

CERTIFICATE OF PARTICIPATION

Péter KÖRÖSY
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University of Miskolc
Institute of Applied Social Sciences
Political Science Department

March 22, 2019

This certificate is awarded to:

Péter Kőrösy

to certify his participation in the interdisciplinary academic mini-conference organized by the Universitat Politècnica de Catalunya which took place on 22 March 2019 and his presentation of a paper entitled

“Personalized campaign communication and new alternative Republican public policy in Trump's campaign”



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Escola d'Enginyeria
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CERTIFICATE OF PARTICIPATION

Gergő LUDVIG
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March 22, 2019

This certificate is awarded to:

Gergő Ludvig

to certify his participation in the interdisciplinary academic mini-conference organized by the Universitat Politècnica de Catalunya which took place on 22 March 2019 and his presentation of a paper entitled

“Hungarian foreign policy guidelines after 2010. The eastern and southern opening”



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PERSONALIZED CAMPAIGN COMMUNICATION AND NEW ALTERNATIVE REPUBLICAN PUBLIC POLICY IN TRUMP'S CAMPAIGN

PRESENTATION OF KRISZTIÁN PÉTER KÖRÖSY

A „NEMZETI TEHETSÉG PROGRAM NTP-HHTDK-18” TÁMOGATÁSÁVAL



MAN BEHIND THE NAME: DONALD J. TRUMP



Birth.: 1946, Queens (today 72 years old)

45th President of USA

Grandfather: Fredrich Trump

At the age of 13 he attended a military academy

Graduated in 1968 as an economist

3 marriages (5 Children)

His current wife is: Melania Trump
(Marriage in 2005)

HILLARY DIANE RODHAM CLINTON



Birth: October 26, 1947 (Chicago)

Middle class family

Methodist practice of religion

Graduated in 1969 (Politology)

In 1973 she received a law degree

1975 Marriage (with Bill Clinton)

Their child was born in 1980.

CLINTON'S PERSONALITY



Melancholic

TRUMP'S CAMPAIGN



- Protectionist
- Anti-globalization
- Anti-elite
- Populist
- Anti-Washington
- There is no political background

TRUMP'S CAMPAIGN



- Communication

Outspoken

He relied on social media

He took advantage of Twitter

Cambridge Analytica scandal (data of 50 million citizens was used) !!!

- Lobby Groups

National Rifle Association

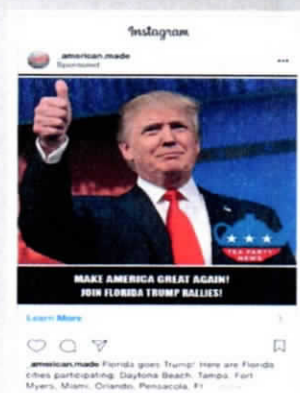
American Association of Retired Persons

American Federation of Labor

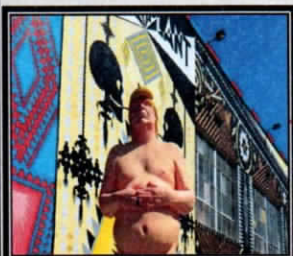
National Right to Life Committee

- Russian influence

Trump admitted it on Twitter's site on 15 August 2018



TRUMP'S CAMPAIGN (5 INTERESTING THINGS)



HILLARY CLINTON'S CAMPAIGN



"If families are strong, America is also strong".

Protector of average people

Her campaign is discreet, she is professionally prepared.

She tried to create an impression of a socially sensitive personality.

HILLARY CLINTON'S CAMPAIGN



- Campaign communication

Emotional, solidary, empathic communication

Popular newspapers supported her (eg.: Arizona Republic, Dallas Morning News)

She was given much more support in advertisements of traditional television channels and newspapers than Trump

- Russian threads

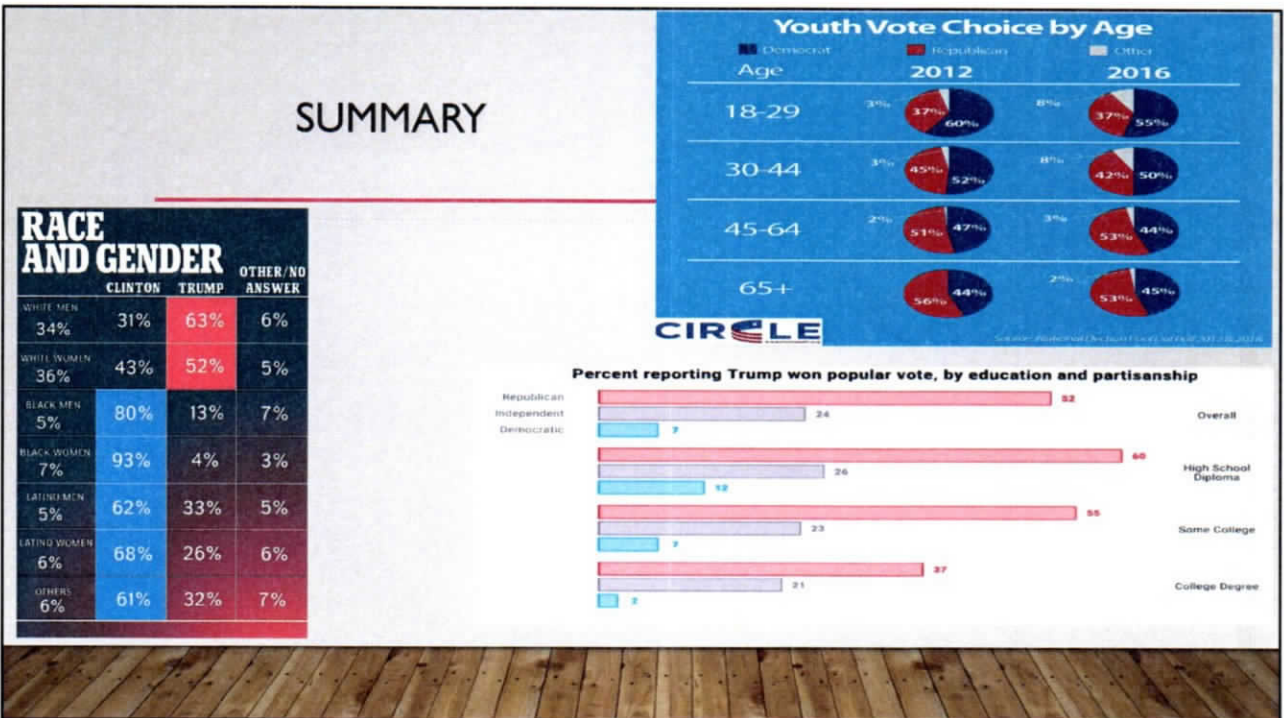
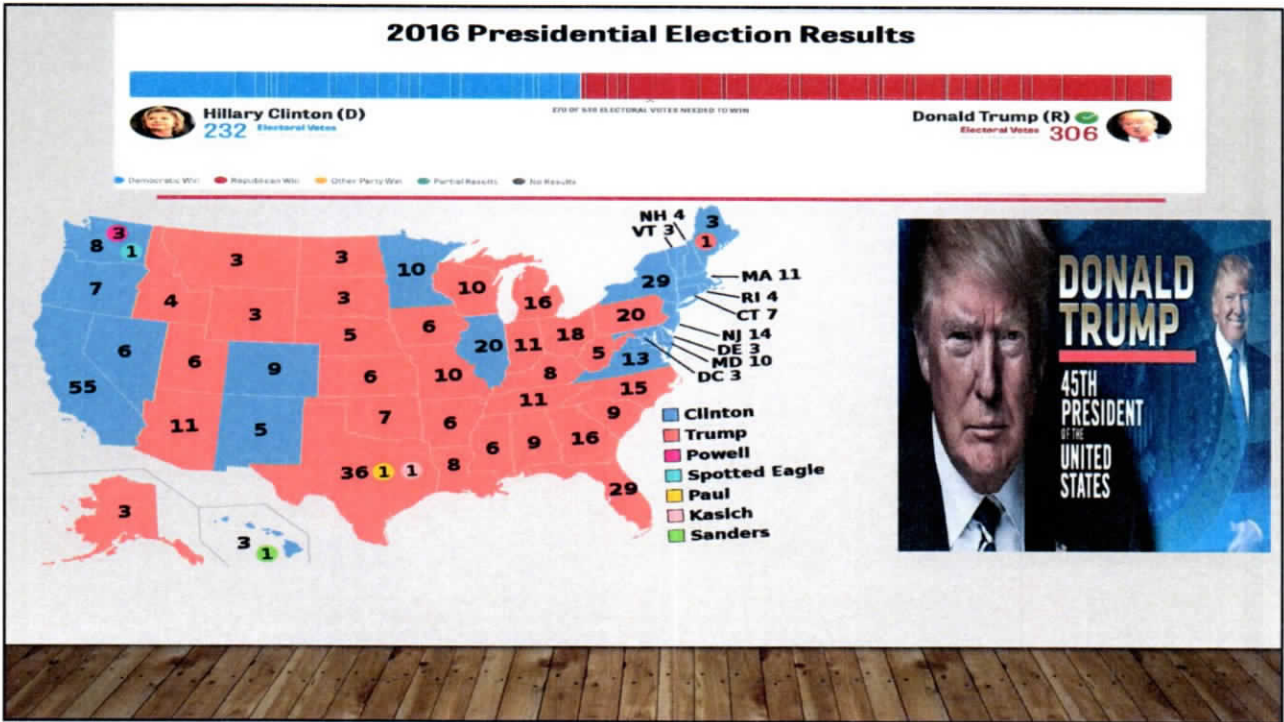
- A dossier was made about Trump's alleged Russian connections and affairs.

- Email scandal

Labor e-mailing is prohibited under USA law!

MAJOR CAMPAIGN PROMISES, POLAR OPPOSITES





IS IT THE „BIG DATA RULE”, OR THE CENTURY OF ARTIFICIAL INTELLIGENCE?



THANK YOU FOR YOUR ATTENTION!

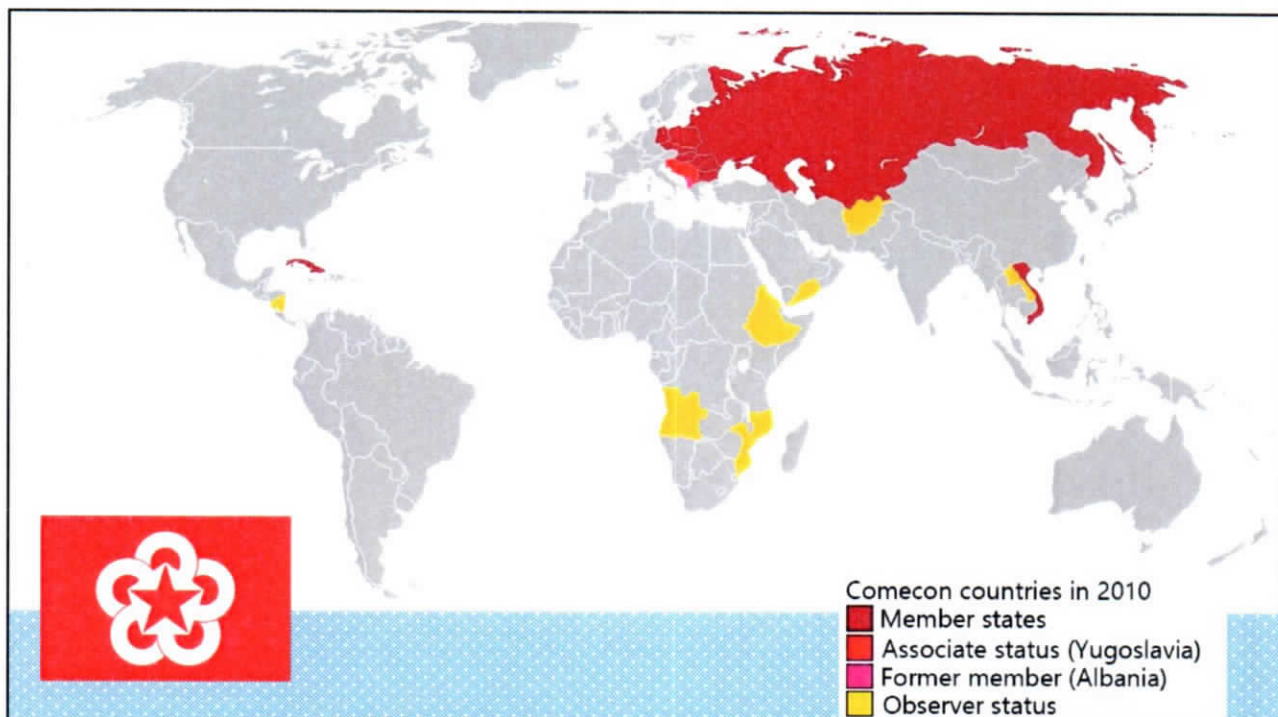
Created by: Krisztián Péter Kőrös

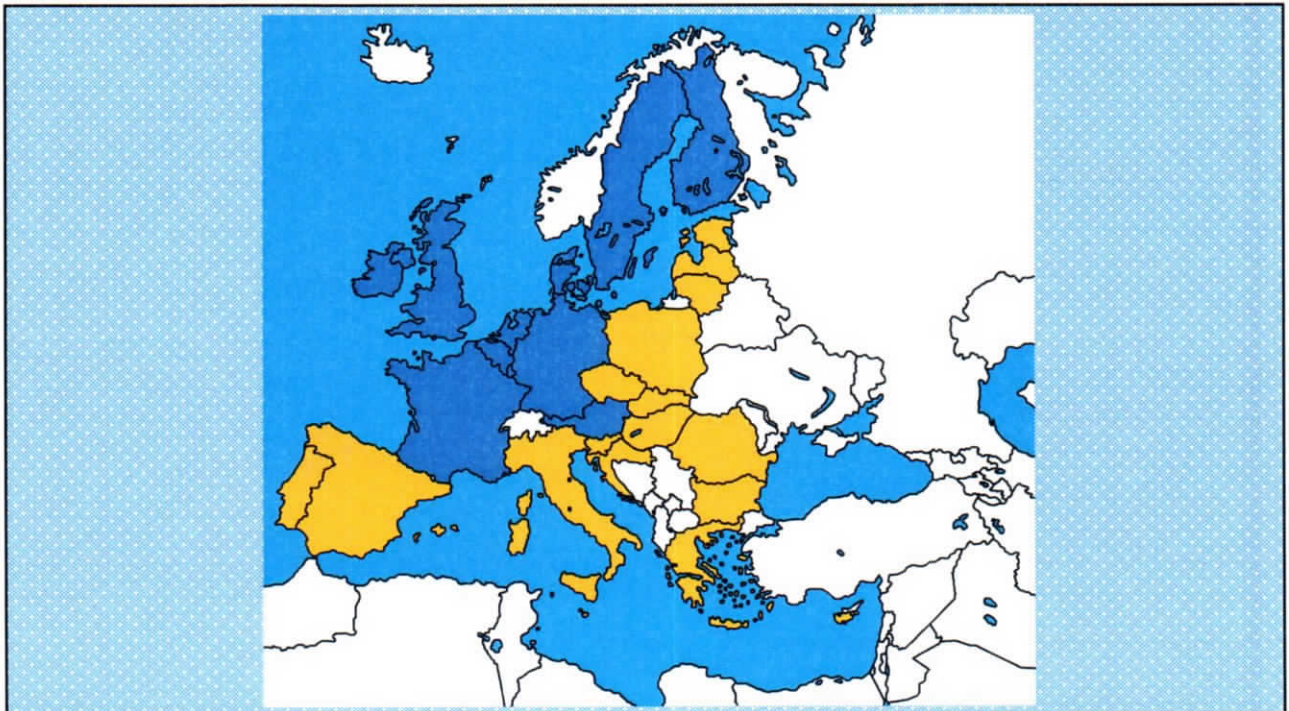
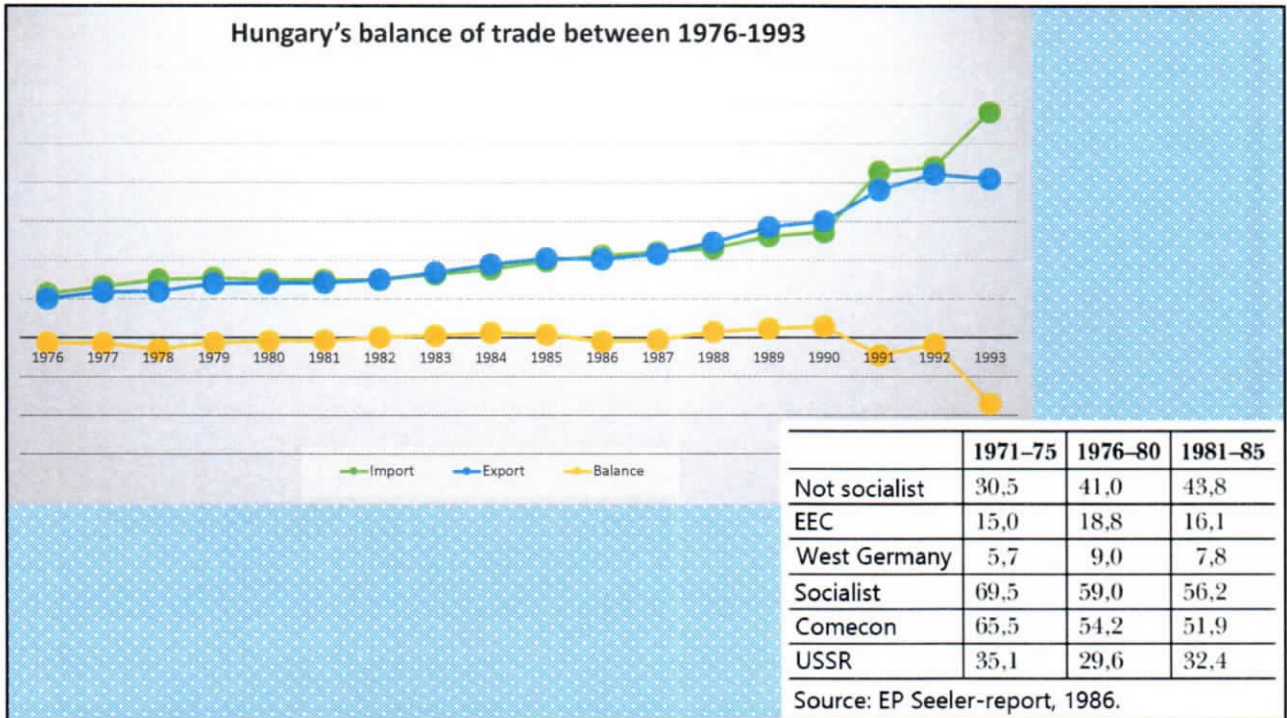
Consultant: Sándor Fekete, assistant professor

Hungarian foreign policy guidelines after 2010.

The eastern and southern opening.

GERGŐ LUDVIG





Policy of eastern opening

- *We need to tighten our relationships with the Far-Eastern area, firstly with China, who is becoming more and more powerful in the world's economy.*
- *Cooperation with the Caucasus area must be strengthened (e.g. Georgia, Azerbaijan, Kazakhstan,) just because these countries demand strategy is mostly cover the supply structure of the hungarian market, therefore foreign trade traffic can be significantly expanded.*
- *The third one is the arabic world is an important target area. In this area, Hungary slightly overdued and because of this, the government needs more money and energy for focusing this target group.*
- *An important pillar of Eastern opening is the Balkan region. In addition, we have to look for opportunities for cooperation between Africa and the South-American countries where there was former Hungarian presence also – Péter Szijjártó, Hungary's Minister of Foreign Affairs*

Meetings of Hungarian government with the governments of the partner countries in eastern and southern opening

- China: 2010, 2014, 2017, 2018
- Russia: 2010, 2014, 2015, 2017, 2018
- Saudi Arabia: 2011, 2014
- India, Japan: 2013
- Kazahstan: 2015
- Georgia, Singapore: 2017
- Vietnam: 2017, 2018
- Azerbaijan: 2012, 2014, 2018
- Kyrgyzstan: 2018

Foreign trade product sales by country groups, 2017

| Country groups | Export | | | | Import | | | |
|-------------------------------------|---------------------------|--------------------------|-----------------------|--------------|---------------------------|--------------------------|-----------------------|--------------|
| | value, billion HUF* | distribution, percent | value- | volume- | value, billion HUF* | distribution, percent | value- | volume- |
| | | | index, 2016=100,0% | | | | index, 2016=100,0% | |
| European Union (EU-28) | 24 722 | 79,5 | 107,4 | 105,9 | 21 911 | 76,6 | 108,2 | 106,7 |
| EU-15 | 17 638 | 56,7 | 106,7 | 105,9 | 15 748 | 55,1 | 107,4 | 106,5 |
| New EU member states** | 7 084 | 22,8 | 109,0 | 105,7 | 6 163 | 21,5 | 110,1 | 107,0 |
| Countries outside of EU | 6 381 | 20,5 | 107,4 | 105,7 | 6 691 | 23,4 | 117,9 | 113,7 |
| European countries outside of EU | 2 766 | 8,9 | 113,9 | .. | 2 357 | 8,2 | 131,8 | .. |
| Asian countries | 1 814 | 5,8 | 107,7 | .. | 3 482 | 12,2 | 111,4 | .. |
| American countries | 1 412 | 4,5 | 100,5 | .. | 755 | 2,6 | 105,5 | .. |
| African countries | 255 | 0,8 | 91,1 | .. | 78 | 0,3 | 223,1 | .. |
| Australia and oceanian countries | 134 | 0,4 | 93,4 | .. | 19 | 0,1 | 180,8 | .. |
| All in all | 31 103 | 100,0 | 107,4 | 105,8 | 28 602 | 100,0 | 110,3 | 108,2 |

* 1 EUR = 310 HUF, 1 HUF = 0.003 EUR

** countries joined to the EU after 2004

Top 10 most important export destinations, 2017

| Gradiation | Country | Export value, billion HUF | Distribution, % | Index of value, 2016 = 100% |
|------------|----------------|------------------------------|-----------------|--------------------------------|
| 1. (1.) | Germany | 8 489 | 27,3 | 106,8 |
| 2. (2.) | Romania | 1 604 | 5,2 | 110,7 |
| 3. (6.) | Italy | 1 589 | 5,1 | 115,3 |
| 4. (5.) | Austria | 1 502 | 4,8 | 108,4 |
| 5. (3.) | Slovakia | 1 471 | 4,7 | 103,6 |
| 6. (4.) | France | 1 364 | 4,4 | 98,4 |
| 7. (7.) | Czechia | 1 334 | 4,3 | 111,2 |
| 8. (8.) | Poland | 1 281 | 4,1 | 108,3 |
| 9. (9.) | United Kingdom | 1 081 | 3,5 | 96,0 |
| 10. (11.) | Netherlands | 1 068 | 3,4 | 115,2 |

(Numbers in brackets represents the county's place in the previous year's gradation.)

Top 10 most important import destinations, 2017

| Gradiation | Country | Export value, billion HUF | Distribution, % | Index of value, 2016 = 100% |
|------------|-------------|------------------------------|-----------------|--------------------------------|
| 1. (1.) | Germany | 7 579 | 26,5 | 108,1 |
| 2. (2.) | Austria | 1 762 | 6,2 | 105,9 |
| 3. (3.) | Poland | 1 598 | 5,6 | 111,1 |
| 4. (4.) | Slovakia | 1 550 | 5,4 | 111,2 |
| 5. (5.) | China | 1 459 | 5,1 | 106,7 |
| 6. (6.) | Netherlands | 1 441 | 5,0 | 112,0 |
| 7. (7.) | Czechia | 1 406 | 4,9 | 111,3 |
| 8. (8.) | Italy | 1 362 | 4,8 | 109,7 |
| 9. (9.) | France | 1 150 | 4,0 | 103,2 |
| 10. (11.) | Russia | 987 | 3,5 | 133,2 |

(Numbers in brackets represents the county's place in the previous year's gradation.)

Dmitry Medvedev, Hungarian Nation (newspaper), November 3, 2012.

„In fact, we can apostrophe that the US-led globalization effort and the one-pole world system with it have essentially failed. Globalization would have served as a global dimension to the plundering of peoples and countries. However, it did not achieve its purpose. The world is moving towards a three-pole system, the first pillar of which remains the US, the second is certainly China, and the third is Russia and the Eurasian Union which is currently forming. Europe has arrived at a crossroads or is submerged in the EU sinking vessel or joins the emerging Eurasian Union. ”

Pros and cons

1. The world's economic center is shifting to east. In the 21st century, Asia will be the major outlet for the market.
2. The development of Russian regions in Asia. Unlimited investment opportunities for European companies.
3. In return for economic assistance, the Russian forces can protect the member states of the Eurasian Union.
 - a) Further strengthening the Russian economy.
 - b) Vulnerability against Russia. Russian political and economic power can reach the Atlantic.

Results of eastern opening







Chinese investments in Hungary:

- 2005: 0,65 M \$
- 2010: 370,1 M \$
- 2012: 507 M \$
- 2013: 2500 M \$ (1500 M \$ = Wanhua)

production technology,
telecommunication,
trade,
sales of wholesale and retail,
bank sector,
hotels and hotel trade,
logistics,
real estates and consultancy










| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|--------|--------|--------|--------|--------|--------|
| Value of Hungarian total import (Million €) | 64,024 | 69,661 | 75,863 | 79,706 | 81,538 | 90,034 |
| Rate of rise (%) | | 104,4 | 108,9 | 105,1 | 102,3 | 110,4 |
| Import from EU member states (Million €) | 47,269 | 50,010 | 57,162 | 61,292 | 63,695 | 69,051 |
| Rate of rise (%) | | 105,8 | 114,3 | 107,2 | 103,9 | 108,4 |
| Share in total import (%) | 73,83 | 71,79 | 75,35 | 76,9 | 78,12 | 76,69 |
| Rate of rise (%) | | -2,04 | 3,56 | 1,55 | 1,22 | -1,43 |
| Import from asian countries (Million €) | 8,716 | 8,298 | 8,605 | 9,879 | 9,827 | 10,948 |
| Rate of rise (%) | | 95,2 | 103,7 | 114,8 | 99,5 | 111,4 |
| Share in total import (%) | 13,61 | 11,91 | 11,34 | 12,39 | 12,05 | 12,16 |
| Rate of rise (%) | | -1,7 | -0,57 | 1,05 | -0,34 | 0,11 |
| Value of Hungarian total export (Million €) | 69,961 | 76,232 | 81,955 | 88,085 | 91,063 | 97,895 |
| Rate of rise (%) | | 104,8 | 108,1 | 107,5 | 103,4 | 107,5 |
| Export to EU member states (Million €) | 56,039 | 58,505 | 64,180 | 69,663 | 72,384 | 77,913 |
| Rate of rise (%) | | 104,4 | 109,7 | 108,5 | 103,9 | 107,6 |
| Share in total export (%) | 80,1 | 76,75 | 78,31 | 79,09 | 79,49 | 79,59 |
| Rate of rise (%) | | -3,35 | 1,56 | 0,78 | 0,4 | 0,1 |
| Export to asian countries (Million €) | 4,675 | 4,558 | 4,317 | 5,023 | 5,296 | 5,700 |
| Rate of rise (%) | | 97,5 | 94,7 | 116,4 | 105,4 | 107,6 |
| Share in total export (%) | 6,68 | 7,79 | 5,27 | 5,7 | 5,82 | 5,82 |
| Rate of rise (%) | | 1,11 | -2,52 | 0,43 | 0,12 | 0 |

Countries of southern opening, recent results

Started: 07. 01. 2015.

Péter Szijjártó: policy of eastern opening is succesful -> start the policy of southern opening

„Hungary has called for a new foreign policy line, and although it has caused serious storms, it has generated disputes, it has become clear now that Hungary should pursue a pragmatic foreign policy focusing on foreign economic results. ”

Countries of destination:

Africa: Angola, Ethiopia, Eritrea, Ghana, Kenya, Morocco.

India

Countries of Latin-American area: Argentina, Brazil, Chile, Costa Rica, Ecuador, Columbia, Mexico, Paraguay, Peru and Salvador.

„Hungarian economy offers extraordinary opportunities for India when the country is looking for immediate solutions to demographic growth, sustainable development, environmental protection and urban development”

- Dr. László Szabó foreign policy under-secretary



| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|--------|--------|--------|--------|--------|--------|
| Value of Hungarian total import (Million €) | 64,024 | 69,661 | 75,863 | 79,706 | 81,538 | 90,034 |
| Rate of rise (%) | | 104,4 | 108,9 | 105,1 | 102,3 | 110,4 |
| Import from african countries (Million €) | 0,726 | 0,962 | 0,891 | 1,132 | 1,099 | 2,453 |
| Rate of rise (%) | | 132,6 | 92,6 | 127 | 97,1 | 223,1 |
| Share in total import (%) | 0,11 | 0,14 | 0,12 | 0,14 | 0,13 | 0,27 |
| Rate of rise (%) | | 0,03 | -0,02 | 0,02 | -0,01 | 0,14 |
| Import from latin-american countries (Million €) | 5,470 | 5,990 | 3,654 | 5,119 | 5,339 | 5,633 |
| Rate of rise (%) | | 109,5 | 71,4 | 117 | 104,3 | 105,5 |
| Share in total import (%) | 0,85 | 0,86 | 0,48 | 0,64 | 0,65 | 0,63 |
| Rate of rise (%) | | 0,01 | -0,38 | 0,16 | 0,01 | -0,02 |
| Value of Hungarian total export (Million €) | 69,961 | 76,232 | 81,955 | 88,085 | 91,063 | 97,895 |
| Rate of rise (%) | | 104,8 | 108,1 | 107,5 | 103,4 | 107,5 |
| Export to african countries (Million €) | 11,134 | 9,876 | 9,935 | 9,527 | 8,679 | 7,907 |
| Rate of rise (%) | | 88,7 | 100,6 | 95,9 | 91,1 | 80 |
| Share in total export (%) | 1,59 | 1,3 | 1,21 | 1,08 | 0,95 | 0,81 |
| Rate of rise (%) | | -0,29 | -0,09 | -0,13 | -0,13 | -0,14 |
| Export to latin-american countries (Million €) | 5,990 | 7,446 | 8,854 | 9,899 | 9,918 | 9,968 |
| Rate of rise (%) | | 124,3 | 118,9 | 111,8 | 100,2 | 100,5 |
| Share in total export (%) | 0,86 | 0,98 | 1,08 | 1,12 | 1,09 | 1,02 |
| Rate of rise (%) | | 0,12 | 0,1 | 0,04 | -0,03 | -0,07 |

Thanks for your attention!