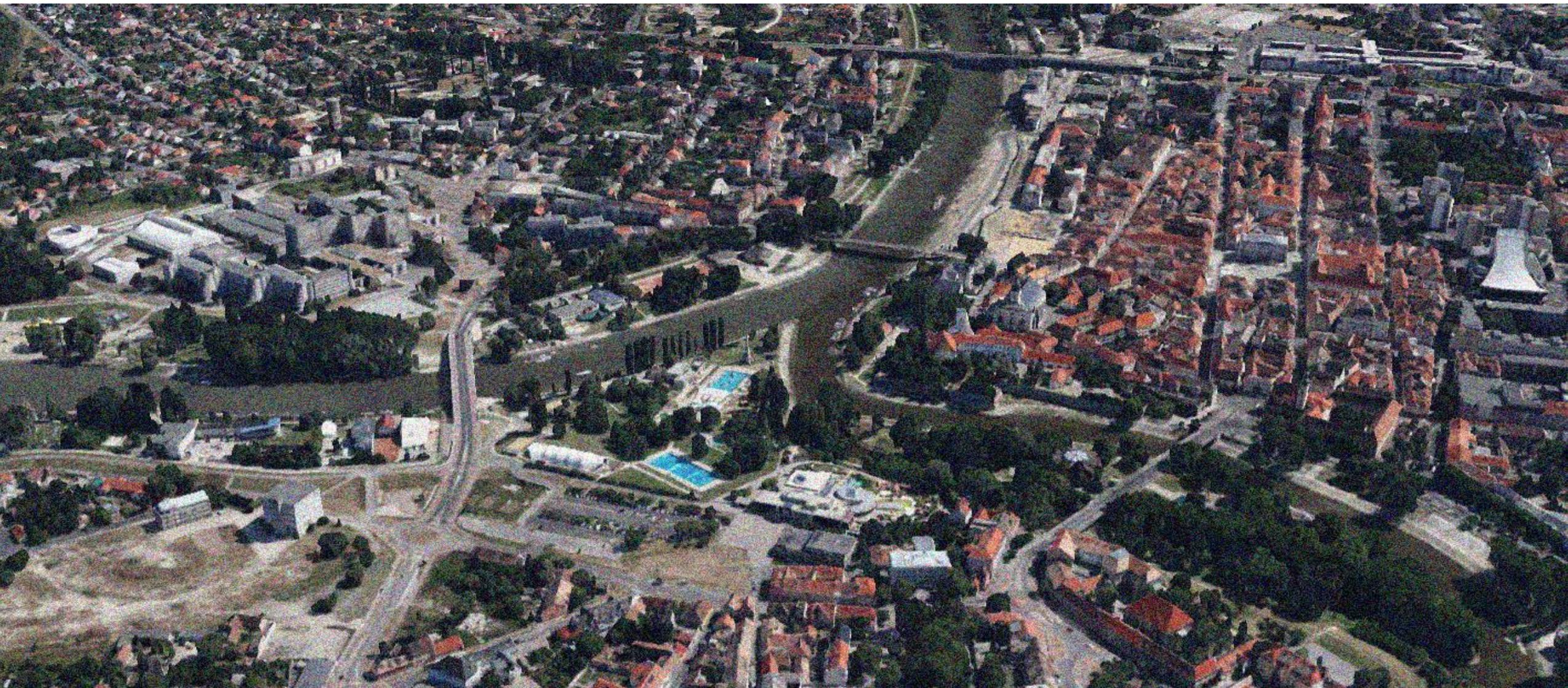




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# BRIDGES STRATEGY



## A CITY in the „GOLDEN TRIANGLE”



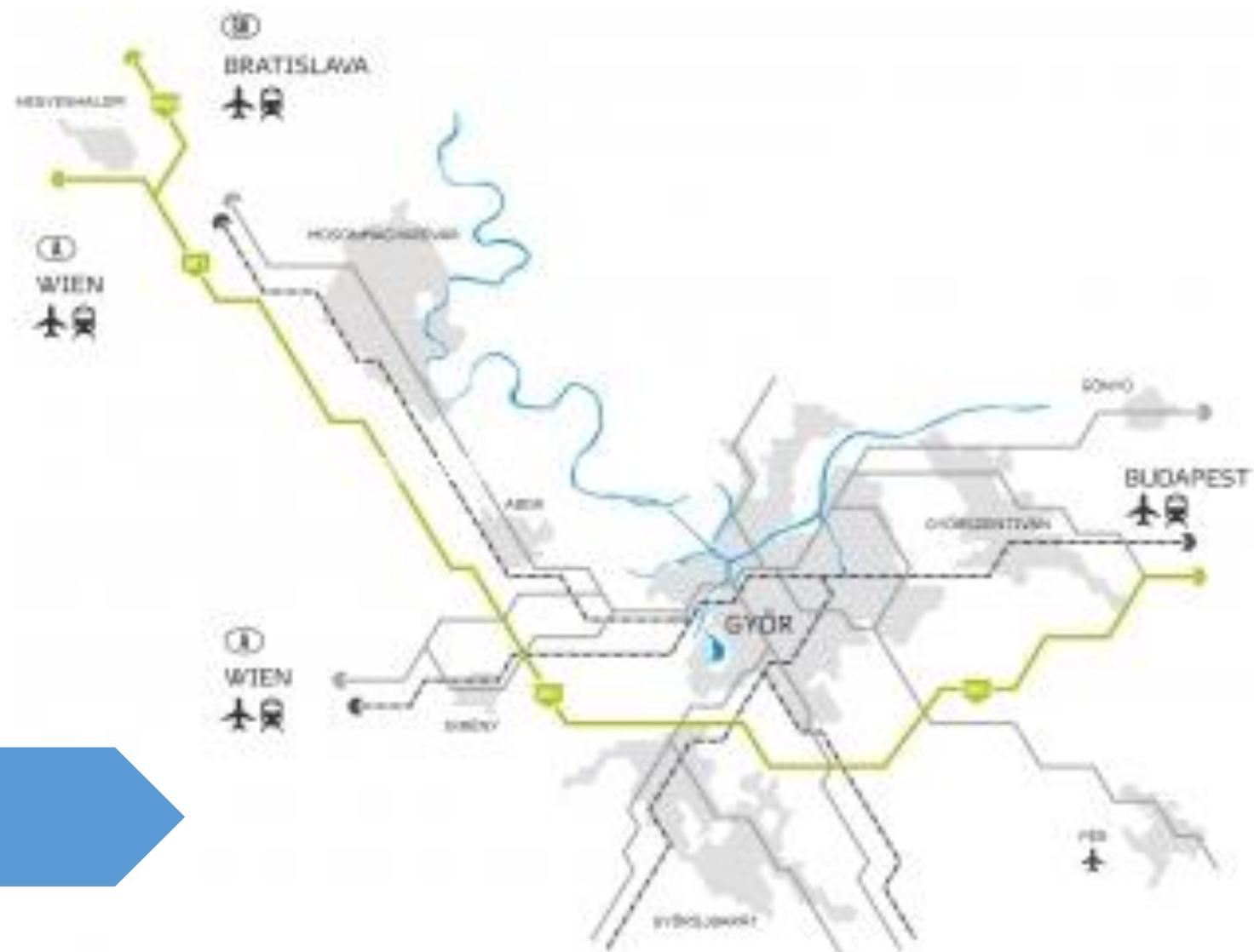
Population: 131 thousand people

Unemployment: 1,49%

Number of companies:  
22 thousand

Progressively developing tourism: 400  
thousand nights spent in the city

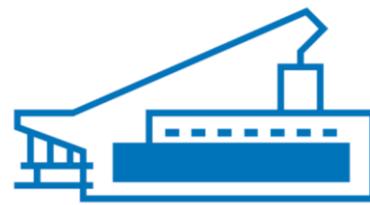
Excellent accessibility in 4 ways  
through motorways, railways, waterways and air





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A CITY of ENDLESS EXPERIENCES





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# AUDI HUNGARIA Zrt. in GYŐR



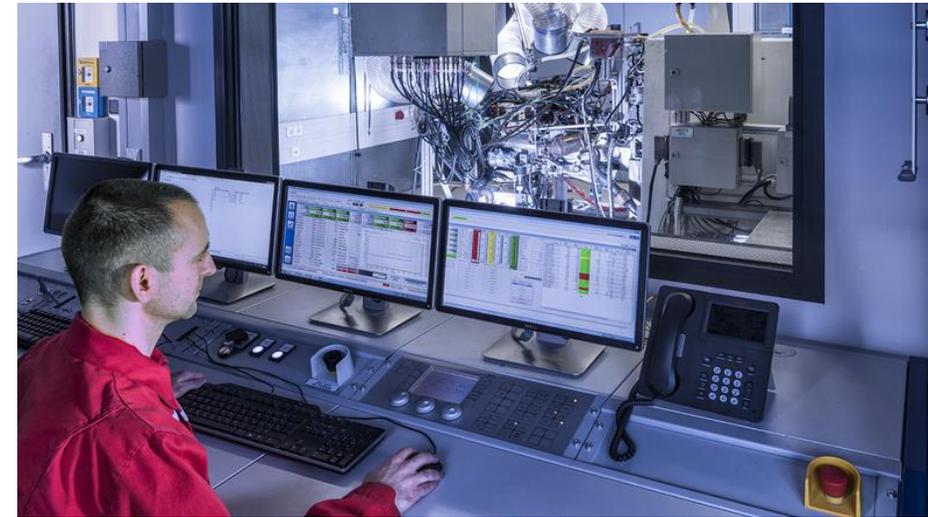
**One of the world's largest  
engine factories**

**Established in 1993**

**33,294,371 engines  
1,153,531 vehicles  
manufactured**

**12,307 employees**

**serial production of  
Audi A3 Limousines  
TT Coupés and Roadsters  
Audi A3 Cabriolet  
Audi Q3  
Audi RS 3 Limousine**





**Young institution**

**15.000 students**

**Heritage from the socialist era but opportunities for specialization**

**Flexible & energetic staff**



**Strong industrial relations**

**Newly established  
Center for Cooperation between  
University and Industry**

**Audi Hungaria Faculty of  
Automotive Engineering**



**Cohesion and support by the local and central government**

**Integral approach of  
Human resources,  
Infrastructural assets and  
Environmental & cultural aspects**



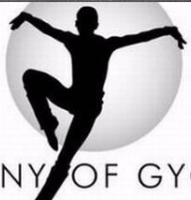


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BRIDGES Strategy



Győri  Balett  
BALETT COMPANY OF GYŐR • HUNGARY





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# BRIDGES towards the public and youth

## **mobilis** Interactive Science Centre



Interactive education

Career orientation

Joint operation by the City and the University

With the support of local companies



- Located on the campus of SZE
- Exhibition area: 1200 m<sup>2</sup>
- 74 interactive objects
- 1-3 public science shows / day
- 30-40 outdoor science shows / year
- Science shop

# BRIDGES towards industry and innovation

## New Science and Technology Park Development



500 meters from the University

3,6 hectars development area

A platform for the collaboration between companies and university institutes in the fields of ICT and Vehicle industry



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# SCIENCE AND TECHNOLOGY PARK

## Concept

### Operational focuses



#### Digital HUB

IoT, Smart grid, Industry 4.0



#### Supportive environment

Accessibility  
Inspiration  
Interaction



#### Manufacture

Product development, shared services



**Business Platform**  
Flexible infrastructure for new, growing and established companies



**CAMPUS 2**  
Networking  
University resources



**Innovation Ecosystem**  
A stimulating environment for innovative minds





**Thank you for your attention!**