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WAB 35 | FALL 2022

FOCUS

Wallonia International
Business Awards

BIG PICTURE

Catherine Vuidar
Ethics and Cosmetics

AMBASSADORS

The Explort
programme turns 15!

STARS AND YET MORE STARS!

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Summer is slipping away, autumn is coming, and winter is just around the corner. But there is no such thing as hibernation here! Our companies are already getting ready for next year, and our amazing region is ready to welcome ever more investors.

Wallonia is perfectly placed, with wide-open spaces and key crossroads: a gateway to the rest of Europe. This, combined with our high standard of living, our skilled workforce, and our social cohesion, means we welcome incoming companies with open arms. This is our core promise to you. For examples of successful integration, look no further than Vesuvius and Calyos. Or, for a new star on our horizon, take a look at AWEX's new prize for foreign investors, which this year has been awarded to Catalent Gosselies.

And what about our exporters? The Wallonia International Business Awards have singled out Trasis, Filame, Univercells, EVS and Aerospacelab for recognition. We have also chosen to highlight Les Ateliers du Saupont for their bold cosmetics brand Formy, as well as FN, for fostering our greater electronic independence in the world. Alongside this, we wanted to feature our young ambassadors and their impressive accomplishments over the last 15 years.

A little closer to the stars, read on to learn about RED 3.721 and its connection to Mars.

Who ever said the sky was the limit?

Pascale Delcomminette



© Formy



© Col&MacArthur



© Vaya Sigmas

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THE BEST MAGICIAN IN THE WORLD IS FROM LIÈGE!

Liège-born Laurent Piron and his ensemble, Alogique, have won the First Prize and the Grand Prize in all categories at the World Championship of Magic in Canada. He won the jury over with his Paper Ball act, just as he did at the European Championships in 2021. This is the first time a Belgian has won this prestigious title.



© Gael Maleux

MILLÉSIME CHOCOLAT CROSSES THE CHANNEL

The organic Millésime Chocolat factory (Seraing) has signed a contract with the House of Sarunds, a British importer and distributor, and has thus gained access to independent retail, food service, and perhaps even... Buckingham Palace. Currently, about 80% of Millésime Chocolat's turnover comes from exports, mainly to Japan, Hong Kong, Taiwan, Germany, Denmark, Canada, and the United States.



© Millésime Chocolat



CAP48 TO PRESS FOR GREATER INCLUSIVENESS

In September, the non-profit organisation CAP48 is launching a widespread awareness and fundraising campaign for greater inclusivity for disabled people and children in need.

Each year, public fund-raising efforts make it possible to finance nearly 150 local and innovative projects in Wallonia and Brussels. This great show of solidarity is marked by the Grande Soirée, a telethon broadcast on RBTF, which will be taking place on 16 October. But before that, we have CAP48's 100km for autism. This challenge now comes in two versions: in-person (100 km within 30 hours in Trois-Ponts on 24 and 25 September) and virtual (100 km within 21 days via a mobile app).



KNAUF INSULATION CONTINUES ITS EXPANSION PLAN IN VISÉ

After a €15 million investment to create the first glass-wool recycling centre on its site in Visé, near Liège, Knauf Insulation, a leading manufacturer of insulation products, is investing €35 million in the reconstruction of the oven on one of its production lines, and in creating a bypass road.



© Knauf Insulation



© John Cockerill

JOHN COCKERILL BANKS ON HYDROGEN IN BELGIUM

The John Cockerill group has announced an investment of over €100 million to develop a “gigafactory” in Europe. This factory is intended to manufacture electrolysers, which are essential in making green hydrogen. Though it is not yet clear where the factory will be, it could position the group as a world leader in the field, with an annual capacity of 8 gigawatts starting in 2025.

BELGIAN OWL WINS AWARD AFTER AWARD

The Belgian Owl whisky brand (Liège) has just won the Whisky Bible award for Best Single Malt Whisky in continental Europe—for the third time. It is also listed by the American magazine Whisky Advocate as one of the 100 best whiskies in the world, all while increasing its export and organic development. Cheers!



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CATHERINE VUIDAR

ETHICS AND COSMETICS

It took only a year for the dynamic Brand Manager of Ateliers de Saupont (Bertrix) to launch Formy, a local, sustainable and inclusive cosmetic range.



CATHERINE VUIDAR



She left behind the stars and her job in communications at the Euro Space Center to focus on this daring project: launching a brand of her own within an Adapted Work Enterprise well-known in the world of cosmetics in general, and of luxury brands in particular. Five months after the launch of Formy both online and in supermarkets, Catherine Vuidar is over the moon: “Our teams took up the immense challenge of designing, creating, and producing 14 product lines and 100,000 units in less than a year. And the feedback from testers and customers is really enthusiastic.”

“Formy is the visible face of a company that has been around for 52 years, becoming more and more professional over the years through various working partnerships”, says Catherine. “Thanks to our collaboration with the world leader in cosmetics, and the top 3 in European cosmetics, Ateliers Saupont has gained a reputation for haircare and skincare expertise. Our facilities include an R&D lab and modern manufacturing and production tools, which provide rigorous traceability. In the end, all we needed to do

was take advantage of our top-notch infrastructure and our teams’ cutting-edge know-how to embark on a new adventure.”

Solid and liquid shampoos, shower gels, body lotions, and face- and hand-care products, which have been on the market since May, are the basis for “a healthy, safe, and effective range. But this range is also fun to use and affordable for everyone: we are committed to this too”, insists the Brand Manager. She is looking forward to September, when they will begin exporting to Luxembourg and beyond.

Working together on a project that highlights their skills and talents, the 350 employees of Les Ateliers, 70% of whom are disabled, support her in her approach: they even got involved in the photo shoots. “In our company, the economic and the human aspects complement each other: they are equally important”, Catherine Vuidar emphasises. “More than in a traditional company, we feel pride in what we accomplish: making products with great customer appeal. It is something that gives meaning to everyday life!”



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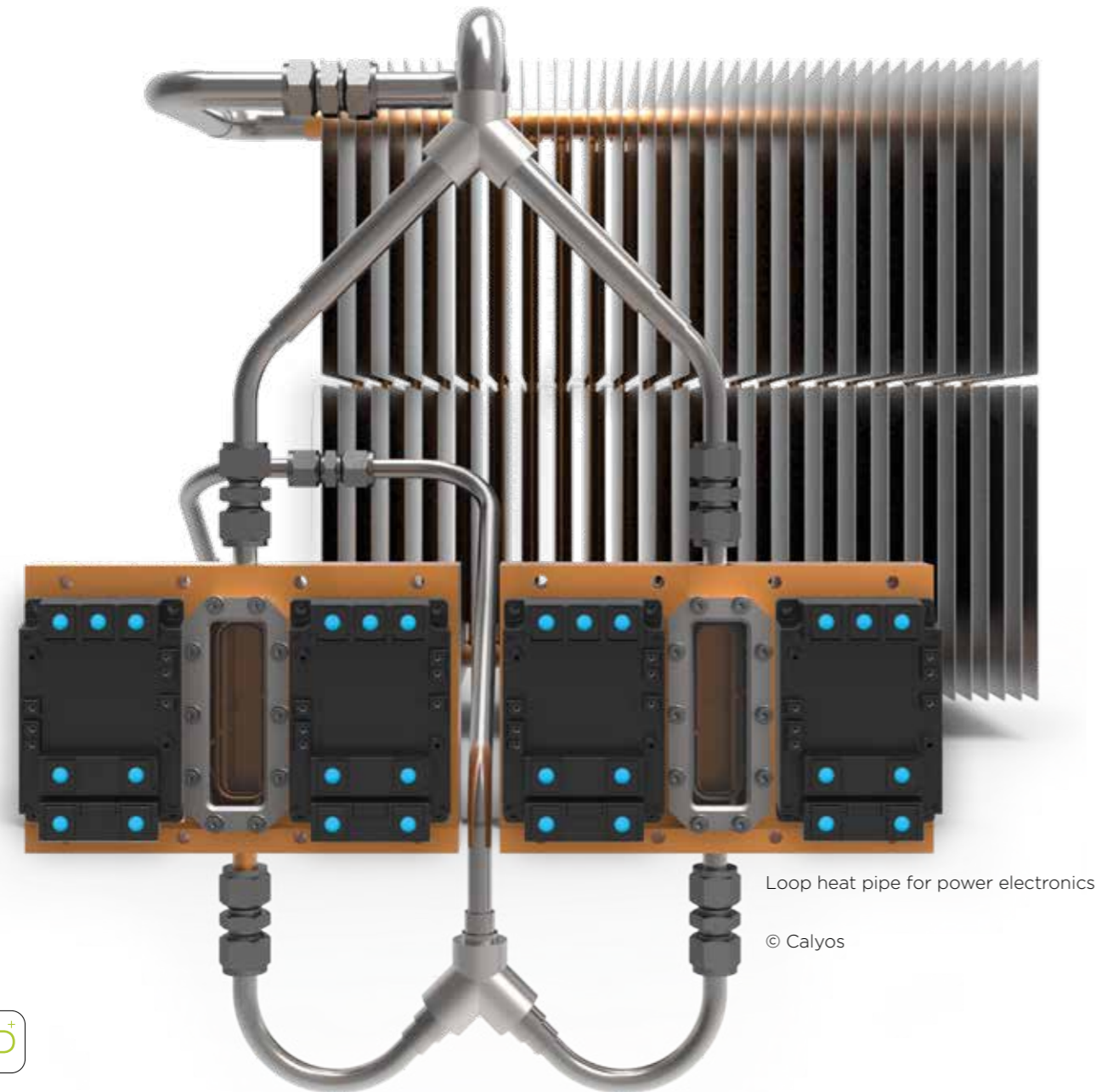
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- 350
- 6 departments
- 30 million products per year
- €15 million



CALYOS

OR THE EFFICIENT COOLING OF DATA CENTRES



Loop heat pipe for power electronics

© Calyos



© Calyos



© Calyos

According to the European Commission, the growing exchange of digital data increased energy consumption in data centres by 40% between 2010 and 2018. If there is no decisive action, that will increase by a further 25% to 92.6 TWh/year by 2025. Data centres accounted for 4% of global electricity consumption in 2015.

Calyos, based in Jumet for almost 10 years, wants to address this. Its sister company, Euro Heat Pipes, has developed a cooling technology that has made it a leader in aerospace applications. “What we do in space, we want to do on Earth too, first and foremost for data centres and electric cars”, explains company founder Olivier De Laet.

The massive energy consumption of data centres can be explained as a vicious circle: the energy used by the servers turns into heat, which has to be cooled, thus resulting in the further consumption of about the same amount of electricity. This is where action is needed.

BEAUTIFULLY SIMPLE




Data centres have traditionally been equipped with air conditioning. “It doesn’t make any sense”, says Olivier. “While it is the temperature of the servers that matters, the air in the entire

premises is being cooled too. It’s like using a refrigerated truck to keep your lunch cool.”

The two-phase cooling solution developed by Calyos is more resourceful, and above all efficient: the heat emitted by the server is used as cooling energy. The design is minimalist—a feat of thermal engineering—and can be adapted to fit customer requirements.

THE MEANS TO ACHIEVE THEIR AMBITIONS

It is not surprising that there are investors: a Family Office, financiers, and public authorities. They all want to base future technological solutions on Walloon metallurgical expertise. This year, they have increased their investment by €4.4 million so that Calyos can launch mass production.

-  €24.4 million
-  €2 million
-  20



Patrick André,
CEO



Vincent Boisdequins,
Vice President

VESUVIUS PUTS GHLIN IN THE BIG LEAGUE

Interview in Ghlin with M&T Flow CEO Patrick André and Vice President Vincent Boisdequins

A world leader in the steel sector and a supplier to the biggest names in the field, the Anglo-American Vesuvius group has invested 15 million euros in their global research centre in Ghlin. Their goal is to develop cutting-edge technology in robotics and refractory materials, which are used not only in Europe, but also particularly in Brazil, the United States, China, and India.

Innovation and technology have always been key to the success of the company, which “invests

around 2% of its worldwide turnover in research and development each year—twice the percentage invested by its nearest competitors.”

The Ghlin site was acquired by Vesuvius in the 1970s, and has evolved from a manufacturing site into a technological centre. With AWEX’s support, Vesuvius recently decided to set up its research centre for robotics and refractory ceramic materials here, thanks to its central geographical position in Europe,

its proximity to major steel groups that are customers of the company and its research centre, and the prestigious universities and materials research centres in the vicinity. But that’s not all: other factors include the incentives, subsidies, and tax benefits at the Belgian and European levels that have been granted to private companies that work hand in hand with research centres and universities for innovation purposes. Furthermore, the site offers a welcoming atmosphere and potential opportunities for the families of selected candidates who move to the area. And Vesuvius

has developed the ORBIT project, for additive manufacturing, in collaboration with UMons and BCRC. The site has also committed to energy consumption with zero CO₂ emissions by 2023, and it boasts charging ports for a 100% hybrid/electric fleet of vehicles, planned for 2025.

“Today, Ghlin has become the most important research facility in the Vesuvius Group on a global scale”, says CEO Patrick André. “It already has more than 130 highly qualified employees and continues to attract expertise and skills from all over the

world, thus creating a multicultural, diverse, and efficient research community.” With an ever-growing demand for steel, Vesuvius’s future looks bright. “Producing a MWh of electricity from wind or solar requires between 5 and 10 times more steel than producing the same MWh from a gas-fired or a coal-fired power plant,” Patrick André states proudly. “Our mission is to help our customers produce a finer, lighter, purer, and better-performing steel, in less time, while producing less CO₂ and improving our employees’ standard of living.”





Julien Compère,
CEO Herstal Group

HERSTAL GROUP

INNOVATION AND DIVERSIFICATION COMBINED—A Q&A

FN Herstal has unveiled a new assembly line for printed circuit boards at its factory in Liège. What is the goal here?

The idea is primarily to reduce the costs of assembling printed circuit boards, which until now has been subcontracted abroad, and to develop prototypes in a more efficient and more agile way. In addition, our needs do not take up all the capacity on the assembly line, which is designed for the assembly of boards with high quality requirements: we can use it for other companies in demanding sectors (nuclear, rail, medical, aeronautics, etc.). Finally, with the current shortage of electronic components, we can complete our designs quickly, in accordance with what components are available.

Is this an immediate response to the need to diversify business, which you emphasised when you took up your post?

Absolutely—in terms both of the diversification of the products themselves, and of the opportunity to bring these top-level investments and this top-drawer know-how to new sectors. It's a win-win both for FN itself and for the region.

There are not many assembly lines of this kind in Europe. Why did you choose Liège?

First, because there are a hundred or so development engineers at FN Herstal. Second, because historically—since the time of Zenobe Gramme—Liège has been a centre for electromechanics. Digitisation involves in large part the upgrading of traditional mechanical products. And finally, because Imec, the Leuven-based flagship of the sector, could also be an asset in the context of the plan for a European Chips Act.

What is the added value here for the Herstal Group?

Flexibility and customisation.

These days, customers expect tailor-made products to be delivered quickly, hence the importance of managing capacity internally to keep control over our smart products. With our line and our engineers, we have an entire distinctive value chain in-house.

How do you see the Group's future?

The sector is facing many challenges: European Defence policy, which is being built against a backdrop of high-intensity conflict at its borders, market consolidation at the global level, a level of demand that is likely to increase due to hyperinflation and shortages, and the repositioning of accessible markets.

These are structural and strategic challenges for which the Group is well prepared, thanks to the diversity of its skills and tools, its commercial networks and, above all, its broad portfolio of products and services. We have all the assets to weather current economic and geopolitical upheavals, and to play a pivotal role in European Defence policy going forward.



The enthusiastic staff created an incredible atmosphere for 8 September in La Hulpe!

AWEX

SALUTES SOME GREAT TALENT

The first Wallonia International Business Awards event took place on 8 September at the Hotel Dolce in La Hulpe. The event, which picked up where the Wallonia Export Grand Prix event left off, shone a spotlight on the success both of Walloon businesses on an international level, and of foreign investors in Wallonia.

“The Grand Prix had been around since 1991. It recognised Wallonian companies that performed particularly well internationally. AWEX’s structure then evolved to better meet companies’ needs, and it became necessary to breathe some new life into the event: so the Grand Prix became the Wallonia International Business Awards in 2022. It now also recognises foreign investors in Wallonia through the Wallonia Foreign Investment Award”, says Diony Mwenge, AWEX’s Director of Communications. “We decided to streamline the process, which a satisfaction survey showed was too long and boring. And, for the first time in our history, we received over 40 applications, from all fields. Every application was of an extremely high quality, so we added two prizes to the initial five: the Wallonia Innovation Award and the Wallonia Rising Star Award. Thus, seven companies will receive awards over the course of the evening.”

The event features a larger jury that includes senior management, a wider range of contestants and prizes, and a simplified process. “We hope that the event will be more in line with our companies’ expectations. In turn, they gain visibility thanks to our collaboration with Trends-Tendance, which shines a spotlight on the contestants”, adds Diony. She interprets the event’s success as “bringing out Wallonia’s ability to develop astonishing technological knowledge. When it comes to innovative companies, we have a lot of heavy hitters here in Wallonia—both leaders in their field and aspiring start-ups that are dying to join them. Truly impressive.”



Pascale Delcomminette, Chief Executive of AWEX and WBI



Antoine Goldschmidt, of the MagicStreet collective



Elio di Rupo, Minister-President of Wallonia, Pierre-Yves Jeholet, Minister-President of the Wallonia-Brussels Federation



Willy Borsus, Vice-President of Wallonia and Minister for the Economy

Trasis

WALLONIA GOLDEN EXPORT AWARD

Based in Liège, Trasis is a biotech company that develops cutting-edge solutions in nuclear medicine to help improve the diagnosis and treatment of cancer. Since 2008, it has created, built, and marketed equipment and raw materials to manufacture, test, distribute and administer radio-pharmaceutical drugs worldwide. Focusing primarily on exports, it opened a subsidiary in the United States in 2019 and has tripled both its staff and its turnover in just 4 years.

“Today, Trasis markets synthesis solutions in 53 countries”, says founder Gauthier Philippart. “None of them represents more than 10% of the company’s total turnover. This is a sign of stability, but it also tells us that some markets can be further exploited. For two years now, particularly thanks to AWEX and its Explort export programme, we have been able to open up markets in Latin America, China, and some Scandinavian countries, which had been difficult to access.”

Gauthier says Trasis has been able to grow internationally thanks to “the global nature of the demand for the goods and services we provide, the emergence of a global distribution network in countries with the largest markets, as well as the product designers who represent the company abroad and who are in direct contact with their customers, making the first sales that can help us grow in other markets.” This Award should nevertheless give the company some visibility in Wallonia, “where we are less well known than on the world stage.”



© Filame

Filame

WALLONIA SILVER EXPORT AWARD

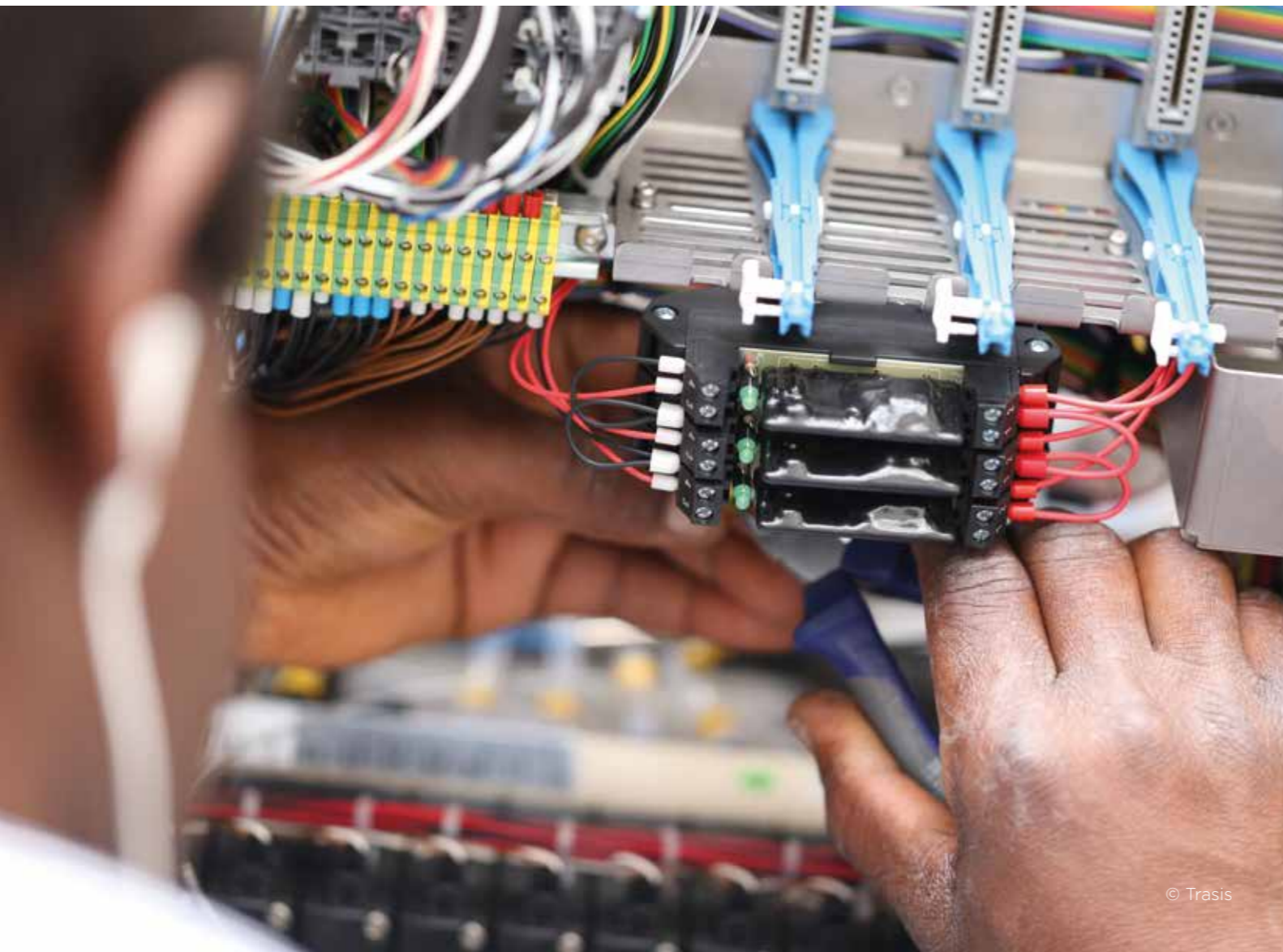
Based in Nivelles, the Filame Group specialises in the manufacture of wire and strip parts. Each year, the company manufactures a total of 500 million units, from high-precision springs (0.1 to 20 mm in diameter), torsion springs, compression springs, and tension springs to small-leaf springs and sheet-metal parts. Around 70% of these are destined for export.

From civil engineering to locksmithing and the automotive industry, and from industrial machines to construction sites and even the aeronautical industry, Filame is seemingly everywhere. “Our expertise is recognised both in the treatment of spring materials and in mass production on automatic presses, for which we design our own press tools. We are always able to assist our customers in creating their parts: improving their design is sometimes enough to simplify the manufacturing process, thus reducing production costs”, explains Jean Gabriel, Managing Director.

“This award means first and foremost that our teams are being recognised. Working for large industrial groups in the export market requires a lot of effort, and a high level of precision. We are happy to be able to rely on our 48 highly experienced employees”, says Jean Gabriel. “An AWEX Award is also an opportunity to show our customers that we know their markets, and can assist them. This is huge in terms of credibility.”



© Filame



© Trasis

Catalent (Gosselies)

WALLONIA FOREIGN INVESTMENT AWARD

“This award is testimony to the great progress we have made at Gosselies.”

“The recognition this award brings will raise our visibility within Belgium’s wider ecosystem, and will help us attract the right talent and further support our growth”, said Luca Russo, General Manager of Catalent.

Catalent, a global leader in the development and manufacture of pharmaceuticals and consumer

health products, has more than 50 facilities across four continents. In its financial year 2021, Catalent generated revenue of about \$US 4 billion. In Belgium, the company employs 1,000 people at two sites, one in Brussels, which focuses on sterile injectables, and another one in Gosselies, which is the European centre of excellence for cell therapies and plasmid manufacturing. As Luca explains, “Belgium, and Wallonia in particular, provide us with excellent university campuses with expertise

in the development and supply of biopharmaceuticals. There is an excellent logistics infrastructure, and we are located close to clinical sites that have considerable expertise in the development of new and innovative medicines. We are continuing to expand our campus at Gosselies, and in 2021 we announced plans to create more than 200 new technical, scientific, and operations jobs over the next five years.”



EVS

WALLONIA INNOVATION AWARD



Just when EVS, a world leader in live audiovisual production technology, is celebrating its 27th anniversary, it has also won an Innovation Award. Chief Marketing Officer Nicolas Bourdon said the award “recognises all the teams at EVS, and puts a spotlight on our talents.” Indeed, EVS’ slow-motion solution represents only 30% of a turnover of roughly €140 million at the moment.

“Our reputation was forged between 1994 and 1998, when our contribution allowed directors of

sports programmes to add a series of freeze frames, so that the TV audience could better understand and interpret what they were seeing. From the Atlanta Olympic Games to the 1998 Football World Cup, we transformed the broadcasting of sports events”, he recalls. EVS’s technology has continued to improve, and now includes near-real-time content management. “Nowadays, the biggest stadiums, events such as the Super Bowl, but also variety shows, reality TV, RTL and TVi

reports, and NBC news all use this technology, which has proven its worth in sport.”

The company, which is based in Liège, has 600 employees all over the world, including about 300 in Europe who work exclusively in research and development. “We don’t subcontract or outsource development”, Nicolas emphasises. “But we offer extensive training: over 7,000 operators now use our technology, with on-site support from our teams, who can respond quickly.”



© Univercells

Univercells

WALLONIA SUSTAINABILITY AWARD



© Univercells

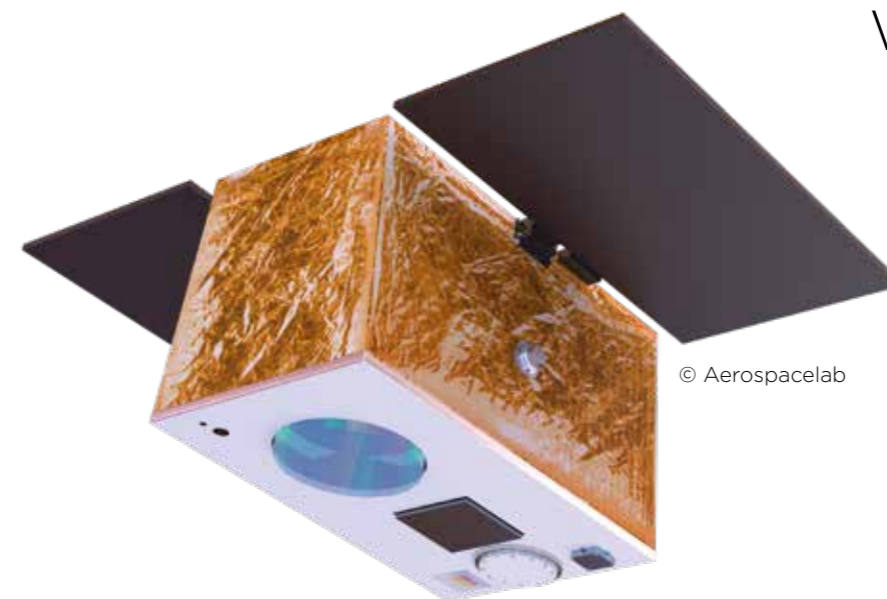


© Univercells

Univercells is growing fast, and so is its ambition. Founded in 2013 by Hugues Bultot and José Castillo, it now has 5 subsidiaries and 550 employees, 400 of them in Wallonia. It is more committed than ever to “working in revolutionary ways to ensure the availability of biological medicines worldwide by making them accessible to all, in terms of both quality and price”. It has a three-fold strategy: reduce the cost of medicines through innovative technology that is significantly cheaper than what traditional systems have come up with, ensuring self-sufficiency in low- and middle-income countries by increasing access to local expertise and infrastructure, and encouraging innovation in all its systems and processes.

“Biological drugs are at the forefront of medical research and are often the most effective, if not the only, way to treat or prevent various diseases and conditions”, says Hugues, who is also the CEO. “With our combined expertise in scale-up, production, and bioprocessing, we are always looking for new and sustainable ways to expand access to these life-changing medicines: it’s not enough for a drug or vaccine to exist. It must be accessible to everyone.”

Hugues offers a final thought: “The Wallonia Sustainability Award is very important to us: it is a great recognition of what we are doing to improve accessibility to essential medicines and vaccines around the world. And that’s what drives us to keep doing what we do best.”



© Aerospacelab

Aerospacelab

WALLONIA RISING STAR AWARD

Now here’s an aptly named prize for the European leader in geospatial intelligence. Founded by Benoît Deper in 2018 in Mont-Saint-Guibert (Walloon Brabant), Aerospace aims to “make geostrategic information accessible to all”, by creating, building, and using extremely accurate and affordable microsattellites.



© Aerospacelab

“Historically, to build a satellite, you need a customer, such as NASA to place an order with a company such as Boeing, which will then call on ever smaller subcontracting companies”, says Benoît Deper. “It’s a cumbersome process from another time. We have opted for a vertically integrated approach: we are the only ones in Europe to cover the entire value chain, from building the satellites to image recovery and analysing the data for our end customer.”



© Aerospacelab

After only four years, this new rising star of Walloon technology has 140 employees and has two offices in Belgium. It deals only in exports, and is a European leader in the field. The next step: “Build a platform that can process even more data, of all kinds, much faster.”

© J. Van Belle - WBI

WALLONIA AUDIENCE CHOICE AWARD

EVS There was a double success at the ceremony for the Liège-based company, whose CEO, Serge Van Herck, gladly accepted the Audience Choice Award. “The technology we offer enables us to bring excitement to millions of people every day. Anyone would admit, it’s the stuff of dreams”, he says with a smile. “And there’s also the recognition: the award not only highlights the excellent work our people do—it’s proof that our performance, which is already recognised abroad, is also acknowledged here at home by other players in the business world. It’s exciting for everyone.”

EVS’s reputation was already strong enough to attract 70 new employees in the first half of 2022. “The idea had been to spread our recruitment campaign over a year, but six months was enough: EVS’ growth and success are clearly attracting people. All this is driving us forward even more.”

An evening enhanced by the acousticians of Arts²

WINNERS

- Wallonia Golden Export Award: **TRASIS**
- Wallonia Silver Export Award: **FILAME**
- Wallonia Foreign Investment Award: **CATALENT GOSSELIES**
- Wallonia Sustainability Award: **UNIVERCELLS**
- Wallonia Innovation Award: **EVS**
- Wallonia Rising Star Award: **AEROSPACELAB**
- Wallonia Audience Choice Award: **EVS**



© Démosthène Stellas



© Icarus de Jimmy Michaux © Photo T.Dupièieux



© Sam

EXPERIENCE LOCAL HERITAGE DIFFERENTLY THIS AUTUMN

Wallonia offers a variety of ways for you to (re)discover its heritage, through street art tours down colourful streets, fun trails in both the city and the countryside, or even the unexpected poetry of technology.

There's no shortage of examples. The City of Namur offers various art-themed trails. Let's start with statues, on a city trail that follows in the footsteps of Spanish artist Isaac Cordal. Then try a street-art version and meander through artwork spread throughout the city streets, and sometimes even in courtyards and gardens.

Would you rather embark on a treasure hunt? The villages of Sosoye and Falaën, touted as some of the "most beautiful villages in Wallonia" (Les Plus Beaux Villages de Wallonie), have plenty of riddles and mysteries for you to solve with your family and friends.

If you're more of a high-tech kind of person, you also have a plethora of activities to choose from in Wallonia. In Redu, the MUDIA museum offers an interactive route featuring over 300 masterpieces ranging from the Renaissance to modern times.



© Treepack



© MonaCaron



© Isaac Cordal

VISIT
Wallonia
.be

VISITWallonia.be/autumn



© J.P. Remy



© ABSOLUT



© Hugues Batteux



© J. Van Belle



Nicolas Ravenel,
Explort Coordinator

THE EXPLORT PROGRAMME TURNS 15!

Making businesses more effective in the export market also means making sure that skilled staff who are trained in the art of international trade are available. AWEX presents EXPLORT, in partnership with the Forem Business Skills Centre.

“Explort is a training programme that offers internships in international business. That’s both rewarding in terms of employment, and directly in line with market requirements”, explains coordinator Nicolas Ravenel. “Over the last 15 years, we have sent 8,500 trainees of two types abroad: students of economics, business, or languages, and job seekers who have no particular academic background but who have received training from the Forem Skills Centres.” Two conditions: an English

proficiency level of B1 (European standard) and an inquisitive mind.

“The Explort programme is based on a win-win deal”, says Nicolas Ravenel. “A Walloon company takes on an intern who, thanks to AWEX’s support (a grant to cover expenses), will help it go international. Interns improve their chances of finding a job in sales, and the company benefits from their search for potential distributors, partners, and customers abroad.”

FIFTEEN YEARS ON, AND A NEW OFFSHOOT

“Explort has had undeniable success. However, some companies say that the length of the internship abroad (12 weeks at most) seems a little short”, admits Nicolas Ravenel. “As part of the Wallonia recovery plan, we are working on the creation of Explort Plus. This programme is intended for companies whose market has reached a proven maturity threshold, and where having interns on-site for longer could help make a real difference in terms of competitiveness.

“I was doing a marketing course at college, and Olivier Dufrasne, CEO of Ecosteryl, came to give a talk. I had never heard of Explort, but an internship abroad really appealed to me, and working at Ecosteryl was an inspiring prospect”, says Benjamin Bollens (23).

After a six-month Erasmus course, Benjamin began by meeting colleagues and learning about the company’s values before flying to San Antonio, Texas to work on preparations for the Ecosteryl trade show in Las Vegas.

Upon his return, and spurred on by all he had learned, he decided to do a master’s in International Business in Maastricht, the Netherlands. At the start of the year, Ecosteryl hired him to continue prospecting several other American states.

KINAMANIA

KRISTINA ZOU EIN

ELEGANCE AND DARING

From her boutique in the prestigious Galerie du Roi in Brussels, Kristina Zouein designs footwear with a story: she creates iconic models that are both timeless and atypical, regularly collaborating with artists and craftspeople, all of whom share her passion for know-how. Her new collection, 961 (the country code for Lebanon), supports Lebanese artisans in the wake of the 4 August 2020 explosion, which plunged Beirut into mourning and deepened its financial crisis.



© Iwein De Keyzer



KINAMANIA

VALÉRIE BOURGOIN

FROM ONE WOMAN TO ANOTHER

Valérie Bourgoïn is, above all else, a passionate stylist. Like an architect, she draws her models in 3D before entrusting her projects to artisans so that they can carry out each of the 30 operations required to design a shoe in the small workshop in Portugal. Her elegant and feminine creations come to life thanks to her use of bovine and ovine hides sourced from Italy, which are environmentally responsible and selected for their short supply chain, and thanks to the attention to detail paid by the skilled craftspeople who work there.



© Vaya Sigmás



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BUILDING A BRIGHT FUTURE, TOGETHER

On 10 June 2022, the Building a Bright Future conference was held at the MAD Brussels as part of the New European Bauhaus festival, thanks to the support of the Bureau of European Design Associations, as well as partners from Belgium (WBDM, the MAD), the Netherlands (the Dutch Design Foundation) and France (the French Embassy). The New European Bauhaus encourages an aesthetic debate around living spaces, but also around the role of architecture and design, always in line with a sustainable approach. It intends to meet public needs and expectations, taking things beyond the ideas stage. Reassessing the manufacturing process, capitalising on existing solutions, developing education and training, involving the public in the conversation, and opening up the debate to different sectors: these are all essential elements needed to kickstart a process that is as meaningful as it is valuable.

As dawn broke on 11 June 2022 in Brussels, there was no longer any doubt that the future would be "bright"!



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COL&MACARTHUR

A LITTLE CLOSER TO THE STARS

One small step for man, one giant leap for Belgian watchmakers: Sébastien Colen, founder of Col&MacArthur, is launching a new brand in the United States in collaboration with NASA. Interstellar has already raised more than €369,000 through a successful online crowdfunding campaign. The first model, RED 3.721, tells the story of "Perseverance", the 2021 NASA Mars mission.



LAURENT DURIEUX

The liberated artist

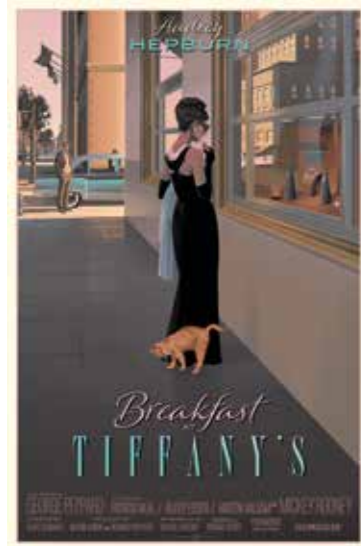
Laurent Durieux has been drawing ever since childhood and trained in the best schools in Brussels. Today, he is an independent artist with his own specific style, happily fulfilling his greatest dream.

He got his first break about 10 years ago in the Austrian Archives Magazine, and now works with world-renowned galleries and publishers, including the famous Mondo Gallery in Austin, Texas. Laurent gets his inspiration from many sources, including pop culture, comics, 1930s newspaper articles, films of course, but also photography, from which he draws lessons in the play of light and atmospherics.

The results are astounding. He tells a whole story within a single picture. In his film posters, he depicts the plot's complexity with disconcerting clarity.

"This creative freedom is life-affirming. I draw only what entertains and interests me. I put my heart into it, and that's how I can do good work. I look forward to what surprises the future has in store", he says.

You can (re)discover his work via his online shop and his book, soon to be published by Éditions Blake et Mortimer.



© Laurent Durieux



When Liège laughs...

The International Liège Comedy Film Festival (FIFCL) brings together people from all walks of life to celebrate all types of comedy: rom-coms, dramedies, and social and horror comedies. From Belgium and beyond. Guests for this 7th edition, which will take place from 3 to 7 November, include Karin Viard, Gérard Jugnot, Michel Boujenah, and Benoît Poelvoorde.

The world at your feet

SIAL Paris 2022 is a truly global showcase for the food sector, and the place to be for all key players—producers and buyers alike—who will be shaping the major trends of today and tomorrow.

It's a must on the food-sector calendar for the more than 7,000 exhibitors who will be at Paris Nord Villepinte from 15 to 19 October. Wallonia will be represented by over 80 companies in no fewer than 7 pavilions, among them the new delicatessen.



SLUSH Helsinki

On 17 and 18 November, SLUSH Helsinki will host start-ups from around the world.

The aim of the event is to facilitate networking between founders and investors. It will also offer matchmaking sessions and pitching competitions. This year, there will be 8 Walloon start-ups at the event, which will be welcoming over 10,000 participants.

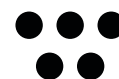
Wallonia, the land of **SUSTAINABLE INNOVATION**



- ✓ **Circular materials** eco-design, industrial symbiosis, encouraging the reuse and repair of these materials within the economy, recycling innovation, etc.
- ✓ Innovations for **enhanced health** biotechnologies, medical equipment, eHealth, mHealth, silver economy, prevention, etc.
- ✓ Innovations for agile and safe **design** and **production methods** (IoT, 3D printing)
- ✓ Sustainable **energy** systems and **housing**
- ✓ **Agri-food** chains of the future and innovative management of the **environment**

CONTACT US TO EXPLORE GREEN OPPORTUNITIES IN WALLONIA

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