

In this open invitation, I wish to unveil my ultimate objectives, strategic decisions, and significant strides within the vibrant business landscape of Hungary. I trust that this letter will offer you a comprehensive view into my vision and ambitious pursuits in Hungary.

From the moment I first set foot in Hungary, it has deeply captivated me. I have since committed myself to fostering connections with a diverse range of professionals, building robust relationships, and gaining a deeper understanding of various business activities thriving within the country. My primary areas of interest are foreign investment, expanding the global reach of Hungarian products, and endorsing digital goods and services to both my home country, the United States, and across the globe.

In 2020, to give substance to these interests, I established Rayofla Kft. This venture, centered around media production, promotion, and distribution of digital content, draws on my wide-ranging experience in the audio-visual industry. Leveraging these skills, I seek to facilitate and bolster Hungarian businesses' international presence.

While navigating my journey with Rayofla Kft., I encountered several challenges, the most formidable being language barriers. However, it is often in the face of adversity that innovation is born, leading to the creation of Budapest.fm. This podcast network serves as a conduit for Hungarian businesses and professionals to share their stories and insights. Overseeing the entire production, editing, and distribution process, I have ensured that this platform stands as a unique promotional tool for our Hungarian hosts and guests.

Budapest.fm has now grown to include over 10 podcast hosts and a repository of more than 100 episodes. While many Hungarian podcasts predominantly feature content in Hungarian, my mission is to give Hungarian businesses a stage on the international platform, making content accessible in both Hungarian and English. The fruits of these efforts are visible on our website, www.budapest.fm, and across our distribution channels on Spotify, Google Podcast, Apple Podcast, and YouTube, all of which have accumulated thousands of downloads and views.

One of the most significant collaborations I have forged is with Aqiris Kft., a mineral water company nestled in Bakonysárkány, Hungary. I function as their international ambassador, channeling the global export of their mineral water and propagating their ethos of eco-friendly sustainability. This commitment has been realized through the establishment of Aqiris Water LLC in the United States. Aqiris (www.aqiris.hu) caters to the local market in Hungarian, while Aqiris Water (www.aqiriswater.com) reaches out to the international market, reflecting my commitment to global outreach for this exceptional brand.

Despite the global setback caused by the COVID-19 pandemic, I remain optimistic about a resurgence in travel, which I anticipate will stimulate increased investor interest in Hungary.

With this letter, I extend an invitation to you to explore the boundless potential Hungary has to offer and to forge enduring partnerships in this promising landscape.

Yours sincerely,

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