

EVERYDAY INNOVATION

(Innovation activities in Hungary and in
Magyar Suzuki in particular)

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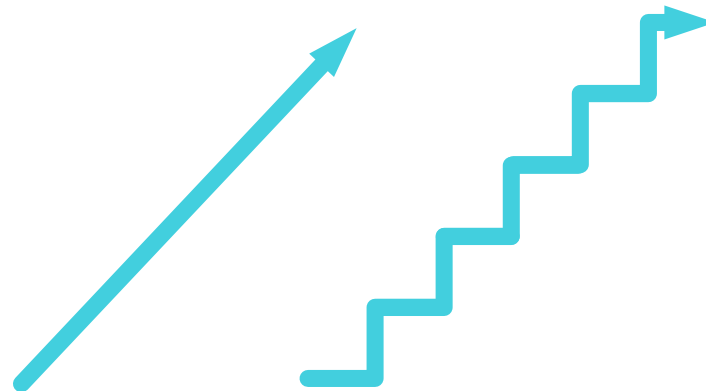
Deputy President,
Hungarian Innovation Association

Kaizen = Innovation



Way of Life!

改善



KAI=CHANGE ZEN=GOOD

Continuous, steady development

INNOVATION

Major, periodic development

„Creative destruction”

- introduction of new product,
- introduction of new way of production,
- opening a new market
- acquiring new raw material or semi-finished product source
- industry re-organisation

[Joseph Alois Schumpeter, 1934]



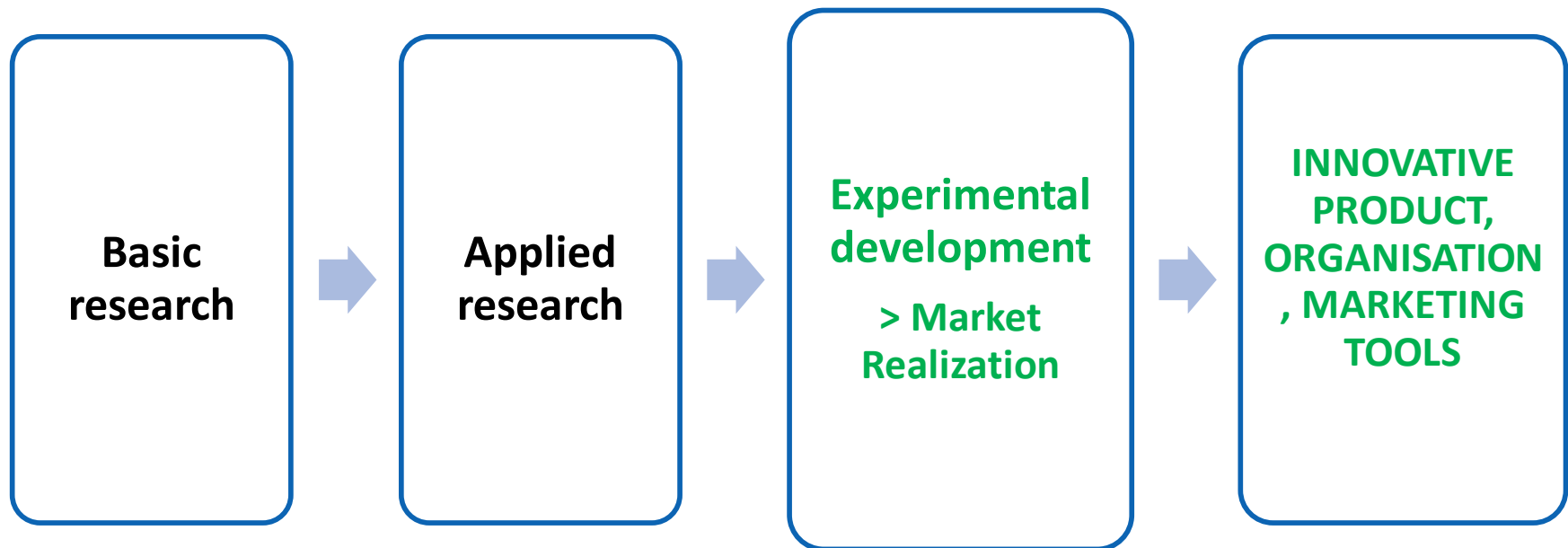
International definition

- Oslo Manual
- Frascati Manual

Hungarian definition

- R+D+I Law
- Hungarian Intellectual Property Office (HIPO) guide

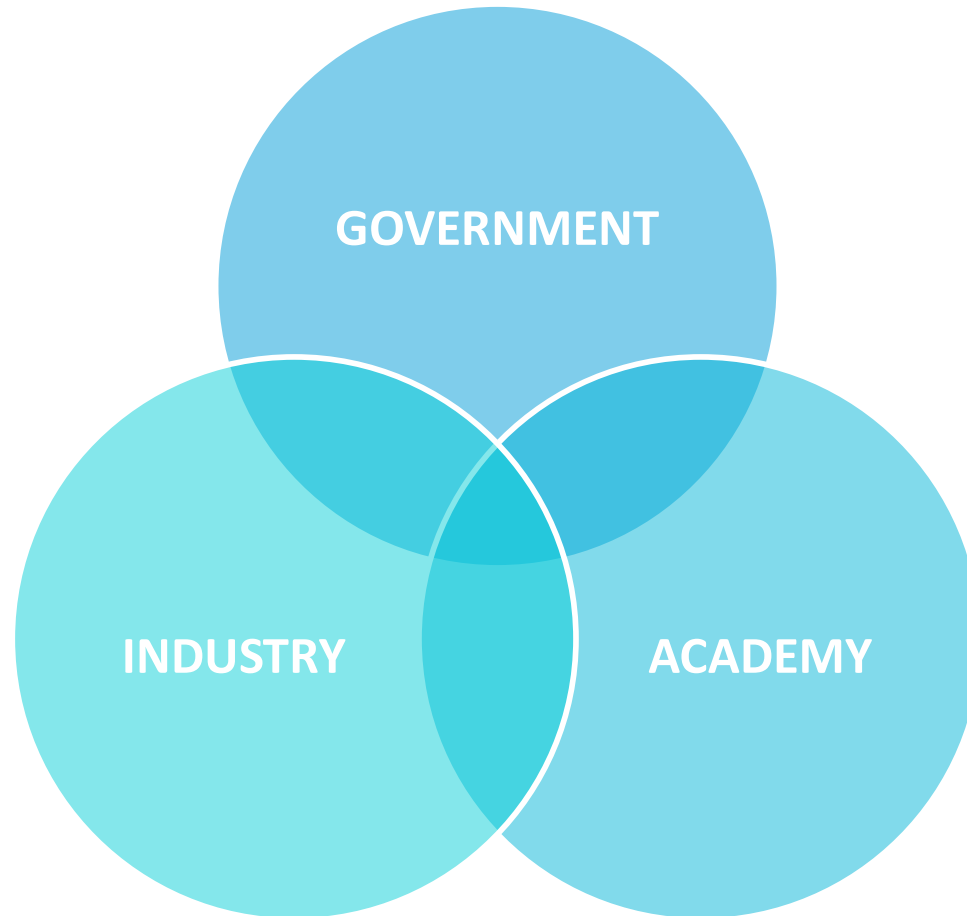
**Supporting companies for innovation activity by Hungarian Government:
Act LXXVI of 2014 on Scientific Research, Development and Innovation**



Triple Helix model



Way of Life!



Support/ Strategic background



Way of Life!



New Széchenyi Plan



Investing in the future innovation strategy



Smart Specialization Strategy (S3)



Jedlik Plan

Innovation Benefits



Way of Life!

ICF refund

**Tendered and
won support**

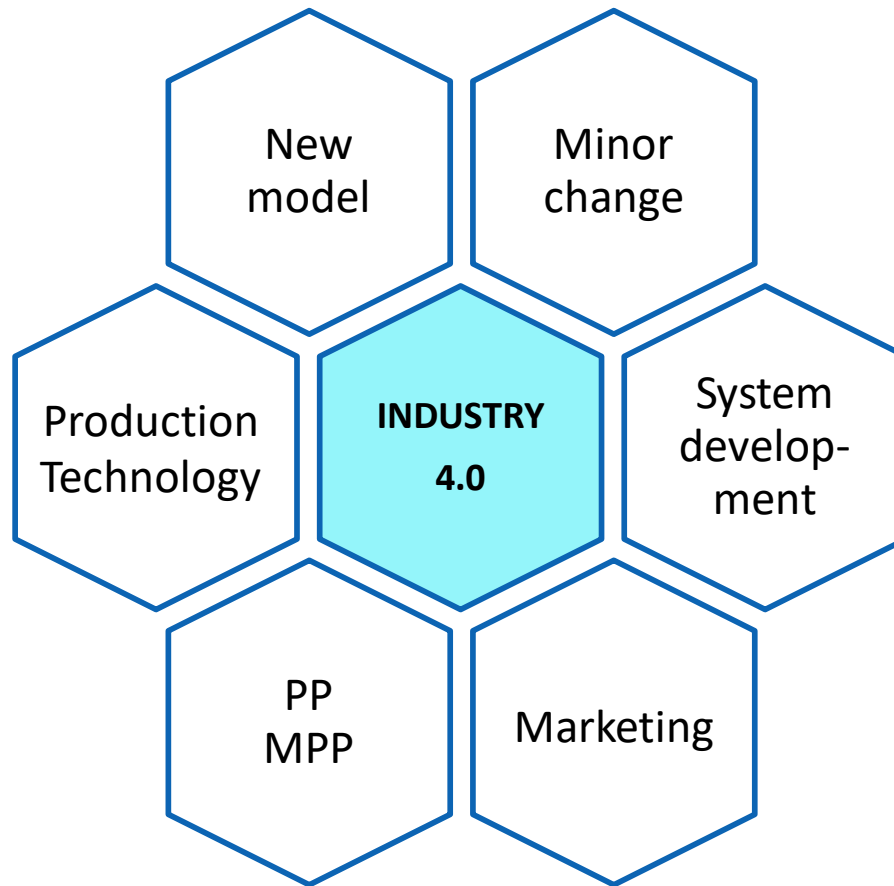
**Tax allowance
- local tax**

**Tax allowance
- corporate
tax**

MSC's Innovation activities



Way of Life!



THANK YOU
FOR YOUR KIND ATTENTION!