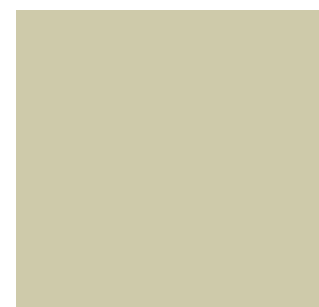
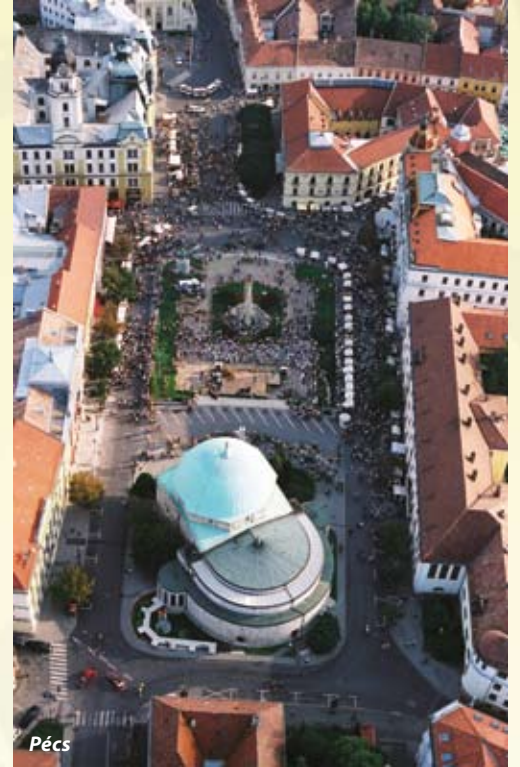


**BARANYA COUNTY**  
the cooperative partner



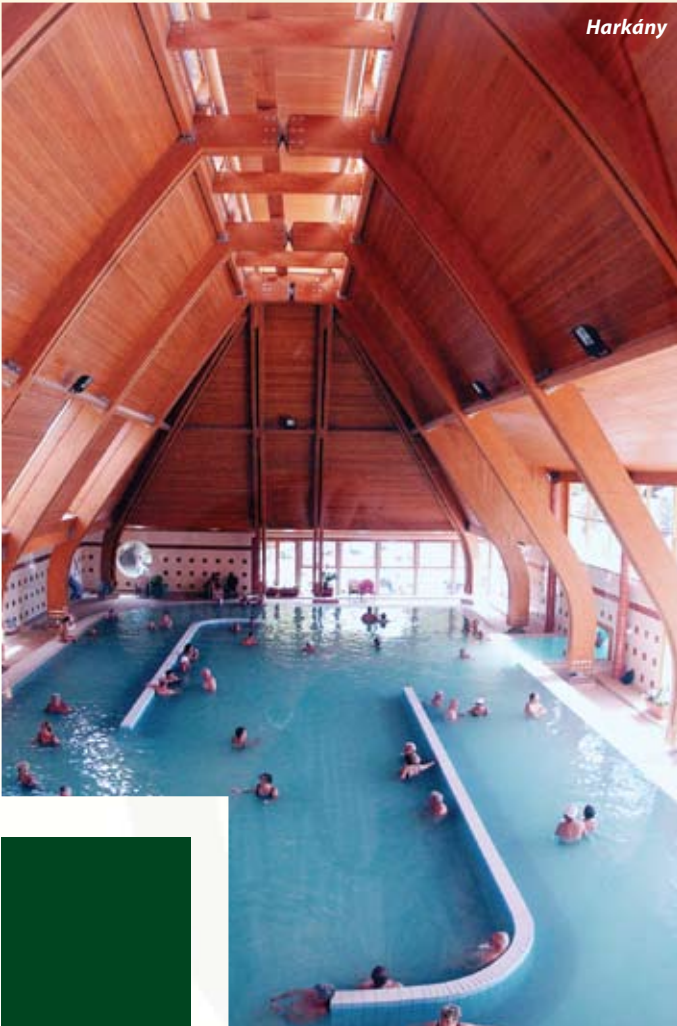


Pécs

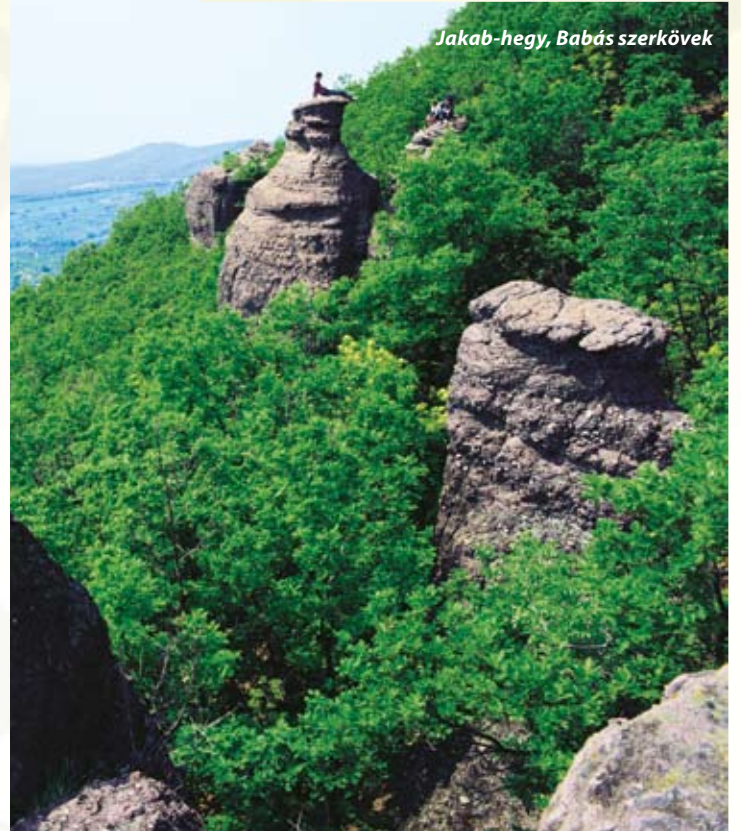


Pécs

Harkány



Jakab-hegy, Babás szerkövek



Orfű





# Dear Reader!

Greetings in the name of the Local Government of Baranya County!

Please let us present our cooperation opportunities, offering a partnership in the name of the local government, institutions, economic organisations and citizens in Baranya County.

Whether you intend to invest or you wish to develop commercial, educational or innovation cooperation in Baranya County, you will find favourable circumstances and conditions in our towns and villages:

- » universities, college courses, educational institutions offering a wide range of professional training
- » trained work force speaking foreign languages
- » research and development, innovation network
- » high-quality business services
- » modern commercial centres
- » development opportunities
- » enterprise friendly environment, assistance in receiving resources
- » opportunities to access the market developed through international cooperation.

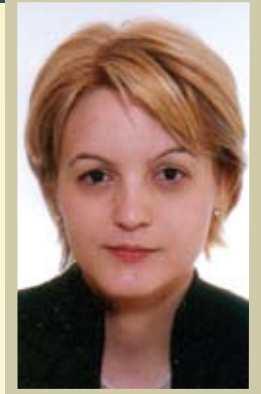
We believe that if you visit our county as a tourist and experience the friendliness of the people living here, the gentle beauty of the countryside, the harmony between man and landscape you will cherish the days spent here, and will gladly return later as well to get to know the paleo-Christian monuments in Pécs, which are a World Heritage site, to take a dip in the more than 180 year-old medicinal waters at Harkány or to quench your thirst with the deservedly famous Villány wines. The diverse landscape of Baranya County, its rich multi-national culture, its carefully cultivated traditions, and its historical, monumental and intellectual heritage spanning millennia, make it one of the most attractive regions in the country. The artistic and intellectual influence of Pécs, chosen to be the Cultural Capital of Europe in 2010, has a significant attraction for visitors. Be our partner, be our guest. We look forward to meeting you here!

10 April 2009, Pécs



*Hargitai János*

**Dr. János Hargitai**  
Chairman  
General Assembly  
of Baranya County



*Agnéta Jankó*

**Agnéta Jankó**  
Editor-in-Chief





Large Exhibition Area



Large Exhibition Area

The county local government is a legal entity. Its tasks and sphere of authority are performed by the general assembly. The chairman of the county general assembly represents the county local government. The work of the body of representatives, the committees and the officials is assisted by the office of the county local government.

**Body of representatives**

The body of representatives has 40 members. 29 members of this public body are elected from party lists in the constituencies of the county's settlements with 10,000 or less inhabitants, while the remaining 11 members are elected in the constituencies in settlements with more than 10,000 inhabitants. The rights and duties of the representatives are identical, members of the public body represent the interests of their constituents with responsibility for the whole county.

**The most important tasks of the years 2009 and 2010**

The Local Government of Baranya County has obtained a resource of HUF 11bn, mostly via EU applications, which they will spend on financing projects to be realised by the year 2010. The most important of these are:

- Enlargement and renovation of the open-air pool at Orfű, further plans also include the development of the sports camp into a water-tourism centre, and local accommodation development;
- Renovation of the Pécs Museum of Archaeology: a 1,300m2 underground exhibition area, which will make it possible for visitors to take a historical trip with computer presentation;
- One of the targets is to develop a southern Transdanubian Regional Knowledge Centre and Library as one of the key projects of the Pécs 2010 European Capital of Culture programme;



Overall visual plan of Orfű



Regional Knowledge Centre and Library

- Development of the Large Exhibition Area in Pécs, impressive areas surrounded by glass, which receive their energy for heating and cooling from the ground, as part of the "so-called" Eco-House Programme



The more intensive activities of the local government related to international contacts extend to fifteen counties/regions/provinces, within the framework of which active contacts have operated for decades, and there are more recent contacts, some more active and some less efficient ones as well. In particular neighbouring countries are among our partners, but you can find a large number of regions geographically far from Baranya as well as EU Members, countries in the process of accession or states that will only join in the future, not to mention areas outside Europe.

**Bilateral international contacts**

- Styria Province (Austria)
- Rems-Murr District (Germany)
- Osijek-Baranya County (Croatia)
- Cluj County (Romania)
- Covasna County (Romania)
- Olomouc Region (Czech Republic)
- Département du Nord (France)
- Vaucluse (France)
- Rhône-Alpes Region (France)
- Latina County (Italy)
- Devon County (United Kingdom)
- Päijät-Häme Region (Finland)
- Kütahya Province (Turkey)
- Hungarian-Swedish Development Foundation
- Zhe Jiang Province (China)



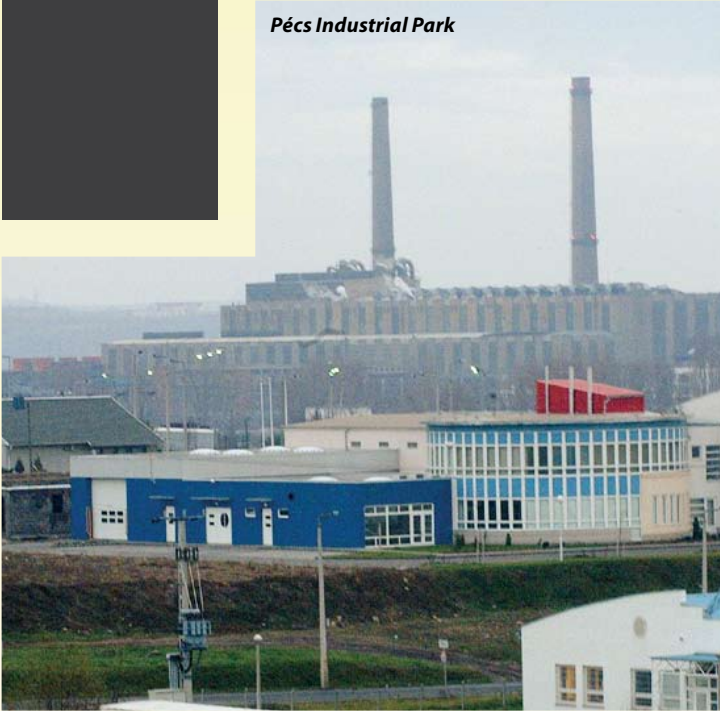
For nearly two decades the local government has participated in the activities of various international organisations, which had earlier largely contributed to strengthening the European contacts of Baranya and have played an important role in preventing the isolation of the county. Owing to the changes that have taken place since the 1990s, the participation of Baranya in these organisations has appeared in a new light: in consideration of the fact that there is no need to play the role of bridge between East and West, these communities of an international composition have new tasks to perform.

**Participation of the Local Government of Baranya County in international organisations**

- Alps-Adriatic Working Community
- Assembly of European Regions
- Assembly of European Wine Producing Regions
- Working Community of Danube Regions
- Danube-Drava-Sava Euroregional Cooperation
- EU-Future Region – Old neighbours, new partners



Pécs Industrial Park



Pécs, Zsolnay Porcelain Manufactory

**Geographical location**

Baranya is the most southerly county in Hungary, with Pécs as its county seat. Its land area covers 4,430 km<sup>2</sup>. Baranya is bordered by the Danube to the East, the River Drava and the Hungarian-Croatian border to the South, Somogy County to the West and Tolna County to the North. Its topography is extremely variegated. Its eastern and southern edges and the Pécs plain are more or less flat areas. There are no high mountains in Baranya, its highest point is Zengő, at 682 m the highest peak of the Mecsek Mountains. The region has one of the most diverse landscapes in the country, with a favourable climate and features of the terrain. Baranya County has a population of 396,633, there are 301 towns and villages, one of which is a county seat and there are 12 cities. Approximately a quarter of Baranya's population, 103,500 speak foreign languages.

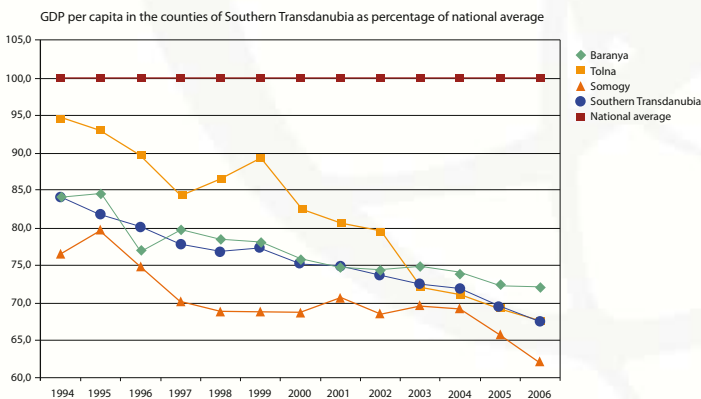
**Ethnic minorities**

Nearly 50% of the minority population living in Baranya County (28,388) are German, 30% are Gypsy, and 16% are Croatian according to the data of the 2001 census. In the remaining 4% the numbers of the Ukrainian, Serbian, Polish and Romanian population exceed 100 each. The national and ethnic minorities in Baranya have a rather

rich system of minority institutions. There are education facilities for German, Croatian and Gypsy communities from nursery school to university level.

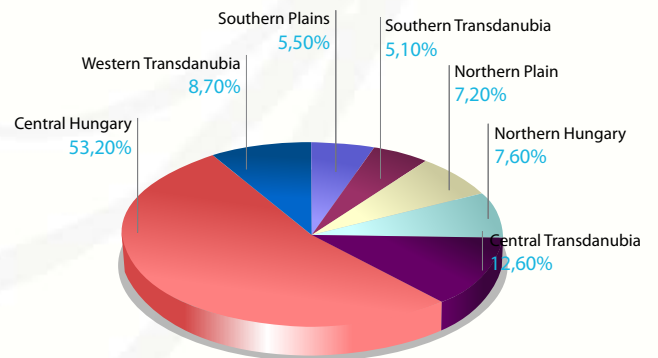
**Economic potential**

Owing to its geographical location Baranya County is a southern gateway to Hungary, and as such it plays an important role in foreign relations since towards the Adriatic, through Croatia, it has the opportunity to take part in the cooperation of the southern and south western countries. In spite of the variegated natural features of Baranya, its pleasant climate and excellent tourism features, it can be listed among the less developed counties both by international and national comparison. The deterioration of the position of the county is related to its economic structure. Within the productive branches, the South-Transdanubian region that includes the county plays a role, above the national average in the traditional fields of agriculture, game-, forest- and fish management and also, within the branches of industry, in electricity, gas, steam and water supply. However, the entire industry, and within that the processing indus-



Source: Chamber of Commerce and Industry of Pécs-Baranya (CCIPB)

Distribution of business investments by regions 2003-2007



Source: Chamber of Commerce and Industry of Pécs-Baranya (CCIPB)



try – in spite of it being the second most significant sector in the region – plays a significantly smaller role in the performance of the region than is the national average. On the other hand, within the service sector the performance of South-Transdanubia in the fields of administration, defence, education, health and social care, accommodation services and catering was more significant than was characteristic nationally.

**The most significant economic organisations in Baranya County**

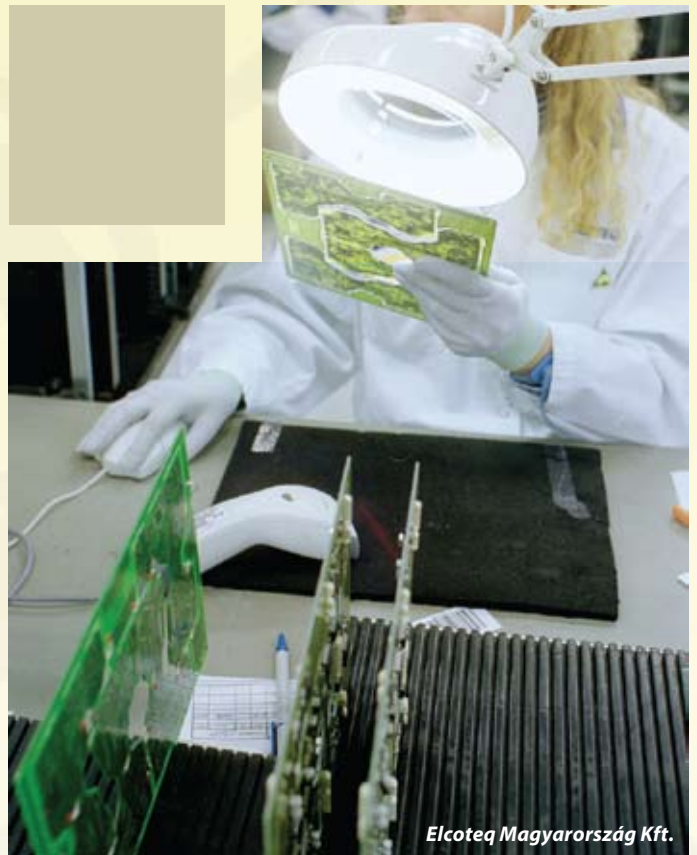
(Source: CCIPB, ITD HUNGARY ZRT)

**Public utility providers**

- E.ON Dél-dunántúli Áramszolgáltató Zrt – electricity utility
- E.ON Dél-dunántúli Gázszolgáltató Zrt – gas utility
- Pannon Hőerőmű Zrt – power station
- Pécsi Vízmű Zrt – water utility
- Pécsi Távfűtő Kft – distance heating company
- Komló-víz Kft – water utility
- Komló Fűtőerőmű Zrt – heating power station
- Mohács-víz Kft – water utility
- Tenkes-víz Kft - water utility
- Sziget-víz Kft - water utility

**Production / service companies**

- Hauni Hungária Kft, Pécs – machine building
- Pécsi Sörfőzde Zrt, Pécs – brewery
- Pikker Kft, Mohács – meat processing
- Spitzer Silo Pécs Kft, Pécs – vehicle production
- Neolit Kft, Pécs – transportation
- Ratipur Kft, Komló – plastic processing
- Fekoral-International Kft, Pécs – metal container production
- Duna-Dráva Cement Zrt, Beremend – cement production
- Harkányi Gyógyfürdő Zrt, Harkány – spa baths
- Kresz és Fiedler Kft, Pécsvárad – plastic processing
- Matro Kft, Pécs – metal working
- Trust Hungary Kft, Szigetvár – barrel manufacture
- Szentkirály Kft, Szabadszentkirály – agricultural machinery production
- Mecsek-Fűszért Zrt, Pécs – grocery wholesale trade
- Elcoteq Magyarország Kft, Pécs – electronic component manufacture
- Biokom Kft, Pécs – waste management
- Hella '91 Kft, Bikal – hotel management
- British American Tobacco Kft, Pécs – tobacco industry
- BUW Hungary Kft, Pécs – Call center
- Zsolnay Porcelánmanufaktúra Zrt, Pécs – ceramics, porcelain production
- Bólyi Mezőgazdasági Zrt, Bóly – agriculture
- Mohácsi Farostlemezyár Rt., Mohács – chipboard production



*Elcoteq Magyarország Kft.*

**Industrial parks in the county (Source: CCIPB, ITD HUNGARY Zrt)**

Pécs Industrial Park:

[www.pip.hu](http://www.pip.hu) • e-mail: [pip@pip.hu](mailto:pip@pip.hu)

Bóly Industrial Park:

[www.boly.hu](http://www.boly.hu) • e-mail: [varoshaza@boly.hu](mailto:varoshaza@boly.hu)

Komló Industrial Park:

[www.komloiparipark.hu](http://www.komloiparipark.hu), e-mail: [info@komliiparipark.hu](mailto:info@komliiparipark.hu)

Mohács Industrial Logistics Business Park:

[www.mohacsvgv.hu](http://www.mohacsvgv.hu), e-mail: [mvgv@dravanet.hu](mailto:mvgv@dravanet.hu)

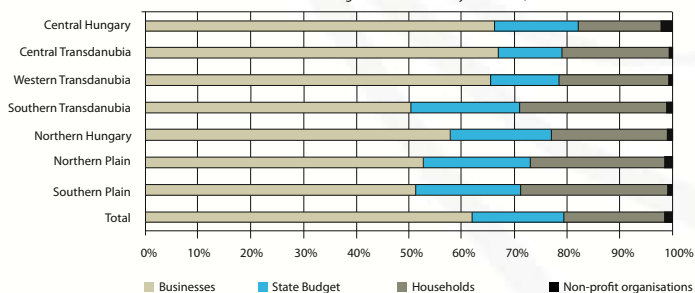
Sellye Industrial Park:

e-mail: [epitesugy@selye.hu](mailto:epitesugy@selye.hu)

Pécs-Kővágószőlős Industrial Park:

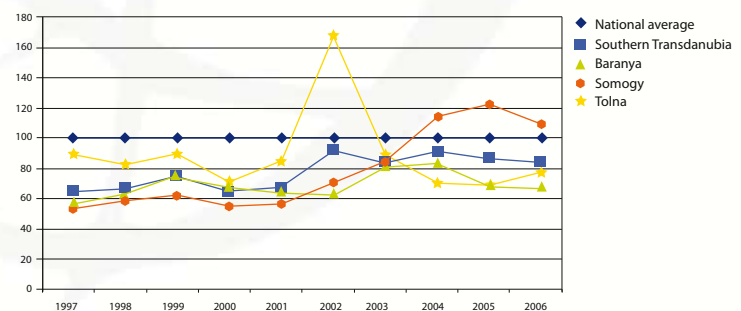
[www.pannovaip.hu](http://www.pannovaip.hu), e-mail: [nagy@pannovaip.hu](mailto:nagy@pannovaip.hu)

Distribution of gross added value by industries, 2006



Source: Chamber of Commerce and Industry of Pécs-Baranya (CCIPB)

Investments per capita as percentage of national average



Source: Chamber of Commerce and Industry of Pécs-Baranya (CCIPB)

Since 2000 government financing of research has become more intensive, and within sponsorship programmes the scale of supporting market oriented R+D+I (Research+Development+Innovation) activities and the direct support of businesses has become more pronounced. The universities of the region have contributed significantly to the improvement of fundamental innovation indices of the region by obtaining sponsorship programmes managed by the National Office for Research and Technology (NKTH) and a major proportion of R+D framework programmes of the EU. Based on its inner resources and carefully considered regional development programmes South Transdanubia, - as one of the regions of the country with a significant centre of higher education and a research base - has set as its objective the development of an industry structure built on a trained workforce and the development of a system supporting efficient innovation to assist the competitiveness of the small- and medium sized businesses in the region. With this, they would help to draw closer to the more developed European regions.

**Pécs Pole**

It is hoped that Pécs and its region will become, in the short and medium term, one of the competitive regional centres of the European Union through the realisation of the Pole of Quality of Life programme, the development of the three pillars (cultural industry, health industry and environmental industry), and the related innovation, tourism, business development and teaching-training project chains. The Pole programme includes developments that aim - by themselves or collectively - at the production of innovative intellectual products, the development of the objective and

personal background necessary for the manufacture of the product and establishing the services built on this. The aim is to create a knowledge based, innovative, competitive, sustainable economy and society built on the region's own resources (technical, infrastructural and human capital), and the development of an attractive, pleasant and enjoyable environment.

**Key Projects**

**Health Industry (5 elements)**

- Science Building • Pécs Health Industry Innovation Centre
- Pécs Regional Integrated Health Supply System
- Locomotor Rehabilitation Centre • Harkány Psoriasis Centre

**Cultural Industry (5 elements)**

- Creative Industrial Incubation House • Zsolnay Cultural Quarter
- Opus 2010 Conference Centre • Hive Knowledge Centre
- Pécs Digital-Animation Knowledge Centre

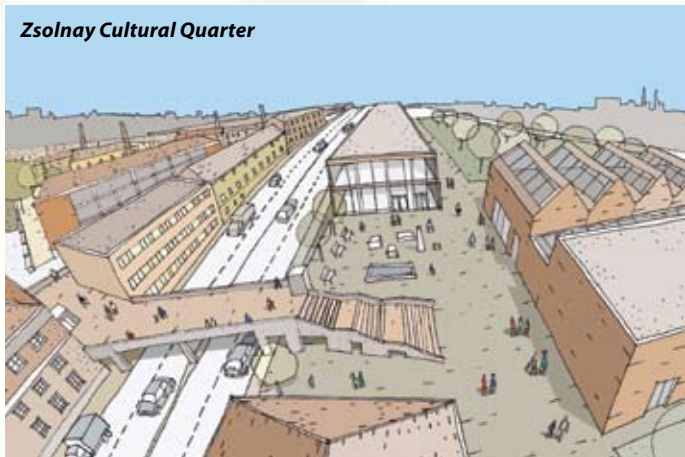
**Environmental Industry (3 elements)**

- Science Building • Southern Transdanubian Environment Industry Park and Research Centre
- Green energy clusters (biomass, fuel cell, geothermic technology, complete town systems: Bóly, Szigetvár)

**Southern Transdanubian Regional Innovation Agency Network**

The Southern Transdanubian Regional Innovation Agency (STRIA) operating as a separate organisational unit of the Southern Transdanubian Regional Development Agency (STRDA) since 2005 was created with

**Zsolnay Cultural Quarter**



**OPUS2010 Conference Centre**





the assistance of the National Office for Research and Technology (NORT), which in the form of a consortium created and coordinated the Regional Innovation Agency Network.

The largest potential knowledge and value-producing factor of the Southern Transdanubian Region is the university sector. Concerning innovation development, biotechnological potential is determinant in Pécs. The survey of the research venues of the University of Pécs has been performed according to uniform considerations, and as a result the research and service portfolio of the University



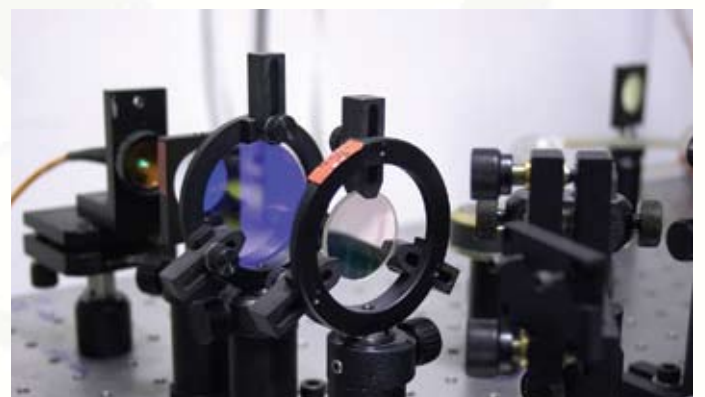
of Pécs that can be offered for the economy as well, is available both in published format and in a joint database. The strengthening of the emphasis on market oriented research activity is also indicated by the Southern Transdanubian Cooperation Research Centre at the University of Pécs.

It is supported from the innovation fund and its task is to transmit the interdisciplinary natural science research and technical research towards the economy sector – primarily in the joint research in the fields of the application of lasers, biomechanics, molecular biology and information science in the widest sense. There is also the Mediopolis Regional University Knowledge Centre operating in the field of human life sciences, which carries out research into the area of medicine development and production in cooperation with pharmaceutical companies. In the field of life science and medical biotechnology research with traditionally strong innovation potential, the Pécs Medical Science Innovation Centre will be established in the near future with the cooperation of the University of Pécs, the Pécs Innovation and Technology Development Centre and the local biotechnological businesses, which may be the most significant research infrastructural development in recent years.



The main objective of the centre is to form a bridge between the businesses, market-demand based product development and the research sector, to serve manufacturers' and distributors' orders, particularly in the fields of medical biotechnology, pharmacology, nutrition science, implant-, instrument- and appliance development, organising around itself the business of the Biotechnological Innovation Cluster.

*Sources: „Innovation in the South Transdanubia Region”, DDRFÜ Kht, 2007  
Chamber of Commerce and Industry of Pécs-Baranya (CCIPB)*



Baranya County Business Centre  
(Baranya Megyei Vállalkozói Központ)  
H-7621 Pécs, Felsőmalom u. 13.  
www.bmvk.hu • e-mail: isigora@bmvk.hu

Dél-Dunántúli Regionális Innovációs Ügynökség Nonprofit Kft  
H-7621 Pécs, Király u. 23-25.  
www.riunet.hu, www.ddriu.hu • e-mail: tamas.kocsis@ddriu.hu

Chamber of Commerce and Industry of Pécs-Baranya  
(Pécs-Baranyai Kereskedelmi és Iparkamara)  
H-7625 Pécs, Majorossy I. u. 36.  
www.pbkik.hu • e-mail: pbkik@pbkik.hu

### INTERNATIONAL RELATIONS OF THE CHAMBER OF COMMERCE AND INDUSTRY OF PÉCS-BARANYA

#### Bilateral contacts

Croatia: Osijek, Zagreb, Virovitica, etc

Austria: Graz

Serbia: Subotica, Novi Sad

Romania: Cluj

Ukraine: Uzhgorod

Bosnia-Herzegovina: Sarajevo

Germany: Chemnitz, Wiesbaden, Augsburg

Italy

Poland

Turkey

#### Strategic partnerships with organisations

Eurochambres – Association of European Chambers

Danube-Drava-Sava Euroregional Cooperation



#### ARGE 28

A pool representing the interests of chambers, comprising 28 German, Austrian, Italian and Greek chambers of commerce, industry, handicraft and economy. It represents economic interests in the border regions of new member states and facilitates the operation of the internal market at the point of contact between the old and new members, and also assists the integration of the economic structures of Bulgaria and Romania.

ICC – Hungarian National Committee of the International Chamber of Commerce

UECC – Union of European Chambers of Industry and Commerce

#### Project cooperation partnerships

B2Fair, Arca Nova, I2Net, Leonardo da Vinci, Global Europe, Global Cluster, Intra, Euro Info Centre, Enterprise Europe Network etc projects.





The first Hungarian university was founded by King Louis the Great in 1367 in Pécs. The impact of the Pécs University – with its 33,000 students, over 2,000 lecturers and its selection of courses covering almost all fields of knowledge – far exceeds the borders of Pécs. It has an independent faculty in Szekszárd and training programmes with a significant number of students in Kaposvár, Szombathely and Zalaegerszeg. The University of Pécs has ten faculties:

- » Faculty of Administration and Law
- » Faculty of General Medicine
- » Faculty of Humanities
- » Faculty of Medicine
- » Faculty of Adult Training and Human Resources Development
- » Illyés Gyula College Faculty
- » Faculty of Economics and Business Administration
- » Faculty of Art
- » Pollack Mihály Faculty of Technology
- » Faculty of Sciences

The University of Pécs offers a wide range of re- and further training courses, training programmes that either give or renew a degree in the fields of traditional university courses as well as in fields required by today's post-modern society. Students may participate in basic courses (BA, BSc), in Master's courses (MA, MSc) or even in Doctoral courses (PhD, DLA). The credit system, which was introduced here among the first in Hungary, provides direct opportunities for students to join higher education in Europe, so the studies carried out at the University of Pécs are accepted by all European universities.

### Courses offered in foreign languages

The University of Pécs has been offering courses in foreign languages since 1985. Since then an increasing number of students and researchers have arrived from over 80 countries in the world with the intention of studying or doing research. The students can choose from the full spectrum of courses in foreign languages - in basic courses (BA, BSc), in Master's courses (MA, MSc) or even in Doctoral courses (PhD, DLA). The University of Pécs offers various mobility programmes (Erasmus, CEEPUS), a large number of part-time foreign language training programmes, summer and winter universities, and also preparatory courses. Students, in addition, can also continue their studies in German, French, Italian, Russian, Croatian and Spanish. For further information please visit the English language website of the university ([english.pte.hu](http://english.pte.hu)).

### International relations of the University of Pécs

The University of Pécs has active inter-university contracts with the most significant universities in Europe and also with universities in the United States and in Asia. These contracts make partner visits, short student and lecturer mobility and joint scientific activities possible. The University of Pécs runs successful student exchange programmes with Japanese and Korean universities as well as with American institutions of higher education.



### Science, research

The University of Pécs, as one of the most significant research universities in the country has recognised its new type of role, as a result of which it takes part in the innovation processes as a knowledge base of the Southern Transdanubian Region. The professional basis is provided by the wide range of university lecturer and research workers: 2,000 lecturers and research workers take part in research projects at ten faculties, 20 doctoral schools operate in the university faculties that embrace a wide spectrum of science and art from classic Humanities through Social Sciences to Medical, Natural and Technological Sciences.



*Pécs, Cella Septichora Visitors' Centre – UNESCO world heritage site*



*Siklós, Mosque of Bey Malkoch*



*Pécs, Paleochristian Mausoleum*



## MAN-MADE ATTRACTIONS

### Roman age monuments

The area of present-day Transdanubia used to belong to the Roman Empire as part of the province of Pannonia. Pannonia was organised into a separate province in 10 AD. Owing to that a large number of monuments have remained in the Pécs area. The most significant of which are the Paleochristian graves uncovered in the area of the Roman-age necropolis in and around Szent István square. Outside Pécs the county prides itself on another nearly 200 known Roman archaeological sites, the most significant of which are the permanent military camp at Dunaszekcső (Lugio) and in Kölked (Altinum) and the villas in Hosszúhetény and Mecsekjánosi.

### Paleochristian necropolis: World Heritage site

The size and richness of the Pécs paleochristian burial complex is the most significant among the historical relics of necropolises outside Italy. To date 16 burial chambers, hundreds of graves and within them thousands of buried late-Roman objects have been found. The paleochristian burial complex was placed on the UNESCO World Heritage list in 2000. The uncovering of the burial structure of the Cella Septichora, connecting the underground burial chambers and their utilisation for tourism was realised by 2007 owing to a successful European Union competition: as part of the Cella Septichora visitor centre and of the underground archaeological site, the wine-pitcher burial chamber, the Peter-Paul burial chamber and burial chambers III, IV and XX can be viewed. The Cella Septichora, the largest known

building of the Pécs paleochristian burial site so far, received its name for its seven-foiled floor plan. According to the evidence from the excavations the paleochristian mausoleum must have been built in the 70s or 80s of the 4th century.

### Ottoman age monuments

The architectural remains of the close to 150 years of the Ottoman occupation of Hungary can be mostly found in the county in Pécs. The mosque of Pasha Gazi Kassim – which now operates as a catholic church – stands in the main square of the city. Visitors can also view Pasha Memi's bath and Jakovali Hassan's mosque, which is the only remaining mosque in Hungary that has survived together with a tower, minaret. The türbe of Baba Idris in Pécs, which is an octagonal based, domed burial site built after the Ottoman occupation, is also worth a mention, together with the mosque of Bey Malkoch in Siklós. The Hungarian-Turkish Friendship Park just outside Szigetvár, although not built during the Ottoman era, commemorates the reconciliation of the two peoples after the wars with the Turks. The Mohács Historical Memorial Place stands as a memorial to the battle against the Turks, which determined the history of the country, on the very site of the battlefield, along the road from Mohács to Sátorhely. The Directorate of the Danube-Drava National Park is going to renovate the memorial place by the end of 2010 with European Union and government funds.



*Pécs, Mosque of Gazi Kassim**Siklós*

## Castles

### *Szigetvár*

The Szigetvár castle has been known throughout Europe since 1566. The castle, with Miklós Zrínyi, heroic commander of the castle and his Hungarian and Croatian soldiers fighting to the bitter end, has become the symbol of the fights against the Ottomans. Sultan Suleiman attacked the fortress, which consisted of a number of castles and stood out from the marshes, in the summer of 1566, and then reconstructed the almost entirely demolished castle that had consisted of three parts into a single, joined up castle, which even after being destroyed and rebuilt many times has still retained its 16th century earthwork character. Following the renovations starting in 2009 it will still remain a much-liked tourist destination, as the venue of the Zrínyi Days one of the oldest traditional memorial celebrations in Hungary, first organised in 1833.

### *Siklós*

The Siklós castle is one of our most intact, most homogeneous historical monuments. The castle district is surrounded by an almost-one-kilometre-long defence line, crenellated, battlemented high external castle wall punctuated by towers, and with a moat system. Sultan Suleiman's army occupied the castle in 1543. Following the recapture of Siklós in 1689 the construction of the now-standing enormous castle began, which was completed by the middle of the 18th century. The castle is at present in the care of the town of Siklós, and its large-scale renovation is due to start in 2009.

### *Pécsvárad*

The castle, which was built on a Benedictine monastery founded by King Saint Stephen, is one of our most significant medieval monuments. The part that has been left most intact is the cannon tower of the southeastern corner, named the Old Tower (currently a hotel). The ruins of the monastery building can be viewed at the northwestern part of the castle. The castle museum gives visitors a taste of the medieval flourishing of one of the oldest domestic Benedictine monasteries, but together with an exhibition of the history of the castle it is also a venue for art exhibitions. The still-viewable characteristic castle keep was built in the 1490s. The now-viewable castle walls were built on the medieval surrounding wall in the 18th century.

### *Máré castle, Magyaregregy*

The Máré castle stands on a mountain top in the eastern Mecsek surrounded by forests, outside Magyaregregy. The one-time knight's castle was built in the gothic style in the 13th century on the site of a Roman age wooden watch tower. It was rebuilt in the renaissance style in the 16th century. It was partially destroyed by the Ottomans in 1543, but their sentries were still stationed here in 1572. It was mentioned in 1698 as the property of the Pécs bishop, as being merely derelict ruins. Following this it stood ownerless for nearly 300 years until it was renovated in the 1960s.



Busós from Mohács



Ormánság



Mohács

#### Architectural memorials of more recent ages

It is primarily Pécs, the county seat that can pride itself on imposing buildings and other monuments erected in the recent centuries. These include the synagogue, built in 1868 and 1869, the Pécs National Theatre, completed in 1895, the Zsolnay drinking well, built in 1912 – which had “Cadi’s outflow” in its place in the Ottoman era –, but we must mention the padlock walls of lovers in Janus Pannonius street – the little street connecting the mosque and the cathedral – as one of the tourist attractions of the most recent decades. The range of programmes in Baranya outside the county seat can be complemented by a visit to the historical memorial place in Mohács, which commemorates the lost battle against the Turks in Sátorhely, or by visiting the beautiful arboretum in Püspökszentlászló, which belongs to the village of Hosszúhetény.

#### Ecclesiastical monuments

The name of Pécs, the two-thousand-year old city in Latin (Quinque Ecclesiae), and in German (Fünfkirchen) means “five churches, five religions”. Objective relics of numerous religions can be found in the city, the most famous being the Catholic cathedral and the Bishop’s Palace next to it, but there are a large number of Catholic, Evangelical, Reformed and Greek Catholic churches, and also a synagogue in Pécs. The best known and the most frequently visited of Baranya’s sacral monuments is the medieval church in Mánfa. Among the Reformed churches possibly the most beautiful and intimate is the Reformed church in Drávaiványi in the Ormánság region, which has a painted coffer-work ceiling. The ecclesiastical heritage of the county is also complemented by the late Baroque Catholic church of Saint John of Nepomuk in Bóly, and the Serbian Orthodox church in Majs. Probably the most renowned church in Baranya visited by most peo-

ple from the greatest distances is the relic church in Máriagyúd dedicated to the Blessed Virgin with the Sickle, which has been a place of pilgrimage for a long time owing to the frequent answering of prayers and the 17th century manifestations of Mary.

#### Village museum houses and museums

After Budapest Pécs has the most diverse choice of museums in Hungary, including collections of fine arts and industrial arts alike. The most outstanding museums are the Modern Hungarian Gallery, introducing contemporary modern art, the Zsolnay ceramics collection, the Tivadar Csontváry Kosztka exhibition and the Vasarely Museum. The rich ethnographic treasures and architectural monuments of the county can be viewed in a large number of towns and villages. People interested in folk crafts can view eg a pottery workshop in Kárász, a blue-dye workshop in Nagynyárád, a decorated egg collection and a straw treasury in Zengővárkony. A local history exhibition or a village museum can be found in many villages and towns. Visitors can see a German Nationality Village Museum House in Ófalu, a village museum house and ethnographic workshop in Magyarlukafa, a Šokci village museum in Kásád, a local history and ethnography collection in Szentlászló.

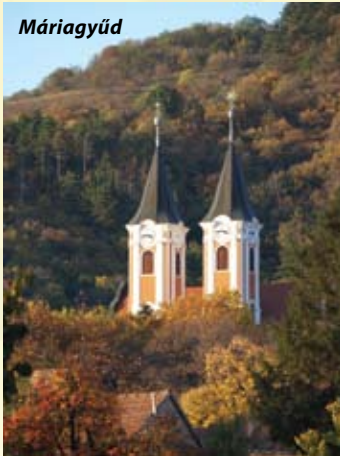
#### Traditions

##### Patronal festivals

It is traditional in a large number of towns and villages to hold church celebrations and patronal festivals. The most famous of which is the patronal festival in Máriagyúd. Owing to the honour of the statue of the Virgin Mary here, manifestations and answering of prayers it was considered a cult site in the Árpád age. Máriagyúd was officially recognised as a place of pilgrimage in 1805 by Pope Pius VII On 14th December 2008, in a celebra-



**Máriagyűd**



**Pécs, cathedral**



**Pécs, Zsolnay drinking well**



**Pécs Theatrical Festival**



tory mass, the papal nuncio announced the decision of Pope Benedict XVI, according to which the relic church in Máriagyűd was awarded the rank of basilica minor, so today it is the youngest basilica in the country.

**The Mohács Busó Festival**

The Busó Festival, the widely-known folk tradition of the Šokci people living in Mohács, belongs to the family of celebrations seeing off the winter, welcoming spring, giving protection and invoking fertility. The original purpose of the Busó groups - blowing horns, shaking rattles and cow bells was to walk from house to house to express their good wishes, perform their magic and receive donations of food and drink, but by now this folk tradition has been channelled into the service of tourism and consequently has lost a lot of the original traditions, however, it has gained a lot in spectacle.

**Other traditions, events**

Significant tourist events of Baranya County are the Open-air Festival and the Pécs National Theatre Festival (POSZT) annually in Pécs, and at the first weekend of October the Villányer Red Wine Festival. More events, programmes: [www.baranyaikultura.hu](http://www.baranyaikultura.hu), [www.pecs2010.hu](http://www.pecs2010.hu), [www.pecsikult.hu](http://www.pecsikult.hu)

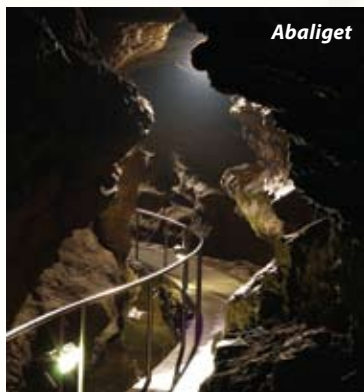
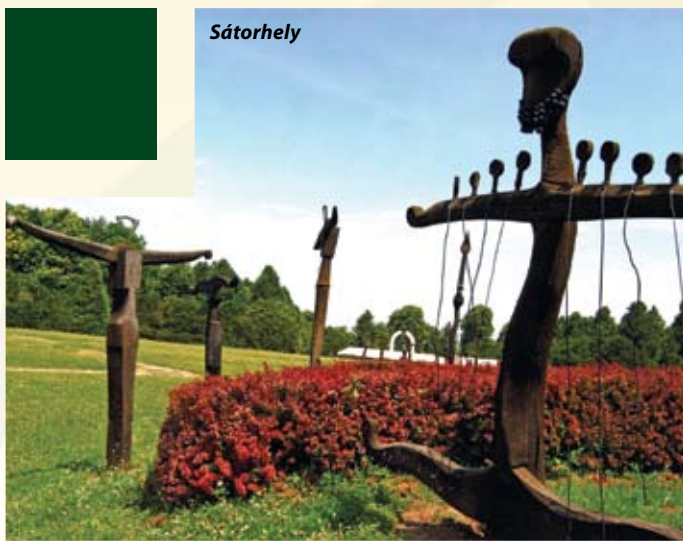


**Blue dyers, Nagynyárád**



**Light painting, Zsolnay Museum**





wine region (Siklós and Villány district). In the middle ages Serbs settled in the area and popularised Kadarka. The currently leading red, wine-grape types are Blaufränkisch, Cabernet Frank, Merlot and Cabernet Sauvignon, and the most significant white, wine-grape types are Italian Reisling and Linden Leaf. The row of wine cellars in Villánykövesd, Villány and Palkonya are popular destinations for visitors on the Villány-Siklós Wine Trail. The Villány-Siklós Wine Trail, founded in the autumn of 1994, based on German, Austrian and French experiences, was the first of its kind in the country. The other wine trail in the county is the Mohács-Bóly Region White Wine Trail, which is in the historical wine region at the foot of the Mecsek Mountains taking in Hásságy-Bóly-Mohács and Dunaszekcső. The standards of the tourism offer of the wine trails are guaranteed by qualified, registered services, the access and availability of which is ensured by a system of information boards set up along the roads.

**NATURAL ATTRACTIONS**

**Wine Tourism**

There are three wine trails in Baranya County: the Pécs-Mecsek Wine Trail, a Villány-Siklós Wine Trail and the Mohács-Bóly White Wine Trail. In the Pécs wine region, consisting of three districts (the Szigetvár district, the Pécs district and the Versend district), finds have remained of grape growing from as early as the Roman age, and at the time of the Hungarian settlement there was highly developed viticulture in the area. Widespread grape varieties are Chardonnay, Italian Riesling, Rhine Riesling, Tramini, and Zierfandler. Champagne manufacture also has traditions in Pécs. The Romans also grew grapes in the Villány

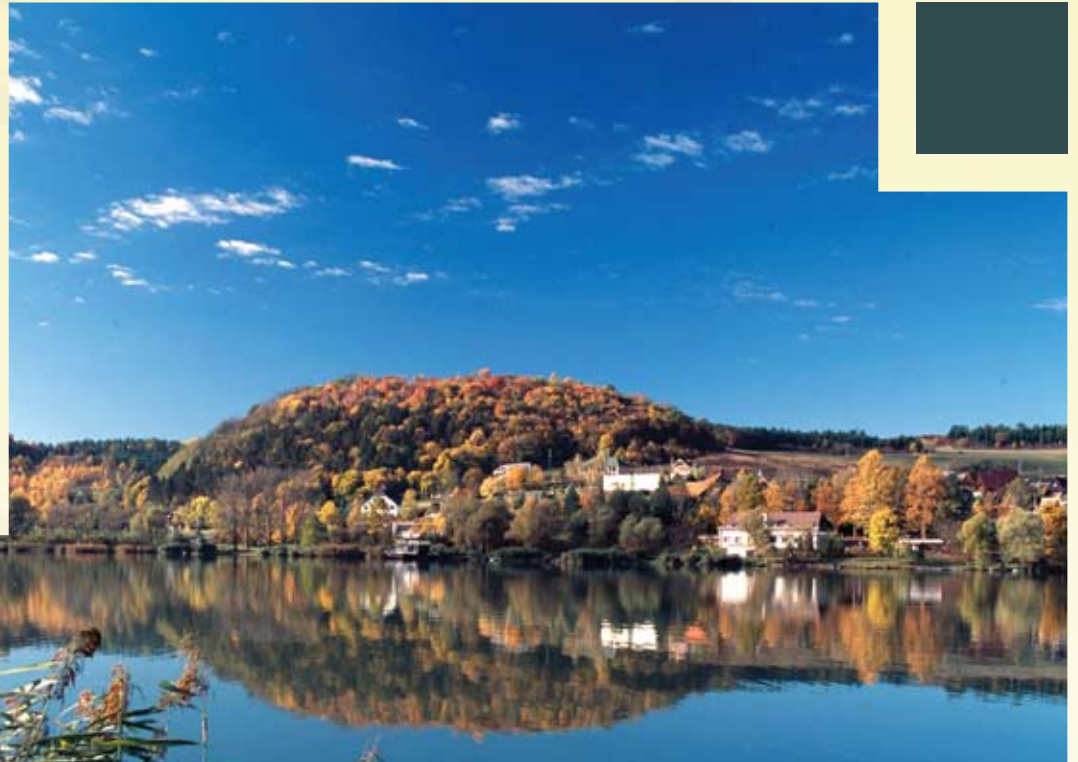
**Village Tourism**

One of the first centres of village tourism in Hungary was the Eastern Mecsek, where receiving guests and package holidays were organised to a high standard as early as the 30s of the last century. Nowadays, the venues for village tourism are the villages of the Western Mecsek, the Eastern Mecsek, the Baranya-Hegyhát, the Villány-Siklós Wine Trail and the Ormánság Region. The handicraft masters in the villages encourage visitors to become acquainted with traditions. At present approximately 200 tourism venues welcome visitors in nearly 50 settlements in 7 regions of Baranya County.





Villány



Orfű



Nagyharsány, statue park

### Equine Tourism

Equine tourism has become more active in recent years, as the population becomes more health conscious and its desire for a clean nature has become stronger. There are about 20 equine tourism establishments in Baranya County (guest houses, horse yard, horse farm, riding school) to welcome visitors who can already ride a horse or would now like to learn this sport, which shapes body and soul and offers the novel experience of discovering nature.

### Ecotourism

The county has a large number of protected natural assets, the most valuable of which constitute parts of the Danube-Drava National Park. Within the area of the National Park the Béda-Karapanca flood plain forests are particularly important, because a significant part of the osprey and black stork population of Hungary, together with other ornithological and botanical rarities, can be found here. The Directorate of the National Park helps to popularise natural assets by establishing and sustaining show areas, such as the Pintér-Garden Arboretum, and the Tettye Travertine Cave in Pécs, the Abaliget Cave and Bat Museum, the White Stork Museum in Kölked.

### Angling, hunting

It is primarily the wild romantic beauty of the large running waters of Baranya County that fascinate visitors. Both the waters belonging to angling clubs as well as those managed privately offer a rich catch. Hunting enthusiasts can indulge in their passion in the forests of the Ormánság, the Zselic or the Mecsek.



Palkonya, European Village of Culture 2007.



Medicinal and Wellness Tourism

Baranya County, like the whole of Southern Transdanubia, is abundant in thermal and medicinal waters. The medicinal baths in Harkány, the waters of which are eminently suitable to cure articular, locomotor, rheumatic and bone structure disorders, are nationally or even internationally renowned. The curative effect of the Harkány medicinal waters is internationally outstanding in the treatment of psoriasis. The baths of the Sikonda Wellness Hotel and the Szigetvár Medicinal Baths are among the more recent medicinal and medicinal-tourism establishments in the county, while the thermal baths in the town of Sellye offer sporting facilities for those who prefer active relaxation, but owing to the composition of the thermal water it is also suitable for treating rheumatic ailments and arthritis. The waters of the Magyarhertelend Thermal Baths, which will be complemented with an adventure pool in 2009, have a beneficial effect primarily on rheumatic, articular, circulatory and neurological conditions.

It is the primary target of the current project entitled "Baranya Adventure Tour", to develop tourism by creating a package including internationally competitive tourism attractions that contain innovative elements built upon the particular natural features and cultural assets of Baranya County. By linking them together on a joint chain of experiences they can improve the competitiveness of the region and can widen its product range, while at the same time realising the concerted development concepts between the actors. The individual elements of the 'Baranya Adventure Tour' are:

- 1 Orfú Aqua Park
- 2 Orfú Active Water Centre
- 3 Pécs-Orfú-Abaliget cycle path
- 4 Hidden Wine Village, Mecseknádasd
- 5 Renaissance Experience Estate, Bikal

Baranya County is the owner of two project elements, that of the Orfú Aqua Park and the Orfú Active Water Centre. The Renaissance Experience Estate connected to the Puchner Castle Hotel in Bikal is a Renaissance theme park designed for one-day visitors, unique in Hungary so far. The Experience Estate will offer relaxation to three generations on a 7.5-hectare site from spring 2010.

Visitors will take part in Medieval time travel, during which they can get an inside view of the secret world of Medieval handicraft workshops, they can taste traditional Renaissance dishes and they can learn the craft of making them. A blacksmith's forge, pottery and a basket weaver's workshop will be developed in the village. Handicraftsmen will work continuously in the workshops in the narrow streets and mews of the old town. Some will be baking bread, or minting money, painting glass, healing shoes, darning clothes or making barrels.

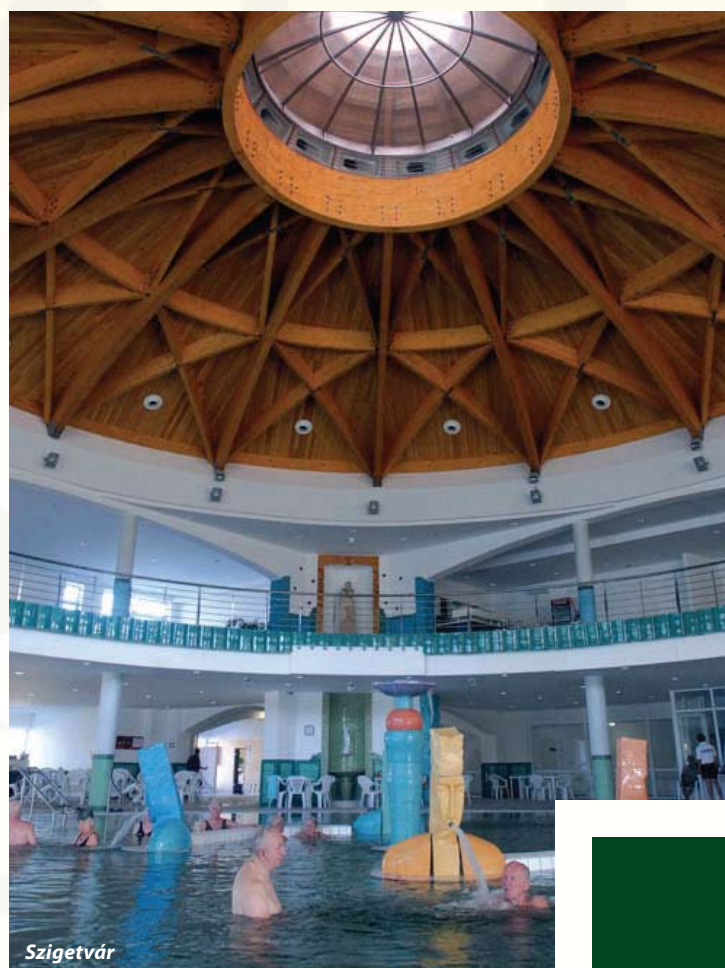
Visitors tired from the experiences can retire for the night in houses in the Street of Craftsmen in the old town, in the Inn on the main square or in rooms developed with palatial pomp in the Renaissance palace. A favourite in the Experience Estate could be the bird stage, where experi-



Pécs



Sikonda



Szigetvár



enced falconers of the Hungarian Falconry Society will dazzle young and old alike with breath-taking stunts in front of about 500 visitors, reviving long forgotten traditions and the mysteries of falconry.

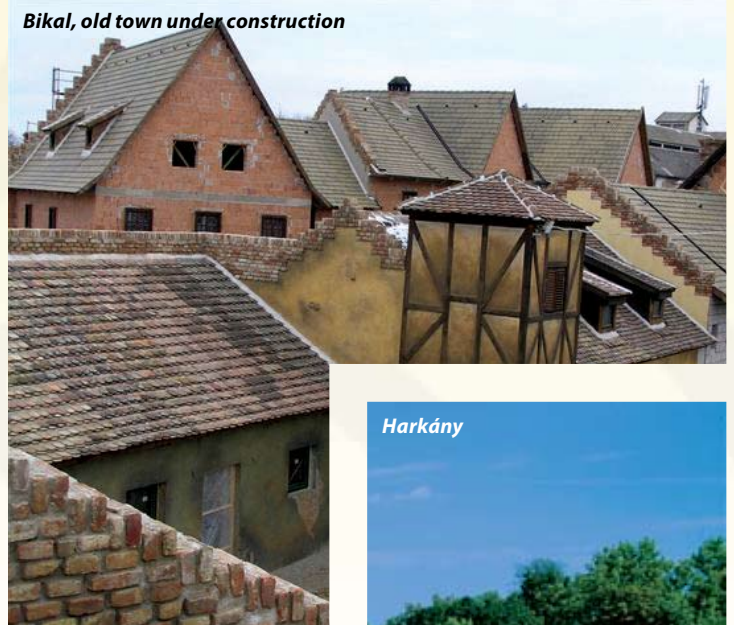
The most spectacular venue of the Experience Estate will be the Tournament Yard with stands for 1,500 people, where viewers can watch period tournaments, spectacular battle scenes, and exhibitions of equestrian skill, all set in a period story.



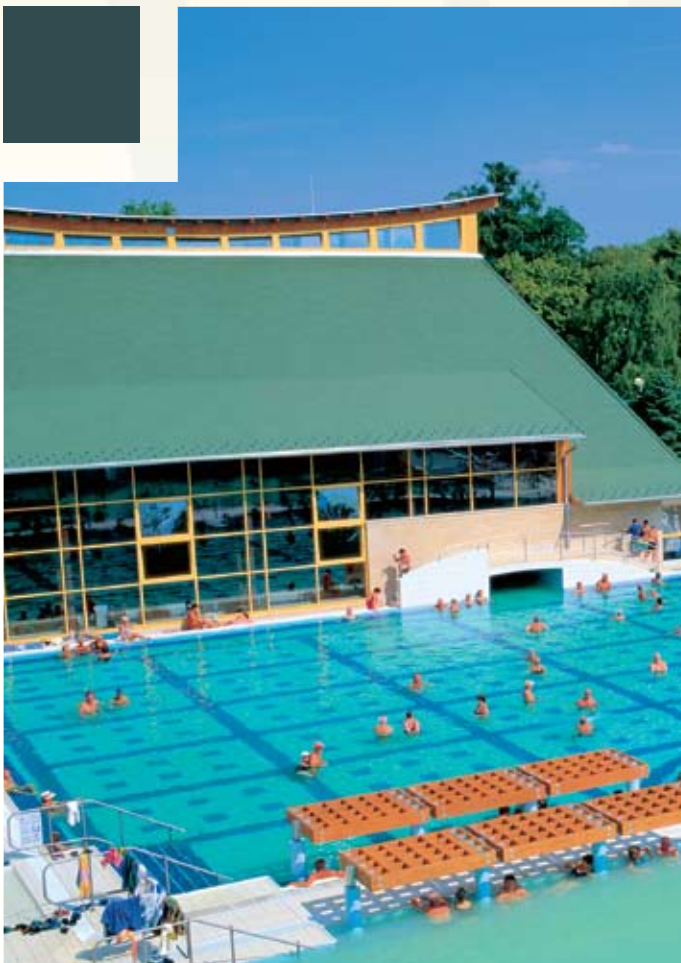
*Bikal, visual plan of Renaissance Experience Estate*



*Bikal*



*Bikal, old town under construction*



*Harkány*





Domestic tourism is determinant in Baranya. In 2007 255,893 tourists visited the county. 17.6% (45,192) of the visitors were foreigners in 2007. Nearly one-third of the foreign visitors (30.8%) came from Germany, nearly 10% from the Czech Republic, 7.6% from Austria, nearly 5% from France, 5% from Italy and nearly 4% from Croatia. The average length of stay in 2007 was 2.4 days. The average length of stay for foreign visitors was 3.3 days. The average length of stay for Czech and German visitors was approximately 5 days, which contributed significantly to a more favourable value of the general index concerning foreign visitors. There was the sleeping capacity in the accommodations 13,922 in Baranya County in 2007, approximately one-fifth of which was hotel accommodation.

Over 90% of the hotels accepted holiday vouchers.



HOTELS IN THE COUNTY SUITABLE FOR ORGANISING CONFERENCE

**Hotel Palatinus\*\*\***

www.danubiushotels.hu/palatinus  
 Address: H-7621 Pécs, Király u. 5.  
 e-mail: palatinuspatria.reservation@danubiushotels.com  
 Conference seating capacity: 300/100 (65/35)  
 Total hotel sleeping capacity: 200



**Makár-Tanya Sporthotel\*\*\***

www.makartanya.hu  
 Address: H-7635 Pécs, Középmakár dűlő 4.  
 e-mail: hotel@makartanya.hu  
 Conference seating capacity: 150/50/100  
 Total hotel sleeping capacity: 100



**Hotel Kikelet\*\*\*\***

www.hotelkikelet.hu  
 Address: H-7635 Pécs, Károlyi Mihály út 1.  
 e-mail: reserve@hotelkikelet.hu  
 Conference seating capacity: 100/40/20  
 Total hotel sleeping capacity: 26



**Hotel Pátia\*\*\***

www.danubiushotels.hu/patria  
 Address: H-7621 Pécs, Rákóczi út 3.  
 e-mail: patria.reservation@danubiushotels.com  
 Conference seating capacity: 100 (50/50)/25/20  
 Total hotel sleeping capacity: 240



**Boutique Hotel Sopianae\*\*\*\***

www.hotelsopianae.hu  
 Address: H-7621 Pécs, Felsőmalom u. 24  
 e-mail: info@hotelsopianae.hu  
 Conference seating capacity: 20  
 Total hotel sleeping capacity: 38



**Laterum Hotel\*\*\***

www.laterum.hu  
 e-mail: laterum@laterum.hu  
 Address: H-7633 Pécs, Hajnóczy József u. 37-39.  
 Conference seating capacity: 250/60/80/80/30  
 Total hotel sleeping capacity: 288

In certain hotels conference rooms can be connected, this is indicated in brackets after the list of rooms. • Example: 300/100 (65/35) – 3 conference rooms altogether, of which one holds 300, one 65 and one 35



**Puchner Kastélyszálló \*\*\*\***

www.puchner.hu

e-mail: info@puchner.hu

Address: H-7346 Bikal, Rákóczi u. 22.

Conference seating capacity: 20/250 (150/100)

Total hotel sleeping capacity: 110

**Sikonda Wellnes Hotel\*\*\*\***

www.sikondafurdo.hu

e-mail: info@sikondafurdo.hu

Address: H-7300 Komló-Sikonda, Fürdő u. 5.

Conference seating capacity: 20

Total hotel sleeping capacity: 76

**Dráva Hotel Thermal Resort \*\*\*\***

www.dravahotel.hu

Address: H-7815 Harkány, Bartók Béla u. 1.

e-mail: reservation@dravahotel.hu

Conference seating capacity: 155 (100/25/30)

Total hotel sleeping capacity: 155

**Thermál Hotel Harkány\*\*\*\***

www.thermalhotelharkany.hu

e-mail: info@thermalhotelharkany.hu

Address: H-7815 Harkány, Járó János u. 1.

Conference seating capacity: 100/30

Total hotel sleeping capacity: 262

**Hotel Baranya \*\*\***

www.hotelbaranya.hu

e-mail: hotel.baranya@t-online.hu

Address: H-7815 Harkány, Bajcsy Zsilinszky u.5 - 7.

Conference seating capacity: 80

Total hotel sleeping capacity: 225

**Hotel Korona Termál \*\*\***

www.harkanyhotelek.hu

E-mail: korona@mail.com

Address: H-7815 Harkány, Bajcsy-Zsilinszky E. u. 3.

Conference seating capacity: 100

Total hotel sleeping capacity: 100

**Komfort Hotel Platán\*\*\*\***

www.hotelplatan.com

e-mail: info@hotelplatan.com

Address: H-7815 Harkány, Bartók Béla u. 15.

Conference seating capacity: 100/60/60

Total hotel sleeping capacity: 130

**Rácz Tanya Guest House – Restaurant**

www.racztanya.hu • e-mail: racztanya@dravanet.hu

Address: H-Orfű-Lipóc

Conference seating capacity: 140

Total sleeping capacity: 94

**Hotel Szent János**

www.hotel-szentjanos.hu

Address: H-7700 Mohács, Szent Mihály tér 6-7.

E-mail: fo@hotel-szentjanos.hu

Conference seating capacity: 80/40

Total hotel sleeping capacity: 96

**Organisers of conferences**

TENSI KFT

H-7621 Pécs, Teréz u. 17, congress@tensipecs.hu,

www.tensipecs.hu





















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-  country house
-  museum, exhibition, monument
-  turkish remain
-  swimming pool
-  thermal bath
-  excursion
-  arboretum, park
-  natural sight
-  cave
-  look-out tower
-  horseback-riding
-  angling
-  winetasting
-  craftsman
-  boating-trip
-  ferry
-  airport



## TOURINFORM OFFICES IN BARANYA COUNTY

### Tourinform Pécs

H-7621 Pécs, Széchenyi tér 1.  
Tel: +36 72/213-315, +36 72/511-232  
Fax: +36 72/212-632  
E-mail: baranya-m@tourinform.hu

### Tourinform Bóly

H-7754 Bóly, Erzsébet tér 1.  
Tel.: +36 69/368-100 • Fax: +36 69/368-100  
E-mail: boly@tourinform.hu

### Tourinform Harkány

H-7815 Harkány, Kossuth L. u. 2/a.  
Tel: +36 72/479-624 • Fax: +36 72/479-989  
E-mail: harkany@tourinform.hu

### Tourinform Keleti-Mecsek

H-7333 Kárász, Petőfi u. 36.  
Tel.: +36 72/420-074 • Fax: +36 72/420-074  
E-mail: karasz@tourinform.hu

### Tourinform Mohács

H-7700 Mohács, Széchenyi tér 1.  
Tel.: +36 69/505-515, +36 69/510-113  
Fax: +36 69/505-504  
E-mail: mohacs@tourinform.hu

### Tourinform Orfű

H-7677 Orfű, Széchenyi tér 1.  
Tel.: +36 72/598-116 • Fax: +36 72/598-116  
E-mail: orfu@tourinform.hu

### Tourinform Pécsvárad

H-7720 Pécsvárad, Kossuth Lajos u. 31.  
Tel.: +36 72/466-487 • Fax: +36 72/466-487  
E-mail: pecsva@tourinform.hu

### Tourinform Siklós

H-7800 Siklós, Felszabadulás u. 3.  
Tel.: +36 72/579-090 • Fax: +36 72/579-091  
E-mail: siklos@tourinform.hu

### Further information points for tourists in Baranya County

#### Mecsek-Kapuja Tourinfo Pont

H-7695 Mecseknádasd, Bercsényi u. 9.  
Tel.: +36 72/463-777, +36 20/510-9454  
Fax: +36 72/563-002  
E-mail: mecsekkapuja@mail.tvnet.hu

#### Vigadó Cultural Centre

H-7900 Szigetvár, József Attila u. 9.  
Tel.: +36 73/414-715 • Fax: +36 73/311-913  
E-mail: szkzz@t-online.hu

#### Tourist information and Service Centre

H-7960 Sellye, Dózsa Gy. u. 1.  
Tel.: +36 73/706-001 • Fax: +36 73/580-900  
E-mail: sellyetourinform@freemail.hu

#### Tourist Information Office

##### Magyarhertelend

H-7394 Magyarhertelend, Kossuth L. utca 46.  
Tel./Fax: +36 72/521-001  
E-mail: telehaz@magyarhertelend.hu

Further information: [www.baranyatour.hu](http://www.baranyatour.hu) • [www.deldunantul.hu](http://www.deldunantul.hu)





## The Borderless City

### Pécs2010 European Capital of Culture

*Pécs, the Borderless City* – this is the title of the application material with which the centre of the Southern Transdanubian region won the European Capital of Culture title for the year 2010. The notion of being borderless carries the message of openness in all fields of life, as well as the ability to incorporate and be receptive.

Pécs, as one of the oldest settlements in Hungary is also rich in monuments, and prides itself on its nationally out-standing, diverse cultural life. It is characteristic of the traditionally affluent and vivid intellectual life of the city that year after year it hosts a large number of festivals and other cultural events.

Pécs will celebrate as European Capital of Culture in 2010, presenting its assets to the world – its cultural heritage as well as its openness to novelty.

The city of Pécs places great emphasis on the notion that the year 2010 is not the ultimate goal in the history of the town, but rather a tool to launch and reinforce long-term processes. The idea of the so-called preparatory years was also born in this spirit. The role of the four “test years” preceding the 2010 ECoC season is to introduce and re-introduce the audience to the cultural institutions, event venues of the city, and to enhance and stimulate the need for cultural consumption with their colourful programme selection.

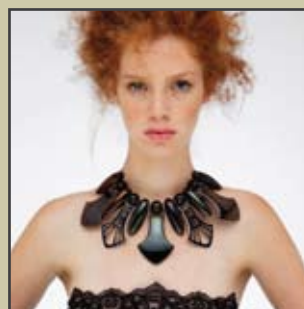
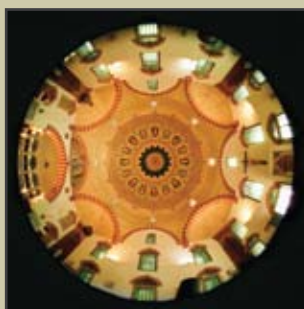
In 2006 Pécs took stock of its heritage, in 2007 we thought it over how such heritage can be used for the benefit of the entire region, and in 2008 Pécs started to utilise its experience and warned the people that our health and environment are vulnerable. The last year of preparation, 2009, focuses on affairs of the soul: faith and belief, historical experience, learning and living our heritage, as this year the city commemorates the 1,000th anniversary of the Bishopric of Pécs. Naturally, however, the cultural programmes the city has to offer in 2009 are abundant in numerous other topics as well.

## Pécs, the Borderless City

welcomes its visitors as European Capital of Culture in 2010

- ... with rich historical heritage and contemporary works of art
- ... with festivals of a youthful drive and vivid cultural life
- ... with pleasant restaurants, cafès and a renewing cityscape...





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**Translating:** ABC Fordító Iroda

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#### **Photographs**

Andrea Müller, János Bencs, Lajos Kalmár, Gábor Horváth, Péter Marsalkó, Attila Komlós, Károly Csonka, Archives of the Local Government of Baranya County, archives of Dunántúli Napló, archives of Chamber of Commerce and Industry of Pécs-Baranya, Archives of the Applied Research Office of the University of Pécs, archives of the University of Pécs, Archives of Pécs2010 Menedzsment Központ Kht, archives of Magyar Turizmus Zrt., Archives of Danube-Drava National Park, Zsolnay Porcelánmanufaktúra Zrt., Archives of the Directorate of Baranya County Museums, Siklósi Vár Kht., archives of the Siklós Multi-purpose Micro-Regional Association, Archives of Wellpress Publishers, Tourinform offices, tourist information points and tourism service providers of Baranya County

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**Map:** Firkás-Térkép Stúdió Bt, TÉDÉEM Pécs Turisztikai Non-Profit Kft, Tourinform of Baranya County

Pécs, 2009

**Images on cover:** Orfű, Pécs Lake; Hungarian flag; Pécs, UNESCO world heritage site, paleochristian tomb, Peter-Paul burial chamber; Palkonya, row of cellars; View of Siklós; Pécs, cathedral

**Images on back cover:** Sunset in Siklós; Pécs, interior of dome of Gazi Kassim mosque; Pécs, Zsolnay - Katti Zoób porcelain jewellery