



INVEST IN
BARANYA
IT'S ABOUT MORE

INVESTMENT
BROCHURE



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WELCOME

DEAR INVESTOR,

Baranya is one of the most promising economic areas of South Transdanubia, offering a stable operating environment, continuously improving infrastructure and industrial sites ready to accommodate new investment. The region also benefits from a highly skilled, committed and continuously developing workforce, providing a solid long-term foundation for business operations and growth.

Baranya's strength lies in its diversity. Pécs and its wider area are a major centre for knowledge-based activities and services, while industrial parks and logistics bases across the county support investment. The Danube and rail connections around Mohács, proximity to the Croatian border and regional development projects all contribute to rapid growth and predictable operations.

Our aim is to provide investors with personalised, fast and professional support throughout the preparation and implementation of their investments. This includes information supporting business decisions, assistance with site selection and building connections with local stakeholders.

Baranya County Development Agency Nonprofit Ltd.

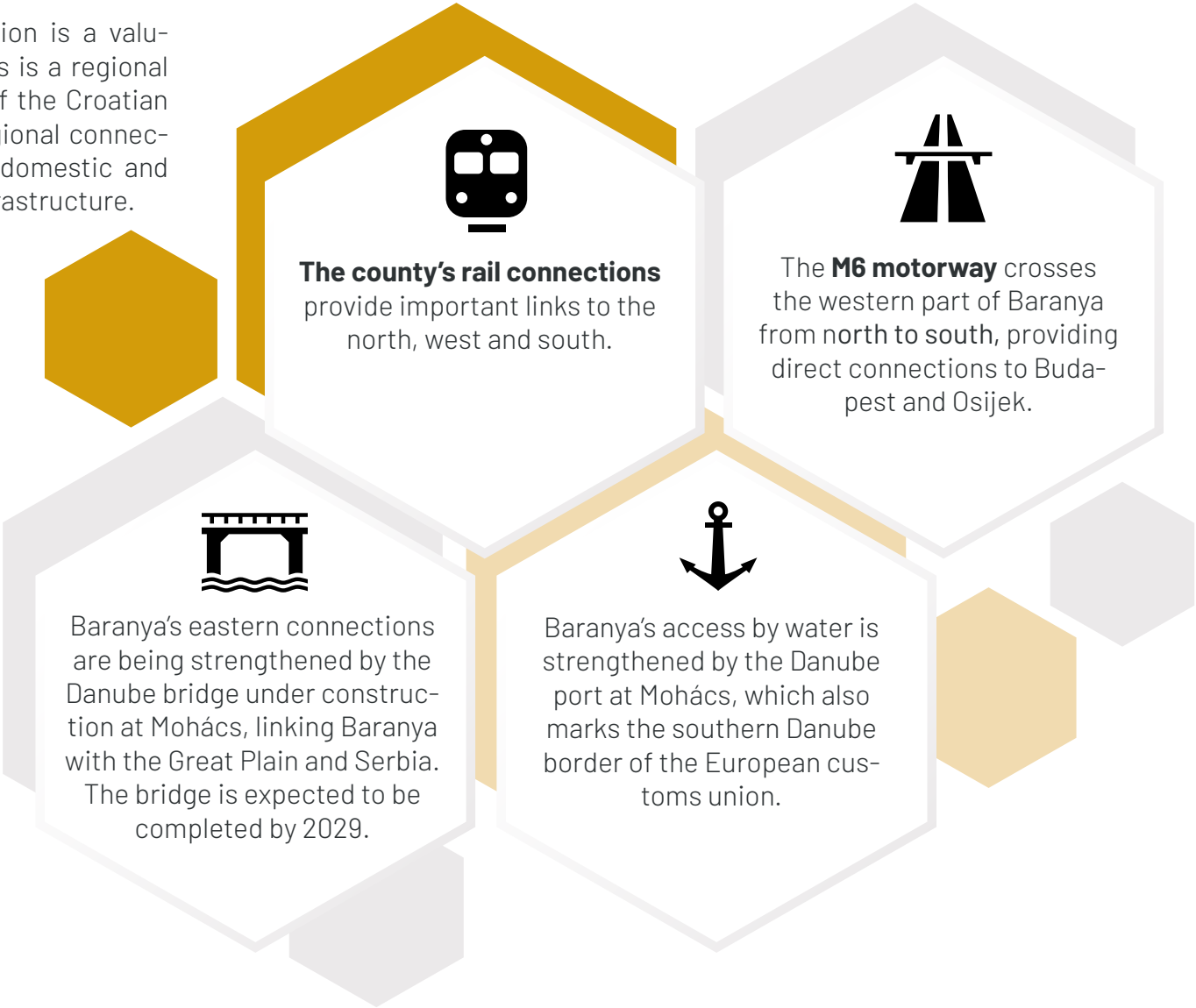
6 REASONS TO CHOOSE BARANYA



LOCATION AND ACCESSIBILITY

Baranya's geographical position is a valuable asset for investors: Pécs is a regional centre, while the proximity of the Croatian border provides a natural regional connection supported by excellent domestic and international road and rail infrastructure.

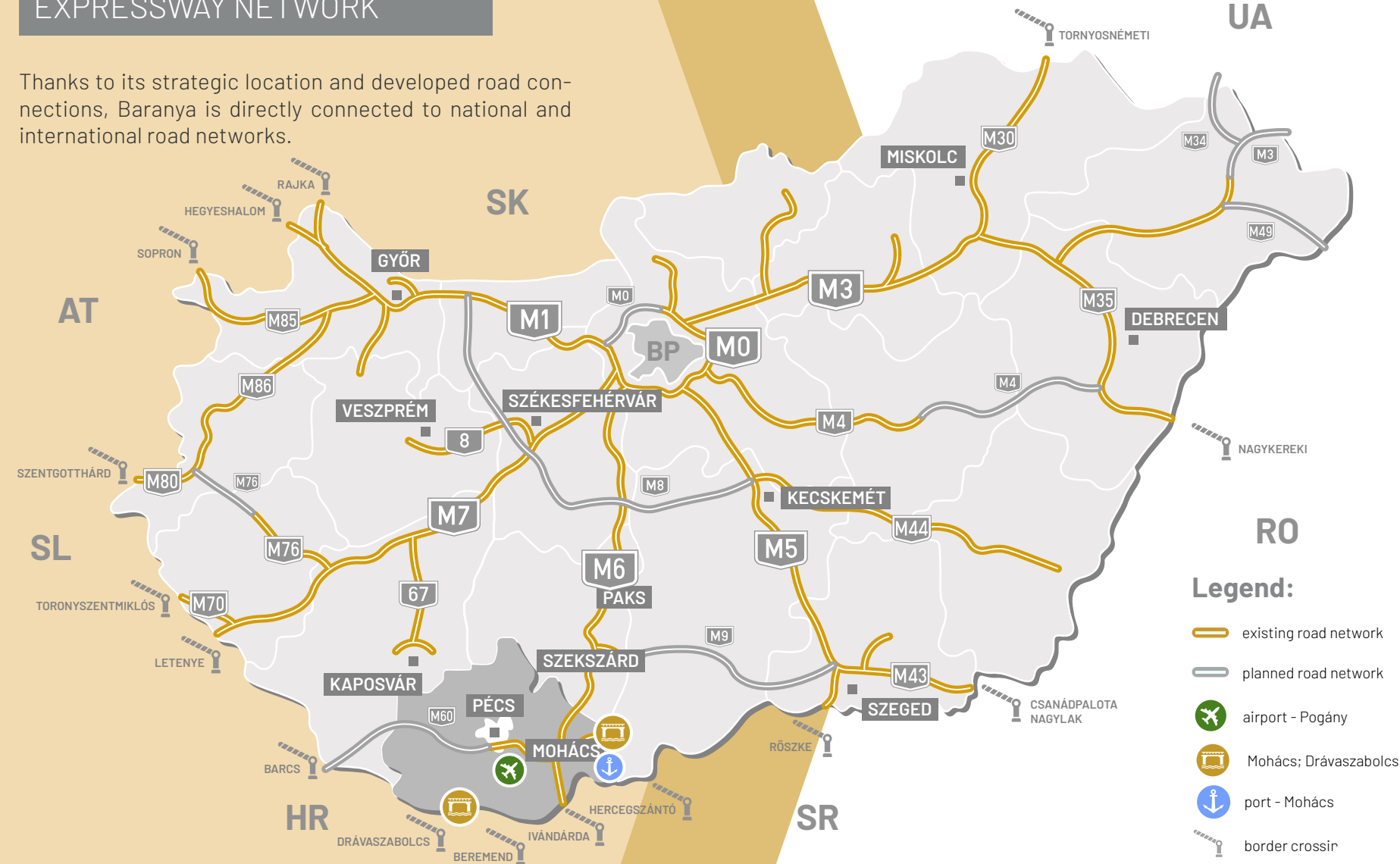
As a result, several industrial parks, logistics centres and development sites are available across the county.



HUNGARY

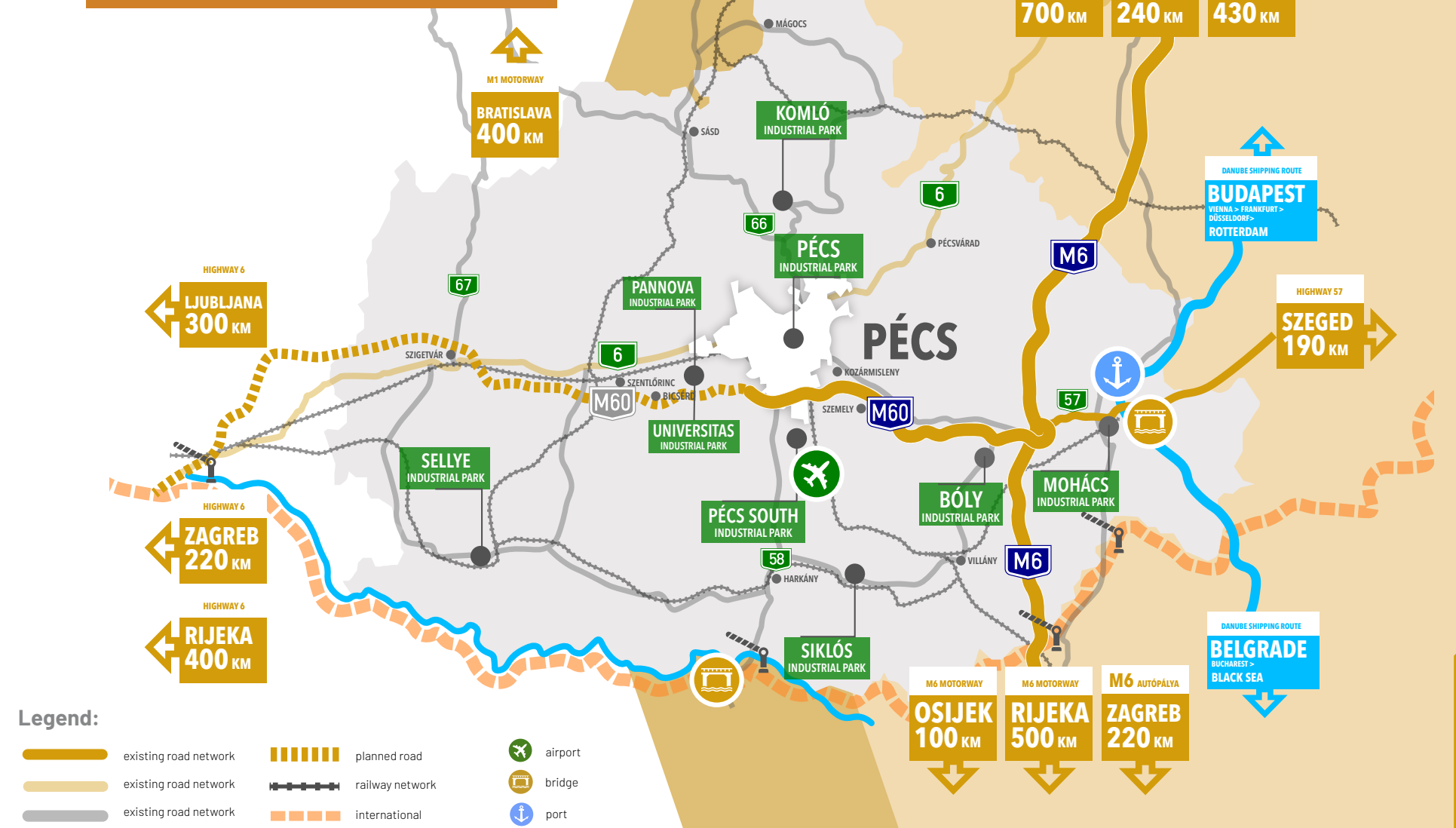
EXPRESSWAY NETWORK

Thanks to its strategic location and developed road connections, Baranya is directly connected to national and international road networks.



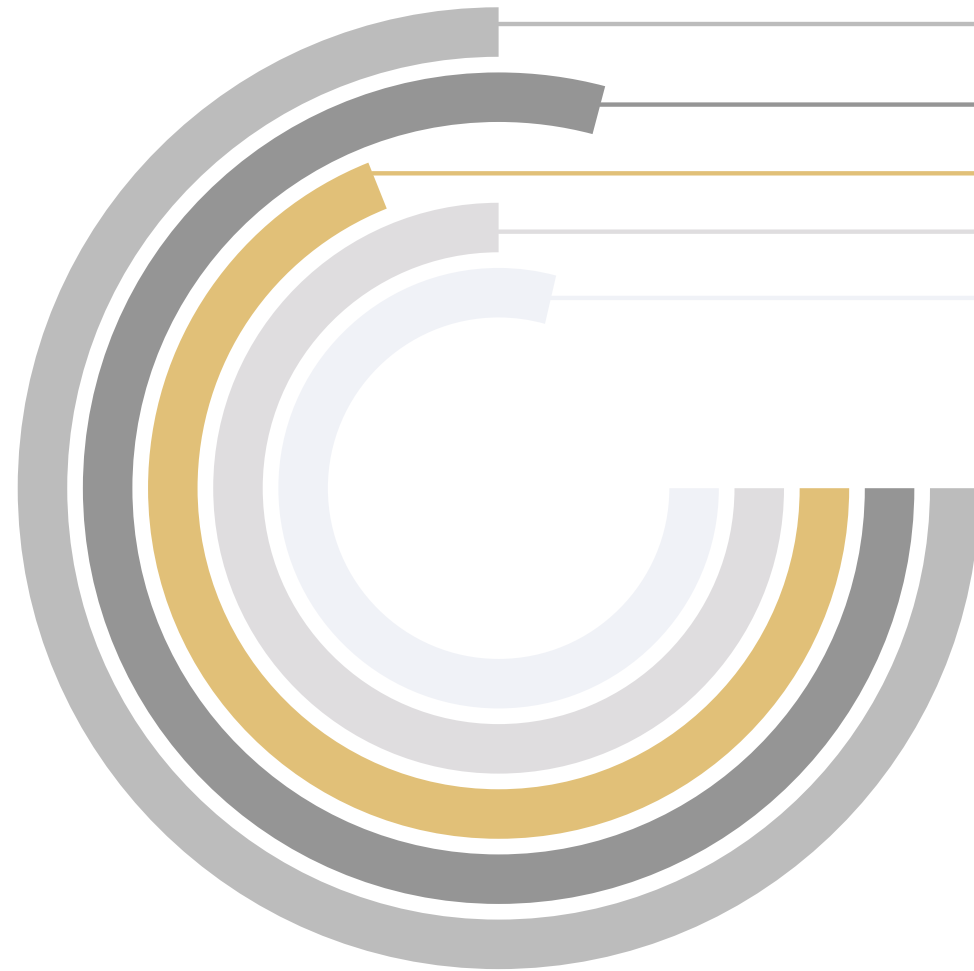
BARANYA COUNTY

TRANSPORT NETWORK



BARANYA IN NUMBERS

Population: **354 022**
Area: **4430 km²**
Unemployment rate: **7%**
Working-age population: **167.4 thousand**
Employed population: **155.1 thousand**
Source: **Hungarian Central Statistical Office, 2025**



Baranya offers a competitive investment environment where logistics accessibility, scalable industrial sites and Pécs' knowledge base reinforce each other to support investment.

INVESTMENT ADVANTAGES ALL IN ONE PLACE

Advanced industrial infrastructure

Industrial parks and development-ready sites, logistics services.
alkalmas területek,



Skilled workforce,
Qualified and accessible
human resources



University and R&D background
Innovation partnerships



Services supporting rapid project start-up

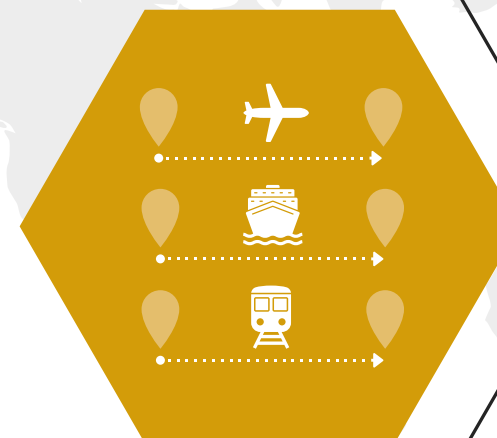
Investor support from the first step to implementation



The county offers fast project start-up opportunities, a stable basis for growth and a supportive environment that accompanies investments throughout their entire lifecycle.

LOGISTICS SERVICES

Baranya has a developed logistics services ecosystem. Market-based service providers offer immediately available warehousing, distribution and outsourced logistics solutions for both new investors and companies already operating in the region.



Baranya's logistics advantages are built on Pécs' warehousing and distribution capacities and the region's developed road and rail connections. These are complemented by the Danube port at Mohács, further expanding transport options and allowing businesses to combine different modes of transport flexibly. As a result, the region provides an efficient logistics base for receiving, storing and forwarding goods arriving by road, rail, water or air.



Pécs (INPARK) – Raben logistics centre

Available services: warehousing, cross-docking, co-packing, fulfilment.



Pécs – ÁTI DEPO Facility

Available services: warehousing, comprehensive logistics solutions, bonded warehousing, rail connectivity.



Mohács – ÁTI DEPO site

Available options: road access, rail connection, Danube/river connectivity and solutions for high-volume and specialised cargo handling (e.g. bulk goods).

EDUCATION

EDUCATION IN NUMBERS

Number of institutions	Number of students	
189	13 587	Kindergarten
137	24 142	Primary
83	14 452	Secondary
10 faculties	25 000	Higher (university level)

VOCATIONAL TRAINING AND DUA SYSTEM

The backbone of the county’s vocational education is formed by the **Baranya County Vocational Training Centre (BMSZC)**. The centre provides training in more than twenty sectors – mechanical engineering, electronics, information technology, creative industries, healthcare, commerce, construction, wood and furniture industry, law enforcement, sports, etc. – offering both standard student and adult education programs.

The schools of BMSZC **welcome students not only from Baranya, but also from Tolna and Somogy counties, as well as from other parts of the country and across the borders.**

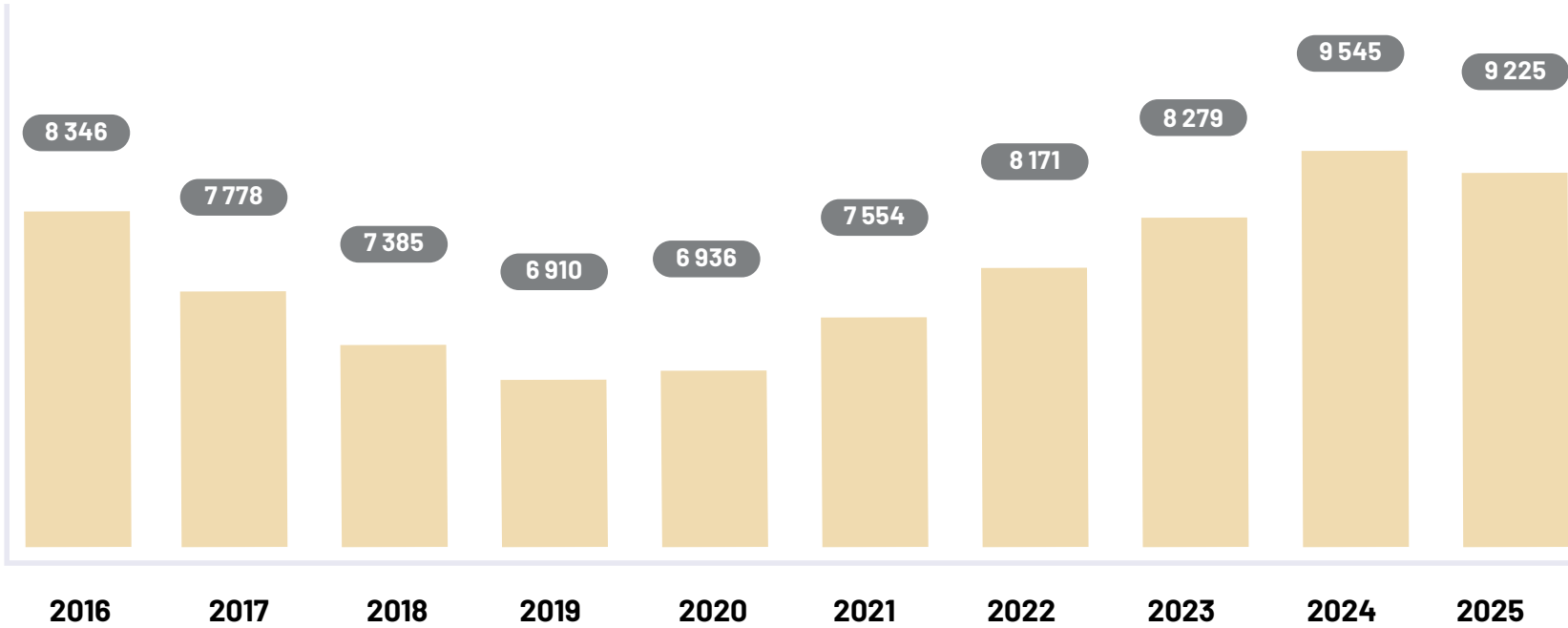
Thus, the potential workforce base is not limited by county borders, but is determined by a **regional catchment area.**

CERTIFIED TECHNICIAN PROGRAM: shorter onboarding, higher entry level

The partnership between the **University of Pécs (PTE)** and BMSZC has elevated technician training to a new level. At the BMSZC Zipernowsky Károly Technical Vocational School, an advanced, so-called **certified technician** program is available in the fields of mechanical engineering, IT and telecommunications, electronics and electro-technology, along with specialized machine and vehicle manufacturing.

BARANYA COUNTY VOCATIONAL TRAINING STUDENT ENROLLMENT TRENDS (HEADCOUNT)

Students enrolled in Baranya - Source: National Office of Vocational Education and Training and Adult Learning



1

Broad and stable talent pipeline

In Baranya county, more than **11,000 kindergarten and 24,000 primary school students** are enrolled, ensuring a long-term workforce supply for the region. Thousands of students are pursuing their studies in secondary education – including grammar schools, technical, and vocational institutions – with many participating in dual training programs.



2

International, multilingual workforce

Thousands of international students, medical and engineering programs taught in English and German, and a multicultural environment – providing an ideal background for multinational companies.

3

Rapid response to large-scale workforce demands

Retraining and adult education programs specifically targeting the inactive population and career changers, operating with short turnaround times.

Baranya offers investors not just a location, but a complete knowledge and workforce ecosystem. Those who bring their investments here will find both the right talent and reliable partners.

Strong higher education hub

More than 25,000 higher education students in the county, with nearly 17,000 enrolled full-time, yielding thousands of fresh graduates annually.

4

Flexible training structure tailored to corporate needs

Dual vocational training and certified technician programs, corporate training workshops, and joint educational program planning with local schools and the university.

5

Partnership in strategic planning

The educational structure is continuously aligned with the needs of the business sector.

6

University of Pécs: a regional knowledge and innovation hub

The most prominent higher education institution in Baranya is the **University of Pécs (PTE)**, one of Hungary's oldest and largest universities.



PTE offers a broad academic portfolio:

Medical and health sciences (physicians, dentists, pharmacists, nurses, physiotherapists, diagnostic professionals),

Engineering and IT fields (mechanical and electrical engineers, civil engineers, IT specialists, industrial and product designers),

Business and management programs (economists, finance and accounting, logistics, tourism and hospitality),

Law, humanities, and social sciences, teacher training,

Arts and creative industry programs.

The university has a strong **international presence**: thousands of international students study in Pécs in English and German language programs.

This multicultural, multilingual environment is a particular advantage for **multinational companies**, providing access to a workforce that thrives in multiple languages and international teams.

The investments of recent years – such as the new building of the PTE Medical School, the **Szentágotthai János Research Centre**, and the laboratory upgrades at the Faculty of Engineering and Information Technology – are particularly favorable for **high-tech, R&D-intensive investments**.

Currently, the National Laboratory of Virology at the University of Pécs operates the most complex virological research facility in Hungary. It is unique in the Central and Eastern European region, being the only highest-level biosafety laboratory dedicated to research.



The strength of innovation in Baranya lies in the tangible R&D capacity, advanced laboratory infrastructure, and institutional technology transfer accessible through PTE. This enables corporate development to find partners, infrastructure, and frameworks more rapidly.

INNOVATION AND R&D COOPERATION

Research focuses – the foundations of innovation in Baranya

In Baranya, one of the strongest pillars of R&D activities is **life sciences and biomedical research**, for which the Szentágotthai János Research Centre in Pécs provides the infrastructure and professional base. The centre's core facility system covers areas highly relevant to companies, such as **animal facility background, imaging solutions**, as well as **genomics and bioinformatics**.

Specifically available R&D service areas:

- Animal facility / preclinical background:** service environment related to the housing of laboratory animals.
- Imaging:** core facility level imaging capacity.
- Genomics and bioinformatics:** DNA/RNA-based library preparation and quality control, as well as sequencing-related processes.

Patents and intellectual property – what does the portfolio show?

In 2025, PTE's portfolio contains **247 intellectual assets**: **37% inventions, 22% know-how**.

Currently, there are active contracts for the commercial utilization of **35 intellectual assets**.

Inventions: 90 | Plant varieties: 36 | Trademarks: 32
Industrial designs: 13 | Copyrighted works: 7
Software: 11 | Know-how: 54

Corporate collaborations – how to “enter” joint R&D?

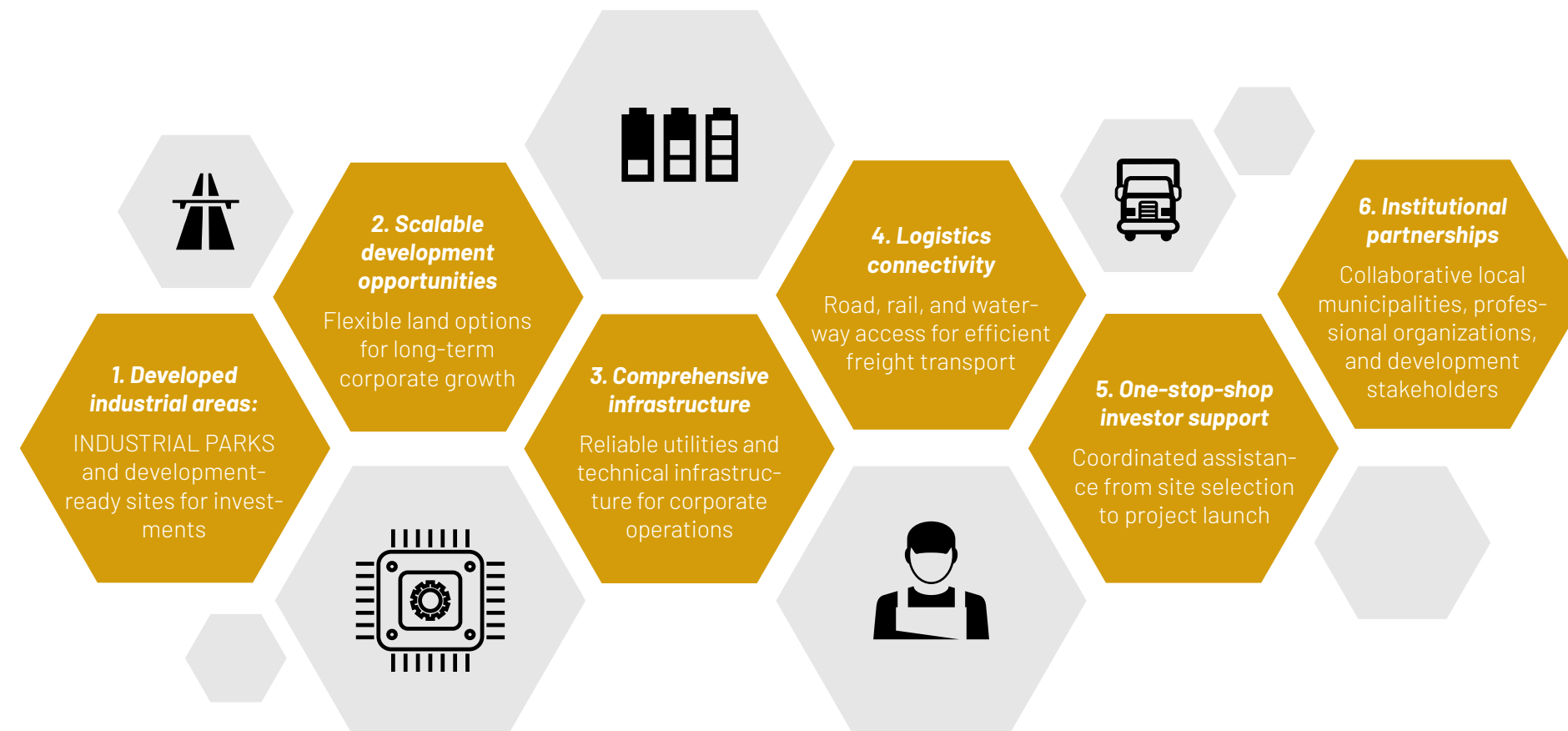
In 2024, PTE established the **PTE Cooperative Research and Development Program**, specifically aimed at supporting joint corporate-university R&D projects **built on real market needs**, with the company and the university jointly participating in the implementation:

- Joint development topics based on corporate problems/needs
- Access to university competencies and research resources
- The framework for commercializing the generated knowledge is institutionally managed





BARANYA – FROM OPPORTUNITY TO REALIZATION



INDUSTRIAL PARKS

Baranya county welcomes investors with adequate infrastructure and development-ready industrial areas. The INDUSTRIAL PARKS – both currently operating and under development in several key municipalities across the county – offer highly favorable conditions for the establishment of new businesses and the expansion of existing enterprises.

INPARK Pécs

Urban business environment, excellent accessibility

Direct access to Highway 6 and the M60 motorway junctions; logistical flexibility is further enhanced by a rail freight terminal.

Ipark Pécs – South Industrial Park

Optimized for rapid production start-up

Continuous infrastructure development, ready-to-use industrial hall capacities, and dedicated facility management – ensuring a predictable setup process.



Pannova Industrial Park (Pécs-Kővágószőlős)

Multimodal logistics, railway dimension

Direct railway connection and business service infrastructure, offering close proximity to the supplier base in Pécs; a scalable environment optimized for industrial functions.



Komló Industrial Park

Industrial tradition, development-ready areas

A corporate culture built on a stable local workforce, a business-friendly economic environment, and excellent opportunities supporting site development projects.



Mohács Industrial Park

Export and supply chains: Danube + rail + M6

Danube port and rail connections, combined with the proximity to the M6 motorway, provide rapid international connectivity.

Bóly Industrial Park

Operational efficiency, energy focus

Built on reliable utility infrastructure, with a strong focus on energy and operational efficiency (including geothermal energy utilization).





Sellye Industrial Park

The economic gateway to the Ormánság region

The Ormánság region; flexible arrangements, lease and purchase options, local administrative and tax incentives; an environment optimized for greenfield investments.

Siklós Industrial Park

Development and expansion

The industrial park's area, utility networks, and internal road system are continuously expanding. For new investors, sites are available through both lease and purchase options.

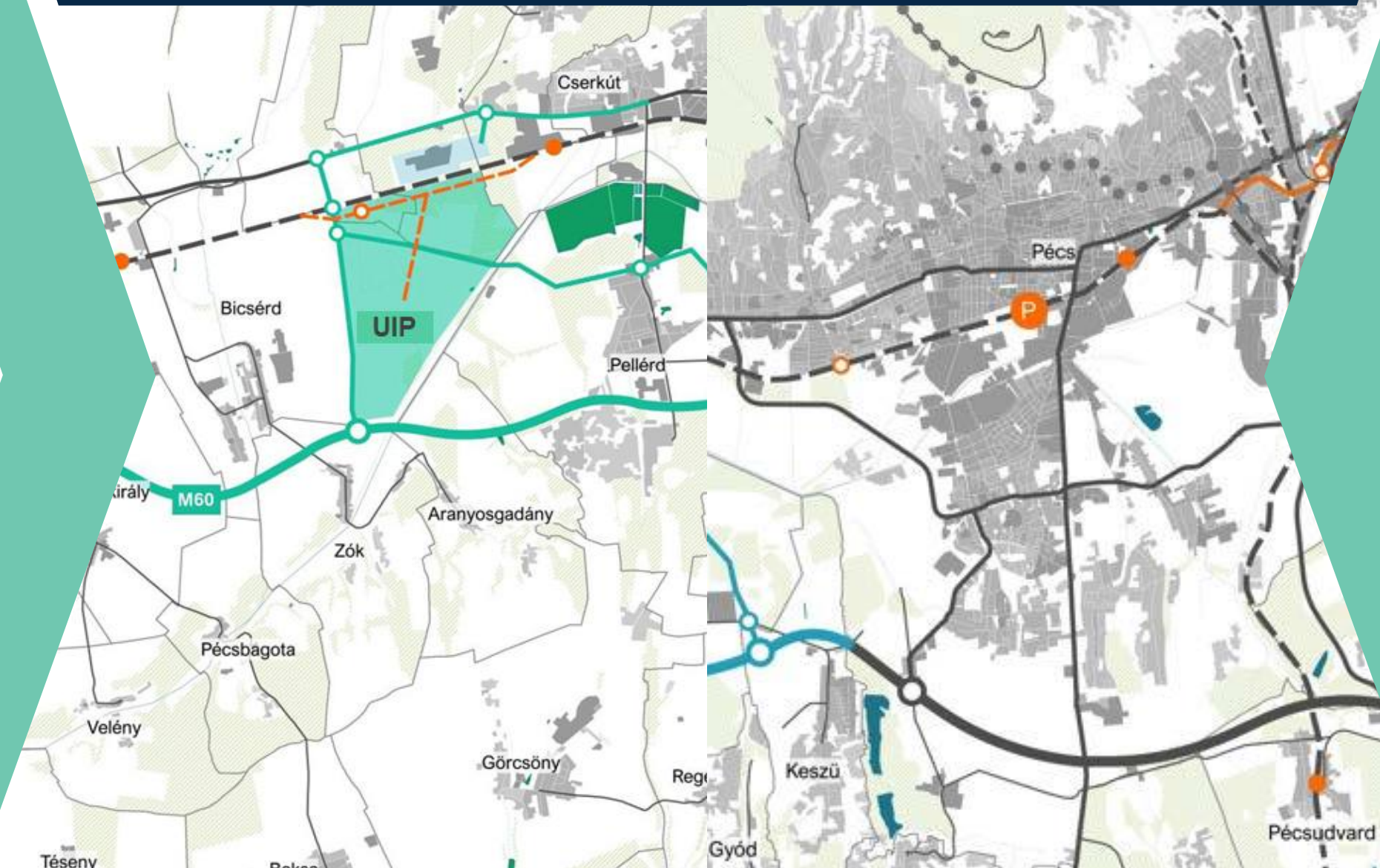
Developed as part of the UniNext project, the **UNIVERSITAS INDUSTRIAL PARK** is being established in the western outskirts of Pécs, in the Bicsérd-Kővágószőlős-Kővágóttös area.

The aim of the development is to accommodate large-scale, modern industrial and logistics investments: the planned gross **600-hectare** area could bring thousands of new jobs and significant foreign direct investment (FDI) to the region. The project relies on a catchment area of nearly **250,000 people** in the Pécs agglomeration.

Parallel to the park's development, **the construction plans for the M60 motorway are currently being drafted**. The industrial park will connect to the motorway via a dedicated junction. Simultaneously, but completed much earlier, the **Pellérd bypass road** will be constructed. This bypass will provide a direct connection to the M60 motorway until the motorway's completion, and will later serve as an alternative logistics route for heavy truck traffic. To separate logistics from commuter traffic, the **capacity upgrade of Highway 6, including its expansion to 2x2 lanes**, is also part of the planning phase. Overall, thanks to these road network developments, accommodating the park's logistics and commuter traffic will concurrently bring significant improvements to the entire regional transportation system.

KEY DEVELOPMENT:

UNIVERSITAS INDUSTRIAL PARK



The industrial park will also feature a **dedicated railway connection**, which will serve as the foundation for a new regional intermodal logistics park.

This logistics park will not only establish links to global shipping routes but also provide direct access to European markets. Furthermore, the **regional logistics park** will have the capacity to serve all industrial parks within a 100-kilometer radius—not just the Universitas park itself. This will provide every industrial park in Banya with the opportunity to fully integrate into the global economy.

From the industrial park's gross area of 600 hectares, **410 hectares of directly developable industrial land** will be established. Additionally, a 60-hectare regional logistics park and other complementary LOGISTICS SERVICES will be developed in conjunction with this.

The site is intersected by virtually all regional utility networks. With their planned development, the following utility capacities will become available:

Potable water **30,000 m³/day**

Industrial water **17,000 m³/day**

Wastewater **14,000 m³/day**

Electricity **450 MW**

Renewable energy **50 MW**

Natural gas **50,000 m³/hour**



Maximum plot coverage **60%**

Max. building height **30m**
(55m for technological towers)

Minimum green space **20%**

Building placement **unrestricted**

Minimum front, side, and rear setbacks **unrestricted**

Number of permitted buildings **unrestricted**



A LIVEABLE COUNTY

Baranya county boasts an exceptionally high-quality cultural offering, which is further reinforced by the number of guest nights.

Alongside the vibrant cultural life of Pécs—its festivals, theatre, concerts, and museums—the entire county is interwoven with diverse recreational activities that are „right at hand for the weekend.“ The Mecsek and Orfű offer nature-based sports and relaxation, Villány and its surroundings provide gastronomy and wine experiences, while Harkány offers the tranquility of spa and wellness tourism. In everyday life, these are complemented by reliable urban services: educational and healthcare facilities, shopping and leisure opportunities, and excellent transport connections.

In terms of housing, Baranya is exceptionally flexible: you can choose city living in Pécs, a suburban environment in the agglomeration, or quieter, greener settlements across various parts of the county—accommodating different life stages and budgets. Baranya offers both **urban quality and a lifestyle close to nature**, making it an excellent place to settle down, start a family, and build a long-term future.



INVESTOR SERVICES:



The aim of the **Baranya County Development Agency (BMFÜ)** is to position Baranya as a competitive, easily accessible, and predictable investment destination. Acting as a one-stop-shop point of contact, it supports investors from site selection through project preparation to implementation, coordinating the collaboration between local municipalities, authorities, utility providers, INDUSTRIAL PARKS, and local business stakeholders.

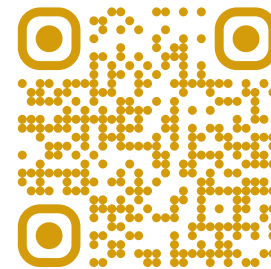
For investors, BMFÜ provides essential market and local intelligence (including site and real estate portfolios, infrastructure and utility conditions, and labor market data), assists in finding partners and suppliers, and offers support in mapping out development opportunities.

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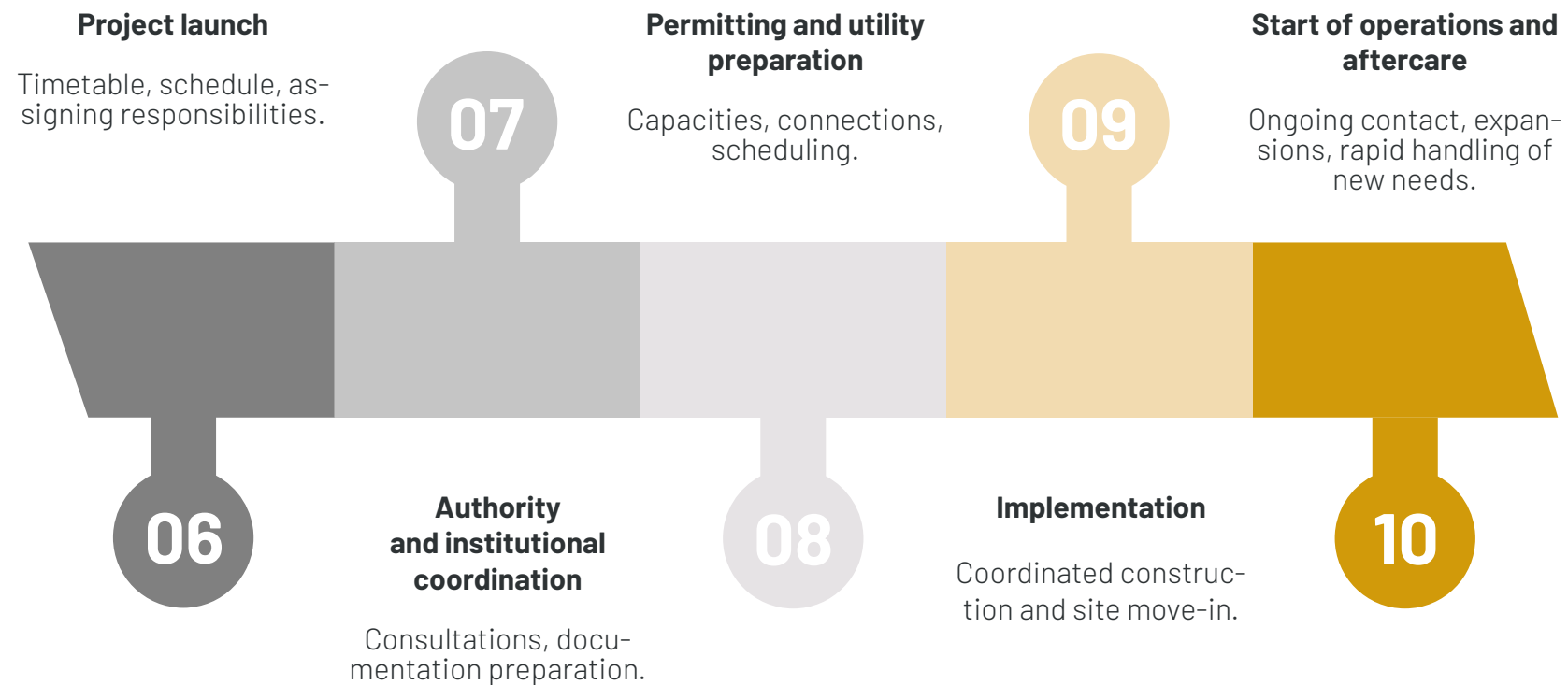
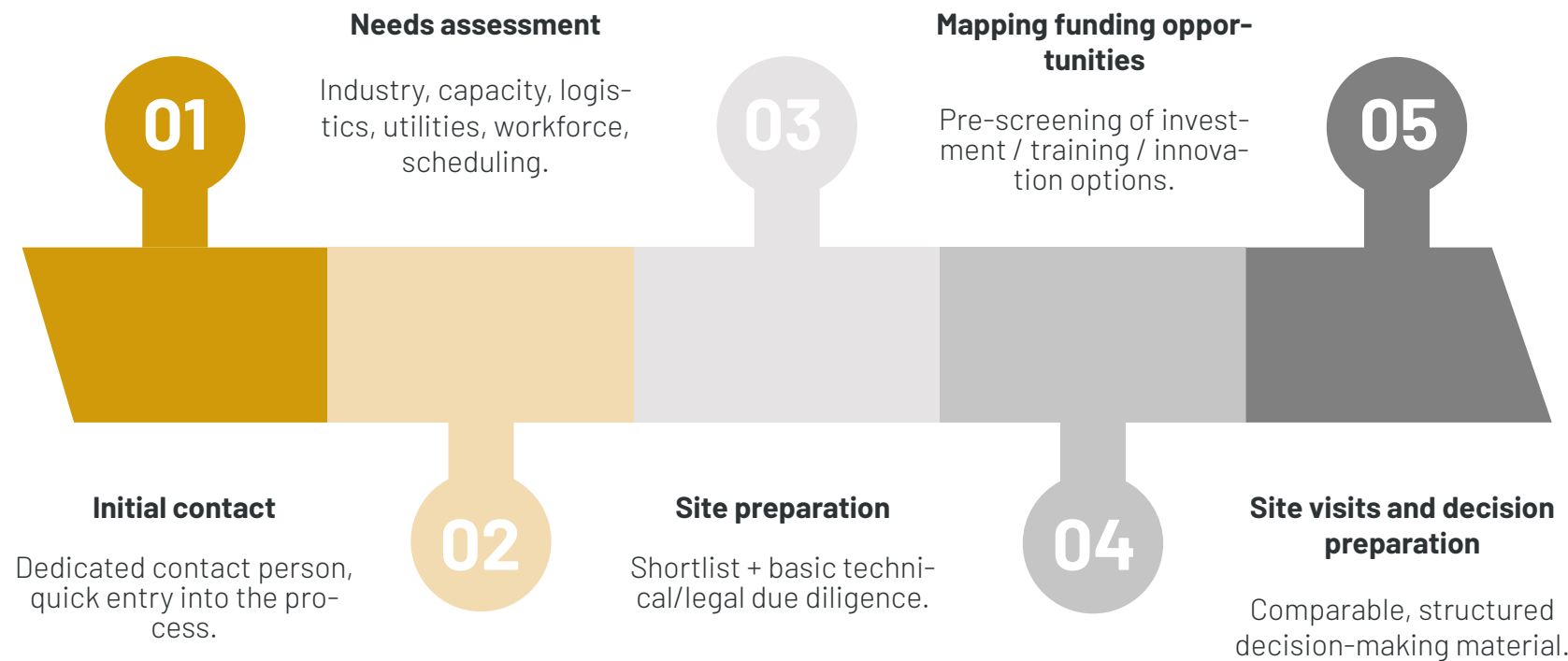
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INVESTMENT PROCESS

STEP BY STEP



The main goal of the county's investment promotion coordination is to provide one-stop-shop assistance for businesses and investors.

We help in finding real estate and sites, managing local regulations and permits, as well as identifying partnership opportunities within the county.



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