

COUNTRY PROFILE

HUNGARY

According to the USA's Foreign Service Institute (FSI), **Hungarian** is considered one of the most **difficult languages in the world**. No wonder. The alphabet has **44 letters**.

For historical reasons, toasting with beer is **taboo**. In 1849, the Austrian military executed Hungarian insurgents and drank to that with the barley juice.



10:1

The Hungarian national soccer team was **World Cup runner-up twice** (1938 and 1954) and achieved the **greatest victory in a World Cup game** in 1982 with 10:1 against El Salvador.



The **Rubik's cube** was invented in 1974 by Hungarian architect Ernő Rubik. This test of patience can be twisted into **43 trillion** different positions.

The **largest inland lake in Central Europe** is located in Hungary. Measuring 79 kilometers in length and covering almost **600 km²**, **Lake Balaton** is a wellness and sailing paradise.

Hungarian immigrants helped build **Hollywood**: Adolph Zukor founded **Paramount Studios** and Vilmos Fried the **Fox** film production company. Director Michael Curtiz - also Hungarian - filmed the classic **Casablanca**.

Hungarian researcher **Albert Szent-Györgyi** discovered **vitamin C** and was the first to extract it in large quantities from **Paprika**. He received the **Nobel Prize** for this discovery in 1937.

WÜRTH UNGARN

The **parliament building** in Budapest is the **third-largest government building in the world**. It is 96 meters tall, has 691 rooms and a total of **20 kilometers of stairs**.

A **120-kilometer-long system of caves** is located directly below **Budapest**. Over the centuries, numerous thermal springs wore holes through the limestone on which the city is built.

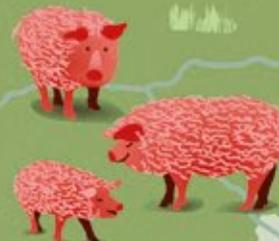
Paprika plays an important role in the national cuisine. Reportedly, it was brought to Hungary in the 17th century by the Turks or by ethnic groups from the Balkans. At first, paprika was used primarily by poor people to season their meals.

Hungary's national sport is **water polo**. The Hungarian team has won **gold nine times** at the Olympic Games, making it the record holder in this discipline.

Hungary is famous for its wine. One of the most well-known wines is the sweet **Tokaji**. The cultivation region surrounding Tokaj city was declared the world's first unified wine-growing region in 1737 - almost 120 years before Bordeaux in France.

There are still **cowboys** in Hungary's lowlands. The **Csikós** are herdsmen who live in the **lowlands** like their ancestors. They are renowned for their dressage and horsemanship.

50 percent of Hungary consists of **lowlands**. The extensive Hungarian lowlands (**puszta**) make up the entire eastern half of the country. Millions of years ago, this area was covered by an ocean.



Hungarian Mangalica pigs are also called **woolly pigs** because their curly bristles give them a **sheep-like appearance**.

Hungary has more to offer than paprika and goulash. Many of its artists and inventors have become world renowned, just like the wellness culture enjoyed at numerous thermal baths and health spas. Furthermore, visitors appreciate the flair of the capital: Due to its art nouveau architecture, wide boulevards and traditional cafes, Budapest is referred to as the "Paris of the east". Würth has been present in Hungary since 1988 and is celebrating its 30th anniversary with its branch offices there.