

WHAT'S ON IN Debrecen

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DEBRECEN4U.HU

At Debrecen4U, Debrecen Expat Office, we aim to provide you with up-to-date information on the latest business developments and cultural events in Debrecen.

Some of the Most Exciting Events in Debrecen

Debrecen Jewish Cultural Days and Street Festival (26–31 May 2026): Debrecen's Jewish Quarter will once again come alive with concerts, exhibitions, guided walks, children's programmes, book presentations, and kosher cuisine. The festival offers visitors an immersive introduction to Jewish culture and living traditions. [See upcoming events >>>](#)

Debrecen Drive (29–31 May 2026): The Great Forest Stadium will transform into a vibrant hub of motorsport, family entertainment, and industry networking. As one of Hungary's largest automotive showcases, Debrecen Drive brings innovation, spectacle, and hands-on experiences for visitors of all ages. [See upcoming events >>>](#)

Hortobágy Equestrian Days (5–7 June 2026): This celebrated festival highlights the horse-riding heritage of the Hortobágy region. Spectacular equestrian shows, the unmatched skills of the iconic csikós horsemen, and a rich programme of cultural events offer a deep connection to the traditions of the Great Hungarian Plain. [See upcoming events >>>](#)

Debrecziner Gourmet Festival (12–14 June 2026): The 10th edition of the region's leading culinary festival invites guests to explore global flavours, cultures, and gastronomic traditions at Lake Békás. Over three days, visitors can enjoy creative dishes, premium ingredients, and a festive lakeside atmosphere. [See upcoming events >>>](#)

Debrecen4U

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Latest Business & Economy News

Economic Boom in Debrecen: SME Park Phase II Begins, Industrial Output Up by 50 Percent

The development of the SME Park's second phase has been announced, adding a further 11 hectares to the site and enabling the creation of approximately 20 new plots. In the first phase, 15 businesses established operations on the 16-hectare area, together implementing HUF 13.2 billion in investments and creating 256 new jobs in the city. [Read more >>>](#)

Debrecen-manufactured BMW is the Car of the Year

The BMW iX3 has won the 2026 World Car of the Year award, as announced at the New York International Auto Show. The BMW iX3, which began series production in September in Debrecen, incorporates groundbreaking technologies, including the BMW Panoramic iDrive display and the "Heart of Joy" central computing system. Notably, the vehicle excels in both range and charging performance, boasting an impressive range of up to 800 kilometres alongside ultra-fast charging capabilities. [Read more >>>](#)

Financial Times Awards Silver to Harro Höfliger, Operating in Debrecen

The Financial Times' specialist publication, *fDi Intelligence*, has ranked the city among the world's best investment locations, and one Debrecen-based project, Harro Höfliger's Debrecen expansion, has earned a silver award in the international competition. [Read more >>>](#)

Wizz Air Is Flying Again from Debrecen to Larnaca

After the winter break, Wizz Air has resumed its flight from Debrecen to Larnaca, Cyprus. The airline now operates two flights per week. [Read more >>>](#)