



# BASILICON CONSULTING

Knowledge Works.



# GREETINGS

Basilicon is continuously striving to learn more about the world, and provide you with our knowledge and experience gained so far throughout the multitude of projects we concluded in several corners of the world.

Based in Budapest, Basilicon is a knowledge-based organisation disguised as a boutique consulting firm. Our goal is to make an impact in the world by means of interdisciplinary consulting services both for the corporate and public sectors. Our activities are driven by the curiosity of our team members to fuse their knowledge and experience to create strategies, policies and initiatives with a novel approach. We firmly believe in professional diversity as a catalyst for creativity and progress. Maintaining a cutting-edge approach to office environments and work-life balance, we are an organisation consisting of like-minded people who never stop learning, and never want to stop making the world a better place with each little step along the way.

# WHO WE ARE

A CENTRAL EUROPEAN  
FIRM WITH A GLOBAL  
MINDSET



- Basilicon opened its first office in 2009 in Budapest, and since then grew to become a boutique consulting firm with international presence and offering specialised knowledge-based services. In 2019, we opened our London unit.
- Basilicon boasts significant experience in mathematical modelling and data analysis, however, our associates come from a wide variety of professional backgrounds, ranging from humanities to engineering. We also have a solid foundation in policy evaluation and robust experience in the public sector and international or EU-level organisations.
- Basilicon was founded by two young experts still in their 30s with an entrepreneurial spirit, with the intention to create their own knowledge-based organisation to make a difference by exploiting the strength and resilience in our most crucial "muscle", our brain and the knowledge and mindset within.

# WHAT WE DO

Our clients include a whole palette of entities, ranging from SMEs to big corporations and public institutions. We offer them solutions to achieve their goals and overcome challenges.

Proudly Central European, Basilicon relies heavily on talent, excellence and knowledge. All our team have worked and studied abroad in world-renowned institutions and now leverage their experience to provide consultancy services of the highest niche in their home region. We do not recycle fit-for-all answers, but align strategies and implement solutions in consideration with the specific situation and challenges, for the desired outcome and satisfaction of our clients, let those clients be a government body, a public institution, an SME or a large corporation.



Management  
Consulting &  
Strategy Design



Policy Design,  
Evaluation &  
Public Consulting



Big Data Analysis,  
Data Mining &  
Network Analysis



Cross-Cultural  
Advisory &  
Language  
Services



International  
Business  
Development



Project &  
Procurement  
Management

# SELECTED REFERENCES



## Management Consulting & Strategy Design

- Strategic management advisory for a Hungarian holding company active in the environment, energy and food sectors (3 years and ongoing)
- Strategic consulting for structural renewal of the Eötvös Loránd Research Network (ELKH)
- Strategic consultancy for a Swedish veterinary chain (expansion of practice, self-branded products)
- Strategic advisory for a CEE seed investment fund, cap table management, business development and target mapping
- ORBIT strategic leadership trainings for UK university management (various institutions around the UK)



## Policy Design, Evaluation & Public Consulting

- Consultancy for the Hong Kong SAR Government via Hong Kong Trade and Economic Office, Berlin (one year contract)
- Evaluation for the European Commission (FP7, H2020), COST, EUREKA, NATO Science for Peace and Security Programme, Policy Agency for Academic Exchange, Technology Agency of the Czech Republic, Shota Rustaveli Science Foundation of Georgia, Tempus Public Foundation,
- External consultancy for EU Commission (DG, RTD, EAC, TAXUD, MARE, ENER, REGIO, TRADE, COMM)
- External consultant for OECD, UNESCO, FAO



## Big Data Analysis, Data Mining & Network Analysis

- Pension micro-model design based on administrative data, the modelling client behaviour, analysis of contribution payment and service requisition by 8 million citizens aged 18-99" for the Hungarian Pension Agency (study, analysis, modelling)
- A brand new agent-based approach in FPB's dynamic microsimulation model (MIDAS) and instrument (LIAM2)' for the Belgian Federal Planning Bureau (modelling, analysis)
- Economic analysis of possible outcomes of establishing data trusts for the UK Government via Open Data Institute London (study, analysis)

# SELECTED REFERENCES



## Cross-Cultural Advisory & Language Services

- Middle Eastern cross-cultural training for a Central European banking service provider
- East Asian cross-cultural training for Volkswagen Group secondments
- Local edition of a four-volume historical academic publication by Peking University Press
- Translation and interpreting for high level public bodies and top companies in CEE (Chinese, Hungarian, English, EU languages)
- CEE cross-cultural advisory for non-EU incoming executives and companies (one-to-one, group sessions)



## International Business Development

- CEE market entry strategies and advisory for a GCC property developer (student accommodation)
- Middle Eastern market expansion strategies for a CEE banking services provider
- Latin American business development surveying and analysis for a pharmaceutical company in the field of women's health products
- East Asian market entry advisory for a Swedish international engineering consulting firm
- Mentoring for Western Balkan companies in the EBRD Star Venture Programme



## Project & Procurement Management

- Full-scale procurement management for a local higher education institution
- Procurement management for a CEE startup dealing with plasma physics
- EU procurement assistance for a major local legal firm
- Project management for a startup firm dealing with GDPR compliance
- PM support and study analysis for the KSP bilateral knowledge sharing programme by the Korea Development Institute
- Analysis and study of air pollution in CEE and relevant policies for Climate-KIC



# BASILICON ACADEMY

Change is constant. And change is hard. While we offer our advisory services to clients with sizeable businesses, we also want to promote knowledge-based strategic entrepreneurship and business mindset to small businesses.

This is why Basilicon Academy was established with the goal of offering blended training for freelancers and small business owners, where we build on a solid theoretical foundation with in-person mentoring and advisory to work out actionable strategies for personalised challenges.

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COMING SOON  
**2025 Q3**

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# BASILICON BOOKS

Change is constant. And change is hard. While we offer our advisory services to clients with sizeable businesses, we also want to promote knowledge-based strategic entrepreneurship and business mindset to small businesses.

Basilicon books focuses on general knowledge, scientific, non-fiction books, especially about topics with less awareness among Hungarian readers.



# CONTACT US



## Katalin MUSZKA

General Manager

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Katalin is a co-founder of Basilicon and leader of our Asian Business Division. With degrees in Chinese, Korean and South East Asian Studies, after her graduation from the School of Oriental and African Studies in London, Katalin moved to Beijing to work for the Hungarian Cultural Institute. After her return to Hungary she joined Deloitte Chinese Services Group and worked on cross-border investment projects by Chinese investors, also providing cross-cultural mediation and consulting. She speaks fluent Chinese and a multitude of other Asian and European languages.



## Balazs LAKI

Managing Partner

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Balazs is the founder and evil mastermind of Basilicon, an economist and mathematician by training. After a promising start at E&Y in Paris, he quickly moved on to become a VP in Morgan Stanley's NY HQ. Upon his return to Hungary, he served as Senior Counselor for the Ministry for National Economy. Having gained insight into business and politics as well, he now leverages his experience at Basilicon by providing strategic advise and knowledge-based solutions globally.



# CONTACT US



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