

ハンガリー×日本：イノベーションと持続可能な成長に向けた架け橋

駐日ハンガリー大使
オルネル＝バーリン・アンナ

ハンガリー・ブダペスト生まれ。コルヴィヌス大学にて国際関係を、エトヴォシュ・ロラード大学（ELTE）にて日本学を学び、両学士号を取得。2010年から日本に留学し、城西大学で経営管理を学んだ後、同学にて国際行政の修士号を取得。2012年から2016年まで駐日ハンガリー大使館にて経済担当参事官を務め、日本との経済関係強化に尽力。その後、ハンガリー外務貿易省にてアジア太平洋局副局長、最速成長経済圏部副局長などを歴任し、ASEMや日本担当官としても活躍。2019年から2023年までは在バンコクのハンガリー大使館にて次席および臨時代理大使を務め、タイ・ラオス・ミャンマーを管轄。2023年11月より駐日ハンガリー国大使。

2015年、海外投融資情報財団（JOI）とハンガリー投資促進公社（HIPA）は、日本企業によるハンガリーへの直接投資を促進することを目的に、協力覚書を締結しました。当時、駐日ハンガリー大使館で経済担当参事官を務めていたオルネル＝バーリン・アンナ現・駐日ハンガリー大使は、両機関間の調整に尽力されました。それ以来、JOI、HIPA、大使館は緊密な協力関係を築いてきました。

このたび、HIPAの来日を機に、JOI理事長の林健一郎がオルネル＝バーリン大使にインタビューを行い、両国の経済連携の現状と展望についてお話をうかがいました。

日本での経験と経済外交の成果

President HAYASHI: It has been more than two years since you assumed your post as Ambassador of Hungary to Japan. Could you share your experiences in Japan and any particularly memorable activities? In particular, what initiatives have you undertaken to promote business collaboration between Hungary and Japan?

Ambassador AULNER-BÁLINT: Over the past two years, my experience as Ambassador of Hungary to Japan has been deeply enriching, both professionally and personally. Japan's culture of precision, harmony, and long-term vision resonates strongly with Hungarian values, and this shared foundation has enabled us to strengthen our cooperation across many fields, particularly in business, investment, and innovation. From the very beginning of my tenure, one of our main priorities has been to deepen economic relations and foster new opportunities for Japanese investors in Hungary. In

January 2024, our Embassy in Tokyo hosted a hybrid investment seminar jointly organized by Hungarian Investment Promotion Agency (HIPA), EY Hungary, SMBC Bank EU AG, MUFG Bank, Ltd., Südy & Co., and the Embassy of Japan in Hungary. The event attracted around 170 participants, followed by a reception that facilitated direct networking between Hungarian and Japanese business leaders. Another milestone was Foreign and Trade Minister Péter Szijjártó's visit to Japan in May 2024, during which he held high-level discussions with several strategic investment partners of Hungary, including Suzuki. More recently, in September 2025, we organized the Japan-Hungary Business Forum at Keidanren Kaikan, which brought together over 120 participants from major Japanese corporations and Hungarian institutions. During the same visit, Minister Szijjártó met key Japanese investors over a business lunch, exchanging ideas on the future of bilateral economic cooperation, particularly in advanced manufacturing and innovation-driven industries. These initiatives reflect Hungary's continued commitment to being Japan's most trusted partner in Central Europe, a country that offers stability, competitive advantages, and a clear vision for sustainable growth. Personally, witnessing the growing



左からJOI理事長 林、オルネル＝バーリン駐日ハンガリー大使

enthusiasm of Japanese partners toward Hungary has been one of the most rewarding aspects of my mission.

HIPAのミッションと今回の来日目的

President HAYASHI: Could you tell us about the role of the Hungarian Investment Promotion Agency (HIPA), which is currently visiting Japan? What is the purpose of this visit, and what outcomes are you hoping to achieve?

Ambassador AULNER-BÁLINT: HIPA is the dedicated governmental organization supervised by the Ministry of Foreign Affairs and Trade. The primary mission of HIPA is to provide free professional assistance to both foreign and Hungarian companies seeking to invest in Hungary. Within its one-stop-shop model, the Agency offers complimentary support in selecting suitable investment locations and develops tailor-made financial incentive packages. In addition, HIPA assists in identifying potential suppliers, supports the development of necessary utility capacities, and maintains close coordination with the authorities involved in the implementation of the investment. Hungary has long tradition with the Japanese business scene, Japan is the 9th largest investor in Hungary, and it has been the prime location for the Japanese companies in the automotive and electronics sector since the 90s. The purpose of the visit is to identify new sectors with potential European expansion, build connection with new companies and in general, increase the visibility of Hungary.

注目する日本の産業分野

President HAYASHI: Which Japanese industries or technologies are of particular interest to Hungary? For example, are there specific areas such as manufacturing (automobiles and auto parts), medical and healthcare sector, renewable energy and decarbonization, energy transformation, environmental technologies, digital transformation (DX), ICT including cybersecurity, or AI etc. that you are focusing on? In addition to investments from large corporations, are you also expecting contributions from small and medium-sized enterprises? If there are any Hungarian companies

you hope to collaborate with Japanese companies, please introduce them.

Ambassador AULNER-BÁLINT: Hungary is a developed country, with mature, business friendly environment, excellent logistics opportunities, highly skilled labour force and favorable tax system. The backbone of the economy is the automotive sector, however Hungary is major pharmaceutical hub and particularly strong in the business service sector. Building on our strong foundation in the automotive and electronics sector, the main target is the semiconductor industry, where we expect a developing ecosystem in the upcoming years. Besides the semiconductors, we pay special focus to the pharma sector, where based on our experience Hungary is lacking the visibility amongst the Japanese companies. The largest international pharma companies are already have their R&D, manufacturing, or commercial activities and conducting a fair share of their clinical researches in Hungary. The well developed ecosystem is completed with Hungarian players like Gedeon Richter who is the world leader in neurology and midsize companies like Béres and Pannon Pharma.

イノベーション促進の新支援制度

President HAYASHI: What types of investment incentives are available for Japanese companies looking to enter or further expand their operations in Hungary? Please share any specific programs or support measures.

Ambassador AULNER-BÁLINT: Despite the development we have made in the recent decades, we cannot afford to relax — strengthening the competitiveness of the corporate sector remains essential. The goal of investment promotion today is no longer just about increasing volume, but about improving quality and added value. Our focus is shifting more and more toward innovation, research and development, and knowledge-intensive industries. This strategic change ensures that, in the long run, Hungary will not only serve as a manufacturing base, but also become an innovation hub in Europe.

Recognizing the importance of the situation, the Government introduced changes to the state aid system



左から、Mr. Szabó Gábor (Senior Expert, HIPA)、オルネル＝バーリン駐日ハンガリー大使、JOI理事長 林、Mr. Szatmári Péter (Director of Life Sciences, HIPA)

this spring, which will pay special focus to research and development projects. Furthermore, the new regulations encourage larger foreign companies to register their patents in Hungary.

日本企業との協力における成功事例

President HAYASHI: Could you share any successful cases of collaboration with Japanese companies, as well as any challenges that have arisen? In particular, we would appreciate hearing about lessons learned from those challenges and any efforts made to improve going forward.

Ambassador AULNER-BÁLINT: Magyar Suzuki Zrt. is the only European production facility of the Japanese company, and its Esztergom plant began operations in October 1992. The Vitara and the new S-CROSS models are manufactured there. The company also exports to distant markets such as Mexico, New Zealand, and Japan. In addition to producing vehicles for the Hungarian and international markets, the company is also engaged in the distribution of imported Suzuki cars, motorcycles, and outboard motors. The Japanese company's 35 years-long commitment to Hungary is demonstrated by the Strategic Partnership Agreement signed with the Government in 2012, as well as by its continuous reinvestments. One of the world's leading automotive suppliers, DENSO, also

launched a large-scale retraining program a few years ago to support its adaptation to the transition toward electrification. The measure will therefore allow the Hungarian subsidiary to continue to play a key role in serving its buyers and functioning as a stable manufacturing hub within the DENSO Group. A diversified product portfolio that will result from the investment can also pave the way for further future developments. It is a particular pleasure that our strong relations with Japan extend beyond the automotive industry to other sectors as well. One such example is the food industry — this year, NISSIN FOODS, one of the global leaders in the instant noodle market, decided to expand its operations with a new plant in Hungary.

日本企業へのメッセージ

President HAYASHI: Lastly, do you have a message for Japanese companies regarding your expectations for future collaboration with Hungary?

Ambassador AULNER-BÁLINT: As I mentioned earlier, our strategic objective is to encourage companies already operating in Hungary to go beyond manufacturing activities and invest in research and development projects as well. In addition, we encourage them to establish as broad a collaboration as possible with domestic universities and the players within Hungary's supplier ecosystem. If they have mid-longterm European plan for future please contact the colleagues of the Hungarian Embassy/Consulate, who will support them, besides HIPA will be always at their disposal. Their contribution and confidence in Hungary is not forgotten and they will always be honored and welcomed in Hungary. Furthermore, I would like to emphasize that the quality of life and security in Budapest - one of the safest cities in Europe - are exceptionally high, which is a crucial factor for Japanese families living abroad. At the same time, the Government of Hungary provides generous investment incentives and continuous support, unmatched anywhere else in Europe. 🍷

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