



BUDAPEST CHAMBER  
OF COMMERCE  
AND INDUSTRY



# Opening and Welcoming Remarks

**Dr. Martin Zsarnóczky – President of American Hungarian Chamber of Commerce in New York**

26 March 2024



# ROADMAP TO U.S. MARKET ENTRY

## 3/26/2024 Budapest, Hungary



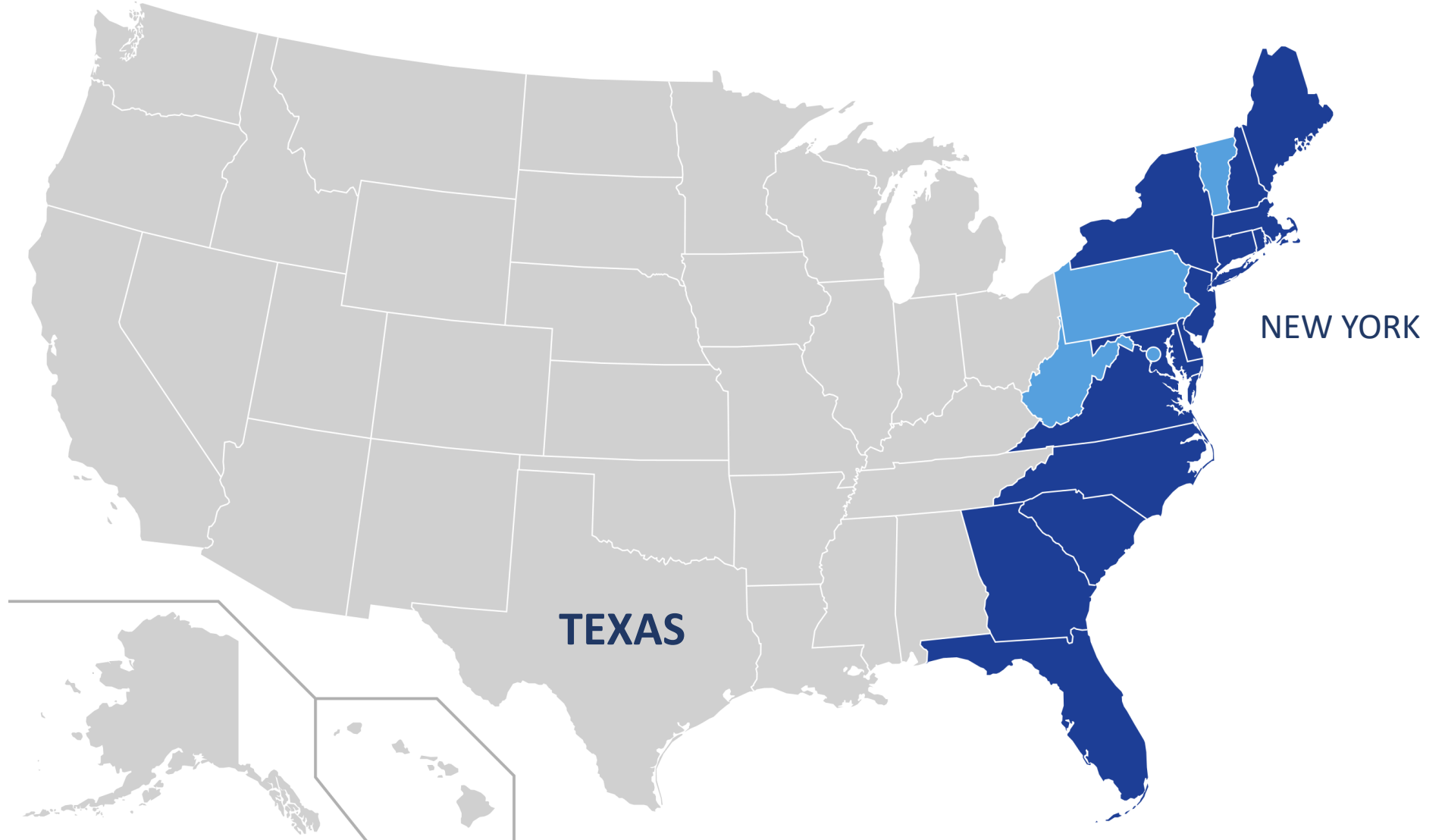
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AMHUNCHAM'S ACTIVITIES ARE FOCUSING ON THE EAST COAST OF THE U.S.





## **Main Functions**

**“Business matchmaking”** – operates to increase the member businesses’ success and efficiency by establishing business and social contacts between members.

**“Spokesperson’s role”** – represent the member community by introducing their services, and interests and presenting an informed opinion.

**Information exchange** - provide market-specific data, materials, and reports to the member community with an emphasis on the two countries’ economic performance.

**Lobbying** - Lobbying the decision-makers of the two countries for the development of Hungarian and American business relations.

**The main services: identifying business opportunities between the two countries; distribution of business and trade related information; organization of business events**



## **Event activities in 2023**

Guidance on US Market Entry, Budapest, February

Webinar month and choose your speaker event, March

New Jersey Legislative and Business Delegation Trip to Hungary, April

Washington DC Select USA Summit Spinoff, New York and New Jersey, May

MoU with the European American Chamber of Commerce Texas, May

Visit of the European American Chamber of Commerce in Budapest, August

Southeast Coast Trade Mission to Hungary, September

Business Study Tour in New York, November

Annual Gala Dinner and General Assembly, December

**Thank you for your participation and enjoy the program!**