



Media Offer

2025



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 **92** 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)**.

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.

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

This conference is **one of the most prestigious professional events** in the Hungarian transport industry. More than **260 visitors** from **11 countries** attended the 2024 event in person or connected online. In addition to the **leaders of freight forwarding and logistics** companies, 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** participate at the event.



Speakers of the 2024 conference: **Boglárka Illés**, State Secretary for Bilateral Relations Ministry of Foreign Affairs and Trade, **dr. Botond Feledy**, Foreign policy expert, **Chiel Daams**, director full truck load, Ewals Cargo Care B.V., **Jochen Weber**, head of intermodal/container/rail/customs, Gartner KG, **László Cigus**, manager international road, DSV Hungaria Kft., **Csaba Szikszai**, business development manager, Rail Cargo Operator - Hungaria Kft., **Ákos Érsek**, chief policy advisor, International Union for Road-Rail Combined Transport (UIRR), **dr. Petr Rožek**, Svaz Spedice, **Jerzy Gębski**, Vice Chairman, Polish International Freight Forwarders Association, **Tomas Suhaný**, TIREX, spol. s r.o., **Čedomir Bojanić**, Fining D.o.o., **dr. Kristóf Péter Bakai**, Brigadier-General, fiscal officer, customs professional and international vice-president, National Tax and Customs Office, **dr. Bence Barta**, partner, Andersen Tax & Legal, **Dávid Bohus**, senior product manager, Hungarian Post, **dr. János Kerékgyártó**, Deputy Secretary of State for Transport Authority Affairs, Ministry of Construction and Transport, **Zoltán Gáldi**, Managing Director DHL Freight Hungary, **Péter Juhász**, Managing Director, VTC Rail Logistics Hungaria, **József Kossuth**, cargo director, BUD Airport, **dr. György Sárosi**, Managing Director Hungaria Dangerous Goods Engineering Office, **dr. Zoltán Pogátsa**, economist, sociologist, expert in international political economy, **Capt. Miklós Birinyi**, Master, MSC Mexico V, **Márton Lányi PhD**, President AHF.



Partners and Supporters of previous years:





Hungarian Forwarders' Day 2025

7-8th May 2025, 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.

€9,900 + 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.

€4,500 + 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.

€1,500 + VAT

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



The Basics of Freight Forwarding I. – Intercontinental forwarding

Editor in charge: dr. Márton Lányi

Editors: business professionals, senior managers and university lecturers.

This publication is in great demand on the market, since years have passed since the publication of the last freight forwarding book, however, the industry has undergone a revolutionary transformation since then. The chapters of the technical book are written jointly by a university lecturer and a practical specialist and has been proofread by a widely recognized specialist.

This technical book is intended for **university** and **college students**, or those participating in **technical** and **adult training**, as well as 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 part I. of the technical book are as follows:

- I. General forwarding knowledge
- II. Air freight
- III. Sea freight
- IV. Oversea container freight

Extent: ~500 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: H1 2025

Sponsorship packages	Net price
B2 (first inside cover) + 20 images or illustrations	€6,750
B3 (back inside cover) + 20 images or illustrations SOLD	€5,400
B4 (backside) + 20 images or illustrations SOLD	€6,750
1/1 page color + 12 images or illustrations	€2,700
1/1 page black and white + 12 images or illustrations	€2,000
1/2 page color + 6 images or illustrations	€1,350
1/2 page black and white + 6 images or illustrations	€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. In case of publication in both volumes, the second package can be taken with a 50% discount (in the case of packages of different value, the package of lower value).



The Basics of Freight Forwarding II. – Continental forwarding

Editor in charge: dr. Márton Lányi

Editors: business professionals, senior managers and university lecturers.

This publication is in great demand on the market, since years have passed since the publication of the last freight forwarding book, however, the industry has undergone a revolutionary transformation since then. The chapters of the technical book are written jointly by a university lecturer and a practical specialist and has been proofread by a widely recognized specialist.

This technical book is intended for **university** and **college students**, or those participating in **technical** and **adult training**, as well as 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 part II. of the technical book are as follows:

- I. Road freight
- II. Rail freight
- III. Intermodal and combined transport
- IV. Inland waterway transport

Extent: ~500 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

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