



---

# LOCAL REPORT CONCERNING THE MARKETABILITY AND SUSTAINABILITY OF ICH

DELIVERABLE D.T1.2.1

(WP T1, ACTIVITY A.T1.2)

---

**West Pannon Regional and Economic  
Development Public Nonprofit Ltd. / PP06**

Contact person: Zsombor Aradszki

**Version 1**

**12/2017**

---



## INDEX

1. Overview and description of the local activities (interviews and questionnaires)
2. Summary of the interviews
3. Summary of the questionnaires
4. Conclusion

### Annexes

- Transcription of the key passages of the interviews
- Completed Questionnaires
- List of the interviewed and questioned actors



## 1. Overview and description of the local activities (interviews and questionnaires)

Researching the marketability and sustainability of intangible cultural heritage we have met ten cultural experts active mainly in the area of West Trans-Danubia, so that they would help us to learn about their activities, the financial background, and the difficulties they have to face, in forms of interviews. Each interviewee was open to answer, and their answers revealed, that all of them have a huge experience, they work with the topic on daily basis, and they are committed to intangible cultural heritage. To sum all up shortly, the following topics supplies us with the main line of discussion:

- the short introduction of their cultural projects and activities;
- existing national and international networks and relationships with other players of cultural life;
- applied marketing tools;
- assurance of financial background;
- and personal opinion about intangible cultural heritage.

Moreover, we wanted to know what the active enterprises, financial players, and potential supporters think about our intangible cultural heritage, and how they would support it in any way. We have transferred the questions supplied by Hamburg University into a Google Forms questionnaire. The short questionnaire concerned the following areas:

- the basic data of the organisation;
- general investment strategy (motivators);
- how they invest into cultural initiatives;
- how the existing pieces of cooperation have formulated;
- and what importance they think the cultural projects possess.

Higher than expected resistance was shown regarding the questionnaire, which might be the result of the yearend rush. However, the simple rejection was more frequent; those organisations who had never supported these kinds of initiatives refused to answer, or promised to fill it in, but no answers have arrived so far. Thus, the targeted ten interviewees could not be reached during the first round of questionnaire. It will be complemented during the process. However, we have met good practices, and similar thoughts.

The exact data of the questionnaire results can be found in appendix No. 3.



## 2. Summary of the interviews with local cultural operators

The interviews necessary for the research of marketability and sustainability of intangible cultural heritage were completed between 10<sup>th</sup> November and 7<sup>th</sup> December 2017. The main area of the interviews was West Trans-Danubia. We talked on the phone before the interviews to discuss venue, everybody was very open to help despite the yearend rush.

The majority of the interviewed experts represent traditional architecture, however, there were experts from other segments of intangible cultural heritage as well. Thus, we could evaluate several segments in our research.

The organisations operating in the region have created close cooperation, almost all the players know each other, as well as each other's work, and they actively cooperate, a well-working network has been formulated on regional level, and it is deepening with each conference, project and performance.

The cross-border cooperation with the areas close to the border has deepened since Hungary joined the EU in 2004 (West Trans-Danubia is located in the west of Hungary, along Slovakia, Austria, Slovenia and Croatia), thus, there are several 'old' co-operators; several projects are going on now. The employee of the local national park used these words: *'Future of the region is only possible in cooperation with the neighbouring areas'*.

Cooperation with nations farther (Netherlands, Germany or France), have appeared in conferences about traditional construction.

There were quite similar answers given to questions concerning marketing activities; the interviewees evaluated the processes of the past years almost similarly. The traditional channels; local media, radio, television, website play an important role, however, the visual media, and social media are gaining more and more importance. Although the internet marketing does not reach everybody. There are organisations that use the new techniques on a professional level (like target oriented paid Facebook advertisements), but several interviewee said, that trainings, external experts would be necessary, since they meet several challenges: lack of sources, generation gap, difficult to address the given age group, local media is becoming more and more tabloid-like. Or often the strength goes away on the way from the idea to completion.

During the discussions the usage of some other methods were also mentioned, like cross-marketing solutions, or the increasing popularity of the QR code, however, there is an agreement, that local grape-vine is the most effective tool.



Based on the answers concerning financial background we can state, that the dominating form is the usage of tender sources, thus, most of the organisations can plan only for 1-2 years ahead, and even there are some, who are fighting for day to day survival. The representative of the latter mentioned, that the development of entrepreneurial skills is missing from higher education. Tender opportunities are followed by everybody on tender check websites, and via the personal relation network. Several interviewee mentioned, that they are willing to ‘stand on several feet’, and match the market demands, but there are only a few possibilities, most of them can complete projects based on tender support.

Some of them seem to know that banks and multinational companies have got community initiatives, but due to negative experience they consciously avoid them, however, they admit their own responsibilities in the bad cooperation. These companies should be more open, and they should define more precisely what exactly they can offer, and what they expect as an exchange. Sponsoration is not significant, however, when organising events small amounts can be collected this way.

In cases of three interviewee governmental and /or church contribution is also part of the budget, as the given organisation is a governmental institute, or it completes public education tasks upon contract.

Community financing is not known or used, and in Hungary no initiative of community financing has been ever started connected to intangible cultural heritage. One of the interviewees mentioned, that they had been talking about it, and that they would be open to that solution.

Unanimous opinion was stated regarding the importance of the intangible cultural heritage and the connected projects. One of the most important ones was the question of continuity; arousing attention is important, but instead of campaigns, long-term building is more effective; the combination of tradition, progression and continuous renewal has to be underlined, since the values of future generations are built upon them. Our heritage defines who we are, defines our identity, and shows how we are different.



### 3. Summary of the questionnaires to local public and private financial operators

Filling in the questionnaire that evaluates the potential financial supporters was difficult; in the one hand it is the yearend rush period, on the other hand those organisations that have not supported cultural projects did not answer to our request, or were quite adverse. However, it is visible that those interviewees that answered the questions and have already supported cultural projects did that in different constructions but similar objectives and motivations.

Common feature of the supported events is that they were mainly small events; like local event of a small community, or the International Theatre Festival in Vasvár. MagNet Bank supports cultural programmes via different civic organisations in the area of theatre, cinema, music and dance.

The primary form of support is the direct financial support in case of market players, while governmental organisations are responsible for European Union tender sources. In case of MagNet a unique construction is used; in the framework of their Community Aid Programme the customers can decide about the usage of the 10% of their profits, which civic organisation to support in the completion of their objectives.

Regarding motivation it is significant for the market players that most of their employees live in the area, thus, the increase of employee satisfaction, good relationship, and marketing play important roles besides general social goodwill. Similar objective is aimed by the programme of the bank, whose main objectives are to strengthen civic organisations as well as increase the popularity of MagNet Bank.

The regional knowledge of intangible cultural heritage is on medium level according to the opinion of the interviewees, moreover, the 50% of them could mention activities that are listed on the national intangible cultural heritage list. Concerning the importance of intangible cultural heritage similar answers have been given as by the cultural experts, it is worth quoting the words of the Marketing Assistant of MagNet Bank; *‘Cultural projects play important roles in the creation of self-knowledge, social relationships, and the community, as well as in the development of acceptance, respect, sympathy, care and other feelings, features and skills that contribute to a healthier society.’*



## 4. Conclusion

As we have already summed up previously the addressed cultural experts were open to our questions, they are still partners regarding ARTISTIC project, and they all asked about the future of the initiative and the opportunities it contains.

The connection between the cultural experts and the organisations is close, well established cooperation is present in the region, in the border area, their sustainability is important.

Each participant states the same opinion regarding marketability and marketing, thus, the demands have to be considered during the continuity of the project; more than half of the interviewees said that there is significant demand for the presentation of the opportunities in marketing, their development, or usage of external experts in the interest of the success of the initiative concerning intangible cultural heritage.

The knowledge of ways of searching for financial sources are also necessary, to learn about opportunities that have not been used to their full extent, since the systems operating at present use almost entirely only tender sources or different governmental support, which makes long-term planning difficult.

The reasons of rejection regarding certain market players should be understood, and to clear the expectations. Moreover, the aspect or attitude changing activities also should be considered, as the experiences are positive regarding those companies where CSR programmes are run. Social and economic profit can be realised via these programmes, which are positive actions with small risks.



## Annex 1: Transcription of the key passages of the interviews

- **Németh-Kurimai, Hajnalka - Managing Director of Hegypásztor Circle** represents the thematic of folk architecture, and she considers keeping folk traditions, handicrafts, rural life-style alive, important. The realisation of national projects connected mainly to handicrafts, and international projects - Handcraft Academy (SI-HU) aiming at learning ancient professions from experts, and creating thatch workshops. Two apartments have been built by traditional methods on Oszkó wine hill in the framework of the CCC project. At the moment they operate as accommodations, moreover, a manual introducing valorisation of intangible cultural heritage has been issued. A 2-year professional programme has been started to care and spread indigenous fruit tree species. She considers organising national building camps regarding folk architecture, as well as cooperation with associations producing or handling wine. The function of Civil Information Centre is fulfilled by Hegypásztor Circle in cooperation with associations in Lendva and Burgenland. In her opinion marketing is important regarding information, calling attention, thus to increase the number of participants in the events. The association has got a website as well as a Facebook profile, it tries to appear in county media as well. Interested parties (project, event) can obtain up-to-date information mainly on Facebook, and also, informational e-mails are sent to organisations. Press conferences and conferences are organised at significant mile-stones. Appearance in the local TV is not assured. The Heritage Committees support the introduction of intangible cultural heritage, which plays a crucial part in maintaining identity. Financial background: monitoring national and international tenders, low level own sources, membership fees, 1% personal income tax contributions. As for applying to several opportunities, organising forest schools, and team building trainings. Support of sponsors or investors is not significant. Financial and other support can be offered for the association. Financial planning can only be short term due to the fact that the association strongly relies on tenders.
- **Kovács, Ernő - Mayor of the Self-government of the Village of Petőmihályfa.** The revitalisation of the vineyards of Petőmihályfa is the primary project of the settlement; agricultural value protection that agrees with nature, protection of plant species, protection of folk architecture. The mayor is looking for Austrian and Slovenian partners. He maintains tight connections with the local civic organisations, most of all with Hegypásztor Circle. He expects that the **marketing activities** will result in more participants, wider knowledge, and publicity. However, they have not participated in concrete, professional marketing processes. Basically the traditional ways; billboards, the settlement's website, and personal forums are used as marketing tools. There are ongoing marketing activities regarding the revitalisation of the vineyards, the conference has been successfully completed, and tourism will be objected later. There is no marketing expert or department. The settlement has got a Facebook profile, however, there are not too many news there. Information regarding financial opportunities are obtained from tender companies, personally and forums. The management participates in each forum, keeps in touch with the other self-governments, and other regional institutes. Project can only be completed upon being financed via tenders. They have no sponsors or investors, and they have no such connections either. Financial planning is basically well established and reliable (for 1-2 years), if there are no tenders, there are no projects either. Social financing is not used, it is not traditional in the area. Obtaining old traditions, ways and solutions from old people is important regarding the protection of **intangible cultural traditions**. The preparation of a documentation or a report book would be good about local history. Nagy Gáspár Cultural Centre, and the Common Values Intangible Cultural Values Round Table supply with sufficient bases for that, as cultural centres with participation mainly of civilians.
- **Szeder Kummer, Mária - Managing Director of the Association for the Villages of Zala.** She cooperates with the mayors of each settlement in County Zala. One aspect of the activities of the





association is culture via community development. A project has been inaugurated for making the cultural heritage of six settlements known, a cross-border Croatian-Hungarian tender has been made. The Spiritusz project is the cooperation of 15 settlements of Counties Vas and Zala. The communities have been organised via local values, they have been collected, filmed, the events have been enriched with them, they have been built in the education. The objective of marketing is to shape the cultural values to become 'consumable', and well-known. The activities connected to the projects: market research, inclusion of local communities, asking for the opinions of civic organisations, involvement of marketing experts, cards, photo contest, QR code, website, printed materials, Heritage point with information, image films by settlements, and one image film of the common project, events for the wide public, media presence, pub TV as local channel, Facebook, inauguration and finishing events. Using the new technical tools is problematic, however the cooperation of young and old people can help. There is no professional expert, however the involvement of an external expert is important, he/she can bring innovations. Tenders supply the association with financial opportunities, and volunteers are also employed. The financial planning is constant, however it is not safe, they supply with sure answer only for 1 year. Looking for sponsors, investors, opening to social financing. Besides the knowledge of intangible cultural heritage it is also important to compare them with one far away, the placement of the own values inside a trend, learning from others (e.g. Croatian value approach).

- **Fülöp, Tibor - one of the organisers of Héttorony Festival**, collector of lifetime achievements of Imre Makovecz, member of the Hungarian National Rural Network. Since he moved to the county his ambition has been to learn the region as deeply as possible. He regularly helps the organisation of Héttorony Festival and the multidisciplinary arts festival. The association is a member of the Hungarian National Rural Network, which is a cultural, architectural, social movement effective in the whole area of the Carpathian Basin. After the red sludge catastrophe an international conference was organised to find solutions to the problem; a similar catastrophe in Italy, Hurricane Catrina, tsunami in Japan and the earthquake in Haiti. An international work cooperation was born there. According to his opinion the objective of marketing is packaging, and sales. He expects long-term results of marketing activities, their tools are; business cards, website developments, portfolio, self-marketing. He has not participated in any marketing processes, external expert should be employed. The support of a marketing expert with similar way of thinking and the financial support of a sponsor would be necessary. Knowledge regarding the financial possibilities are gained from his experiences, autodidact ways. According to his opinion the entrepreneur knowledge is missing from higher education. Inclusion of sponsors / investors in the projects / activities is completed via voluntary work, human resources from cultural tenders. Financial organisation is unstable still, it can only be planned from one day to another. Community financing is not used. A personal assistant would be necessary. The knowledge of intangible cultural heritage has been deepening since he moved to the region. The combination of the traditions, the continuity and the seeking and opening up new progressive directions is important. First the direct environment should be learnt, and then we would be more acceptive to new things.
- **Radev, Gergő and Baksa, Piroska Judit - the experts and trainers of Sárkollektíva (Mud Collective) Association.** They come from different areas of the country. The centre of their interest is folk architecture, traditional technologies, the different forms of arts and hiking. Their interest for using of natural architectural materials, developing a sustainable construction system, training and education aims at the education of the citizens. 'The House of my Grandad' - cultural project - organizing activities in the master apprentice training; the objective is to pass over the practical and theoretical knowledge of folk architecture / construction. Sárkollektíva training and project fair; workshop fostering the realisation of communal construction activities, activities to build a network, their objective is to develop a national and international open professional network. They have wide connections with the other players of cultural life mainly in the area of foundations, associations and education. Other national and international cooperation during projects: the Romanian Terrapia, the French Amaco and the German Árpád Biro. According to their opinion the objective of marketing is to introduce the own product, its spreading as wide as possible. They expect the marketing activities to



deliver real and valid information to the target groups using the following tools; online advertisements, newsletters, posters, video, photos, events, participation in events organised by others. Handling the huge relation system is difficult, as well as reaching the different age groups, which has been solved using experiences from others. The work of a marketing expert would be necessary, but it is difficult to find one. They learn about financial opportunities via personal relations, from online sources, or via phone from organisations. The projects are self-financed or financed by tenders, there are no sponsors or investors, they do not participate in social financing. Book keeper's advice would be helpful to solve financial problems. The knowledge about regional intangible cultural heritage formulates the community. It supplies the people with a special bond, thus you can understand the region better. The cultural heritages are concentrates of given eras, thus they supply as bases of our knowledge.

- **Inzsöl, Renáta - Cluster Manager of Pannon Local Produce Nonprofit Ltd.**, PHD student of University of Sopron. Intangible cultural heritage is her research topic. Her interests: traditional professions, handicrafts, and gastronomy. The development of a Slovenian-Hungarian Project; a touristic development based on traditional local houses is ongoing. There are traditional local houses in County Zala and along the Slovenian border, touristic attraction should be developed, so that they became more marketable. Local product market is advertised mainly on Facebook. Sometimes the producers give money for the advertisement, as there is no payment for participation, but they may give a few hundred Forints for marketing. This way they can appear in the local printed media, television, and radio. Earlier they had a catalog of products, and Pannon Local Produce Nonprofit Ltd. has got a website, too. According to the interviewee more attention should be placed on direct marketing that addresses tourists also in the other project concerning traditional houses. She builds on social media, and wants to have international popularity, she would visit cities abroad; she would offer seasonal menus that would introduce the traditional houses as well. The ltd. operates with business activities as well; writing tender applications, business plans, and other studies. They also have income from product sales. They monitor tenders on professional sites. As the ltd. is well-known in this circle they are often asked to become partners in certain projects. They do not have any sponsors or investors, they can make a financial plan for 6 months to a year however, its fulfilment is not always successful. There was a short supply chain programme, the producers tried to apply, but it is not worth it in such small quantities. More sources have to be relied on at the same time, and match the market demands. According to her opinion everything that derives from our past but is not of financial feature, belongs to intangible cultural heritage; e.g. handcraft professions, traditional recipes, folk architectural methods, local language usage, and traditions. Local values banks are a huge step, exhibitions have been based on them as well. They should also be developed on e.g. regional level. They can strengthen local identity.
- **Keyv, Albert - employee of the Órség National Park Directorate.** His task is to maintain the folk architecture complex in Pityerszer, environmental education, operating the Tourinform office, marketing, and preserving local values. The objective of the cultural projects of the directorate is to preserve cultural values, develop the folk architect complex, restoration of the bell tower, the locksmith's workshop, its equipment and introduction, and to introduce cultural and natural values from Órség to Vend vidék. Órség has won the title of the Most Dynamically Developing Destination, has been in the TOP 10 in Europe, thus more and more tourists have arrived, the income has risen. Self-governments, entrepreneurs, and civilians have been participating in the Pumpkin Festival since 2003. Due to the great interest it has been expanded to a several day long event including several settlements. A collective project has started to preserve fruit culture together with the settlements along the Slovenian border. It also has Austrian relations. Due to the close-to-the-border location, and the relocation of the population (after WW2 by the communists - by translator), the population has decreased, the ways of agriculture have changed, thus the natural values have been preserved, however, the economy of the area has lagged behind. The development of tourism is regarded as a renewal opportunity. Good village grapevine is the basis of marketability. Information is circulated to people via a local newspaper. The directorate remains up-to-date by using modern tools; website,



electronic mails, Instagram, Facebook sites, audio-guide, speaking boards, study-path systems. They organise exhibitions, study tours. Cooperation with the Touristic office, appearance in professional media, common newsletter together with Pannon Environment Protection Burgenland (unique image). They use cross-marketing; common program packages with other participants, offering the products of each other. It is a governmental institute, but it has a Tender Department, which is quite successful. There are no sponsors. The visitors are familiar with the notion of intangible cultural heritage, they visit the national park intentionally.

- **Dr. Zágorhidi Czigány, Balázs - Director of the Museum of Vasvár and the Domonkos Vasvári Foundation.** The museum organises sightseeing walks; reviving traditions linked to the Holy Well (washing, looking into the well), the special legend of the Snake king, they try to revive all the traditions that are connected to the Medieval county and the county spirit (such as the tradition regarding the Chapter). Marketing activities: there is no expert employed, and are not considered as important. The three institutes are connected via the Domonkos Vasvári Foundation. The normative support is transferred to this foundation as well as a small amount given by the city. The Dominican order also transfers the Church normative, as well as its own contribution. Other donations are also collected here, however the finances are quite low level. However it supports long-term sustainability. Campaigns are organised for support (1% of Personal income tax and others). According to his experience applying for tenders takes too much energy that does not pay back, not worth it. Calling for attention regarding intangible cultural heritage is important, however he considers long-term programmes more important than campaign-like, one-time events. The biggest result of cultural heritage should be that the community accepts it, not just a small group of interested people.
- **Révész, Gabriella** - mainly fulfils architectural work, basically in the area of sustainable architectural planning; and she is the **President of the Hungarian Hay Builders Association**. She is interested and devoted to the folk and urban architecture of the region. Her relations are directed to associations connected mainly to professional and complementary sciences, such as the Ecology Institute for the Sustainable Development. She has several international connections; with several partners in Slovenia, mainly with eco-villages (the Netherlands), forestry and architecture association (Germany), Austria, and the Romanian Terrapia. According to her opinion the objective of marketing is to address more and more people, serve the right objectives, to address even those, who have not been interested earlier, even via visual channels. The marketing tools of the association; websites, Facebook, radio interviews, videos, billboards, business cards. The association is small, it is an obstacle, there are no sufficient experts, and finances for the development thus the inclusion of an expert would be necessary who works in the area of marketing on daily basis, as well as a graphic designer, and a website designer. Participation in the events is based on invitations, there are lectures, and workshops. The infrastructure of lectures should be developed, however, it would need extra sources, workforce and volunteers. The information about financial opportunities are obtained from tender calls, tender watch subscriptions, construction material sellers and acquaintances. The association participates in Erasmus+, NKA, Norwegian Civic Foundation, Green Source support models, and tenders, the up-to-date information about financial opportunities are obtained from tender watch subscriptions. The project finances itself in several occasions, investors participate on minimal level. Sponsors and investors participation is minimal, they help mainly in advertising during the projects. Financial planning is not constant, maximum 1 year. The development of a concrete organisational structure would be necessary, as well as the support of an expert, and marketing expert. According to her opinion the intangible cultural heritage is important to less and less people, less and less people build them in their everyday lives. The cultural heritage is a good objective setter, it plays important roles in inheriting good practices, it may even affect supporting each other without any selfish desires. The whole of our lives and our everyday activities are based on it, the development of the values of the next generations depend on it.



- **Éles, Krisztina - Director of the West-Hungarian Centre of National Civilisation Institute, Public Civilisation Expert.** The tasks of NCI: methodology mentoring of the cultural players (West-Transdanubian Region, Órvidék, Muravidék, a small part of Croatia) Opening up values, fostering culture based economic development by supporting small settlements. Internal tender system on county-level, and participation in bigger tenders; Active Communities, Growing and processing industrial hemp. Cooperation with other players of cultural life; it supplies the cultural institutes of the county with methodology, and participates in the realisation of the programmes. Cooperation with the County Collection of Hungarian Values, civil organisations. Marketing activities: Issuing nation-wide series for grasping the attention of the media; Cultural Homes 24-7, Community Spaces, Week of the Values programme series. Facebook site, cultural periodical; 'Szín', conferences. The bases of the cultural marketing is a programme developed by the locals introducing the individual settlements (on Youtube, Facebook). Invitation is sent to the partners, and after the event the news appear in the media, too (photo, video footage), studies, professional reports are completed. There is a marketing expert in the centre, organising the newsletter, conferences, and cooperation with the strategic experts are his responsibilities. A photographer and a cameraman visits the programmes all over the country from the centre. Financial background: the Lakitelek Foundation is an individual economic entity. It has a contract to fulfil public education tasks with EMMI. The institute participates in tenders. Local volunteers help to organize the programmes. Programmes are developed to foster the better knowledge of the intellectual heritage of the local community. According to her, the people are reserved and uninterested, however, if there are programmes they visit them. They know the values of their own settlement, but they do not consider the values of the neighbouring settlements. People have to be taught, that there are other heritages besides the built heritage, as well, that should be admired.



## List of the interviewed and questioned actors

Interviewees		Organisation
1	Németh-Kurimai, Hajnalka	Managing Director of Hegypásztor Circle
2	Kovács, Ernő	Mayor of the Self-government of the Village of Petőmihályfa
3	Szedes Kummer, Mária	Managing Director of the Association for the Villages of Zala
4	Fülöp, Tibor	Héttorony Festival
5	Radev, Gergő & Baksa, Piroska Judit	Sárkollektíva (Mud Collective) Association
6	Inzsöl, Renáta	Cluster Manager of Pannon Local Produce Nonprofit Ltd. / University of Sopron
7	Kevy, Albert	Őrség National Park Directorate
8	Dr. Zágorhidi Czigány, Balázs	Director of the Museum of Vasvár & the Domonkos Vasvári Foundation.
9	Révész, Gabriella	President of the Hungarian Hay Builders Association
10	Éles, Krisztina	Director of the West-Hungarian Centre of National Civilisation Institute
Questioned actors / Name		Organisation
12	Nagy Flóra Ilona	MagNet Bank
13	Zágorhidi Czigány, Ákos	Vasi-Hegyhát-Rábamente (TDM)
14	Marketing & Communication Office	UNIQA (insurance company)
15	V. Németh Zsolt	Ministry of Agriculture
16	Vörös-Borsody Csilla	PNH Ltd. (metalworking industry)
17	Wesselyné Kupi Ildikó	Enterprise Services Magyarország Kft.



Zsombor ARADSZKI

West Pannon Regional and Economic Development Public Nonprofit Ltd.  
H-9700 Szombathely, Horváth Boldizsár krt. 9.



[zsombor.aradszki@westpannon.hu](mailto:zsombor.aradszki@westpannon.hu)



0036/30/724-6815