

NEWSLETTER

MARCH, 2024

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1. Mandatory chamber contribution until March 31, 2024

According to the Act CXXI of 1999 on Chambers of Commerce, economic entities are obliged to pay a chamber contribution every year, which amount is HUF 5,000 / year, and must be paid by 31 March of the current year, ie. by 31 March 2024 this year.

The existing and newly established enterprises have to pay the chamber contribution to the Hungarian Chamber of Commerce and Industry, to their bank account No. **12100011-10639683 led at Gránit Bank**. The 11-digit tax number of the company must be entered in the notice box in order to identify the payment.

In case the company has arrears for the payment of the chamber's contribution for the period prior to 31 December 2021, it is still necessary to pay it to the competent regional chamber of the company's seat. After 1 January 2022, newly established enterprises and sole entrepreneurs will continue to be registered at the regional chamber of commerce and industry, but the chamber contribution fee will have to be paid to the Hungarian Chamber of Commerce and Industry.

If the **entrepreneur's legal relationship** is already **terminated on 1 January**, they must **pay the chamber contribution for that year only on the 5th day following the restart of their activity**. If they have their **activity terminated for all of the year**, they **do not have to pay chamber contribution for that year**.

If a company is in liquidation, they are obliged to pay the fee until the procedure will be completed.

The payment of the chamber's contribution is a legal obligation, in case of **missing** it is **considered a public debt**, and the state tax authority (NAV) may collect it in form of taxes.

The detailed information about the chamber contribution is available [here](#).

2. Instant bank transfers in the EU

The Council of the European Union has adopted a regulation allowing immediate transfers in Euros in the EU and the countries of the European Economic Area (EEA). The new rules will allow the funds transferred to reach the bank accounts of retail customers and businesses immediately.

3. Lidl fined HUF 90 million by the Competition Authority for misleading advertising communication

In its commercial communication applied from 13 February 2023, Lidl Magyarország Kereskedelmi Bt. made the following claim suggesting market leadership: **"Lidl is the cheapest food chain"**, which message was **not adequately supported**, as the supermarket chain had **supported** this slogan **with a third-party survey**, however the survey conducted by Pénzcentrum was **subjective and non-representative**, so it was **not suitable for an objective, factual verification of the company's claim of**

market leadership. Moreover, the survey covered an earlier period (2 December 2022 to 30 January 2023) than the publication of the commercial communication.

Due to the misleading and presumably untrue content of the message, the Competition Authority (GVH) imposed a fine of HUF 90 million on the supermarket chain in the recently concluded investigation, based on the cost of the advertising campaign.

4. Government imposed mandatory notice on reduced unit pack sizes for pre-packed products

Government Decree No. 1/2024 (I. 9.) on the measures necessary to reduce the inflationary effect on food products was recently published, according to which, if the **size of a new unit pack** of a given product is **smaller than that of the product manufactured by the same manufacturer in the period between 1 January 2020 and 1 July 2023**, the **trading company** with a turnover of more than HUF 1 billion are **required to display a notice on the product** concerned for 2 months of the date on which they start selling the product. **The Decree entered into force on 1 February 2024.**

The trading company is not obliged to display the notice when the manufacturer introduces a new, smaller unit pack - in terms of weight or volume - but the previous unit pack is not phased out for the next 6 months, and the trading company continues to sell the previous unit pack as well.

To enable the trading companies to comply with their obligation to display the notice, if the product is manufactured in Hungary, it is the manufacturer, or, in other cases, the first distributor in Hungary and the wholesaler, who **must provide the trading companies with appropriate information on the product affected by the reduction in unit pack sizes**.

In case of failure to comply, the Consumer Protection Authority may impose an administrative **fine of HUF 1,000,000 per product**.

Consumers can also get information on the products affected by the reduction in unit pack sizes from the information database publicly available on the website of the National Food Chain Safety Authority (NÉBIH).

5. NMHH Decree No. 2/2024 (I. 23.) on the National Advertising Register

NMHH Decree No. 2/2024 (I. 23.) on the National Advertising Register was published on 23 January 2024 by the President of the National Media and Infocommunications Authority ("NMHH") and entered into force on 24 January 2024, according to which, at the request of the owner of the advertising device, the NMHH will register the advertising device - if it is placed in compliance with the regulations on the protection of the townscape - in the National Advertising Register kept by the NMHH.

As previously reported in our article entitled "[The Architecture Act plans to introduce more stringent rules on the placement of advertisements, advertising media and advertising support equipment](#)", the main aim of the law, which was still at the conceptual level at the time, is to prevent the placement of advertising media that would destroy the townscape, so each advertising medium must be registered,

which will be kept by the National Media and Infocommunications Authority, and the placement of advertisement will only be legal on advertising devices listed in the National Advertising Register.

Therefore, if the competent municipality has classified the given advertising device - which means the advertising medium and the equipment supporting the advertising medium together - as being in compliance with the regulations for the protection of the townscape before 1 January 2024, it must be notified to the NMHH by 1 February 2024 in one of the following ways:

- a.) if the owner is a business entity, through the administrative portal (Adatkapu) of NMHH;**
- b.) if the owner is a natural person, by submitting an e-paper.**

The registration fee and the annual fee are both HUF 15,000 per advertising space. (An advertising device may consist of one or more advertising surfaces.)

The annual fee must be paid by 1 March and is payable by the person who is listed in the National Advertising Register as the owner of the advertising device on 1 February of the year in question. The owner is exempted from paying the annual fee in the calendar year in which the NMHH registers the advertising device in the National Advertising Register, so the first annual fee is only due in the year following registration.

From 1 July 2024, no advertisement may be placed on any advertising device that is not included in the National Advertising Register.

6. Pánszky Law Firm 20th anniversary

Pánszky Law Office, a Hungarian boutique law firm, celebrates its 20th Anniversary.

Our law firm was founded in 2004 by dr. Gyula Pánszky, focusing on the full spectrum of business law, specialising primarily in advertising, media, telecommunications, corporate and commercial law, but also providing a full range of legal services in the areas of employment law, competition law, public procurement, finance and real estate related law.

"We would like to take this opportunity to thank all our Dear Clients for their long-standing trust and many years of close and fruitful cooperation.

A good team is the key to our stable operations and the high quality of service that our ever-expanding client base expects, and we are grateful to all our lawyer associates, past and present, who have contributed to our success over the past 20 years.

Last but not least, we would like to thank our domestic and foreign partner offices, the financial and investment advisory firms and all our Dear Partners for their contribution to our long-term professional and personal relationships, which have enabled us to develop even more targeted and complex services for our clients." - says dr. Gyula Pánszky, founder of the firm.

Pánszky Law Firm has extensive experience in serving multinational corporations, and its clients are typically international and Hungarian companies that are market leaders in their respective sectors.

Our law firm is a member of the Hungarian Advertising Association (MRSZ), IAB Hungary, which is the Hungarian representative of the international Interactive Advertising Bureau, the Self-Regulatory Advertising Board (ÖRT) and the Hungarian Trademark Association. Dr. Gyula Pánszky is the President of the Legal Section of the Hungarian Advertising Association.

Please note that our Newsletter is intended to provide general information only, and in no way constitutes a legal advice or a legal opinion applicable to specific cases. In case you have any questions or remarks, please contact us: gyula.panszky@panszky.hu, +36-1-200-3416. Thank you.

Budapest, 7 March, 2024

Pánszky Law Firm