

Characteristics and a few factors of the internationalisation of Hungarian small and medium sized enterprises in the medical precision instruments sector

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The medical precision instruments industry has a long tradition in Hungary. Continuous development, special knowledge and innovation characterize the Hungarian small and medium sized companies in the sector. This is the reason for their relatively high level of competitiveness and higher than average level of internationalisation. Certain companies became leading companies in their small segment in the world economy, and we have found a few “born global” companies, which internationalised early in the company life cycle. The main motivation of internationalisation is market seeking, while the internationalisation of their innovative activities is motivated mainly by the acquisition of new knowledge and technology. The most important obstacles of internationalisation lay in the human factors inside the company. We can make it probable that there is a positive link at the company level between on one hand internationalisation and on the other hand, competitiveness and membership in networks.