

## TOWN PRESENTATION – SELLYE

**Sellye is the centre** and the largest settlement **of the Ormánság**, a special ethnographic region in the south-western part of Baranya County, in the former floodplain north of the Drava. The traditionally **agricultural** area still retains its essentially **rural character**. Fundamentally, but not exclusively, Sellye is one of the leading settlements in the **Ancient Drava** program with an **industrial park** open for investment.

### Transport and logistics

Sellye's **transport situation** is fundamentally determined by the traditionally closed nature of the Ormánság, as a result of which the main transport routes lie far from the town. The nearest main road is **number 6** from Barcs through Pécs to Budapest, which can be reached at Darány, Szigetvár or Szentlőrinc, all three places being roughly the same distance away (26-28 km).

The nearest point of the **expressway network** is the Pécs-West junction of motorway M60, which is **46 km** from Sellye. This situation will be **substantially improved** by the planned expansion of M60: in the first step, the distance to the motorway is expected to be halved with a road to be built to Szigetvár.

The **distance to** the county seat, **Pécs, is 48 km**. The Croatian border is barely 10 km as the crow flies, but the nearest Drava bridges and with it the **border crossings are** at Barcs and Drávaszabolcs, both **39-40 km away**. The advantage of this position is that the town is **not affected by transit traffic**.

Sellye's **railway connection** is currently served by extension line 61 connecting the town with Szentlőrinc. The railway company have stopped all traffic on branch line 62 from Barcs to Villány. Although the rails are mostly intact, in their current state the line is not suitable for freight traffic either.

However, line 61 **provides a good quality of service**. Multiple unit trains run on **regular schedule** with two-hour intervals, which provides the conditions for commuting, and with a transfer in Szentlőrinc, the **county seat and the capital via the InterCity trains stopping there become accessible**. The Sellye railway station is suitable for **loading larger quantities of bulk goods onto wagons** and transporting them by rail.

Sellye is an **important hub** for **regional buses**, but connections not requiring a transfer are typically only limited to the area. Most of the villages in Ormánság have direct access to the town, but of the more distant settlements only Barcs, Mohács, Pécs and Szigetvár can be reached without transfer. **Departure times for the flights of the area are mostly geared to the starting of school and business hours**, which enables commuting on a daily basis.

### Population and employment

The **population of Sellye is 2684**, and despite its small-town character, it **stands out among the small-village-type** settlements of Ormánság. Apart from Sellye, only one of the 38 settlements in the district has more than a thousand inhabitants (Vajszló) and four has more than five hundred (Drávafok, Baksa, Csányoszló, Felsőszentmárton). As a result, all **central regional functions** are concentrated in Sellye.

The **working age population** in the district is 8824, of which 1019 are registered unemployed, which means that the **unemployment rate** is 11.55%. 4.51% of jobseekers have no education at all, 53.58% have completed the eight primary grades, 41.12% have some form of secondary education, and 0.78% have a degree.

The situation **in the town itself is more favourable**. In Sellye, the working age population is 1578, of which **2.72% are unemployed**.

### Infrastructure and public services

Sellye is characterized by a **well-kept, small-town settlement image**. The town's **interior roads** are mostly paved and in good condition, while the stormwater drainage systems are carefully maintained. **Renovations are ongoing**, the municipality has repaired several kilometres of sidewalks in recent years.

Baranya Víz Zrt., as the operator, takes care of the **drinking water supply of the town, and the operation of the sewage network** and the sewage plant. Sellye belongs to the service area of the plant administration office in Szigetvár.

A **drinking water quality improvement program with a budget of more than HUF 1.5 billion** is running in the villages of the municipal association led by the town. During the first phase of the program new wells were drilled and water treatment systems were established. By the end of the project, Sellye will play a central water transfer role for 22 settlements.

The town is the centre of the **Sellye district**, which has 13 thousand inhabitants in 38 municipalities. Naturally, the seat of the **district office** is located here. However, the range of available administrative services is not complete: a local authority and guardianship office, an employment office and the office of government issued documents operate here. Matters beyond their competence can be managed in Szigetvár or Pécs.

The National Chamber of Agriculture maintains an office of the **village consultants' network** in the town.

In Sellye, **primary health care** is provided by several general, paediatric, and dental practices. The **Ormánság Health Centre** is operated by a non-profit company owned by the town with a majority stake and 36 other municipalities of Ormánság. With the help of contracted doctors, about two dozen different clinics financed by social security are available locally, from surgery and gynaecology through radiological and laboratory diagnostics to physiotherapy. Here is the central emergency room that supplies the area. The institution also offers **manager screening** as a paid service. More serious diagnostic tools and hospital care are available in Szigetvár or Pécs.

The town maintains its own **nursery and kindergarten**. Besides general primary education, the **Kiss Géza Primary School** provides students with Croatian bilingual education and basic music training as well. Secondary education is offered locally by the **Sellye Agricultural Technical and Vocational School**, where young people can learn agricultural engineering in various forms. Within the framework of adult education, applicants can also obtain certified farmer qualifications as well.

**Two financial institutions**, OTP Bank and Takarékbank, have a branch office in Sellye. Other financial service providers are typically available for in-person administration in Pécs.

One **lawyer** with a valid chamber membership practices law in the town. The first instance forum for settling legal disputes is the **Szigetvár District Court**, from where one can appeal to the **Court of Pécs**.

The town kindergarten is maintained by the **Sellye Regional Institutional Association**, which comprises seven settlements.

The municipality has **co-operations** with the county chamber and the universities of Pécs and Zagreb **for innovation and economic development**.

## **Major economic operators**

The leading sectors in Sellye are **food economy and light industry**, but local companies are not limited to this area. There are a total of **466 businesses** in the district, most of them in the seat. The typical company size is the small or medium-sized enterprise with less than 100 employees, in addition to many micro-enterprises and sole proprietors.

Besides producer companies, the role of **tourism** is growing. The Sellye **beach spa** and the sights related to the ethnographic heritage of Ormánság (ethnic exhibition, museum) may be of interest to many. There are two restaurants awaiting tourists in the town.

Without being exhaustive, the following are **some examples of enterprises operating in Sellye**:

- **Agrokémia Zrt.** – A company engaged in the development, production and distribution of plant protection products. Number of employees in 2019: 75; sales revenue in 2019: HUF 1.87 billion, of which HUF 1.55 billion (82.89%) came from exports.
- **Samato Kft.** – A Hungarian-owned company engaged in the production of car detailing products, antifreeze, disinfectants and household chemicals. Number of employees in 2019: 26; sales revenue in 2019: HUF 1.8 billion.
- **O és R Építőipari Kft.** – A Hungarian-owned construction company engaged in structural, underground and building engineering. Number of employees in 2018: 70; sales revenue in 2018: HUF 768 million.
- **PI-ER Kft.** – A Hungarian-owned company manufacturing waterproof technical and workwear. Number of employees in 2019 at the Sellye and Komló sites together: 104; sales revenue in 2019: HUF 5.17 billion, of which HUF 4.7 billion (90.9%) came from exports.
- **Drávamenti ÁFÉSZ** – A company engaged in the retail trade of food and other consumer goods. Number of employees in 2019: 42; sales revenue in 2019: HUF 461 million.
- **MG-Sziget Kft.** – A Hungarian-owned enterprise engaged in poultry farming. Number of employees in 2019: 12; sales revenue in 2019: HUF 314 million.
- **Ligo-Trade Kft.** – A Hungarian-owned company dealing with the processing of walnut kernels and the trade of walnut kernel products. Number of employees in 2019: 14; sales revenue in 2019: HUF 215 million.

## **Economic areas**

Sellye is one of the six settlements in Baranya that has its **own industrial park**. In the 51 hectare land located in the southern part of the town, there are currently **36 hectares of vacant estates**. These can be used for greenfield investments through either lease or purchase.

The street-front part of the **former cheese factory** can be used for a **brownfield investment**. The change of function of the building is part of Sellye's **medium-term economic strategy**. The ideas include the creation of a business incentive space that allows start-ups to launch their business at minimal cost.

A **market** that helps sales opportunities for local farmers and primary producers is **one of the town's latest investments**. The HUF 150 million accessible building creates modern conditions for both traders as well as customers.

### **Economic support and tax policy**

The municipality of Sellye **leases or sells** the land it owns which is suitable for investment purposes to investors **at a discounted price** if the appropriate conditions are met. The conditions are laid down in the individual agreements between the parties. In return for the discount typically a **specific amount must be invested** or a certain number of Sellye-based **employees must be hired**.

The town also has a significantly **investor-friendly tax policy**. Although the rate of **business tax** is in line with the statutory limit, that is, 2% per year, companies operating here **do not have to pay** land or building taxes.

The amount of the **tourist tax** affecting the accommodation providers is also extremely favourable at HUF 300 per day.

### **Municipal investments**

Sellye is a **leader** in the Ancient Drava Program aimed at partially restoring the former water conditions of Ormánság, preventing floods and flash floods, and expanding the opportunities for irrigated agriculture. It is a complex spatial development program, covering the environmental, economic and social spheres, which seeks to create the conditions for long-term sustainable development. Its goal is to restore the former rich natural environment and landscape management based on it.

The commitment towards the use of **renewable energy sources** are confirmed by the recent placing of solar panels on several municipal

institutions. Many buildings, including the school and the family and child welfare centre, have also undergone a complete **energetics modernization**, leading to a reduction in operating costs.

**Making the town greener** has been included in the goals of several projects. Renovated green areas, playgrounds, outdoor training parks and promenades have been built throughout the town, and more are in the pipeline.

### **Contact**

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