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Hungarian students seek business savvy from pros

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Six Hungarian high school students who want to run their own businesses someday completed a two-week visit to Western New York where they learned various aspects of running a business.

The visit was the grand prize in a business plan competition sponsored by Meszaros International Center of Entrepreneurship.

The students were among 18 teams that created a hypothetical company and business plan which included everything from how to attract investment dollars to exit strategies.

Each team was segmented into areas such as sales, marketing and human resources. Each team chose a CEO, as well.

Top prize for the winning team, judged by a panel of Hungarian businesspeople, was a trip to Western New York.

While here from June 26 to July 9, they visited the [Ford Motor Co.](#) stamping plant, [Rich Products Corp.](#) and [Wegmans Food Markets](#) to learn how successful companies are run, with a focus on business ethics.

They also received business training at the UB School of Management.

Dávid Balázs, CEO of the winning team, described the company they created, Campus Regius, as a food delivery company where franchises could be sold. He turned 18 July 1 and aspires to make his company a reality in the coming years.

Balázs said he hopes to eventually return to UB and continue his education.

Meszaros International Center of Entrepreneurship was founded by Les Meszaros, who at age 16 escaped communist Hungary and in 1956 arrived in the United States. He ultimately earned a business degree in business administration and achieved success as a technology entrepreneur.

In 2000, he sold his firm, Voice Technology Group, to Intel. Then in 2003, he created the center that bears his name to give back to his homeland, as well as the community where he built multiple companies.

"We have been only offering the program to high school students but are looking to do so at colleges, too," Meszaros said.