian Academy of Science
- university role in city life
Tax revenue

- Growing income, decreasing tax rate
- Local business tax – 1st in 23 cities with county right

Supplier network

- Supplier section
- Hungarian small and medium size company’s role (Tier-1)
- Strong and expensive audit conditions

Site expansion options

Build-up of an industrial area
− Regional center
− Dinamic growth from democratic transformation
− Expanding service industry
− Main segment in connection with AUDI: housing market
  • Price increase in buying and renting
− Number of guest nights in Győr – in connection with development cycle
No conflict, no disharmony – continuous approach ~ long process

Audi employees in local society:
- Young, married, educated, religious
- Foreign language speaker
- Higher wage (~30%)

Opinion about AUDI – research results
- Relation with the company: 40%
- City company = AUDI
- Positive effects: job creation, education/culture/sport
Corporate Social Responsibility – CSR

- Sport – culture – education, science – social area
- Funds and vehicles
- Aid in disaster
- „Culture of cooperation” project - organizational communication
Philharmonic Orchestra, Győr
Ballet of Győr
Audi ETO HC Győr
Mobilis Interactive Exhibition Center
– Urban strategic documents – priority partner from mid 2000, main employer in the region

– Transport development
  - Road
  - Railway
  - Airport – Pér

– Development in urban environment (smart city program)
Economic development – network cooperation

Common brand forming

AUDI Hungaria and environmental protection
A success story

Benefits for both actor

„Great together!”

AUDI Q3, Q4

Electric motors, robotization
THANK YOU FOR YOUR KIND ATTENTION!