

IMPACTS OF A MULTINATIONAL COMPANY ON THE CITY DEVELOPMENT

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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

SZÉCHENYI 2020



HUNGARIAN
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INVESTING IN YOUR FUTURE

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)



GYŐR

- ...THE CITY OF RIVERS
- ...THE CITY OF CULTURE
- ...THE CITY OF SPORTS
- ...THE CITY OF INNOVATION
- ...THE CITY OF DEVELOPING
INDUSTRY AND SERVICES



- **1968-1986-2002**
- **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



HUMAN RESOURCES I.




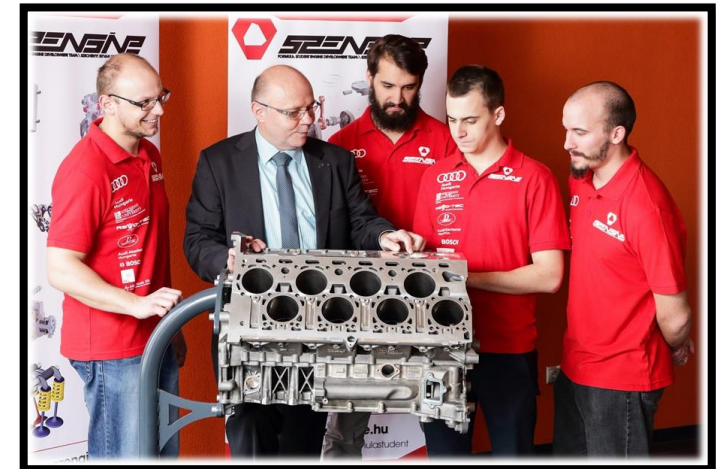
- **Favourable employment rates in the city**
 - **Low unemployment rate**
 - **High qualification indicator**
- **Close cooperation : city – education – AUDI**
 - **Scholarship**
- **„Audi Hungaria Schule Győr”**
 - **From kindergarden to graduation**
 - **Not only for AUDI employees**
- **Dual vocational 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



ECONOMIC BASE

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



LOCAL MARKET, CONSUMPTION

- **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**



LOCAL INSTITUTIONS, LOCAL SOCIETY I.

- ▶ **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



LOCAL INSTITUTIONS, LOCAL SOCIETY II.

Corporate Social Responsibility – CSR

- ▶ Sport – culture – education, science – social area
- ▶ Funds and vehicles
- ▶ Aid in disaster
- ▶ „Culture of cooperation”

project- organizational

communication





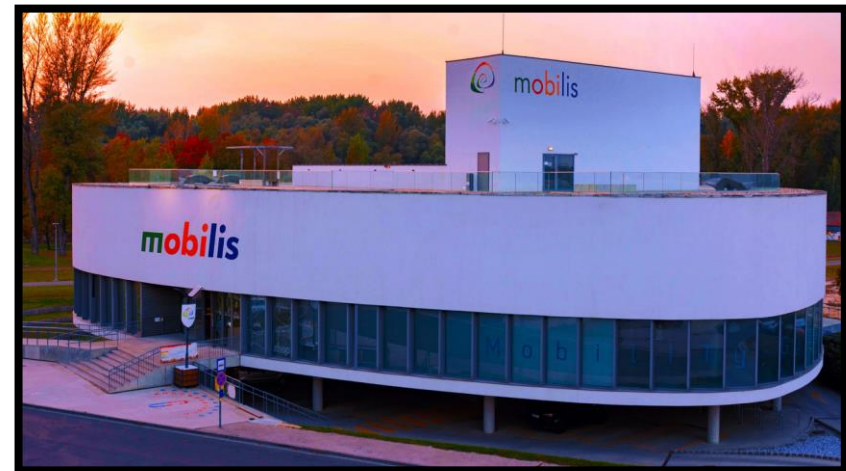
Philharmonic Orchestra, Győr



Ballet of Győr



Audi ETO HC Győr



Mobilis Interactive Exhibition Center

SETTLEMENT POLICY, DEVELOPMENT, GOVERNMENT I.

- 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)



SETTLEMENT POLICY, DEVELOPMENT, GOVERNMENT II.

- Economic development – network cooperation
- Common brand forming
- AUDI Hungaria and environmental protection



CONCLUSION, OUTLOOK

- ▶ A success story
- ▶ Benefits for both actor
- ▶ „Great together!”
- ▶ AUDI Q3, Q4
- ▶ Electric motors, robotization



THANK YOU FOR YOUR KIND ATTENTION!

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