Export Activity of Hungary Small and Medium Enterprises

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Abstract: Central and Eastern European region gradually becomes a common firm strategy as a direct consequence of transformation and removal of trade barriers. The future success of the Hungarian SMEs is dependent on how they can get integrated into the international trade and how the can make profit of the opportunities generated by the foreign markets. The purpose of the paper is to analyse the actual conditions and characteristics of the export activities of the Hungarian SME firms.

Keywords: Hungarian SMEs, export