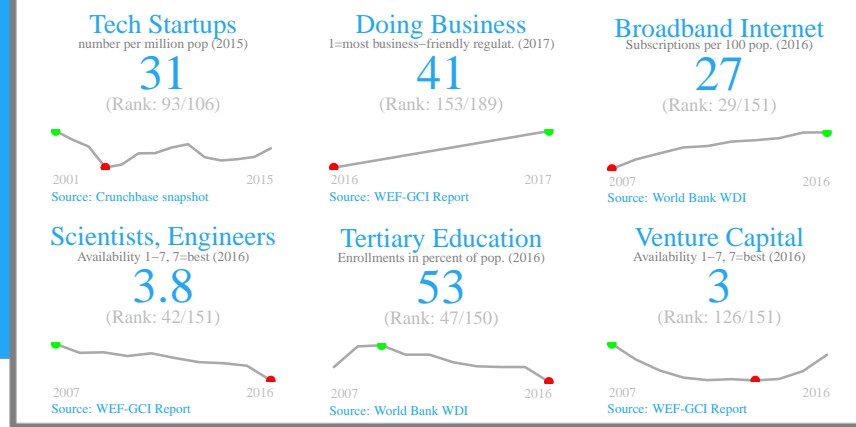


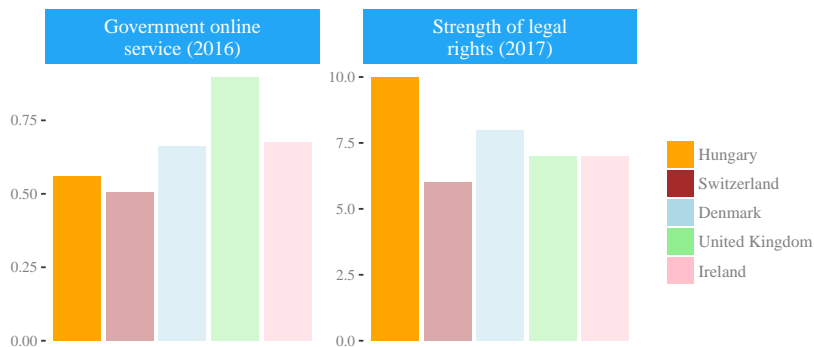
## Hungary

## Country Snapshot



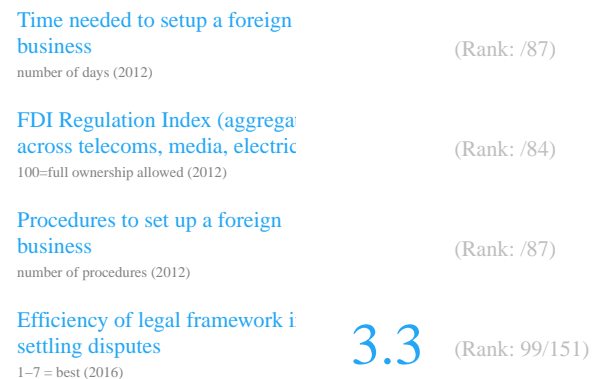
## POLICY Laws, regulations, and government initiatives

## GOVERNMENT INDEXES



SOURCES: GLOBAL INFORMATION TECHNOLOGY REPORT; WORLD BANK - WDI

## INVESTMENT FRIENDLINESS

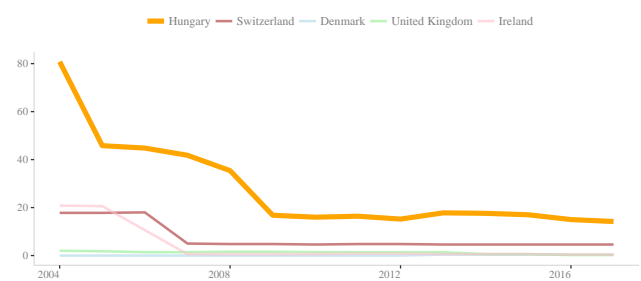


SOURCE: INVESTING ACROSS BORDERS

## DOING BUSINESS 2017

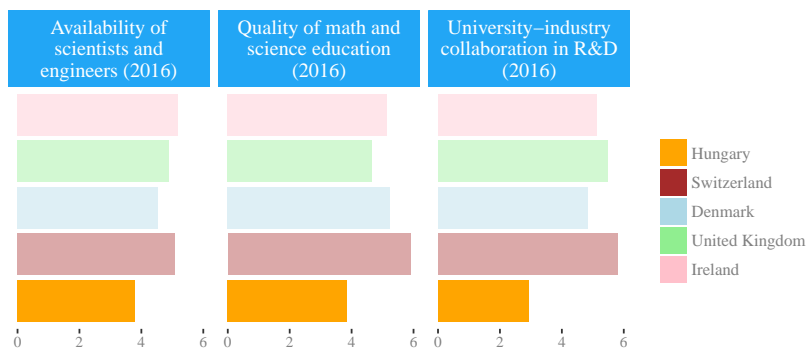
	2016	DTF		2016	Rank	
		2017	Change		2017	Change
<b>Ease of doing business index</b>	<b>72.74</b>	<b>73.07</b>	<b>0.33</b>	<b>40</b>	<b>41</b>	<b>-1</b>
Dealing with Construction Permits	71.69	71.7	0.01	66	69	-3
Enforcing Contracts	73.94	75.79	1.85	13	8	5
Getting Credit	75	75	0	19	20	-1
Getting Electricity	60.11	60.13	0.02	118	121	-3
Paying Taxes	73.74	74.46	0.72	79	77	2
Protecting Minority Investors	55	55	0	78	81	-3
Registering Property	80.2	80.08	-0.12	28	28	0
Resolving Insolvency	41.7	43	1.3	63	63	0
Starting a Business	87.1	87.28	0.18	71	75	-4
Trading Across Borders	100	100	0	1	1	0

SOURCE: DOING BUSINESS

COST OF BUSINESS STARTUP PROCEDURES  
% of GNI per capita

SOURCE: WORLD BANK WDI

## HUMAN CAPITAL State of educational institutions and access to skilled labor

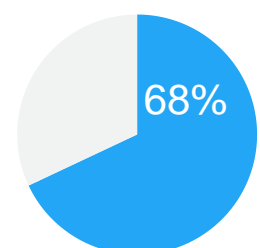
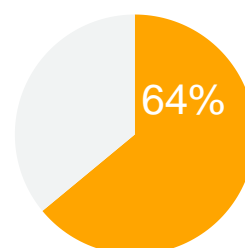
AVAILABILITY OF SKILLED LABOR AND EDUCATION  
(1-7, 7 = best)

SOURCE: WEF-GCI REPORT

## POPULATION EMPLOYED IN SERVICES SECTOR

(% total employed population)  
Hungary (2014)

ECS (simple average, 2014)



SOURCE: WORLD BANK WDI

## FINANCING

Sources of capital available for digital entrepreneurs, including debt, equity, grants, blended financing, etc

### FDI, PUBLIC CAPITAL MARKET AND VENTURE CAPITAL

#### FDI, Net Inflows

BoP, current US\$, as % GDP (2015)

**-0.8**

(Rank: 45/195)



#### Investment in Telecoms w/ Private Part.

Millions, \$US

No data available

(Rank: /151)

#### Market Capitaliz. of Listed Companies

% of GDP (2015)

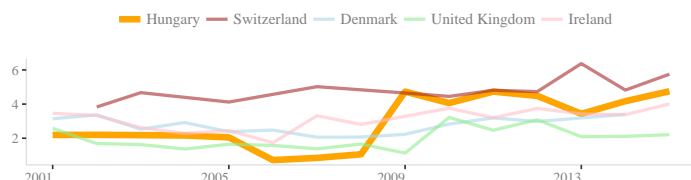
**15**

(Rank: 73/115)



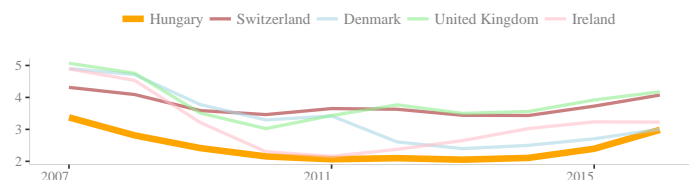
SOURCES: WEF-GCI REPORT; WORLD BANK - WDI

### INFORMAL INVESTORS RATE (% of 18-64 population)



SOURCE: GLOBAL ENTREPRENEURSHIP MONITOR - ADULT POPULATION

### VENTURE CAPITAL AVAILABILITY (1-7, best)

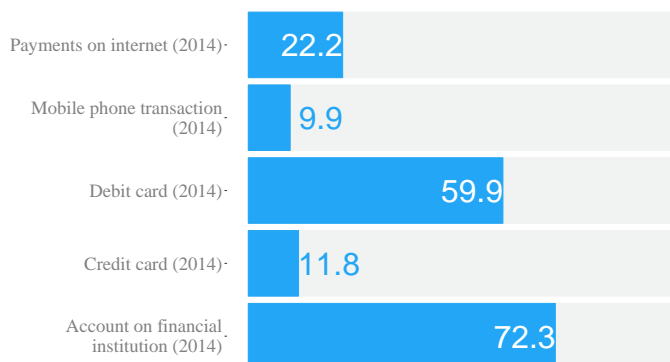


SOURCE: WEF-GCI REPORT

## MARKETS

Existence of early customers and distribution channels

### FINANCIAL INCLUSION (% age 15+)



SOURCE: WORLD BANK - FINDEX

### DIGITAL COMMERCE & INTERNET ACCESS

#### New business density

new registrations per 1,000 people ages 15-64 (2009)

**3.7**

(Rank: 39/137)

#### Ratio of online/in store purchases

Percentage (2016)

**39**

(Rank: 36/54)

#### Firms using email to interact with clients/suppliers (%)

% of firms (2010)

**81.1**

(Rank: 59/146)

#### Firms with their own Website

% of firms (2014)

**61.2**

(Rank: 31/143)

#### ICT service exports

% of service exports, BoP (2014)

**25.1**

(Rank: 46/178)

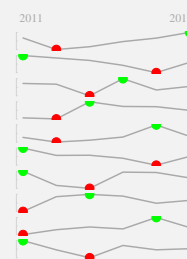
SOURCES: ENTERPRISE SURVEYS; WEF-GCI REPORT; WORLD BANK - WDI

## CULTURE

Societal attitudes toward entrepreneurship

	Avg 2003-2011	2011	2012	2013	2014	2015	2016
Company spending on R&D, 1-7 = best	2.9	2.9	2.7	2.8	2.9	2.9	3.0
Listed domestic companies, total, Number	44.8	52.0	51.0	50.0	48.0	45.0	—
Perceived Capabilities, % of 18-64 population	37.0	40.0	39.8	37.5	40.9	38.7	—
Fear of Failure Rate, % of 18-64 population	30.6	34.9	34.3	44.8	42.0	41.8	—
Number of tech startups, number per million pop	29.6	28.6	27.6	28.0	28.7	31.4	—
High Status Successful Entrepreneurship, % of 18-64 population	63.8	78.2	74.0	74.1	72.4	68.4	—
Media Attention for Entrepreneurship, % of 18-64 population	29.3	33.8	29.3	28.4	33.5	33.4	—
Total early-stage Entrepr. Activity (TEA), % of 18-64 population	6.0	6.3	9.2	9.7	9.3	7.9	—
Improvement-Driven Opp. Entrepr. Activity: Rel. Prevalence, % of TEA	43.6	29.2	35.3	38.7	36.3	50.5	—
New Product early-stage Entrepr. Activity, % of TEA	26.2	46.6	36.1	27.0	41.1	36.1	—

SOURCES: GLOBAL ENTREPRENEURSHIP MONITOR - ADULT POPULATION; WORLD BANK - WDI



## SUPPORTS

Infrastructure and support services available through incubators, accelerators and other NGOs

	Avg 2003-2011	2011	2012	2013	2014	2015	2016
% firms identifying transportation as major constraint, % of firms	NaN	NA	NA	5.6	NA	NA	—
% of firms with an annual fin. Statem. reviewed by ext. audit., % of firms	NaN	NA	NA	46.7	NA	NA	—
Quality of electricity supply, 1-7 = best	5.5	5.9	5.7	5.6	5.9	5.7	4.8
Broadband Internet subscriptions, per 100 population	14.4	19.6	22.2	22.9	24.1	27.4	27.4
Internet bandwidth, kb/s/capita	19.0	19.0	12.2	15.4	24.9	37.0	55.4
Access to electricity, % population	100.0	NA	100.0	NA	NA	NA	—
ICT goods imports, % total goods imports	19.3	17.5	16.1	15.1	12.5	NA	—
Internet users, per 100 population	49.4	68.0	70.6	72.6	76.1	72.8	—

SOURCES: ENTERPRISE SURVEYS; WEF-GCI REPORT; WORLD BANK - WDI

