

BeStrong Establishes First U.S. Manufacturing Hub in Port Orange

Furthering their vision to become a global leader in outdoor fitness

Daytona Beach, Florida – December 29, 2022 Since its foundation in 2007, BeStrong has been committed to strengthening communities by creating safe, accessible recreational areas, manufacturing the highest quality outdoor fitness equipment, and providing training programs.

Headquartered in Debrecen, Hungary, BeStrong has manufactured and installed over 1,600 sport and fitness parks across 15 countries, with plans to continue to expand globally. Here in the U.S., BeStrong has already built upon the strong presence they have in Florida, to include clients in two other states.

“It has been a long-term goal to expand our business in the United States, and particularly in Florida. At the beginning we considered establishing in Miami, but after deeper research and help from the Hungarian Foreign Mission, we started to look further and found a home in Volusia County. We appreciated the welcoming business environment, and the professional help from Team Volusia EDC, the UCF Business Incubation Program, as well as the strong Hungarian community in the area,” said Zoltán Katona, BeStrong Owner. “We understand the importance of the community, and our goal is to give back to our new community as soon as possible.”

With a projected capital expenditure of \$5 million, BeStrong looks to hire 20+ employees.

“We are excited to have BeStrong, Inc. invest in the City of Port Orange. The City looks forward to working with BeStrong on developing its first location in the United States and seeing it become a national leader in outdoor sports equipment manufacturing,” said City of Port Orange City Manager, Wayne Clark. “The addition of BeStrong, Inc. to Port Orange and the Eastport Business and Technology Park will add about 20 manufacturing jobs along with a company known for high quality standards for its products.”

“With tremendous support from the local Hungarian community, Team Volusia EDC worked for nearly three years on a competitive recruitment effort to bring BeStrong to Volusia County,” said Keith Norden, CEcD, President & CEO, Team Volusia EDC. “We are excited to welcome this Hungary-based manufacturer of outdoor exercise and recreational equipment to Port Orange.”

“BeStrong represents all those qualities that a European company needs to enter the U.S. Market. Building upon successes in the European Union and beyond, BeStrong is excited to bring their innovative products to America. BeStrong benefits from the economic organizations in our community that are very supportive of the Hungarian business community. And after the well-received, inaugural Hungarian Summit, presented by HungarianHub, in Daytona Beach in May, 2022, we expect more and



more Hungarian businesses to land here in the greater Daytona region. My focus is to guide them to successful entries into Volusia County,” said Piros Pazaurek, Honorary Consul of Central Florida, Daytona Beach, and HungarianHub President.

“With abundant year-round outdoor recreation, Volusia County provides the perfect environment that fosters good physical health,” said County Manager George Recktenwald. “Having BeStrong become a local part of our community will further embrace a culture of active lifestyles, as well as help boost the impact of our economic landscape on an international level.”

###

About Team Volusia Economic Development Corporation (Team Volusia EDC)

Team Volusia EDC is a public/private not-for-profit corporation founded in 2010 whose primary mission is to market and recruit business from outside the area to Volusia County. An autonomous entity, the organization is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers of commerce and other resource partners to achieve economic development goals for Volusia County.

About BeStrong

BeStrong has more than 14 years of experience in engineering, designing, and manufacturing sport and fitness equipment. Our portfolio consists a versatile and comprehensive range of outdoor equipment, and all of our products were developed with sport and fitness professionals and tested with international athletes. Currently, we operate with two hubs, the European headquarter is in Debrecen, Hungary, and our North America headquarter is in Florida, USA. The company has manufactured and installed over 14 door sport and fitness parks across 15 countries and cu expanding to other territories globally.

For more information contact:

Keith Norden, CEcD., President & CEO
Team Volusia EDC
knorden@tvedc.com, 386.265.6332

Tracy Marino, Director, Marketing & Communications
Team Volusia EDC
tmarino@tved.com, 386.265.6332