

Shopping Street Management of Budapest

The businesses that work with us will be part of a unique **trade development project**, an inspiring, sustainable initiative that will show the city in a new light.



BUM builds communities, creates value.

Retailers, shop owners, all actors in the local economy and shoppers in the city have a vested interest in creating a liveable urban environment. Businesses in several parts of the city have joined forces to create a growing number of so-called "thematic streets" in our capital, coordinating their marketing activities and working together on a European model. Today, we can say that we have an ongoing, high level of professional cooperation with 15 of the capital's 23 districts.

To support this process, the **Budapest Chamber of Commerce and Industry** established the **Shopping Street Management (BUM)** in 2013. The aim of BUM Nonprofit Ltd. is to support and develop the trade in the target areas, increase the footfall on the streets, prevent the depopulation of shops and traditional shopping streets

To this purpose, BUM organises events, carries out marketing and communication activities, contributes to trade and tourism development, business development, research, analysis, vacancy issues (Kibérelem.hu) and focuses on digitalisation, cultural values and sustainability. All this is part of **BUM's know-how**, that is constantly expanding and BUM is willing to share.

- ✓ **Event management**
- ✓ **Marketing és communication**
- ✓ **Tourism and business development**
- ✓ **Research programmes, analyses**
- ✓ **Use of vacant commercial premises**
- ✓ **Digitalisation**
- ✓ **Cultural management**
- ✓ **Sustainability**

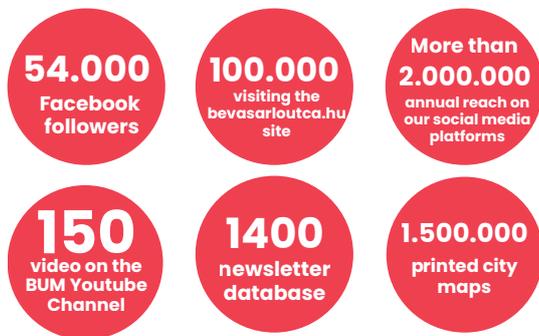
BUM: bridge and community



BUM is a department of the Budapest Chamber of Commerce and Industry that is in daily contact with nearly **300 businesses**, so it knows their problems, which also reflect the difficulties in the sector. At the same time, this community has a keeping power, which was evident during the pandemic, as while 25-30% of entrepreneurs of Budapest were forced to close, **only 11% closed in the thematic streets.**



To do this, BUM has **various online platforms** that set them apart from other BKIK entities. Thus, among social platforms, the **Facebook** page has more than **54,000 followers**, the **bevasarloutca.hu** page has about **100,000 visitors** per year, and our platforms have about **2,000,000 impressions** per year.



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