

Media Offer 2024



Association of
Hungarian
Forwarders



Introduction

Since **1989**, the **Association of Hungarian Forwarders (AHF)** has been representing the interests of members of the forwarding industry in Hungary, including companies dealing with **freight forwarding, logistics, and customs** activities. The annual net sales of the current **86** members of the Association exceeds **HUF 1,000 billion**, which represents roughly **two-thirds** of the domestic freight forwarding market.

The primary activity of the Association is **representation of interest**. The AHF represents the summarized professional opinion of companies registered in Hungary to state bodies and authorities on the operating conditions and development opportunities of the forwarding, logistics, and transportation industries.

The AHF maintains a continuous and close relationship with the **Hungarian Chamber of Commerce and Industry (MKIK)**, the **Hungarian Institute of Transport Science and Logistics (KTI)**, as well as with the Hungarian logistics, customs and transport associations. Our association is an active member of the **Logistics Platform** of KTI, the **Transport and Logistics College** of MKIK, the **Transport and Logistics Industry Educational Committee** and the Hungarian Section of **ICC**. The AHF is also a member of the **Intermodal Round Table**, which coordinates the development of domestic intermodality, and the **Logistics Coordination Forum (LEF)**, which brings together key professional associations, and which is chaired by our Association until December 31, 2023.

The Association of Hungarian Forwarders is the Hungarian national association of **FIATA**, the **World Association of Freight Forwarders**. On the initiative of AHF to further strengthen international relations, 6 Hungarian logistics professional organizations joined together under the name of the **Hungarian Logistics Contact Committee (HLCC)** with the aim of becoming members of **CLECAT**, the **European Association of Freight Forwarding, Transport, Logistics and Customs Services**.

Another important pillar of the AHF's activities is promoting the **building relationships** and **knowledge sharing** between members, in order to provide an opportunity for members to meet, exchange ideas and, where appropriate, for professional discussions. This is why the Association is the organizer and professional partner of several high-quality **professional events** every year.

The Association's mission includes supporting **education**, which is why our experts actively participate in the preparation of professional training plans, educational materials and technical books.

This Media Offer aims to provide our Partners with a detailed description and data on possible forms of appearance at the events and in the publications of the Association of Hungarian Forwarders. The AHF will celebrate its **35th anniversary** in 2024, which anniversary may open up further opportunities for cooperation.

Thank you for your respectful interest and we hope that the information in this document will be useful to you.

If you need more information, we are at your disposal.

Yours faithfully,



Janos Pekar
Secretary General



Hungarian Forwarders' Day

One of the main missions of our Association is to create an opportunity for members to meet and gain new knowledge, which is why we decided to organize both professional and leisure programs around our annual General Assembly. The idea met with an extremely positive reception, and our members gladly welcomed the initiative to fill the gap, so today this conference has become **one of the most prestigious professional events** in the Hungarian transport industry.

The main patron of the 2023 event was **Minister of Construction and Transport, János Lázár**, and the objectives of the transport policy were presented by **Nándor Csepreghy, Parliamentary Secretary and Deputy Minister** of the Ministry of Construction and Transport. The returning guest of the Forwarders' Day program is **dr. Botond Feledy, a foreign policy expert** who spoke about geopolitical competition and its effects. On the progress, experiences and possible future of the Ukrainian-Russian war, **dr. Ferenc Kaiser, associate professor** of the National Public Service University, gave a lecture. **Nicolette van der Jagt, managing director of CLECAT**, toured European developments in sustainability and intermodality, similarly to **dr. Stéphane Graber, FIATA executive director**, who covered the global aspects of the topic. We were also able to hear a first-class presentation from **artificial intelligence expert András Rusznyák** and **automotive and sustainability journalist Gábor Bazsó**. After the lectures, the participants of the professional day could still visit the only completed and functioning element of the Bős-Nagymaros barrage between Visegrád and Nagymaros, the utility tunnel in which they could cross the Danube with dry feet.

The main topics of the 2024 event will be **sustainability, digitalization, intermodality** and **artificial intelligence**. The first day of the CEE Freight Conference will focus on the **Central European** countries, especially the **V4** countries. On the second day, the experts will go over domestic challenges, opportunities and solutions. At the end of both days, there will be leisure programs in which those interested can participate in an optional way.

It is expected that **250-300 people** will attend the event **in person** and another **100-150 online**. In addition to domestic and Central European companies operating in the field of freight forwarding and logistics, prominent representatives of **universities** and **technical schools** teaching transport and logistics, and illustrious representatives of the **Ministry of Construction and Transport**, the **Ministry of Foreign Affairs**, the **Ministry of National Development**, the **National Tax and Customs Administration**, the **Hungarian Chamber of Commerce**, the **Hungarian Institute of Transport Science and Logistics** and other Hungarian **logistics associations** will participate at the event.

The conference is held every year in the last week of May in Visegrad, Hungary.

Partners and Supporters of previous years:





Hungarian Forwarders' Day 2024 + CEE Freight Conference

22–24th May 2024, Visegrad

Sponsorship packages

1) Premier Partner of the Event

- 1 stand with a logo,
- 1 rollup at the main entrance,
- 1 rollup in the conference room,
- 15-minute presentation at the conference,
- 1 signed table in the networking zone,
- continuous playback of a 2–3-minute promotional video in the lobby,
- gift bags with logo (production of materials not included),
- product placement in gift bags (production of materials is not included),
- special thanks and promotion for the partner at the award ceremony,
- prominent logo placement in the Partners and Supporters section,
- banner placement in the newsletter prior to the event,
- logo display in the online broadcast,
- featured profile in the event application,
- featured logo on the event's website,
- 8 one-day tickets.

€9,500 + VAT

2) Partner of the Event

- 1 stand with a logo,
- 1 rollup in the conference room,
- participation of 1 person in a panel discussion,
- 1 signed table in the networking zone,
- continuous playback of a 2–3-minute promotional video in the lobby,
- product placement in gift bags (production of materials is not included),
- logo placement in the Partners and Supporters section,
- logo placement on the event's website,
- profile in the event application,
- 4 one-day tickets.

€4,000 + VAT

3) Supporter of the Event

- 1 rollup in the conference room,
- continuous playback of a 2–3-minute promotional video in the lobby,
- product placement in gift bags (production of materials is not included),
- logo placement in the Partners and Supporters section,
- logo placement on the event's website,
- profile in the event application,
- 2 one-day tickets.

€1,350 + VAT

Members of the AHF can apply for the sponsorship packages at a **10%** discount.





Technical book: The Basics of Freight Forwarding

Editor in charge: dr. Márton Lányi

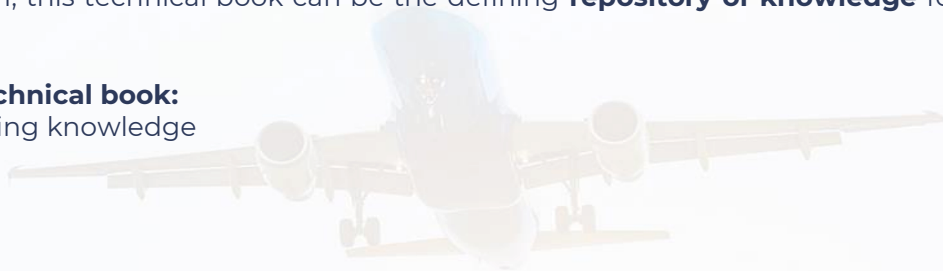
Editors: dr. Annamária Horváth, Gábor Józán, Attila Mihály, Enikő Molnár, Attila Nagy, Judit Nyakasné dr. Tátrai, dr. László Papp, Capt. Béla Szalma, Botond Szalma, Lajos Szántó, Izabella Szócs, Myrtil Vakhálné Plaveczy, János Zagyi, Zoltán Zentai, Attila Zöldi-Tóth.

The publication is in great demand on the market, since years have passed since the publication of the last freight forwarding book, considered standard by the profession, and the industry has undergone a revolutionary transformation. The chapters of the technical book are written jointly by a university lecturer and a practical specialist, followed by proofreading by a widely recognized specialist.

The technical book is intended for **university** and **college students**, those participating in **technical** and **adult training**, as well as for readers with a deeper interest in the topic, and depending on the transport branch, this technical book can be the defining **repository of knowledge** for years or even decades.

The chapters of the technical book:

- I. General forwarding knowledge
- II. Rail freight
- III. Road freight
- IV. Sea freight
- V. Inland freight
- VI. Air freight
- VII. Intermodal and combined transport



Extent: 600 pages

Number of copies (first edition): 1,500 copies

Size: 165 x 234 mm (vertical)

Cover sheet: 2x300 pages, 4+4 colors, offset 140 g/m² or letterpress 135 g/m²

Cover: 2 sides, 4+0 colors, matte film on 1 side, artificial printing matte 135 g/m²

Board: 2 pages, 0+0 color, book binding board gray/gray 1.90 mm, 1195 g/m²

Knitting: thread + hardboard

Expected publication: H2 2024

Sponsorship packages	Net price
B2 (first inside cover) + 20 pcs image or illustration SOLD	€6,750
B3 (back inside cover) + 20 pcs image or illustration	€5,400
B4 (backside) + 20 pcs image or illustration SOLD	€6,750
1/1 page color + 12 pcs image or illustration	€2,700
1/1 page black and white + 12 pcs image or illustration	€2,000
1/2 page color + 6 pcs image or illustration	€1,350
1/2 page black and white + 6 pcs image or illustration	€950

Images: minimum 300 dpi, CMYK composite PDF, JPG, TIF, placement to be agreed with the Authors.

Members of the AHF can apply for the sponsorship packages at a **10%** discount.





Technical book: Shipping

Editors: Capt. Béla Szalma and Botond Szalma

'Navigare necesse est, vivere non est necesse' – 'It is necessary to sail, it is not necessary to live'

Cnaeus Pompeius Magnus (106 BC –48 BC)

Two-thirds of the Earth's surface is covered by water, so it is understandable that **more than 90 percent of world trade takes place on water**. Shipping is an ancient profession, its practitioners have always adapted to the created world, nature, and the markets that surround and sustain them over the millennia.

The authors of the technical book are excellent, well-known and deservedly recognized specialists in Hungarian shipping and sea and inland transport.

The publication is intended for **university** and **college students, technical** and **adult education** participants, and readers with a deeper interest in the topic.

The chapters of the technical book:

- I. Sea freight - ports
- II. Inland freight
- III. Economics and management of shipping

Extent: 250 pages

Number of copies (first edition): 500 copies

Size: 165 x 234 mm (vertical)

Cover sheet: 250 pages, 4+4 colors, offset 80 g/m² or letterpress 100 g/m²

Cover: 4 pages, 4+0 colors, matte film on 1 page, printed matte 300 g/m²

Bonding: Bonded with PUR glue

Expected release: Q2 2024

Sponsorship packages	Net price
B2 (first inside cover) + 20 pcs image or illustration	€4,000
B3 (back inside cover) + 20 pcs image or illustration	€3,400
B4 (backside) + 20 pcs image or illustration SOLD	€4,000
1/1 page color + 12 pcs image or illustration	€2,000
1/1 page black and white + 12 pcs image or illustration	€1,350
1/2 page color + 6 pcs image or illustration	€950
1/2 page black and white + 6 pcs image or illustration	€700

Images: minimum 300 dpi, CMYK composite PDF, JPG, TIF, placement to be agreed with the Authors.

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