

Oriental Business
and Innovation Center
Budapest Business School



MISSION

The Oriental Business and Innovation Center (OBIC) was established by the Budapest Business School, University of Applied Sciences and the Central Bank of Hungary in 2016.

OBIC's overall goal is to improve the competitiveness of the Hungarian economy by contributing to a better understanding of the East Asian region. To achieve its objective, OBIC aspires to become a leading institution in oriental business studies, and as such plays a major role in the implementation of the international strategy of BBS. In its work OBIC concentrates on the following target countries: India, Indonesia, Japan, Malaysia, the People's Republic of China, the Philippines, the Republic of Korea, Singapore, Thailand, Vietnam and many others in the Asia-Pacific region.

By joint collaboration, OBIC was established due to various factors. The evolving international economic and political environment in Europe has opened up new prospects for economic relations and knowledge-sharing between East Asia and Hungary, and increased the demand for open-minded, culturally skilled and experienced specialists. The "Eastward Opening" policy of the Hungarian government has been just one initiative that OBIC enriches by broadening the economic, political and cultural knowledge base through strengthening the exchange of ideas, scholars and students.





ACTIVITIES

To achieve its objectives, OBIC uses a variety of tools and instruments along the following lines:

- OBIC offers free [courses in Oriental languages](#) (*Chinese, Japanese, Korean, Bahasa Indonesian and Vietnamese*) as well as [intercultural and business training programs](#) at the Budapest Business School.
- Through its student mobility program OBIC provides scholarships for BBS students to travel to East Asian countries and gather first-hand experience in the form of [student exchanges](#) and [summer school](#).
- OBIC also supports the [mobility of researchers](#), thereby contributing to academic collaboration and the circulation of skills and ideas.
- OBIC is dedicated to promoting [advanced and focused research](#) in order to provide wider knowledge.
- Last but not least, OBIC regularly organizes [various events](#) (conferences, workshops) related to the region in fields such as international business management, international relations, finance and commerce in order to educate and offer platforms for [intellectual and academic exchange](#).

RESEARCH

EAST ASIAN RESEARCH CENTER

The research focus of the Oriental Business and Innovation Center is placed on the East Asian countries' economies and societies. OBIC not only hosts the largest international conference of BBS, but it also organizes book launches, discussions, and workshops. Since 2016, six books have been published as part of the OBIC Book Series. These texts cover a diversity of topics ranging from economic development strategies to collected works focusing on a single country. OBIC also provides a platform for PhD students specializing in Asian studies and it has also started several research groups mainly relying on the human resources of BBS, but also including researchers from abroad with a focus on Asia.

OBIC Book Series:

- China's Attraction: The Case of Central Europe (2017)
- Go Hungary – Go Indonesia: Understanding Economic and Business Issues Book 1 (2017)
- Go Hungary – Go Indonesia: Understanding Culture and Society Book 2 (2017)
- Economic Development Strategies of Changing East-Asian Countries after 2009 (2018)
- Dilemmas and Challenges of the Chinese Economy in the 21st Century: Economic Policy Effects of the Belt and Road Initiative (2018)
- Linked Together for 150 Years: Hungary and Japan – Analyses of Recent Economic and Social Trends in Japan and Their Effects on Hungary (2019)
- External Relations of the Republic of Korea: The Present and the Past (2020)
- A Geopolitical Assessment of the Belt and Road Initiative (2020)
- The Growing Digital Presence of China in the CEE Countries (2021)
- The Rise of Global Strategies: Free and Open Indo-Pacific Concept (2021)
- Time of Changes: Digitalization from Economic and Cultural Perspectives (2021)
- Eurasia: An Emerging Concept? (2022)
- The 55 Years of ASEAN - Unity in Diversity (2022)

PARTNERS

Regarding the domestic and international partnerships of OBIC, on the one hand, OBIC represents a **consciously focused approach towards its partners and in its international relations**. At the same time, OBIC is always open to pursue new efforts for establishing cooperation and new prosperous connections. In this manner, it is continuously working on professionally deepening its current partnerships and expanding its network of academic collaboration.



China



Indonesia



Japan



South Korea

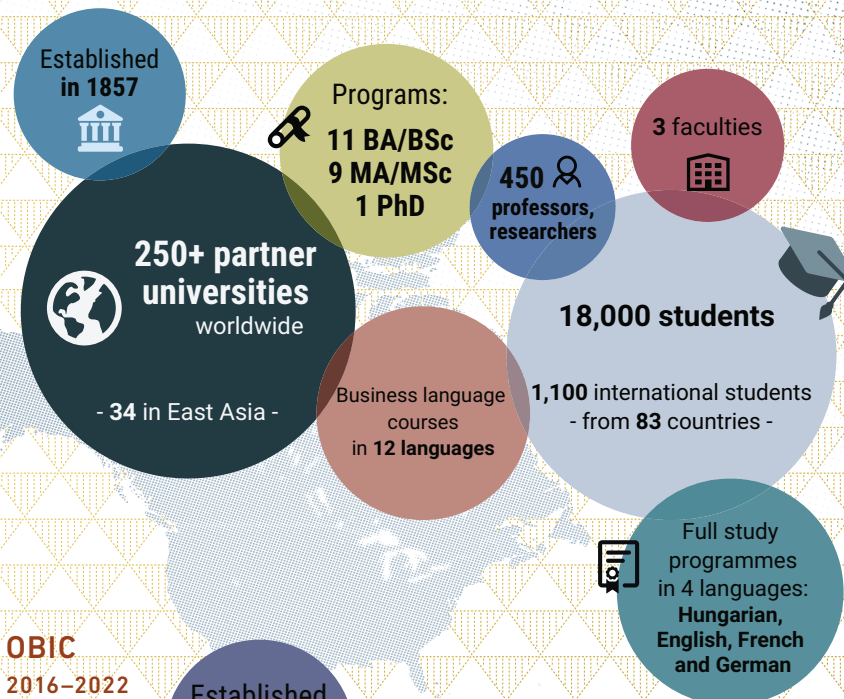


Vietnam

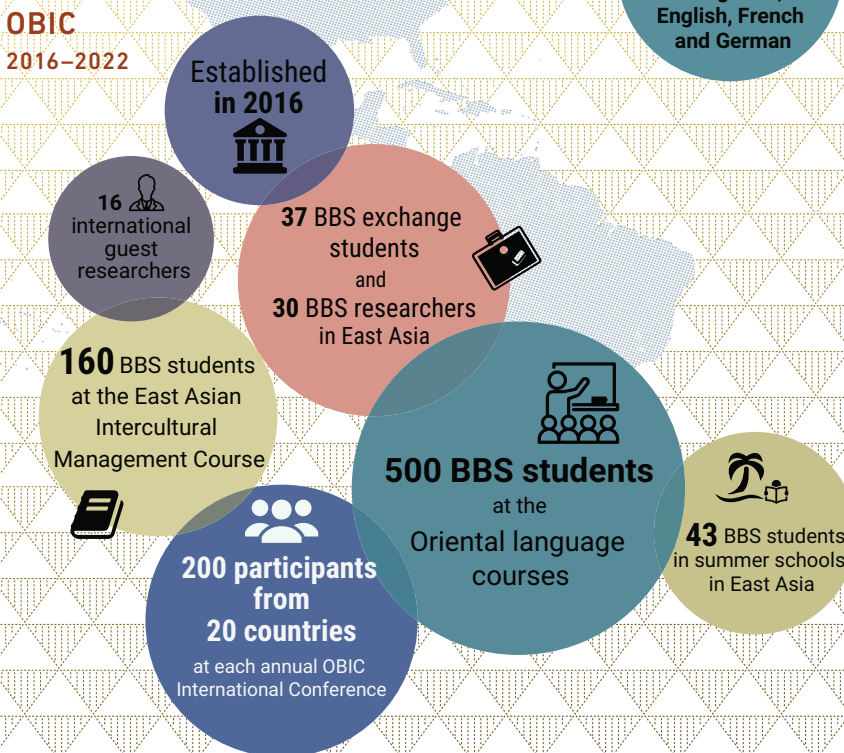
Target countries:

India, Bangladesh, Malaysia, the Philippines, Singapore, Thailand, and many others in the Asia-Pacific region

BBS



OBIC 2016–2022



OPINIONS AND EXPERIENCES

PÁL GYENE, PHD – Senior Lecturer

BBS, Faculty of International Management and Business
Participant of Research Mobility Program, Indonesia,
2017-2018

"The study trip and the opportunity to do fieldwork, was definitely an excellent professional opportunity for me. My research on the partitioning of the Indonesian party system was enriched with truly new perspectives."



MIRTILL VELKY – BBS Student

BBS (FFA), Finance and Accounting

Participant of Korean Language Course, 2017-2019

"The OBIC Korean language course was a valuable opportunity that has promoted the possibility of my working abroad (in South-Korea) or at a company with Korean interests thereby utilizing my language skills in the future. I enjoyed attending the lessons as studying Korean turned out to be fun."



MÁRK MÜLLER – BBS Student

BBS (FIMB), International Business

Participant of Student Mobility Program, Japan,
2017-2018

"The semester I spent abroad was the experience of a lifetime. I climbed Fuji, the highest mountain in Japan, and visited fantastic places with the help and company of my new friends, which I wouldn't have been able to do otherwise."



ANETT HAJDU – BBS Student

BBS (FCBT), Cultural Community Coordinator

Participant of Summer School Program, China, 2017-2018

"Not only did my language skills develop during the Chinese journey, but I also gained a wonderful insight into Chinese culture. Studying to become a cultural community organizer, my cultural knowledge and experience gained during the program will certainly be well utilized in my career."



OBIC INTERNATIONAL CONFERENCES

OBIC aims to strengthen and deepen the relations between the East Asian and the Central European regions. OBIC organizes its own international conference each spring inviting experts from the East Asian region to Budapest. The conference is a venue for sharing knowledge without borders, for promoting exchanges of academic ideas and different perspectives by scholars related to developments in the fields of political science and economics, regional studies and international relations, and intercultural perspectives.

In the framework of the annual OBIC International Conferences, OBIC also provides opportunities for diligent PhD students coming from different doctoral schools of Hungarian and foreign universities to present their latest research and receive expert feedback, thereby contributing to their academic studies.



OBIC EVENTS

• DIALOGUES WITH THE ORIENT

OBIC started its Dialogues with the Orient series of events in the autumn of 2018 with the objective of offering a platform for sharing knowledge and experience on the most relevant topics related to the economy, international relations, politics and culture of East Asia with the participation of experts, business representatives, researchers, diplomats and from time to time with cultural performances.

• OBIC WORKSHOP

The OBIC Workshop provides opportunities for researchers, who have taken part in OBIC's research mobility program in East Asia, to present and give insight into their studies born as a result of their research and to receive opponents' feedback regarding their analysis and outcomes.



PRINCIPLES AND VALUES

Education Dedicated work Competitiveness

Intercultural sensitivity Enthusiasm for innovation

Efficiency Measurable output Focus on the Orient

Knowledge sharing Passion for learning

Cooperation Community building Advanced research

International network Assistance Sustainability

CONTACT

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