



SZÉKESFEHÉRVÁR
MEGYEI JOGÚ VÁROS

SZÉKESFEHÉRVÁR

The city of kings

Kick off meeting of the LC-FACIL project

LEIPZIG

2 July, 2009




1000 Y. HISTORY

- Foundation of the city, y. 972
Géza
- Foundation of the State - y. 1000
- Szent István
- connection to Europe
- y.1000 – y.1524 Capital of Hungary
- Baroque buildings, churches (250 buildings -120 monuments)
- Beautiful parks, sculptures






EUROPE DIPLOME 2001 Székesfehérvár – The City of Kings





I. THE MODERN CITY



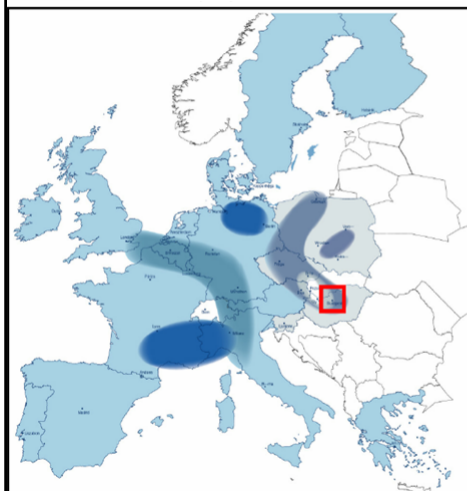
Ms Katalin Palyi - Project manager
palyi.katalin@pmhiv.szekesfehervar.hu



SZÉKESFEHÉRVÁR IN THE EUROPEAN URBAN NETWORK



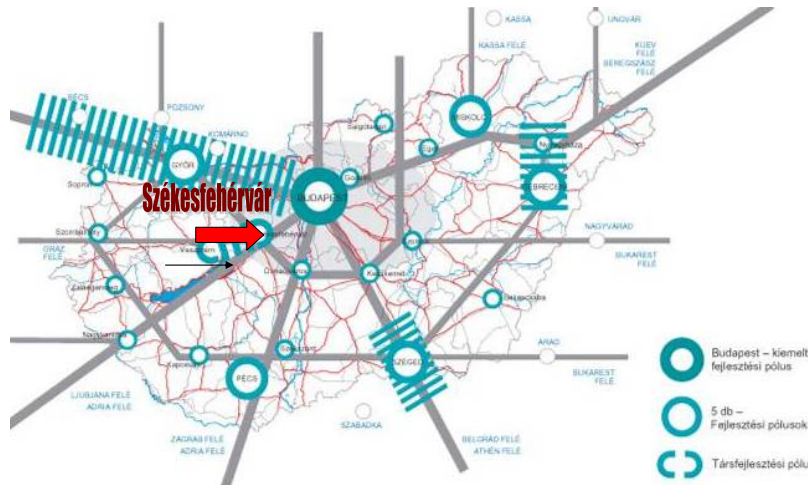
Development zones in Europe



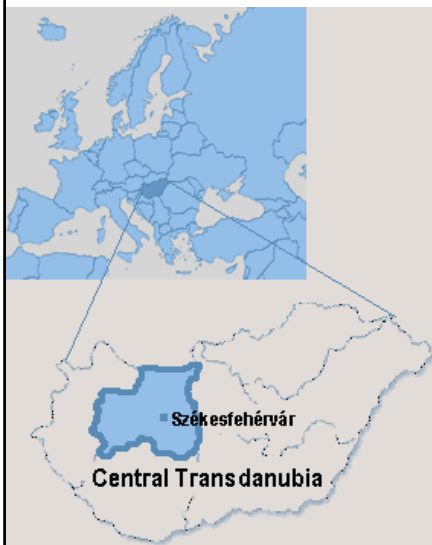
Traffic network in Europe



POLES OF COMPETITIVENESS IN HUNGARY



CENTRE OF THE REGION



The local economy in figures:

- 2-3rd most industrialised city in Hungary
- 2nd highest consumption rank
- 103,000 inhabitants
- 72,000 workplaces
- Unemployment rate 4+4%
- 17,703 enterprises
- 368 enterprises with foreign direct investment
- Multinational companies and SME-s in 7+1 industrial parks
- Excellent logistics environment – public roads, railways, planned airfield, logistics parks

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MAIN BUSINESSES

- Mechatronics (Automotive industry)
- Microelectronics
- Software industry
- Logistics

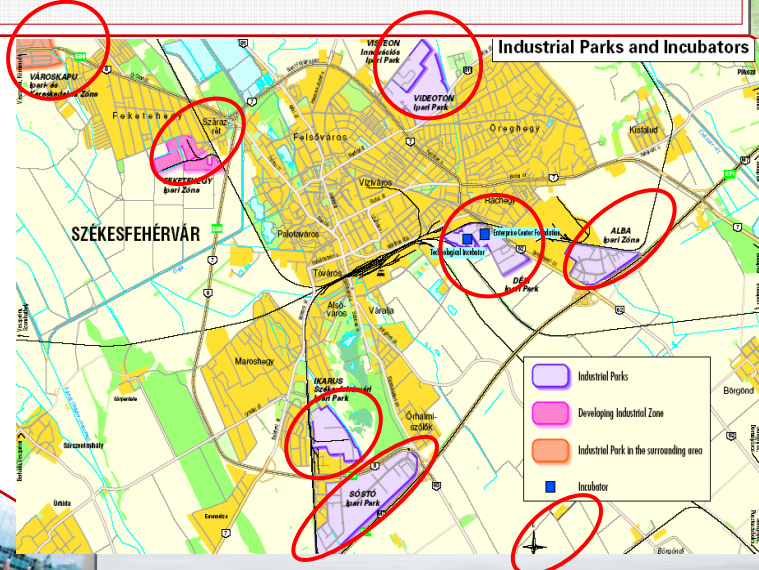


No heavy industry, no mining

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7+1 INDUSTRIAL PARKS



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THEN (1990)... AND NOW

- Unemployment rate 30% ⇔ Now 4 + 4%
- Mostly simple unskilled jobs ⇔ More added value
- Environmental issues ⇔ Care for the greens
- Simple technologies ⇔ High tech industries,
- Employment in focus ⇔ Life quality in focus
- Multi suppliers from native countries ⇔ Clusters, integrated SMEs local enterprises
- Low consumption level ⇔ The 2nd highest in H.
- Industry in the top 10 in H. ⇔ Industry the 2-3rd in H.
- Just losing the eastern market ⇔ Gaining the EU market

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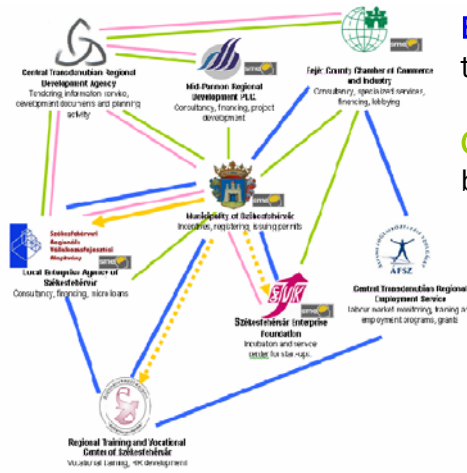
LABOUR MARKET TENDENCIES

- Skilled workforce available
- The biggest HR recruitment companies are operating in Székesfehérvár
- Sustainable workplaces
- Language-speaking young workforce
- With the new public transport systems, the migration has become easier and faster

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Existing networks...



BLUE circle: cooperation on the labour market

GREEN circle: cooperation on business development



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EDUCATION AND TRAINING

- Flexible vocational and training system
- Bi-lingual education of technic professions on all levels
- Regional HR Development and Vocational Centre: flexible programs and re-training in order to meet the needs of the local employers, markets (CNC training)



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HIGH-LEVEL EDUCATION

3 universities in the city:

- Budapest Polytechnic College Regional Institute: engineering, informatics
- University of West Hungary Faculty of Geo-informatics
- Kodolányi János University College: economics, languages
- Pannon University adult education, vocational training



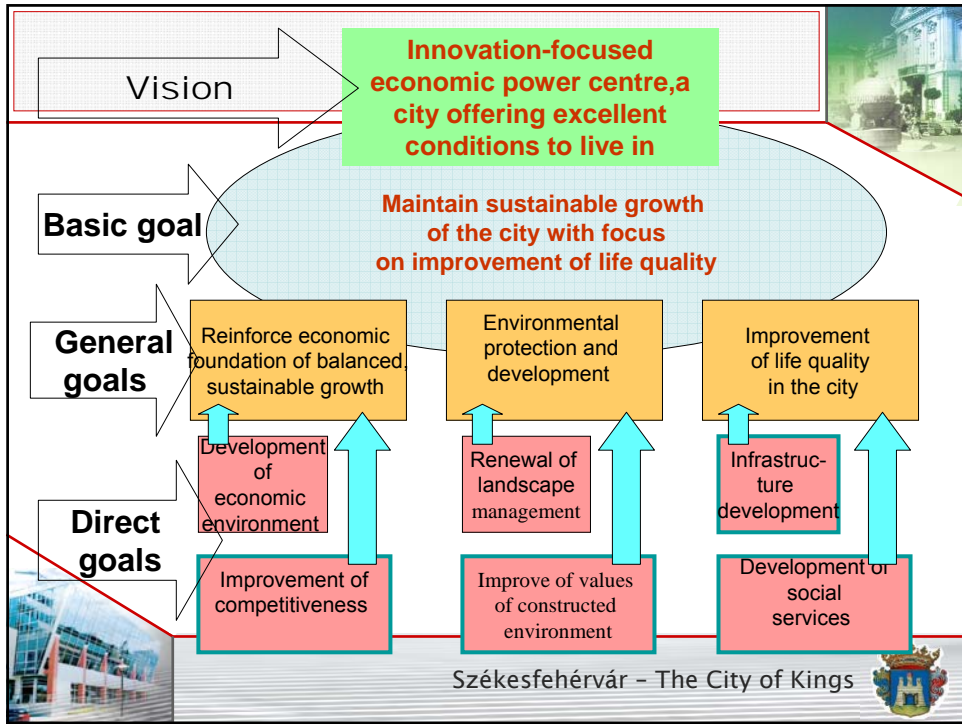
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II. Strategies, projects

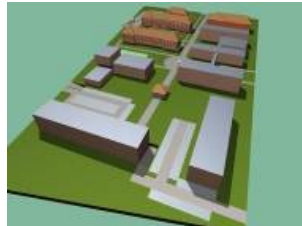
Mr György Schultz - Strategy Manager
schultz.gyorgy@pmhiv.szekesfehervar.hu





ALBA INNOVATION PARK

- 46.000 square meters
- High-tech centre predominantly for firms engaged in IT, software development, machine industry and nanotechnology
- R&D and service centre for different companies
- Incubator for IT SMEs
- Campus area, new university faculties (MSc in engineering)



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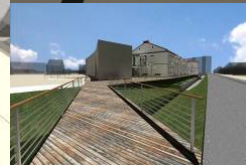


AGORA POLE

„Palace of Miracles – House of Innovation”

In the territory of the former tan-yard

- Media centre
- Interactive exhibition area
- Creative arts room
- Training rooms, labs
- Passive buildings – alternative energies
- Geo-thermic energy + sun collectors
- „Climate-friendly town”



QUALITY OF LIFE & TOURISM



RENOVATION OF 20 000 FLATS IN HOUSING BLOCKS (1/3+1/3+1/3)

Complex energy saving program for 45.000 people



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REDEVELOPMENT OF THE HISTORIC DOWNTOWN (2008-2010)

Integrated Urban Development Strategy

Defining the action area



PREVIOUS SUCCESSFUL PROJECTS, 2004-2006

Renovation of the Hiemer-Font-Caraffa building

PHASE I. (2006)

- Granted by the EU Structural Funds
- Functions: Conference and event hall, Café, Wine cellar, EU offices
- 2,5 million €



PHASE II. (2008)

- Granted by Norway through the Norwegian Financial Mechanism
- Functions: New wedding hall and event centre, Exhibition halls, Restaurant, Youth club
- 3,3 million €

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REDEVELOPMENT OF THE HISTORIC DOWNTOWN (2008-2010)



Reconstruction of the medieval Main Street



Restoration of the III. Phase of the Hiemer-Font-Caraffa monument complex (3000 m²)



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RESTORATION OF HISTORICAL MONUMENTS



Former Black Eagle Hotel:

- Historic monument in the downtown, 2570 m²
- Estimated price: 250 million HUF – 1 million €
- In the ownership of the city
- Investors are welcome

Historical housing block:

- Vörösmarty square
- In the ownership of the city



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ROYAL WALK

A journey in the history of the thousand-year-old Székesfehérvár

National Memorial Place

Medieval Main Street

Sound & Light Art Installation

City scale-model and

Royal Adventure Park)



Implementation: 2010

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TRAFFIC PROJECTS



ALBA AIRPORT

- 2300 m airstrip
- Investment: EUR 80 million
- Opening: 2010



Regional Transportation Center

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REGIONAL TRANSPORTATION CENTER







- Development of the Székesfehérvár-Budapest suburban rail network
- Locating the urban and long-distance bus station near the railway station
- Railway connection to the Alba Airport
- P + R



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Project	Feasibility study	Land and Public utilities	Construction plan	Financial background
Alba Innovation Park 	√	√	1st phase	
Fehérvár Expo	√	√		
Regional, multimodal Transportation Center	√	√		
„Black Eagle Hotel” redevelopment 		√		
Bathing resort & Spa 	In progress	√		
Alba Airport + logistics	√	√	√	Logistics partly
Hotel development	√	√	√	
Parking lots (3) 	1/3	√	1/3	1/3



**THANK YOU FOR YOUR KIND
ATTENTION!**



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