

Dear Subscriber,

We are happy to share the latest issue of the newsletter of the Polish-Hungarian Chamber of Commerce.

We wish you a pleasant reading!

NEWSLETTER - 2026/01

EVENTS

Event Calendar 2026

Event Calendar 2026		
Polish-Hungarian Chamber of Commerce Events		
with Partner Institutions and Member Company events		
DATE	PLACE	EVENT
12. January 2026	Online	Webinar 1 Macroeconomic trends – Outlook, Perspectives and Challenge
15. January 2026	Łódź	NEWYEAR RECEPTION 2026 - INTERNATIONAL BUSINESS MIXER
19. January 2026	Online	Webinar 2 Investment trends in the CEE region with special attention to Poland and Hungary
21-24. January 2026	Budapest	AGROmatchEXPOBy HUNEXPO
22. January 2026	Szczecin	Doing Business in Hungary- event postponed!!!
26. January 2026	Online	Webinar 3 Innovations in the CEE region with special attention to Poland and Hungary
27. January 2026	Budapest	Polish-Hungarian Business Club - informal meeting for member companies

Event Calendar 2026 (January-July)

In 2026, the **Polish-Hungarian Chamber of Commerce** continues to organise a wide range of events aimed at **strengthening Polish–Hungarian business relations** and providing valuable insights into the **economic and business environment** of both countries.

Our event calendar also features **programmes hosted by our partner institutions and member companies**, offering additional opportunities for networking, knowledge exchange, and cooperation.

You can view our upcoming events at the following link:

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Event Day - Open Day



24 February 2026 | Online (Zoom)

The Polish-Hungarian Chamber of Commerce is pleased to invite its **member companies** to an online **Open Day**, which will take place on **24 February 2026**.

The Open Day will be organised in two parts:

- **10:00–11:00 (CET)** – session in Hungarian
- **11:00–12:00 (CET)** – session in Polish

During the Open Day, participants will have the opportunity to:

- learn about the Chamber's communication platforms, including the **Glue Up system**,
- receive information about **events and programmes planned for 2026**,
- gain insight into **ongoing projects and sponsorship opportunities**,
- ask questions, share ideas, and discuss current topics.

Venue: Online (Zoom)

After registration, participants will receive a **separate email with a unique Zoom access link**.

We look forward to welcoming you to our Open Day.

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Webinarium Series



PLHUCC Webinar Series 2026: Market Developments in the CEE Region

In 2026, the Polish-Hungarian Chamber of Commerce (PLHUCC) launched a four-part **webinar series on market developments in the Central and Eastern European (CEE) region**, with a special focus on **Poland and Hungary**. The series was organised within the framework of the **Student Mentor Programme** of PLHUCC, supported by the **Wacław Felczak Foundation**, and aimed to provide practical insights for students, young professionals, and business representatives.

The series opened on **12 January 2026** with a webinar on **macroeconomic trends**, featuring **Mr Radosław Pituch** (PAIH), who presented the regional macroeconomic outlook, and **Mr Tamás Csontos** (Centre for Economic and Regional Studies), who offered a comparative analysis of CEE economic development, with a focus on Polish and Hungarian industrial policy. The session was moderated by **Ms Anna Wiśniewski**, General Director of PLHUCC.

The second webinar, held on **19 January 2026**, focused on **investment trends in the CEE region**. **Ms Andrea Éltető** (ELTE Institute of World Economics) presented an overview of foreign direct investment in the Visegrad countries, followed by **Mr Marcin Włodarski** (Kraków Technology Park), who highlighted investment opportunities and support tools available in Poland.

On **26 January 2026**, the third event explored **innovation trends and investment financing** in Poland and Hungary. Contributions came from **Ms Katarzyna Kowal** (Concordia Design Wrocław), **Mr Attila Pintér** (PV PARTNERS / White Unicorn Incubator),

Dr Andrea Szalavetz (Institute of World Economics), and **Mr Zoltán Balogh** (Nowy Styl), offering perspectives from startups, investors, academia, and corporations.

The series concluded on **28 January 2026** with a webinar on **intercultural relations and Poland as a business destination**. **Ms Hanna Wojciechowska** (SGS Swiss Dental Systems) discussed intercultural aspects of doing business in Poland, while **Mr Krisztián Antoni** (LOT Polish Airlines) presented Poland's attractiveness as a destination for business and investment.

Through this webinar series, PLHUCC provided a comprehensive overview of **macroeconomic, investment, innovation, and intercultural factors** shaping the business environment in the CEE region, reinforcing its commitment to supporting **Polish–Hungarian economic cooperation** and knowledge exchange.

For more details visit the link below:

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OUR NEW MEMBER COMPANIES

MK SOLUTIONS & SMARTWOOD HOMES



We are pleased to welcome **MK Solution Polska** and **Smartwood Homes** as new member companies of the Polish-Hungarian Chamber of Commerce.

The companies are led by **Michał Syncerz**, an engineer with over **16 years of professional experience** in electrical installations and industrial mechatronics. Throughout his career, he has been involved in numerous projects across various sectors, including **industry, construction, IT, and e-commerce**.

As the owner of **MK Solution Polska** (www.mksolution-engineering.com), Michał Syncerz has worked on the **assembly and commissioning of production lines** for leading automotive brands such as **BMW, Audi, Volkswagen, and Porsche**, delivering high-quality technical solutions and ensuring the reliable operation of industrial systems.

Seeking new challenges, he co-founded **Smartwood Homes** (www.smartwoodhomes.com), a company specializing in the **production of prefabricated single-family houses**. Manufactured in Poland, the homes meet all current **energy-**

efficiency standards and combine modern construction technologies with high-quality materials and efficient production processes. The company is actively looking for **new markets and business partners** interested in the distribution or purchase of prefabricated homes.

If you are looking for a **reliable business partner** or are interested in cooperation in the field of **prefabricated construction**, we encourage you to get in touch.

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TRADE NEWS

Calendar of events at the Krakow Trade Fair 2026



Calendar of events at the Krakow Trade Fair 2026!

The year **2026** promises to be an exciting and dynamic one for trade fairs, exhibitions, and industry events in **Krakow** — a city that continues to be one of Central Europe's most important hubs for business, innovation and networking. Whether you are looking to explore new markets, connect with industry professionals, or stay updated on the latest trends, the 2026 events calendar offers something for every business and professional interest.

Here's a snapshot of the **most important fairs and exhibitions** scheduled to take place in Krakow throughout the year:

-  Major Trade Fairs & Exhibitions **Camper & Adventure Expo** — 28 February to 1 March 2026
- **INNOFORM®** — 3–5 March 2026
- **SPORT EXPO** — 14–15 March 2026
- **BOOKGAME** — 27–29 March 2026
- **KRAKDENT® & DENTAL SPAGHETTI** — April 2026
- **HUNT EXPO & FAST Shooting Activities Festival** — 24–26 April 2026
- **EUROBIOTECH** — 2–3 July 2026
- **TUNING SHOW EXPO** — 5–6 September 2026
- **DRONE SECURITY EXPO & KOMPOZYT-EXPO®** — 7–8 October 2026
- **SYMAS® & MAINTENANCE-EXPO / FASTENER POLAND®** — 14–15 October 2026
- **International Book Fair in Krakow®** — 22–25 October 2026
- **HORECA® & ENOEXPO®** — 4–6 November 2026

For more information visit the link below:

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HUNGEXPO Budapest Congress and Exhibition Center		
EXHIBITION PROGRAM 2026.		
AGROmashEXPO 13 th International Exhibition of Agricultural Machinery Exhibitions	www.agromashexpo.hu/en	21-24 January
FeHoVa 12 th Fair for Building and Arts Manufacturing and Processing	www.feleva.hu/en	5-8 February
TRAVEL+ 1 st International Travel and Adventure Fair	www.utazas.hungexpo.hu/en	19-22 February
BUDAPEST BOATSHOW 1 st International Boat Show	www.bootshow.hu/en	19-22 February
SIRHA+ BUDAPEST 1 st International HORECA and Hotel Show	www.sirha-budapest.com/en	3-5 March
CONSTRUMA	www.construma.hu/en	25-29 March
HOME Design 1 st International Exhibition	www.othton-design.hu/en	25-29 March
MACH-TECH International Fair for Machine Manufacturing and Welding Technology	www.iparnepjai.hu/en	18-21 May
INDUSTRY DAYS 1 st International Industrial Trade Exhibition	www.iparnepjai.hu/en	18-21 May
AUTOMOTIVE HUNGARY International Fair for Automotive Industry Suppliers	www.automotiveexpo.hu/en	18-21 May
ENVIRONTEC powered by EXPOINTERNAZIONALE Technology, Waste Management and Environment	www.environtec.hu/en	7-9 October

Monographs closed on 1st June 2025. HUNGEXPO Ltd. reserves the right to make changes.
Please check the date of the exhibition before your visit! www.hungexpo.hu/en

FURTHER INFORMATION: REPRESENTATIVE IN POLAND
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Hungexpo Update: Apply Now!

Expos aren't just events—they're gateways to growth. Whether you're looking to showcase your brand, explore the latest innovations, or connect with industry leaders, Hungexpo is the place to be. Don't miss your chance to position your business at the heart of the action.

Ready to grow your business?

Secure your spot today by contacting our agent, Peter Palkó at peter.palko@phucc.com.

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BUSINESS NEWS FROM HUNGARY

PETERKA PARTNERS NEWS

PETERKA PARTNERS

YOUR CEE LAW FIRM

The goal of the **Polish-Hungarian Chamber of Commerce** is to provide its members with up-to-date business information about the Hungarian market. In cooperation with our member company **PETERKA & PARTNERS**, we would like to draw attention to two important recent changes:

VIDA Package in Hungary

The VIDA (VAT in the Digital Age) package aims to digitize the EU VAT system and will significantly transform current invoicing and reporting practices in Hungary. According to the draft legislation, electronic invoicing will be mandatory for transactions between domestic and intra-community businesses. Paper invoices will only be allowed in limited cases. The regulation introduces new elements, such as buyer reporting and "status reports" as well as an optional PEPPOL connection for international electronic invoicing. VIDA-based e-invoicing will gradually become available, starting in 2028. Mandatory implementation will occur in multiple stages and be completed by 2035 at the latest.

Hungary Introduces New Environmental Tax Incentive

From 1 January 2026 on, Hungary will introduce a new environmental tax incentive within the corporate tax system. The incentive applies to investments and renovations with a current value of at least 100 million HUF (ca. 250,000 EUR) aimed at the rehabilitation of natural habitats or the implementation of climate-related solutions. Companies may apply the incentive in the tax year following the commissioning of the investment or in the year of the investment and the subsequent five tax years. The amount of the incentive depends on the

type of the project and can reach up to 100% of eligible costs for environmental damage remediation or 70% for other ecological purposes. The maximum tax relief available for a single investment and taxpayer is the equivalent of 30 million EUR.

Further details and official background materials are available at the link below:

[Read More](#)



All-in-one CRM Software for Growing Communities