

A Hungarian agent is looking for manufacturers of innovative healthy food products, medical food under commercial agency agreement

Summary

Profile type	Company's country	POD reference
Business request	Hungary	BRHU20220504024
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	
Contact Person	Term of validity	Last update
Eszter Anna SZABÓ	5 May 2022 5 May 2023	5 May 2022

General Information

Short summary

The Hungarian agent would act as commercial agent of healthy food and medical food products on the Hungarian market. He has wide active connection channels to healthy wholesalers, chains of health-stores, webshops, pharmaceutical wholesalers, and chains of pharmacies. The desired company exists in the EU. The agent is looking for partners via commercial agreement.

Full description

The Hungarian agent is specialized in the distribution of food, healthy food, and food products for special medical purposes on the Hungarian market. He is looking for innovative items. The agent offers distribution and brokerage services for businesses, market development and representation for foreign healthy food manufacturers who wish to be present on the Hungarian market.

His background is foreign-trade economist, and active in the export import business, and product management. He possesses the experience of 18 years in the field of import products in the Hungarian market (it includes the complete process from the procurement, shipping to pricing, marketing/promotional activities) – so complete product management.

The agent possesses active connections with the biggest market-leader companies (wholesalers, chains) in the

healthy food, health business segment in the Hungarian market.

Partners from all over Europe are awaited. The agent offers to become a commercial agent.

Advantages and innovations

Technical specification or expertise sought

The agent is looking for reliable middle-sized manufacturing company in EU, with innovative healthy food, medical food product. Existing distribution partners in some countries in the world, with proven sales history.

The product has the following features:

- Finished product, possesses unique/innovative features which makes its positioning clear.

- It has long-shelf life (at least 12 months), and does not require any special handling (refrigeration e.g.) Preferably it does not contain any artificial ingredients, colouring materials, preservatives.

-Competitive price is crucial, and some (at least 1-2 years) years of market presence is important (preferably on the European market).

Stage of development

Sustainable Development goals

- **Goal 3: Good Health and Well-being**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

Type of partner sought: manufacturers of food, healthy food and food for special medical purposes that is looking for an agent who would represent their products on the Hungarian market.

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**
- **SME 11-49**
- **SME 50 - 249**
- **SME <=10**

Dissemination

Technology keywords

Market keywords

- **05007007 - Other medical/health related (not elsewhere classified)**
- **07003002 - Health food**
- **09003004 - Distributors, imports and wholesalers**

Targeted countries

Sector groups involved