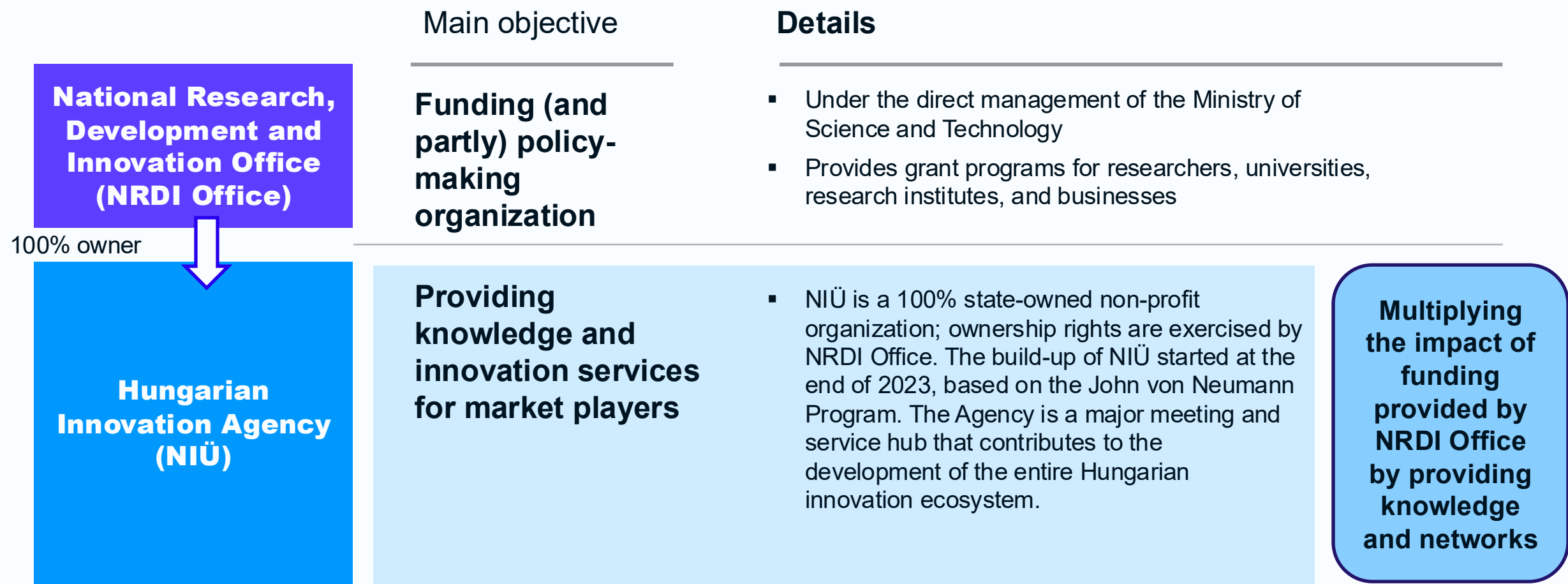




HUNGARIAN
INNOVATION
AGENCY

INNOVATION LIFTS YOU UP

In addition to funding sources, well-focused services are also needed to meet the changing needs of the ecosystem. That is why we established the Hungarian Innovation Agency in the summer of 2023.



Mission

The mission of NIÜ is to strengthen Hungary's innovation capacity by:

- providing support for the changing needs of the innovation ecosystem,
- creating connections between the players of the ecosystem, and
- spreading innovation culture and mindset.

Main Objectives

- Raising Hungary's innovation performance and capacities to a higher level through:
 - 1 strengthening the supply of innovative entrepreneurs and researchers,
 - 2 supporting innovative enterprises and startups in entering domestic and international markets,
 - 3 creating a culture of innovation and increasing the international visibility of the ecosystem.

Our services



Educational and Startup Services

Strengthening the talent pipeline for startup entrepreneurship, and reinforcing the startup ecosystem.



Researcher Talent Development Services

Encouraging young people to pursue careers in natural sciences.



Knowledge Transfer Services

Facilitating the market uptake of research results (technology transfer).



Corporate Services

Validation of innovative projects and startups, and facilitating their entry into the market.



Foreign Market Services

Supporting the expansion of innovative companies into international markets.



Ecosystem Analysis Services

Data-driven monitoring and analysis of the innovation ecosystem.



Digital Innovation and Technology Support Services

Supporting the adoption of digital technologies.



Culture-Shaping Services

Popularizing innovation and strengthening the international visibility of the domestic ecosystem.

Key Results (2025)



2 751

Companies provided with services



81

Companies entered into foreign markets



326

Companies participating in NIÜ workshops



3 961

Students participated in HSUP



40 071

Students participated in the lab program



16

Supported the establishment of TTCs



8 000

People attended NIÜ events



11 million

Reach on social media



Educational and Startup Services



Mission: Strengthening the talent pipeline for innovative entrepreneurs (startupperts) and developing the startup ecosystem.

Programs and services:

- Hungarian Startup University Program family: HSUP, Base, Alumni, Growth Fund, Pioneers
- Pathway to Business
- Startup Roundtable
- Startup Platform
- Startup Voucher
- Support for startup events

Target groups

- Secondary school students
- University students
- PhD students / Doctoral candidates
- Startupperts, startups





HUNGARIAN STARTUP
UNIVERSITY PROGRAM

[HOME](#)
[COURSE STRUCTURE](#)
[INSTITUTIONS](#)

[LOGIN](#)



From Classroom to Startup

HSUP aims to introduce Hungarian university students to innovation, entrepreneurship, and startups through a shared educational platform.



HUNGARIAN INNOVATION AGENCY

BETA

[Why Hungary](#)
[Highlighted Sectors](#)
[Startups](#)
[Useful](#)
[Registration](#)

Hungarian Innovation Agency · Startup ecosystem



The Gateway to Hungary's Startup Ecosystem.

Access a growing network of innovative startups, scale-ups, research-driven ventures, and technology companies from Hungary. Designed for founders, investors, corporations, and international partners looking to discover breakthrough innovation and scalable business opportunities.

[Browse startups →](#)



PATHWAY TO BUSINESS

Transform Research into Real-World Impact



Entrepreneurship program for PhD students

7





Researcher Talent Development Services



Mission: Encouraging careers in natural sciences among young people.

Programs and services:

- János Selye Student Lab Program
- STEM Innovation Workshop program – supporting non-profit STEM initiatives

Target groups

- Secondary school students
- University students

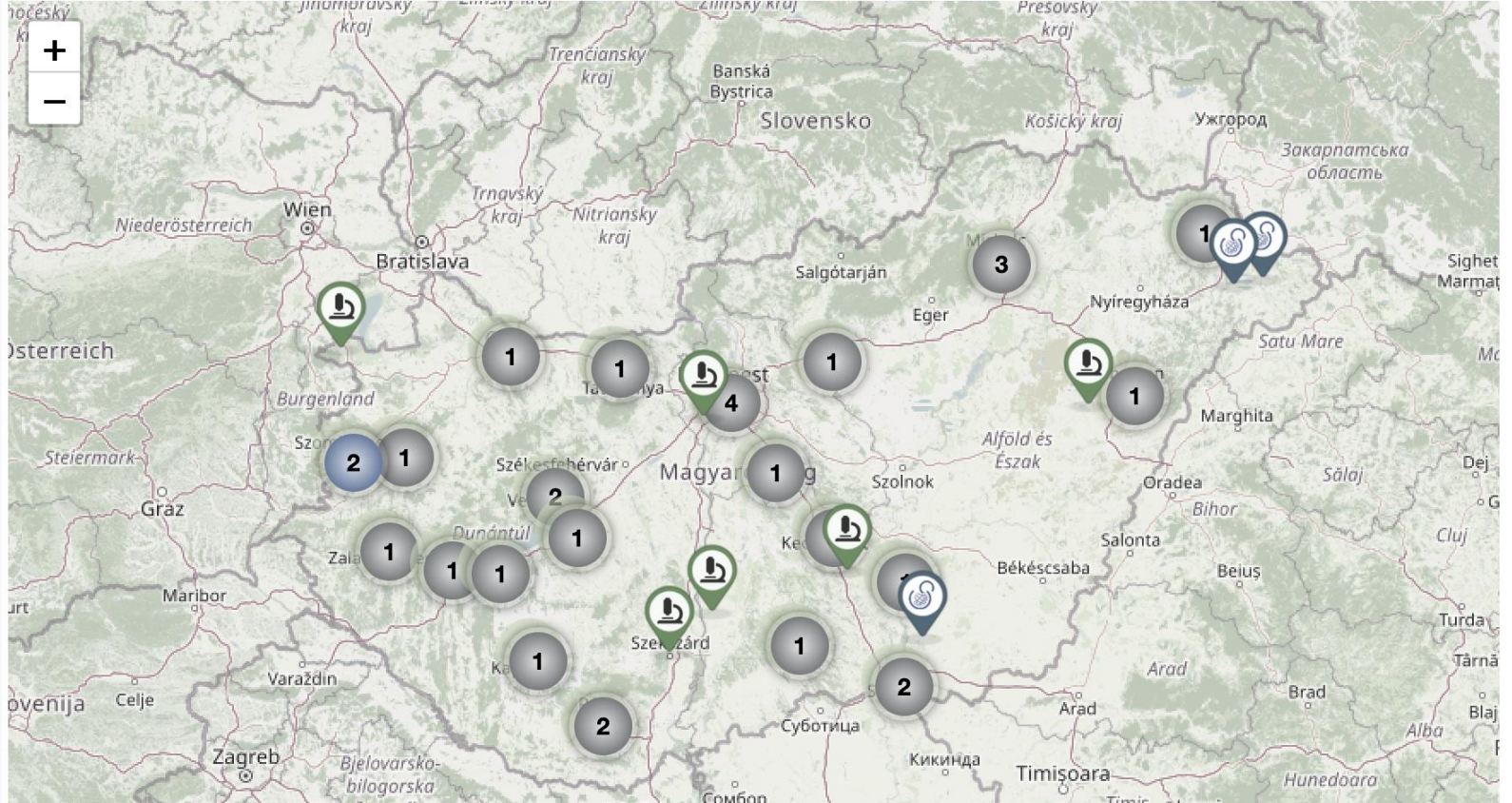




Diáklaborok

Diáklabor szűrő

- ☒  Selye János Diáklaborhálózat
- ☒  Diáklaborok Egyesülete
- ☐ Egyéb laborok
 - ☒  Magyar Kutatási Hálózat
 - ☒  Digitális Élményközpontok
 - ☒  Digitális Tudásközpontok
 - ☒  Szakképzési Centrumok
 - ☒  Vállalati laborok





Technology Transfer Services



Mission: Facilitating the market uptake of knowledge generated in universities and research institutes (technology and knowledge transfer)

Programs and services:

- Development of university technology transfer capacity (TTC)
- Development of Science Parks
- Knowledge Repository / Knowledge Base

Target groups

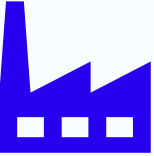
- Researchers and research groups
- Universities
- Research institutes





NIÜ continuously supports the establishment and strengthening of TTCs – example: completed professional support materials





SME & Project Services



Mission: Supporting innovative companies through mentoring, knowledge sharing, and project development.

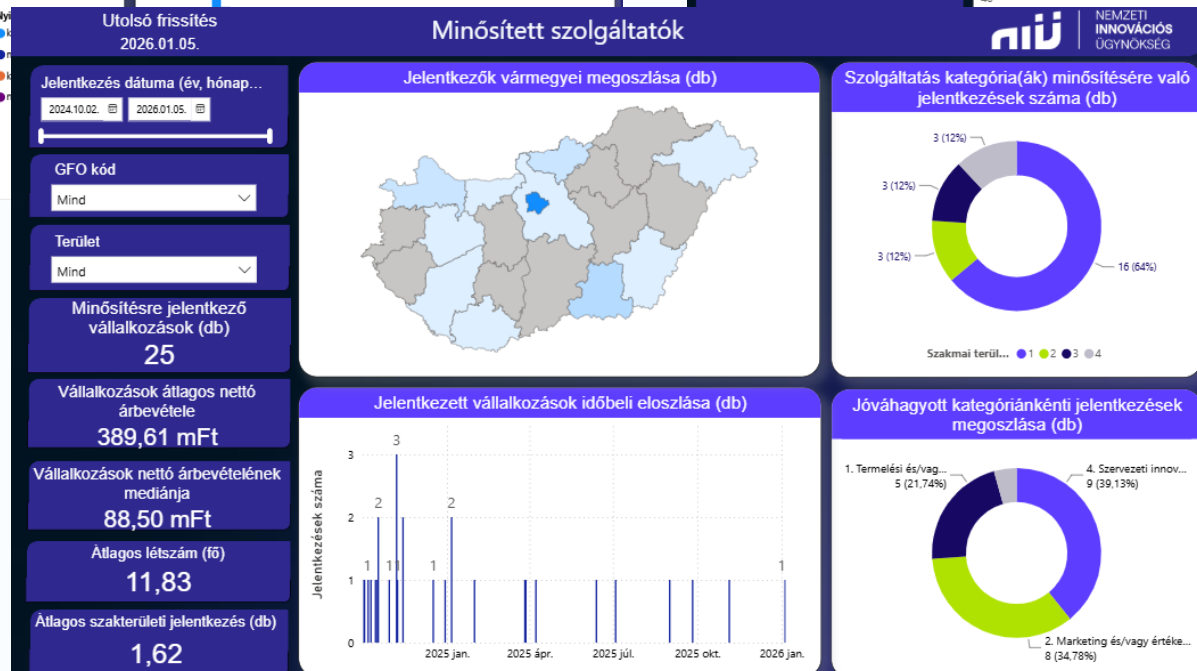
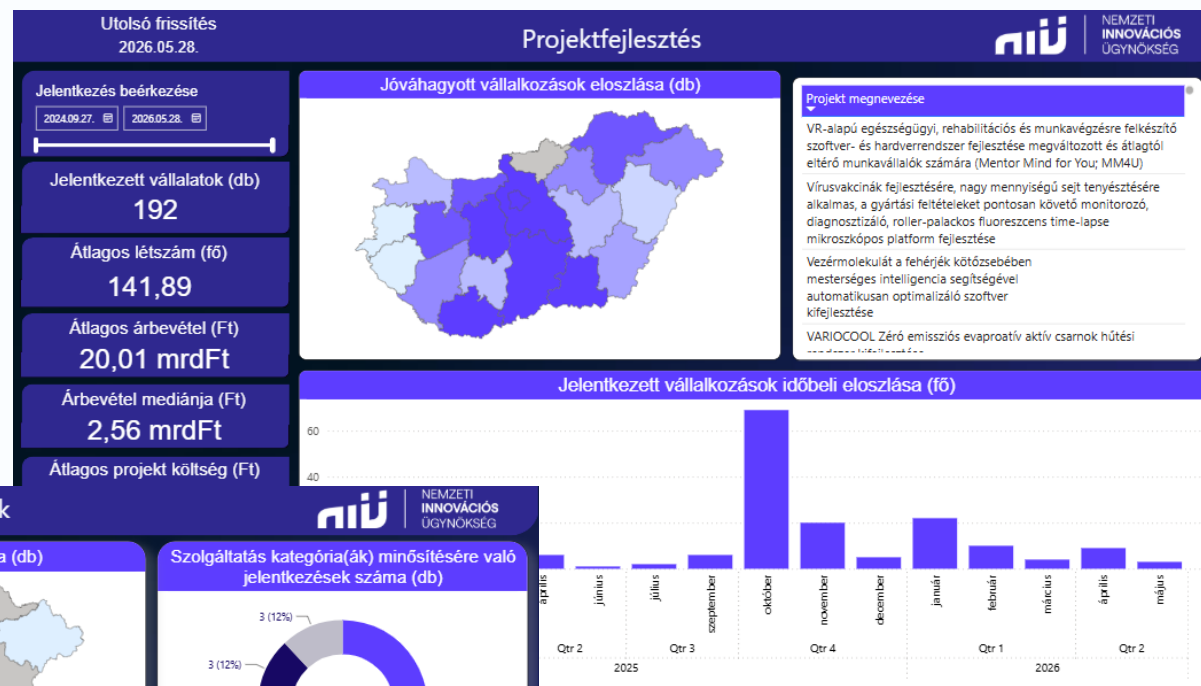
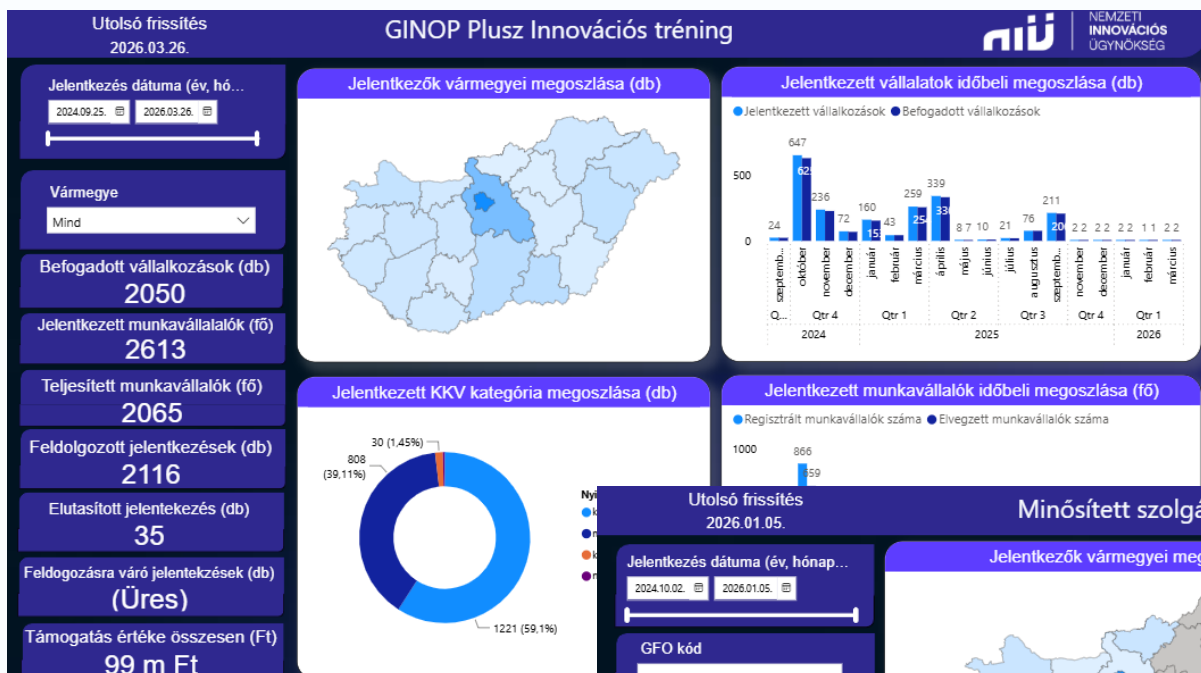
Programs and services:

- Mentoring program
- Project development services
- Innovation training
- Certification of innovation providers
- SME innovation voucher
- Operating the network of Regional Innovation Platforms

Target groups

- Innovators
- SMEs open to innovation

Introduction of the Hungarian Innovation Agency (NIÜ)





Foreign Market Services



Mission: Increasing corporate activity in international programs (Horizon Europe) and facilitating the expansion of innovative companies into

Programs and services:

- **XPAND:** Program supporting international market entry (general and target market preparation, international appearance)
- **Enterprise Horizon:** Supporting the entry of innovative companies into international projects (preparation, partner search, consortium building)
- Agency participation in ecosystem-building Horizon programs and international networking

Target groups

- Startups
- Innovative SMEs

Markets targeted (2026) **XPAND** PROGRAM



Introduction of the Hungarian Innovation Agency (NIÜ)



Széchenyi Terv Plusz Építők együtt Magyarországot! | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EU EGYÜTTMŰKÖDÉSI PROGRAM | NextGenerationEU

London Tech Week

📍 Olympia London | 📅 June 8-10th

[Apply here!](#) | Deadline: 27/04/2026

NIÜ | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EMBASSY OF HUNGARY LONDON | LONDON TECH WEEK | X-PAND PROGRAM

Széchenyi Terv Plusz Építők együtt Magyarországot! | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EU EGYÜTTMŰKÖDÉSI PROGRAM | NextGenerationEU

Vienna UP! 2026

📍 Wien | 📅 May 19-21st

[Apply here!](#) | Deadline: 30/3/2026

THE RECURSIVE | X-PAND PROGRAM | NIÜ | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG

Széchenyi Terv Plusz Építők együtt Magyarországot! | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EU EGYÜTTMŰKÖDÉSI PROGRAM | NextGenerationEU

SELECTUSA TECH

May 3-6.
Washington, D.C.

- ✓ Participants: 5.500+
- ✓ Introductory events
- ✓ Stage time opportunity
- ✓ Side event

[Registration until March 2nd!](#)

X-PAND PROGRAM | NIÜ | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG

Széchenyi Terv Plusz Építők együtt Magyarországot! | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EU EGYÜTTMŰKÖDÉSI PROGRAM | NextGenerationEU

Viva Tech - Paris

📍 Side event: @ STATION F | 📅 June 17-20th

[Apply here!](#) | Deadline: 15/04/2026

NIÜ | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | X-PAND PROGRAM | VIVATECH

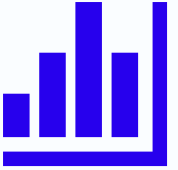
Széchenyi Terv Plusz Építők együtt Magyarországot! | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | EU EGYÜTTMŰKÖDÉSI PROGRAM | NextGenerationEU

Stockholm Tech Show 2026

📍 Stockholm | 📅 May 26-27th

[Apply here!](#) | deadline: 30/03/2026

NIÜ | NEMZETI INNOVÁCIÓS ÜGYNÖKSÉG | STOCKHOLM TECH SHOW 2026 | X-PAND PROGRAM



Ecosystem Analysis Services



Mission: Data-driven monitoring and impact assessment of the innovation ecosystem and its results.

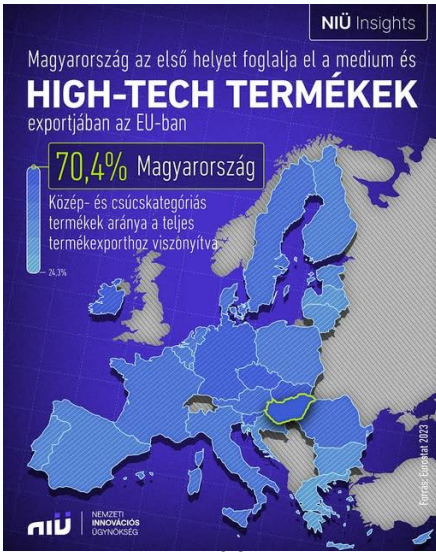
Programs and services:

- NIÜ Insights: custom analyses
- Reports / publications (Hungarian Innovation Report, Deep Tech Report)
- NIÜ Data Center
- Impact assessment of grant programs

Target groups

- All stakeholders of the innovation ecosystem

NIÜ monitoring indítópult





Digital Innovation and Technology Support Services



Mission: to promote the application of digital solutions and advanced technologies among the actors of the innovation ecosystem

Programs and services:

- Digital needs assessment, technology consulting, preparation of implementation plans, professional support for pilot projects, execution of related knowledge transfer and training tasks, as well as development of digital educational, methodological, communication, and professional content.
- Implementation of digital technologies into NIÜ's various services.

Target groups

- all actors of the innovation ecosystem



Innovation Culture-Shaping Services



Mission: creating an innovation culture in Hungary, strengthening the international visibility of the domestic innovation ecosystem

Programs and services:

- Featured events (Hungarian Innovation Week, Connexions, Science Expo, Circus of Scientific Wonders)
- KOCKA podcast
- Year of Hungarian Science, Scientific Ambassador program
- Mini-series (e.g., What is it made of?)
- Press and social media communication

Target groups

- all actors of the innovation ecosystem





Our Team



László Bódis
CEO



Orsolya Tarlós
Chief of Cabinet



Georgina Gyulasi
Director of
Communications



Mátyás Kutni
Director of Education and
Startup Services



Réka Barabás
Director of Knowledge
Transfer Services



Viktória Kovács
Director of Corporate
Services and Project
Management



Nóra Rodek
Director of
International
Affairs



Dániel Molnár
Director of Research
Talent Development



Antonella Tosetto
Director of Digital
Innovation and
Technology Support

The Hungarian Innovation Agency is the first organization in Hungary to obtain the ISO 56001:2024 (innovation management system) certification

What is ISO 56001?

- The ISO 56001 standard provides requirements and guidance for the establishment, implementation, maintenance, and improvement of an innovation management system.
- The purpose of the standard is to improve the organization's innovation capability consistently and successfully.
- It applies to all types of organizations, regardless of their type, size, or the products and services they provide, and offers a systematic approach to promoting and managing innovation.

Benefits

- We show the way for domestic businesses!
- It increases innovation performance and the ability to manage uncertainty.
- It increases the realization of value derived from the innovation of products, services, and processes.
- It shapes a culture of continuous improvement and sustainable innovation capability.
- It improves reputation, thereby attracting more clients, partners, and investors.



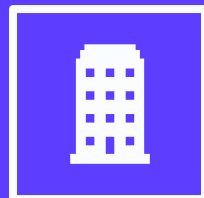
Let's get in touch!



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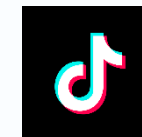
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