

Phenomenal growth before - & through - the crisis

GIA Form's turnover up 55-60% annually

There are few clues that an inconspicuous building in a residential area of the agglomeration city of Érd is home to the head office of one of Hungary's most successful medium-sized companies.

GIA Form Kft can in fact point to impressive figures: In the last six years the company has managed to record an increase in turnover of 58-60 percent annually. "It is important not to let yourself be influenced by external factors. The conditions are identical for all the companies in a country," says owner Attila Gaszt, describing his recipe for success.

Father to son

The 36-year-old Gaszt, who until a few years ago worked at the machines himself, and his staff of roughly 30 now make injection-moulded and CNC-machined plastic parts in three factories in Érd and Várpalota (west Hungary). It all began with the tool plant of his father, which Attila Gaszt soon took over and developed into a model plant. The company now supplies parts to renowned car manufacturers such as BMW, Mercedes and Peugeot, as well as a number of mobile phone manufacturers. The company specialises in holders for mobile phones and Bluetooth devices, as well as cases for remote controls. Budapest pedestrians are also familiar with the products of GIA Form, at least by sight: Gaszt proudly explains that his

company supplies the pink-coloured receivers in the phone boxes of Magyar Telekom.

Beat out Chinese

Quality of the products is particularly important to Gaszt, and has even enabled him to persuade one customer to use him as supplier rather than the Chinese competition, which is not easy on the market for plastic parts.



GIA Form's 30 workers make injection-moulded and CNC-machined plastic parts

Thanks to the high quality of our products, with which the Chinese cannot compete, geographic proximity to our clients in Germany was also decisive," Gaszt explained. Thanks to the direct link – Gaszt speaks perfect German while staff members also speak English and French – and three-tier production, GIA Form is the ideal contact person for just-in-time orders, which are now the norm in the car industry. It is hardly surprising that in 2007 GIA Form passed the coveted VDA 6.3 audit in the "A" category in addition

to the standard ISO 9001 certification. In 2008 GIA Form won *Üzlet & Siker* magazine's quality award.

In the same year, however, the crisis struck and orders from the car industry fell by around 20 per cent. How Gaszt steered his company out of the unfortunate situation will be revealed in the next edition of *The Budapest Times*.