

2026 Second-Quarter Edition

*Debrecen*4U

EXPAT COMMUNITY
MAGAZINE





GREETINGS

Dear Readers,

Debrecen is a city that proudly preserves its traditions while embracing the world. We are delighted that more and more people choose Hungary's second-largest city as their home, a place to study and work, or a destination to explore.

Summer is an especially vibrant season in Debrecen.

Festivals, concerts, cultural and sporting events offer unforgettable moments for everyone. Whether it is a relaxing walk in the Great Forest, quality time with family, or exploring the city's unique atmosphere, there is always something new to discover and enjoy in Debrecen.

We believe that experiencing a city is about much more than discovering places – it is about connecting with people, sharing moments, and creating memories that stay with us.

From the stories hidden in the city's streets to the richness of cultural events and community life, there are countless ways to see Debrecen from new perspectives. I encourage everyone to stay curious, connect with others, and embrace the stories and moments that enrich everyday life in our city.

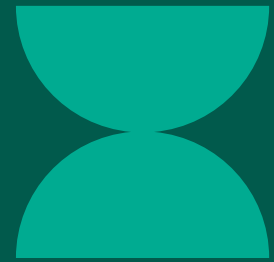
I wish you all a joyful summer filled with new experiences, lasting memories, and many wonderful days ahead in Debrecen.

Enikő Tóth-Megyesi



TOURISM DIRECTOR
VISITDEBRECEN -

FŐNIX RENDEZVÉNYSZERVEZŐ
KÖZHASZNÚ NONPROFIT KFT.





Top Story

Local Businesses Can Also Find Opportunities in Debrecen



Mayor László Papp stated that more than 21,000 new jobs had been created in Debrecen as a result of the city's deliberate development efforts in recent years.

He emphasised that the goal was to ensure multinational companies, small and medium-sized enterprises, and local businesses alike could find opportunities in the city, contributing to a strong, liveable and sustainably developing Debrecen. The mayor presented the city's success story at a meeting organised by EY (Ernst & Young) for executives of fDi Intelligence.

As previously reported, the world's most prestigious financial newspaper has recognised Debrecen's economic development achievements across six consecutive assessment periods since 2018, placing the city in a prominent position among Central and Eastern European cities.



Editors of the Financial Times' fDi magazine, which focuses on international capital flows and investment, first took notice of Debrecen in 2018, when the city was selected among the European Cities of the Future.

While in 2018 the Financial Times named Debrecen the small European city with the best investment promotion strategy, one year later the city achieved second place in the same category.

In 2021, Debrecen was included in the publication's global top 10 list of investment promotion destinations alongside major international cities. The city ranked tenth behind New York, Montreal, Berlin, Hong Kong, Manama, Abu Dhabi, Düsseldorf, Dubai and Zurich.

In 2022, the Financial Times selected Debrecen among the European Cities of the Future for the third time.

In 2025, the city achieved eighth place in the Financial Times fDi top 10 ranking in the small European cities category, shortly after Debrecen won the Emerging City of the Year award at the CEE Business Services Awards, one of the region's largest business services conferences.

Debrecen in Top 3 Again This Year

As reported by EDC Debrecen, this year's prestigious recognition by fDi Intelligence, a division of the Financial Times specialising in international capital investment, honoured foreign direct investment projects in Europe with the greatest potential to achieve significant local impact, while also highlighting companies and regions playing a decisive role in shaping Europe's future.

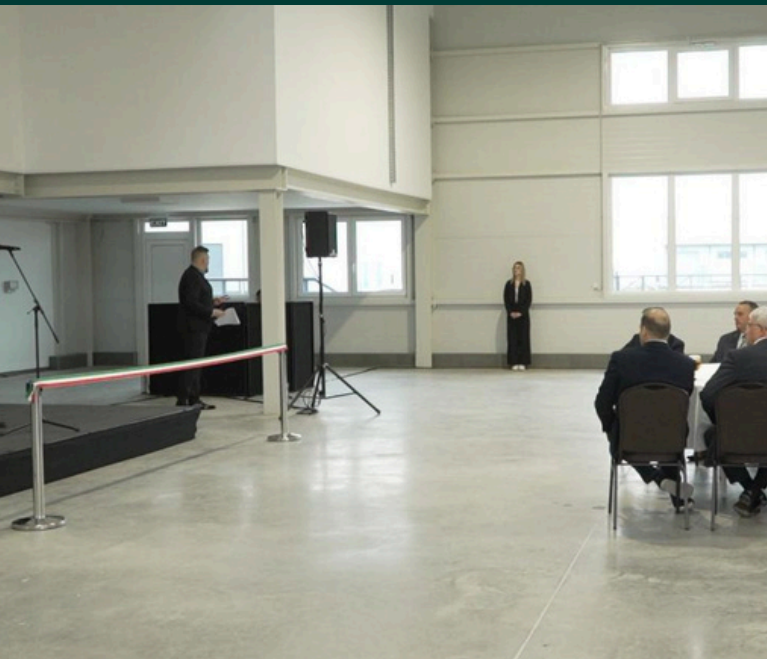
Debrecen performed exceptionally well in several categories of this competition with its investments:

- Sensirion Hungary Kft. investment – OPERATIONAL SMALL PROJECTS category: 1st place
- Contemporary Amperex Technology Hungary Kft. (CATL) investment – OPERATIONAL MEGA PROJECTS category: 1st place
- Harro Höfliger Hungary Kft. expansion – ANNOUNCED SMALL PROJECTS category: 2nd place



By attracting multinational companies to Debrecen, the city not only expanded job opportunities for residents but also strengthened local SMEs, which were able to form partnerships that improved their international competitiveness.





1 New Vehicle Storage Hall in Debrecen's SME Park

Debrecen's Southern Economic Zone was expanded with a new investment, as a vehicle storage hall was inaugurated in the SME Park. The development represented another step in strengthening the city's small and medium-sized enterprises; with this goal in mind, Hungary's first industrial park specifically designed for SMEs had previously been established there. The first phase proved successful: 16 Debrecen-based SMEs built production halls and service centres on the 14-hectare site, contributing to the zone's growing economic activity. [More >>>](#)

2 Széchenyi Card Loan Programme Receives Nearly 3,000 Successful Applications from Hajdú-Bihar SMEs This Year

The Széchenyi Card Programme remained stable and successful, with 540,000 SME loan agreements concluded nationwide over 24 years. Its strong uptake was reflected in the fact that 35 percent of all business loans in last year's final quarter were issued through its preferential schemes. Since spring, nearly 3,000 Hajdú-Bihar businesses had their applications approved, receiving HUF 66 billion in total financing, half of which supported the agricultural sector. [More >>>](#)



ALAPKÖLETÉTELI CEREMÓNIA



3 Video Released Showcasing Debrecen Logistics and Truck Terminal

[An animated video](#) has been published on the Debrecen Logistics and Truck Terminal's Facebook page, showing what the facility will look like. With its foundation stone laid in March, the terminal is expected to be completed in the first half of 2027 in the North-West Economic Zone. The development aims to create a regional, centralised, cost-efficient logistics and truck terminal that will serve the BMW factory, its suppliers, city and regional clients, the Southern Economic Zone, as well as the city's smaller industrial parks. [More >>>](#)



4 Renewable Energy Plays an Increasingly Significant Role in Debrecen

Today, Hungary is a global leader in per capita solar energy production. Over the past ten years, the country has increased its solar power capacity eightfold, and around 320,000 households now have solar panel systems. The use of renewable energy is also becoming increasingly important in Debrecen. Deputy Mayor Lajos Barcsa said that Debrecen has become a city where conscious, strategic thinking underpins economic growth and industrial development, with energy as a key element.

[More >>>](#)

5 EDC Debrecen Launches New Programme to Help Local SMEs Enter Foreign Markets

Debrecen's economic development has entered a new phase, and local small and medium-sized enterprises can also benefit from the opportunities this presents: they may become suppliers to global companies, but can also independently appear with their products in markets abroad. In order to facilitate the entry of local small and medium-sized enterprises into foreign markets, EDC Debrecen Urban and Economic Development Centre is launching a new programme. [More >>>](#)



6 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. According to the schedule, the last flight will depart on 24 October, after which the route will again pause for the winter season. Wizz Air first launched flights from Debrecen to Cyprus in 2018, initially as a seasonal service operating from spring to autumn. [More >>>](#)





7

BMW Group Plant Debrecen Hosts International Factory Tour for Press

The bodywork of BMW vehicles manufactured in Debrecen undergoes several stages, including pre-treatment, cathodic dip coating in immersion tanks, and corrosion protection. These processes were among the topics discussed during a factory tour organised for members of the press. The Debrecen facility is the first BMW plant to feature a 50-hectare solar park. Energy not used over the weekend is stored in a 1,800-hectolitre tank and then utilised on Mondays to heat water for the paint shop, thereby avoiding waste. [More >>>](#)

8

EVE Power Announces Timeline for Pilot Production in Debrecen

It is important that lecturers at the University of Debrecen, companies, and residents of the city remain up to date with rapid technological changes. In order to ensure a stable long-term workforce, EVE Power has launched cooperation programmes with the Debrecen Vocational Training Centre and several faculties of the University of Debrecen. [More >>>](#)



9

New Member Joins Debrecen Business Service Centres Roundtable

Since 2018, the Debrecen Business Service Centres (DBSC) initiative has been working to strengthen the city's position in the competition for high-value-added, knowledge-based companies. IT company Omikron has become the seventh member to join the professional partnership that aims to strengthen the city's position in attracting high-value-added, knowledge-based businesses. [More >>>](#)



DEBRECEN4U

Community & Living

Debrecen's Bathing Culture Celebrates Its 200th Anniversary

Debrecen was not built beside abundant surface waters, nor did it become known as a riverside bathing destination. Quite the opposite: the city created its own bathing culture out of water scarcity, the recognition of a community need, and a deliberate intention to develop.

The 200-year history of Debrecen's bathing culture began on 1 May 1826, when the first Feredőház opened in the Nagyerdő – the predecessor of today's Régi Vigadó. This marked the beginning of a historical arc that has since grown into a bathing and recreational centre of national and international significance.

In 1932, thermal water was discovered in Debrecen, and the city's leaders at the time rebuilt the existing bathhouse within two months so it could welcome as many visitors as possible.

To mark the anniversary, **Aquaticum Debrecen is hosting a 200-day jubilee programme series from 1 May to 16 November, offering a wide range of attractions for bath-goers, including gastronomic specialities** (such as the Feredőcske dessert), the **Grand SPA 1826 pass**, and numerous themed **events**. **On 15 August, a bath ball will be held in the Nagyerdő, serving as the opening event of the Flower Carnival week.**

[Read more >>>](#)

The logo for Aquaticum Debrecen, featuring a stylized blue wave above the text "AQUATICUM DEBRECEN" in blue capital letters, all contained within a white circular background.

AQUATICUM
DEBRECEN





1

New Community Spaces Added to BeugRoom in Downtown Debrecen

BeugRoom has been expanded with a new podcast studio and co-working space, giving young people office-style facilities to develop their projects. The centre now also offers computers, printing services, and an anonymous mental-health counselling office alongside career guidance. Mayor László Papp emphasised Debrecen's 80,000-strong student community and the city's aim to strengthen dialogue with them through dedicated programmes. The development in Gambrinusz Passage was completed with a HUF 5 million investment, largely supported by a national grant, and young people can register through DEMKI. [More >>>](#)

2 Flower Distribution in Debrecen

Debrecen's city councillors once again distributed annual flower and balcony plant seedlings in 2026, continuing a tradition that had spanned several decades. The distribution began on 20 May and continued into the first days of June. Deputy Mayor Diána Széles noted that councillors had handed out annual flowers every year since 1998, when the initiative was launched by the Fidesz group. The programme aimed to encourage residents to care for and beautify their front gardens and public spaces, making neighbourhoods more colourful and inviting. [More >>>](#)



3

Nearly 500 Students Learn Responsible Animal Care at Zoo Debrecen

Nearly five hundred pupils took part in the educational day held at Zoo Debrecen. The aim was to demonstrate the importance of responsible animal keeping and animal welfare. The children were able to learn about the basics of animal care up close, in an interactive way, while absorbing knowledge almost without noticing. The organisers' goal is to foster empathy in children from an early age and to raise awareness of the importance of responsible animal keeping. [More >>>](#)





4 Aquaticum Outdoor Water Park Opened

Aquaticum Strand opened its doors on Friday, 29 May 2026, offering 15 pools, water slides, a lazy river, and a full summer programme for visitors. The beach complex, one of Debrecen's most popular seasonal attractions, also featured family-friendly zones, shaded relaxation areas, and various sports and wellness activities. The opening marked the start of the city's summer season, drawing both locals and tourists to the Great Forest for recreation and leisure.

[More >>>](#)

5 New Outdoor Fitness Parks in Debrecen

As announced by Mayor László Papp, new fitness parks and sports equipment have been installed at the playground on the corner of Pandúr Street and Bihari Street, in Somlyai Park, in the inner courtyard behind 96 Derék Street, and at the Tusnád Street playground. At the sports ground in the Darabos Street inner courtyard, a new football goal and a basketball backboard have also been installed, the mayor added, noting that playground improvements are continuing.

[More >>>](#)



6 University of Debrecen's Faculty of Pharmacy Becomes Life Saving Point

To mark the occasion of Ambulance Day in Hungary, a modern defibrillator was handed over at the University of Debrecen's Faculty of Pharmacy on 10 May 2026, enabling the institution to become the 50th official Life Saving Point in the region. The modern semi-automatic defibrillator provides step-by-step spoken instructions on what to do if someone requires resuscitation. The device has been installed in the Faculty of Pharmacy's main hall so that staff and students can assist anyone in distress if necessary. [More >>>](#)





7 Korean Lotus Lantern Festival Held in Debrecen

Children enjoyed an afternoon of arts and crafts, creating K-pop posters and bracelets, while guests sampled South Korean sweets offered by young volunteers. Pink and white lotus flowers decorated the garden, and a photo wall awaited visitors inside the Deutsches Kulturforum. Deputy Mayor István Puskás officially opened the event, noting that Korean culture, though distant and exotic, had become part of everyday life. The symbol of the festival, the lotus flower, represents renewal and mutual respect, in this case connecting Hungarian and Korean culture. [More >>>](#)

8 Egyháztáji Delicatessen Grand Opening

After years of dreaming, planning and hard work, Egyháztáji Delicatessen officially opened on 30 May. What began as an idea five years earlier had grown into a space designed to give local producers and artisans a worthy home and to bring their unique, handcrafted products closer to the community. The owners emphasised that every high-quality, carefully made product carries a story — a person, a family, a tradition, and work shaped by genuine passion and dedication.

[More >>>](#)



9 Grandstand Tickets for the Debrecen Flower Carnival Are Now Available

The Debrecen Flower Carnival is one of Hungary's most iconic and spectacular national celebrations, held each year on 20 August since 1966, and it returns in 2026 with events running from 18–23 August. The famous parade features spectacular flower-covered floats and more than 1,500 performers, attracting tens of thousands of visitors. Grandstand tickets for this year's parade are now available, offering reserved seating along the route. [More >>>](#)





DEBRECEN4U

Sustainability & Future of Debrecen



1 Debrecen Joined Global Nature Observation Challenge

Debrecen took part in the international City Nature Challenge with a three-day community data-collection event. Participants explored the city's wildlife under expert guidance and contributed to real scientific research. The University of Debrecen's Competence Centre for Biodiversity, Water Management and Climate Change involved the city in the initiative for the first time. Between 24–26 April, the programme mapped Debrecen's biodiversity with the help of local residents, while the city compared its results with major cities worldwide. [More >>>](#)

2 Municipality of Debrecen Suspended Mowing Works in May

Due to a dry winter, a virtually rainless month of March, and one of the driest Aprils of the past 125 years, the Municipality of Debrecen temporarily suspended the mowing of public grassed areas during May. The decision aims to protect grassland plants from drying out, preserve biodiversity, and support bees and other pollinators. The measure also represents participation in the "No Mow May" movement. [More >>>](#)



3 Zoo Debrecen Hosted Conference on Vital Ecosystem Players

The 6th Debrecen Applied Entomology Conference marked World Bee Day on 20 May by focusing on pollinating insects. Researchers, lecturers, and specialists presented their latest findings and discussed key challenges in the field. Hosted once again by Zoo Debrecen in the Great Forest, the event was launched in 2021 by the University of Debrecen's Institute of Plant Protection. After four years online, the conference moved to an in-person format in 2025 and continued that way this year, strengthening professional dialogue and cooperation across the Carpathian Basin. [More >>>](#)





4

Urban Vegetation Receives Extra Attention Due to Heat and Drought

The heat and lack of rainfall are putting Debrecen's urban vegetation under serious strain, so around 6,000 young trees are watered every week, while newly planted evergreens and flowerbeds are also receiving specialist care. In the intense heat, water tankers and automatic irrigation systems are helping to keep the plants alive. In addition to manual watering, automatic irrigation systems at several locations in the city centre are also helping to reduce the effects of drought.

[More >>>](#)

5 Attenborough 100: Nature Photography Competition Announced

The Department of Evolutionary Zoology and Human Biology at the University of Debrecen has announced a nature photography competition titled "Attenborough 100", paying tribute to the 100th birthday of world-renowned naturalist and documentary filmmaker David Attenborough. The competition aims to present the beauty, diversity and vulnerability of nature through the medium of photography, while also encouraging respect and responsibility towards the natural environment. [More >>>](#)



6

More and More People Opt for Cycling in Debrecen

Spring, sunshine and lots of cyclists: with the arrival of warmer weather, more and more people are getting on their bikes around the city. Cycling is a simple, fast, and environmentally friendly mode of transportation that also helps reduce car traffic, contributing to a cleaner environment. One of the main advantages of cycling is that it contributes to maintaining a healthy lifestyle and provides active recreation. Most importantly, it is accessible to everyone, with Debrecen's cycle path network currently spanning more than 120 kilometres. [More >>>](#)





Tips for Expats

DebPedal Arrives in Debrecen: Why Founder Jonathan O'Flaherty Chose the City for His Next Big Move



Following the success of its two stores in Budapest (ProPedal and PowerPedal), DebPedal E-Bikes Kft. is now opening a new store in Debrecen, at 28 Piac Street. We asked the founder, Jonathan O'Flaherty, why he chose Debrecen for the expansion of his e-bike business.



Jonathan O'Flaherty shares why Debrecen was always part of his long-term vision. After seeing more and more locals travel to Budapest with heavy e-bikes for proper servicing, he knew the city needed a dedicated, engineering-driven e-bike hub.

In the interview, he speaks about Debrecen's world-class cycling infrastructure, its growing professional and student population, and the unique natural assets—especially the Great Forest—that make the city ideal for sustainable mobility.

He also explains why Piac utca 28 was the perfect location, how Debrecen's cycling culture differs from Budapest's, and what long-term role he envisions for e-bikes in reducing emissions and improving urban life.

For O'Flaherty, Debrecen is not just a strategic choice—it's a place he personally connects with, a city where he feels the pace of life shift the moment he steps off the train.

👉 Read the full interview on Debrecen4U: [Interview with Jonathan O'Flaherty on the expansion of his e-bike business in Debrecen](#)



The Most Exciting Summer Events

OVERVIEW OF THE 2026 PROGRAM LINE-UP

A season of great events from July - August

Debrecen Street Music Days

17 - 18 July 2026

This year marks the sixth edition of the Debrecen Street Music Days, which will fill the city's public spaces on the weekend of July 17–18. More than 20 bands will set the mood for summer evenings at various venues, including Hal Közben, the Ifiház, in front of the Glass Pyramid next to the Reformed Great Church, Dósa nádor Square, Csapó Street, and the Fórum Shopping Centre. [More >>>](#)

Campus Festival

22-26 July 2026

Campus Festival is one of Hungary's largest summer music and cultural events, held each year in Debrecen's Nagyerdő. This year, the festival hosts more than 125 artists. The headline acts for Campus Festival Debrecen 2026 — based on the most recent published information — include a mix of major international names and iconic Hungarian performers. The confirmed headliners are Armin van Buuren (NL), Scooter (DE), and the historic return of Kispál és a Borz. [More >>>](#)

Debrecen Wine and Jazz Days

6 -8 August 2026

Debrecen Wine and Jazz Days is one of the city's signature summer festivals — a three-day celebration of Hungarian wines, live jazz, and the magical atmosphere of the Nagyerdő. It takes place from 6 to 8 August 2026 in Great Forest Park, right by Békás-tó. [More >>>](#)

Debrecen Flower Carnival

18 -23 August 2026

Honouring a tradition spanning seventy years, the city once again welcomes visitors to a week of blossoms, joy, and celebration, filled with floral creativity, cultural programmes, and shared community experiences.

Some of the side events of the Debrecen Flower Carnival:

- **Beer by Lake** is a premier gastronomic and cultural event held annually as a major part of the Debrecen Flower Carnival. Taking place in the picturesque surroundings of the Great Forest (Nagyerdő) at Békás Lake, it features nearly 50 domestic craft and international breweries, food trucks, and open-air concerts.
- The **Galiba Festival** is the children's festival of the Debrecen Flower Carnival — a colourful, playful, family-focused event where kids become the stars. It is one of the most cheerful highlights of the carnival week, built around creativity, storytelling, music, dance, and hands-on activities.
- The **Botanica Expo** is the green, calm, nature-focused exhibition of the Debrecen Flower Carnival — a place where plants, minerals, sustainability, and creativity meet. It runs 18–23 August 2026 at the Kölcsey Központ and its surrounding spaces.

[More >>>](#)





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