URBACT

Co-funded by the European Union
Interreg

Nyíregyháza in 2030

and the road to get there

Nyíregyháza has a **vibrant entrepreneurial environment** and startup culture with attractive conditions for businesses, resulting in a **wide range of career opportunities** for talented, highly qualified people.

WE'RE TACKLING...

- Outdated management of existing SMEs which limits growth
- New entrepreneurs' uncertainty of who to turn to for help
- Perception of young people that they have no future in the city

WE'RE AIMING TO INCREASE...

- Growth rate and competitiveness of local SMEs
- Number of new businesses and their productivity
- Rate of young people who stay in or return to the city

WE'RE PLANNING TO...

- Connect exemplary businesses with those which need help
- Concentrate support at one place, providing guidance and mediation
- Establish active communication with young talents, advertising opportunities

WE'RE GOING TO NEED...

- Data about the current state of businesses and where they lack urgent help
- Team of experts to coordinate activities and support new (and existing) SMEs
- Cooperation of key stakeholders (i.e., multinational companies, university)

URBACT C4TALENT website

URBACT Cities for Talent LinkedIn profile