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Chapter 2

Hungary and Brazil

2.1 Political and diplomatic cooperation

Seen from Hungary, Brazil is a distant country, perhaps even exotic in the mind of most Hungarians, but the two countries have been linked through the bonds of history. Maria Leopoldina, daughter of Emperor Frances of Austria, who was also King of Hungary, oversaw the birth of an independent Brazil in 1822 as Princess Regent, and later as Empress of Brazil. Official Brazilian–Hungarian relations go back to 1871, when Maria Leopoldina’s son, Emperor Pedro II paid a visit to Hungary – part of the Austro–Hungarian Monarchy at the time.¹ The first Brazilian consulate in Budapest opened in 1873. Diplomatic relations between Brazil and an independent Hungary were established in 1927, when Brazil recognised Hungary as a sovereign country, and Hungary opened an official representation in Rio de Janeiro. Brazil followed suit soon, opening its Budapest representation in 1929. In 1942, bilateral relations were interrupted in the course of the Second World War, and were only reopened in 1961. With the mutual opening of embassies in 1974 in Brasília and Budapest, bilateral relations were raised to a higher level. In 1988, Hungary opened its Consulate General in São Paulo.

Hungary’s network of foreign representations and honorary consuls has had its ups and downs during the past few decades; the São Paulo consulate was closed in 2009, as a result of fiscal restrictions. Recently, the Hungarian Government has put an emphasis on promoting economic relations between Hungary and Brazil, and a new dynamism started in the bilateral relations around 2010–2011. The Hungarian Government announced its “Global Opening Policy” in 2011, which contained a one-and-a-half-page analysis outlining policy aims regarding the Latin American region. In 2011, an Office for Foreign Economic

¹ For a chronology of bilateral relations, see Ministry of Foreign Affairs of the Federative Republic of Brazil, *Hungria – Cronologia das relações bilaterais*, 2019.

Relations and Consulate on behalf of the Embassy in Brasília was opened in São Paulo, and in 2015 it (re)gained the status of Consulate General.

Table 1: List of missions of Hungary in Brazil in 2020

Embassy/consulate	Representative office	Ambassador/Consul
The Embassy of Hungary	Brasília	Zoltán Szentgyörgyi
Consulate General of Hungary	São Paulo	Szilárd Teleki
Honorary Consulate General	Salvador	Géza Ürményi
Honorary Consulate	Fortaleza	Zsófia Eröss-Sales
Honorary Consulate	Porto Alegre	Veronica Ruttkay Pereira
Honorary Consulate	Belo Horizonte	Ágnes Farkasvölgyi
Honorary Consulate	Florianópolis	Christina Vasconcelos Lago
Honorary Consulate	Jaraguá do Sul	Amauri Francisco Steinmacher
Honorary Consulate	Manaus	Antonio Carlos da Silva
Honorary Consulate	Rio de Janeiro	Nelson Wiliams Fraton Rodrigues

Source: Compiled by the authors based on the data of the Ministry of Foreign Affairs and Trade of Hungary.

Exchanges of high-level visits have accompanied the strengthening of the bilateral dialogue since 2011, when László Kövér, Speaker of the Hungarian National Assembly visited Brazil along with some other countries in the Latin American region, like Argentina and Uruguay, with the aim of conducting consultations related to economic cooperation. Numerous visits, bilateral ministerial meetings and consultations have taken place ever since. In June 2013, Michel Temer, Vice President of Brazil at the time, visited Hungary and was received (among others) by Prime Minister Viktor Orbán. The visit marked the inclusion of Hungary in the Brazilian scientific exchange program, *Ciência sem Fronteiras*. In 2016, Hungarian President János Áder and Prime Minister Viktor Orbán were present, respectively, at the opening and closing ceremonies of the Olympic Games in Rio de Janeiro. On 27 November 2017, Brazil and Hungary issued a joint declaration commemorating the 90th anniversary of the establishment of diplomatic ties between the two countries.² President Áder met Michel Temer, this time as President of Brazil, in 2018 at the World Water Forum in Brasília. Most recently, Prime Minister Orbán

² Ministry of Foreign Affairs of the Federative Republic of Brazil, *Declaração Conjunta por ocasião dos 90 anos do estabelecimento das relações diplomáticas entre Brasil e Hungria*, November 17, 2017.

was present at the inauguration ceremony of President Jair Bolsonaro in January 2019. The visit provided an occasion to invite President Bolsonaro to Hungary, which he accepted.³ The President's son, Congressman Eduardo Bolsonaro visited Hungary as part of his European tour in his capacity as Chairman of the Foreign Affairs and National Defense Committee of the Chamber of Deputies of the Brazilian National Congress.⁴ The series of high-level meetings continued with the visit of Ernesto Araújo, Brazil's Minister of Foreign Affairs to Budapest in May 2019. Damares Alves, the Brazilian Minister of Women, Family and Human Rights participated at the Budapest Demographic Summit on 4–7 September 2019. As the Chairman of the Brazilian–Hungarian Economic Committee, Mr Péter Szijjártó visited Brasília and São Paulo on 8 October 2019. He had a bilateral meeting with his counterpart, Mr Ernesto Araújo and was received by Jair Bolsonaro, President of Brazil. Recently the two ministers of foreign affairs had also an official meeting in Washington D.C., USA in February 2020.

Another important initiative of the Hungarian Government was to adopt a decree about the reestablishment of the Hungary–Brazil bilateral relation in foreign policy and foreign trade, which contains concrete projects and initiatives from Hungary to Brazil in the fields of scientific cooperation (establishing a post for scientific attaché in São Paulo), higher education (widening the possibilities for the Stipendium Hungaricum program, and creating a Visiting Professor status at the Universidade de São Paulo), water management and systematic improvement of energy grids.⁵

2.2 Economic relations

2.2.1 Trade

Agreements and institutional arrangements about economic cooperation between Brazil and Hungary have been in place since the treaty on the avoidance of double taxation was concluded in 1986. In São Paulo, the Brazilian–Hungarian

³ Government of Hungary, *Brazilian President accepted Hungarian Prime Minister's invitation*, January 3, 2019.

⁴ IFAT – Institute for Foreign Affairs and Trade, *The new foreign policy priorities and the regional role of Brazil*, 2019.

⁵ Government of Hungary, *1132/2019 (III.18.) Government Decree on the relaunch of Hungarian–Brazilian foreign policy and foreign economic relations*, March 18, 2019.

Chamber of Commerce and Industry was established in 1990, and a similar institution was set up in Rio de Janeiro in 2004. In the same year, a cooperation agreement was signed between the trade promotion agencies of the two countries, ITD Hungary and APEX Brasil. Despite these efforts, Hungarian and Brazilian economic relations have intensified only since 2008, when Brazil acknowledged Hungary as a market economy, and the two countries signed an Economic Cooperation Agreement.⁶ This was followed by several meetings of the Joint Economic Committee, with the promotion of trade and investment and the exploration of new areas of cooperation as the main objective.⁷ To actively promote economic relations, with a special focus on small and medium enterprises (SMEs), Hungary opened a National Trading House in 2014 in Rio de Janeiro. The posting of economic attachés to the official representations in Brasília and São Paulo served a similar purpose. The system of export promotion based on the trading houses are being reconfigured since 2018, their role being integrated into the Hungarian Export Promotion Agency (HEPA).

Brazil is one of the most important trading partners for Hungary in the Latin American region, placing second after Mexico. As shown in the next graph, trade relations between the two countries started to revitalise after the global economic crisis of 2008–2009. From 2010 to 2013, bilateral trade increased dramatically, especially regarding Hungarian exports to Brazil. Imports from Brazil have grown at a moderate rate with eventual setbacks, growing from 106 million USD in 2009 to 191 million USD in 2017. Exports to Brazil have been increasing at a much higher pace: they have almost quadrupled between 2009 and 2013, reaching a peak of 403 million USD before falling back to 190 million USD in 2016 and regaining their momentum with 245 million USD in 2018. These numbers should be considered in relation to their weight in the total trade of Hungary and Brazil, where rather marginal shares are to be found for both sides. Brazilian exports in the Hungarian total export account for approximately 0.21 per cent, while imports barely reach 0.18 per cent. From the Brazilian point of view, Hungary represents an even smaller share in Brazilian trade, somewhere between 0.1 and 0.2 per cent in the period from 2012 to 2017.⁸

⁶ The Agreement was signed in May 2006 but entered into force only in October 2008.

⁷ The first meeting of the Joint Economic Committee was held in 2012 in São Paulo (where the second Technical-Scientific Cooperation Agreement was signed), and was followed by a second meeting in Budapest in 2013. The next meeting is scheduled for 2019 in Brasília.

⁸ UN Comtrade, s. a.

According to Brazilian Government data, Brazilian exports to Hungary reached a cumulative value of 93 million USD in the first half of 2017, and 65 million USD in the first half of 2018. Hungarian exports to Brazil, according to the same dataset, reached 154 and 192 million USD, for the same periods, respectively. This concurs with the post 2009 trends, inasmuch as Hungary exports more to Brazil than the other way around.⁹

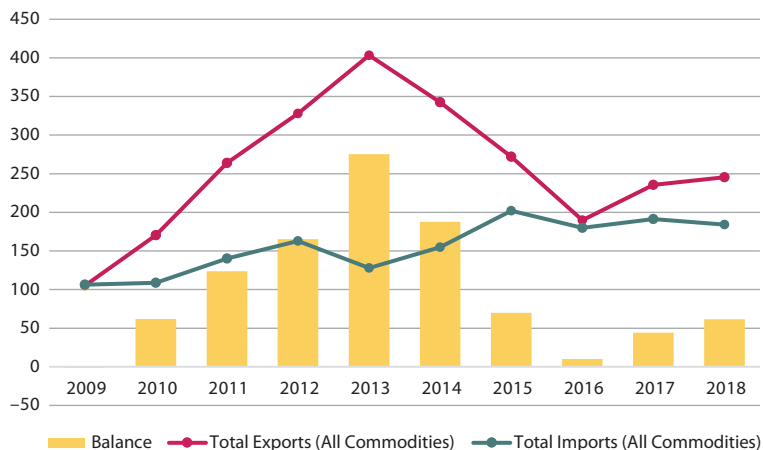


Figure 1: Hungary's trade with Brazil, 2009–2018 (in million USD)

Source: UN Comtrade, s. a.

The trade structure between Hungary and Brazil is traditionally dominated by machinery and transport equipment, but manufactured goods tend to come in second place. Besides these categories, chemicals and related products, and crude material also appear at the top in the Hungarian export to Brazil, while animal fur and leather products feature high on the list of Brazilian exports to Hungary. The most significant import goods besides machinery, transport equipment and manufactured goods are crude material, food, beverages, tobacco and chemicals.

⁹ Secretaria de Comércio Exterior (Ministry of Trade of the Federative Republic of Brazil).

2.2.2 Foreign direct investments

Bilateral trade is mostly conducted via multinational corporations and their subsidiaries. Hungary actively seeks to strengthen trade activities of SMEs between the two countries, but the specificities of the business environment in Brazil – such as the complicated administrative and taxation processes – impose a certain limitation on the opportunities of Hungarian companies that would want to operate on the Brazilian market. Innovative businesses producing or selling products or services that do not require transportation and long registration processes have the best chance to be successful in Brazil. Some 50 Hungarian-owned companies are estimated to be present on the Brazilian market, but no official statistical data is available in this regard. These companies either opened a subsidiary in Brazil, or they are only present through a representative.¹⁰ The table below contains the names and profiles of Hungarian companies with a subsidiary in Brazil that the authors have been able to identify.

Table 2: List of Hungarian companies with a subsidiary in Brazil

Company	Profile
Kőforma Kft. (Bade Ltda) ¹¹	Construction material, paving blocks and garden pavement
F.Q.L. Systems Konzorcium ¹²	Construction
Medimpex Kereskedelmi Kft. (Medimpex Brasil Ltda) ¹³	Pharmaceutical products and medical tools
Umirs Europe Kft. (Umirs Brasil Ltda) ¹⁴	Professional perimeter protection devices, systems
JobCtrl ¹⁵	Working time optimisation software
Graphisoft (Graphisoft Brasil Ltda) ¹⁶	Building information modelling software
Fox Transfer ¹⁷	Airport transfer services
Richter Gedeon Nyrt (Gedeon Richter do Brasil S.A.) ¹⁸	Medical drugs

¹⁰ Source: Embassy of Hungary in Brasília.

¹¹ Source: <http://koforma.com.br/sobre/> (accessed 4 June 2019).

¹² Source: www.fqlsystem.eu/contato/ (accessed 4 June 2019).

¹³ Source: www.medimpex.hu/index.php/en/trade/export (accessed 4 June 2019).

¹⁴ Source: <https://umirs.com.br/> (accessed 4 June 2019).

¹⁵ Source: <https://jobctrl.com/> (accessed 4 June 2019).

¹⁶ Source: www.graphisoft.com/br/ (accessed 4 June 2019).

¹⁷ Source: <https://foxtransfer.eu/brazil-airport-transfers.es.html> (accessed 4 June 2019).

¹⁸ Source: www.richter.hu/en-US/richter-group/subsidiaries/Pages/Brasil.aspx (accessed 4 June 2019).

According to Hungarian diplomatic sources in Brazil,¹⁹ demand for the following products and technologies have the most potential to provide Hungarian businesses with opportunities in Brazil:

- technologies related to sewage and waste management
- drinking water solutions
- renewable energy (wind and solar powered)
- construction technologies, software and special construction material
- public lighting systems
- manufacturing technologies related to machinery and individual production process design
- information technology, production optimising software, smart city solutions
- yield enhancing solutions for the agricultural sector
- security systems, perimeter and object protection, related tools and software
- pharmaceutical ingredients
- health related products and medical tools
- high-tech plastics for the automotive industry, and the production of household machinery and semi-conductors
- paper

According to the same sources, demand for the following products and technologies will grow until the early 2020s:

- technologies related to the mining industry
- infrastructure and tools for the delivery and/or conveyance of electricity, water, gas and sewage
- solutions for the chemical and petrochemical industries
- biofuels and technologies related to their production
- track-based transportation infrastructure, vehicles
- automotive parts
- household machinery

Brazilian businesses are also present in Hungary, either through subsidiaries, or through capital investment in Hungarian companies. The table below shows a list containing the most important of these companies and their field of activity.

¹⁹ Interview with Zoltán Szentgyörgyi, Ambassador Extraordinary and Plenipotentiary of Hungary to the Federative Republic of Brazil, April 2019.

Table 3: List of Hungarian companies with significant Brazilian investment and/or income

Company	Profile
ZALAGRÁR Kft.	Agricultural production (cereals, vegetables, oil plants)
SJ-BAU Kft.	Construction of residential and non-residential buildings
KPMG Global Services Hungary Kft.	Accountancy, audit and fiscal consultancy
Karcagi Kerámia Kft.	Technical ceramics production
Go2maps Hungary Kft.	Information services
EUROIL Kft.	Business consultancy
“ELDORÁDÓ” SPORT HOTEL Kft.	Restauration and catering
ecoMIM Kft.	Production of metal processing tools
DAJA-PÉKSÉG Kft.	Bakery products
CARTA Magyarország Kft.	Accountancy, audit and fiscal consultancy
BUD Kft.	Information services

Source: Data provided by the Embassy of Brazil in Budapest, February 2020.

Regarding foreign direct investment (FDI), in general it can be stated that FDI from Latin American countries to the Visegrád countries is mostly characterised by high year-to-year volatility and relatively low volumes, whereas yearly FDI figures are mostly bound to one or two transactions.²⁰ Concrete data on inward and outward FDI between Hungary and Brazil is often misleading, and different sources (such as the Hungarian Central Bank, the Hungarian Statistical Office or governmental bodies) speak about different magnitudes of flows. However, the significance of these investment flows in the overall FDI flows is rather marginal, approximately equals of 0.1 per cent of the total volumes.

In contrast to data from the Hungarian Central Bank, the Hungarian Government speaks about more than 400 million USD Brazilian investment coming to Hungary since 2001, and mentions the following companies as taking the lead: Gerdau Hungria (iron industry), Petrobrás Hungary (petrochemicals), Votorantim – VCP Overseas Holding (commodities such as sulphate paper), Aracruz Celulose SA – Aracruz Trading Intl. (commodities such as cellulose), JBS SA – JBS Hungary Holding (beef), Comexport Trading (chemicals and fertilisers), BG Market (dealing with Hungarian wines and Brazilian textile

²⁰ A Éltető, *Trade and investment relations between Central and Eastern Europe and Latin America* (Budapest: Institute of World Economics Working Paper 206, Centre for Economic and Regional Studies HAS, 2014).

products) and Sabo Ind. e Com. – KACO Hungary (auto parts).²¹ In 2008, the Brazilian–Belgian beer company InBev has set up a financial and accounting service centre in Budapest but in 2016 left the Hungarian capital. Stefanini, an IT company, has opened a small subsidiary in Budapest in 2014 (following its Polish investment a few years earlier). The Brazilian Central Bank (BCB) has a dataset of similar magnitude, it documents approximately 428 million USD Brazilian FDI coming to Hungary between 2006 and 2014, with two peaks in 2008 and 2010 (106 and 183 million USD respectively), with all the other years remaining significantly below, mostly around 10 million USD yearly.

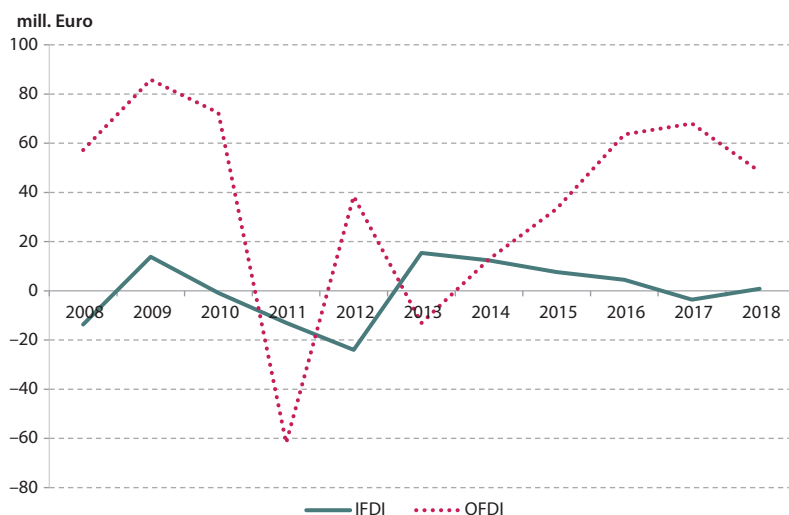


Figure 2: FDI coming from Brazil to Hungary (IFDI) and FDI from Hungary to Brazil (OFDI)²²

Source: Hungarian Central Bank

²¹ Ministry of Foreign Affairs and Trade of Hungary, *Kétoldalú gazdasági kapcsolatok*, 2015.

²² Looking at FDI data coming to Hungary from Brazil (IFDI) negative figures can be explained by the definition of FDI data that includes “other capital” referring to intercompany transactions (and for example the loans from the direct investment enterprise to the parent can exceed the loans given by the parent).

The outward FDI (from Hungary to Brazil) has reached relatively higher levels, though also showing strong volatility from year to year, and these ups and downs can mostly be explained by certain transactions of one or two firms. The latest quarterly balances can be seen in the next graph.

Several institutional channels aim to promote investment in both regions. Besides the cooperation agreement of the two countries' investment agencies (HITA²³ and Apex Brazil) also an agreement between the Brazilian Development Bank (BNDES) and the Hungarian Eximbank aims to help financing projects of the two countries.

From the Brazilian point of view, Brazilian firms are mostly interested in investing in Hungary, as part of their internationalisation strategy, and consider Hungary a gateway (or logistical hub or even service sub-centre) to the Western or Eastern European market. For Hungarian firms, Brazil offers investment opportunities mainly related to infrastructure (logistics, city development, transport, etc.), manufacturing or the petrochemical sector.

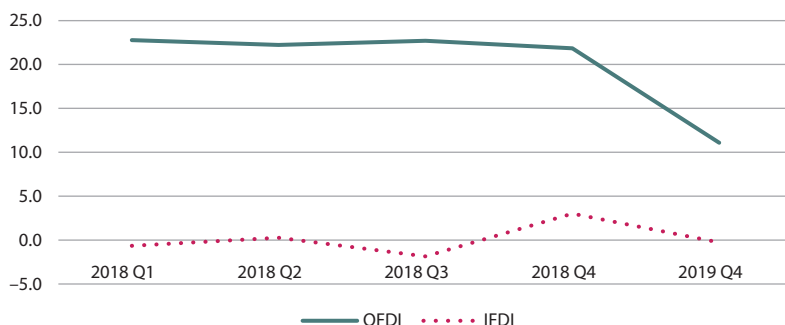


Figure 3: FDI coming from Brazil to Hungary (IFDI) and FDI from Hungary to Brazil (OFDI), quarterly data in million EUR

Source: www.mnb.hu/letoltes/ofdiorzsagesagazatibontaseurhu.xlsx; www.mnb.hu/letoltes/ifdiorzsagesagazatibontaseurhu.xlsx (accessed 10 December 2019).

²³ HITA was split in 2014; its investments' agency is actually called HIPA.

2.3 Cultural, educational and scientific cooperation

The Hungarian–Brazilian cultural agreement entered into force in 1996. The Hungarian Government proposed a Cultural Action Plan in 1997, which was eventually not signed due to a mutual lack of finances. Consequently, cultural initiatives between the two countries are organised mostly on the individual or university level. In São Paulo, Curitiba and Porto Alegre Hungarian Cultural Weeks are organised occasionally. In Hungary, initiatives for Brazilian cultural events most often come from the Brazilian Embassy and the Eötvös Loránd University of Budapest (ELTE). Following an initiative from the Brazilian Embassy, the Brazilian Scientific Center opened at ELTE in 2016.²⁴

The Scientific and Technological Cooperation Agreement between Brazil and Hungary was signed in 1986, and has served as a basis for several bilateral cooperation, mainly related to agricultural issues and water management. A good signal of intensifying cooperation in this area was the organisation of the World Science Forum in 2013 in Rio de Janeiro, hosted by the Brazilian Academy of Sciences in partnership with (among others) the Hungarian Academy of Sciences. For Hungary, scientific and technological cooperation serves as an opportunity to provide technology transfer to Brazilian industry, in areas such as biotechnology, medical equipment and the energy sector.

2.3.1 Famous immigrants

Over the centuries, Brazil received many immigrants with ties to Hungary; many of them made an impact on the cultural or scientific life of the country.²⁵ In the 18th century, newcomers from the territories of the Kingdom of Hungary tended to be missionaries, mostly from the Jesuit order, like *Ignác Szentmártonyi* (1718–1793). He arrived in Brazil in 1749 as part of a mission dispatched on the orders of King John V of Portugal, exploring the region of the common border of Peru and Bolivia with the current Rondonia and Mato Grosso, as well as the jungles of the Rio Negro. After the dissolution of the Jesuit order

²⁴ ELTE – Eötvös Loránd University of Budapest, *Megnyílt az ELTE brazil tudományos központja*, 2016.

²⁵ See Ministry of Foreign Affairs and Trade of Hungary – Department for Latin America and the Caribbean, *Hungarians in Latin America*, 2018.

in Portugal in 1758, he was seized in Brazil and transported to a Portuguese prison, where he spent eighteen years before finally returning to the Habsburg Empire. *Dávid Alajos Fáy* (1721–1767), another Jesuit missionary, discovered the region around São Marcos bay, where he encountered several local ethnic groups, and wrote reports on them that, despite his lack of scientific training, became valuable sources on the indigenous population. Much like Szentmártonyi, Fáy was expelled from Brazil and imprisoned in Portugal, where he eventually died. *József Haller* (1725–1777), the abbot of the monastery of Máramaros, also started his missionary career in the New World in Brazil. *József Kayling* (1725–1791) arrived from the Jesuit congregation in Trenčín to Brazil in the 1750s. He joined missionaries who were involved with the tremembé indigenous community. He was given charge of the operation of a sugar mill, but shared the fate of many of his fellow Jesuits and ended up imprisoned in Lisbon. He was only released at the intervention of Empress–Queen Maria Theresa.

From the 19th century, fleeing revolutions and other political upheavals, or mere economic necessity often brought Hungarians to Brazil. The composer and orchestra conductor *Francisco José Debali* o *Ferenc József Debály* (1791–1859), known for composing the music of the Uruguayan, and perhaps also the Paraguayan national anthem, emigrated to Brazil with his wife in 1838. *László Magyar* (1818–1864) arrived in Brazil on an Austrian courier ship as a naval cadet in 1843; in 1845, he became a lieutenant of the La Plata State fleet in the war of La Plata and Uruguay. The failed war of independence against the House of Austria in 1849 resulted in a flow of refugees from Hungary; many of them seeking shelter and establishing themselves in Latin America. Count *Samu Wass* (1814–1879) was sent to the American continent by revolutionary leader Lajos Kossuth; he was trying to deliver arms to the revolutionaries of 1848–1849 from Brazil. The jurist and historian *Károly Kornis* (1822–1863) arrived in Brazil in 1849; he opened a photography workshop and became the official photographer of the Audit Office. He also worked as a legal advisor for the Brazilian diplomatic representation after he learned Portuguese. He became friends even with the Emperor Pedro II of Brazil. He was a multifaceted person, fought for the rights of the settlers, imported Hungarian wines and published several studies on issues of law, Latin language and civil marriage. *János Décsy* (exact lifespan unknown), an officer of the Hungarian War of Independence of 1848–1849, arrived in Petropolis, the imperial capital in 1854. Later, he participated at the recruitments in São Paulo, and joined the Brazilian military operations against Paraguay. He became President of the Itajaí colony.

The troubled 20th century also contributed to the growth of the Hungarian community in Brazil. The painter *Árpád Szenes* (1897–1985) left Paris for Brazil during the Second World War; he lived there for seven years, painting mainly portraits and book illustrations. His works have travelled all over the world and can now be seen in the Museum of Fine Arts of Hungary, in the city of Pécs, and they have also been exhibited in Brazil and Portugal. Calvinist pastor *Arnold Szelecz* (1900–1972) was appointed as the first pastor of the Hungarians in Brazil; he arrived in São Paulo in 1931. He travelled around Brazil and organised the building of a church in Árpádfalva (located in the state of São Paulo, part of the city of Caiuá). *János Apostol* (1903–1991) was also a pastor of the Reformed Church; he established the Brazilian branch of the Hungarian Reformed Church in São Paulo. In 1932, the Synod of the Reformed Church in Hungary sent him to Brazil for three years. Eventually, he led the reformed community there until his death. The painter and film director *Ákos Hamza* (1903–1993) left Hungary in 1944. He shot films in France and Italy, and from 1953 in Brazil. He settled in São Paulo with his wife. Transylvanian-born painter *Yolanda Mohalyi Lederer* (1906–1978) arrived in São Paulo, where she taught painting. Her first solo exhibition opened in 1945, and in 1958 she won the Leirner Prize. In 1963, at the Seventh International Biennial of São Paulo, she was awarded the prize for best painter. *Pál Rónai* (1907–1992) was a literary historian and translator; he published a book of Brazilian poems that was translated by him. In 1941, he was deported to a forced labour camp, but with the help of his Brazilian friends he managed to escape and emigrated to Brazil. There he started working as a journalist and taught Latin and French. He translated into Portuguese the work of Ferenc Molnár, *The Paul Street Boys*, which is also read in primary schools in Brazil up to this day. *Sándor Lénárd* (1910–1972) was born into a wealthy bourgeois family, spoke 13 languages, and before the Anschluss, he studied medicine in Vienna. With his Italian wife, he emigrated to Brazil where he won a television contest, and with the money earned he built a house in Dona Emma. He practiced medicine at Dona Emma (Santa Catarina State), and in his spare time he translated books from the 20th century into Latin, including *Winnie the Pooh*. He was invited to teach in the United States, but after a year he returned to Dona Emma. On one occasion he was mistaken for Doctor Mengele, which almost cost him his life, but in the end managed to clear up the accusations.

Second and third generation Hungarians often become accomplished citizens of Brazil, while also cultivating their Hungarian identity. The parents of *Éva Todor* (1919–2017) escaped to Brazil from the economic crisis after the First

World War. As a child, she studied ballet at the Teatro Grande in Rio de Janeiro. From the age of 17, she got roles in comedies and soap operas. Photographer *Tamás György Farkas* (1924–2011) arrived in Brazil between the two World Wars as a child. At the beginning, he photographed ballet companies and sports events and recorded the daily life of São Paulo and Rio. He recorded the construction and inauguration of Brasília. He was also the producer of 30 documentaries and 8 films. *Tibor Cseh* (1925–2004) emigrated after the Second World War, for political reasons. He arrived in Brazil in 1960 and worked as an engineer for a long time for a U.S. company in Mexico, Argentina and Canada. He taught at and became Vice Chancellor of the Könyves Kálmán Free University of São Paulo. *Marika Gidali* (1937–) moved to Brazil with her parents after the War. Her aunt lived in São Paulo, where she started dancing, and at the age of 16 she was already a dancer in the company of Aurél M. Milloss. In the late 1950s, she founded her own company, she was the choreographer of several television programs and musical films. She played an important role in the creation of modern ballet. In 1971, together with her husband, she founded the famous Staggium Group. She created a foundation to support children and women. Her ballet shows and choreographies are well known and popular throughout Brazil. For her work, she was awarded by UNICEF, as well as by the Brazilian State. *István Jancsó* (1938–2010) left Hungary with his family in 1944. They lived in refugee camps for 4 years. Eventually they arrived to Rio de Janeiro, where they lived in difficult conditions at first. Later he graduated in humanities and began to research and teach in the History Department of the University of São Paulo. Well-known second and third generation immigrants of Hungarian origin today include journalist *Cora Rónai* (1953–), journalist, translator and poet *Nelson Ascher* (1958–), actress *Cássia Kiss* (1958–), paediatrician and translator *Paulo Schiller* (1958–), film director *Sandra Kogut* (1965–), and actress, TV host and model *Adriane Galisteu* (1973–).

2.3.2 Hungarian presence in Brazil today

According to estimates, the Hungarian diaspora living in Brazil approximates 80–100 thousand people. The largest part of the Hungarian diaspora lives in São Paulo and its region, 8–10 per cent lives in Rio de Janeiro and in its surroundings, and only a smaller portion lives in more remote areas. According to our interviews,

the Hungarian diaspora in São Paulo is very active and has played an important role in the recent revitalisation of the bilateral relations.

Many important cultural and educational institutions in Brazil have Hungarian origins, especially in the areas where the Hungarian diaspora is concentrated. In São Paulo, the renowned Saint Emerich School (*Colégio Santo Américo*) was founded in 1951 by the Hungarian monks of the Benedictine Order, living in the Saint Gerald Monastery. The school quickly became popular; the number of enrolled students reached 400 in the mid-1950s. In 1963, the school moved to the Morumbi district of São Paulo, where it is situated today. In 1980, coeducational schooling was introduced, making the school accessible to female students. The Santo Américo further expanded in the 2000s, when elementary and kindergarten education was added to its profile.²⁶

The Hungarian Association (*Associação Húngara*) brings a Hungarian dimension to the vibrant cultural life of São Paulo. Its most popular cultural programs are doubtless the dance clubs that cultivate Hungarian folk dance traditions in Brazil, hosted by the Hungarian House.²⁷ The Association is also involved in the organisation of sports clubs, literary and Bible study circles and the Könyves Kálmán Free University. In the framework of the Free University, roundtables, lectures and discussions are organised, covering a wide array of cultural, scientific, historic and social topics.²⁸

2.3.3 Brazilian–Hungarian educational relations

Educational relations between Brazil and Hungary strengthened significantly after the Brazilian Government supported the education of 2,200 Brazilian students in Hungary in the Science without Borders scholarship program between 2013 and 2016. Since then, the main catalyst for student mobility from Brazil has been the Stipendium Hungaricum scholarship program; however, academic relations have also been fostered by scientific conferences and professional visits in both countries.

The Science without Borders scholarship program, funded by the Brazilian Government, enabled 100,000 Brazilian students to pursue short-term academic

²⁶ Colégio Santo Américo, *Nossa história*, s. a.

²⁷ Associação Húngara, s. a.

²⁸ Associação Húngara, Universidade Livre Könyves Kálmán, s. a.

programs abroad between 2012 and 2016. Hungary joined the program as the first Central European country offering various undergraduate and graduate courses in the STEM²⁹ fields, as well as health and creative sciences in fifteen Hungarian universities. Altogether 2,200 Brazilian students arrived in Hungary, which number enabled the country to reach the 11th place in the imaginary world ranking of over 40 countries in the program.

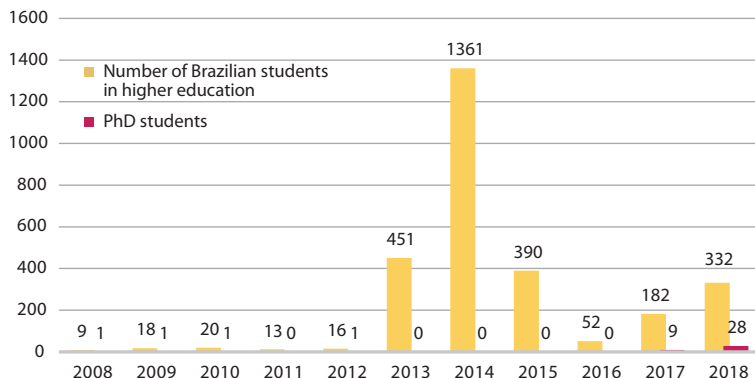


Figure 4: Number of Brazilian students in Hungarian higher education (total and PhD students)

Source: Data provided by the Embassy of Brazil in Budapest, 2019.

Coordinated by the Hungarian Rectors' Conference (HRC), the program played a prominent role in the internationalisation of Hungarian higher education, as institutions could launch additional courses in English language, further develop their degree programs and curricula, and improve services and infrastructure to become more student-centred, meanwhile the success of the program greatly contributed to the expansion of educational, scientific, cultural and economic relations between Brazil and Hungary.

In 2016, the Hungarian Rectors' Conference launched a student ambassador program to strengthen bonds and improve better understanding between our nations with the power of an alumni network. Based on their academic advancement, social activities and personal relations, ten Brazilian students were

²⁹ Science, technology, engineering and mathematics.

awarded with the ambassador title to represent different regions and universities of Brazil in Hungary and to promote Hungary and related opportunities in Brazil.

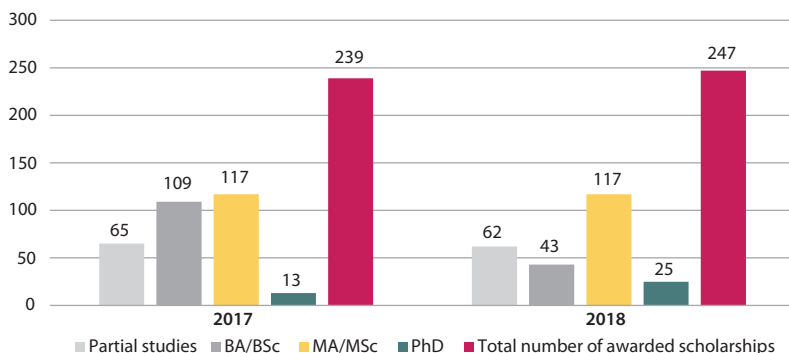


Figure 5: Brazilian students awarded with the Stipendium Hungaricum scholarship

Source: Data provided by the Tempus Public Foundation, 2019.

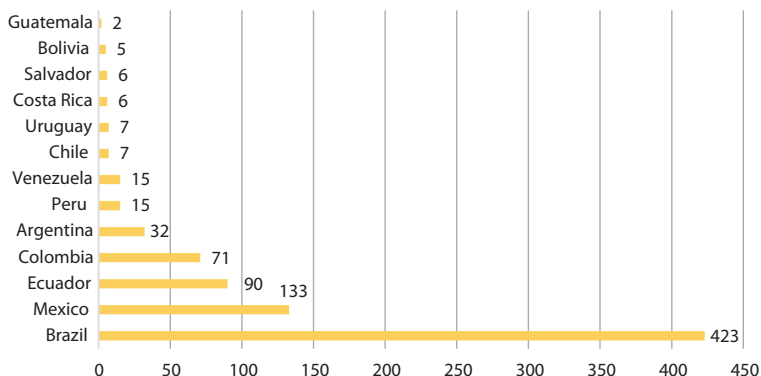


Figure 6: Number of Latin American students in Hungary (2019–2020)

Source: Higher Education Information System – FIR, February 20, 2018.

Since 2013, the main driver of incoming mobility in Hungary is the Stipendium Hungaricum scholarship program (SH), founded by the Hungarian Government in the framework of the “Opening to the East/South” policy. According to the

guidelines of the European Union and the European Higher Education Area, the educational objective of the program is to promote the internationalisation of Hungarian higher education, to strengthen the international relations of the Hungarian institutions and to promote competitive Hungarian higher education in the world. The success of the program is demonstrated by the fact that since its launch, there are almost 70 partner countries and over 5,000 scholars involved in the program. In the framework of the program, the Hungarian Government offered 25 scholarships for Brazilian students and researchers in all scientific fields at undergraduate, graduate and postgraduate level, but due to the popularity of the program the Hungarian Party increased the number of scholarships to 250 from 2016.

In the academic year of 2019–2020, the number of foreign students was 38,422 in Hungary, which gives 15 per cent of the total number of students studying in the Hungarian higher education system. Latin American students make up only a small percentage of incoming students (currently around 800 students); and the biggest group among the Latin American countries represents Brazil with 423 students.

In 2015, a Hungarian language and culture course started at the University of São Paulo, the largest university of Latin America and the most prominent educational and research potential of the region. The course has been realised in the framework of the professional cooperation between the University of Pécs and the University of São Paulo, supported by the Pallas Athené Domus Animae Foundation (PADA) with the contribution of the HRC. The PADA took the responsibility of maintaining the program for at least five years, ensuring the long-term possibility of learning Hungarian for the Hungarian community in São Paulo, for Brazilian students who had studied in Hungary and for those interested in the language and culture of the country. Based on the success of the courses in São Paulo, another two Hungarian courses were launched at the State University of Ceará in Fortaleza, and at the Positivo University in Curitiba.

As Latin America's greatest Hungarian diaspora can be found in São Paulo, an annual conference has been organised since 2015 to process the history of Hungarian immigrants in Brazil and to provide lectures related to Hungarian culture, literature, language, music or economy.

In 2018, new perspectives opened with the establishment of the Society of Hungarian Professors in Brazil. The purpose of the Society is to bring the Brazilian and Hungarian higher education and research closer to the Hungarian diaspora through academic actors from different disciplines.

Since 2012, dozens of Hungarian delegations have visited Brazil to pursue university visits and, bilateral meetings, to participate at student fairs (for example EuroPós, Salão do Estudante) or conferences related to higher education (for example FAUBAI Conference, Coimbra Group of Brazilian Universities Conference).

In 2018, at the invitation of the Hungarian Rectors' Conference, the delegation of the Brazilian Association of Rectors of State and Municipal Universities (ABRUEM) visited Hungary with the aim of mapping the academic and research collaboration possibilities between the two nations. Meanwhile, in the framework of the Global Universities in the 21st Century international higher education conference, organised by the HRC and the Coimbra Group of Brazilian Universities (CGBU), over 80 Brazilian rectors arrived in Budapest to develop bilateral cooperation and discuss research collaborations with the Hungarian Government and university representatives.

Apart from the intensive incoming student mobility from Brazil through scholarship programs, there is a great perspective in launching common research projects and publications in the field of robotics, water engineering and smart technologies. Hopefully, the expansion of institutional bilateral relations will also result in the increasing number of Hungarian students choosing Brazil as a study destination.

2.4 Tourism and sport

Concerning tourism, Hungary and Brazil have signed a cooperation agreement in tourism in 1997, and since 2001 a mutual visa waiver agreement has been in force. The number of Brazilians visiting Hungary has increased significantly recently, reaching the threshold of 30,000 visitors on a yearly basis in 2013. We have not found any reliable numbers on flows into the opposite direction; but the magnitude of these outflows remains well below the above-mentioned numbers (in 2012 according to some estimates around 5,400 Hungarian visitors travelled to Brazil).

Sport is an important addition to cultural diplomacy, and there are quite a few ties between Brazil and Hungary in that respect. Eduarda Idalina Amorim, a Blumenau (Santa Catarina) born handball player has taken many titles home to her Hungarian club, Győri ETO KC. While she is a member of the Brazilian national handball team, she was also given Hungarian citizenship in 2018.

In 2014, she was elected the best handball player of the world.³⁰ Daniela de Oliveira Piedade, another handball player who has been on the Brazilian national team, taking part in four Olympics (2004, 2008, 2012, 2016) and played in two Hungarian clubs between 2014 and 2017 (Siófok KC, Fehérvár KC). In soccer, the best-known Brazilian player in the Hungarian first division is Paulo Vinícius Souza dos Santos. Originally from São Paulo, he now plays in MOL Vidi FC (Székesfehérvár).³¹ Another Paulista, Isael da Silva Barbosa has been contracted to Ferencváros TC, one of the oldest soccer clubs of the Hungarian capital.³² Furthermore, Ronaldo de Assis Moreira (known as Ronaldinho) accepted a role as the honorary ambassador of Teqball, a table tennis like ball sport, invented in Hungary.³³

As for Hungarians on the Brazilian sports scene, the diaspora plays a crucial role. János (João) Schiffer remembers fondly of his time as member of the volleyball team of the Club Athletico Paulistano. Mr Schiffer started his volleyball career in the team of the University of Gödöllő in Hungary, and after a brief detour to swimming he went back to volleyball after his arrival in São Paulo, and played in the Paulistano for five years, collecting a São Paulo state championship title. Fencing was another sport in which members of the Hungarian diaspora, such as Gábor Becht, Vera Vajda, Andor Hévei and his daughter Mariann Hévei competed with good results. Some of the diaspora athletes went on to train future generations, like fencing master Sándor Kiss, or João Schiffer himself, who works as a judo coach. This points to the potential sport could have in the building of intercommunity and even international bonds, in which the Hungarians living in Brazil could play a crucial role.³⁴

³⁰ O Dia, 'Duda Amorim é eleita a melhor jogadora do mundo de handebol em 2014', February 25, 2015.

³¹ 24.hu, 'Letette az állampolgársági esküt a Vidi brazil és bosnyák születésű játékos', March 10, 2017.

³² Nemzetisport.hu, 'FTC: gólerős brazil támadót igazolt a klub – hivatalos', February 1, 2019.

³³ Petőfi Rádió, 'A Teqball nagykövet Ronaldinho Budapesten', December 6, 2019; M Grez and T Collins, 'Teqball: What Ronaldinho did next', *CNN*, August 5, 2019.

³⁴ Email exchange with János (João) Schiffer, May 2019.

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