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AGENDA

September 21-24
 London
 100% DESIGN

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Communication coordination :
 Tagora Trade Publishing

Graphic design :
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Printing : IPMprinting

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CROSSOVER

DOING BUSINESS WITH THE HUB OF EUROPE



FOCUS ON

WALLOON DESIGN



Fireplace manufacturer turns up the heat
Biotechnology company
broadens its horizons
OFI opens a new window on Wallonia



A wealth of diversity

Fortunately, in an era of economic globalisation, cultural diversity remains a reality. Whether it concerns negotiations at local or international level, everyone affirms their own identity on the world economic stage, at the same time as remaining open to other influences with the aim of achieving mutual benefit, whether cultural or economic.

Foreign investment in Wallonia was up almost 20% last year, which means that Wallonia has been making great progress on the world economic and cultural scene.

The combined efforts of our representatives around the globe, the dynamism of Walloon entrepreneurs, the welcome and support offered to foreign investors who want to set up business and thrive in Wallonia have all contributed to our role as a crossroads of trade and cultural exchanges right in the heart of Europe.

The strategic synergy that now exists between the AWEX and the OFI fits perfectly with this philosophy of economic and cultural exchanges. It is the result of successful consultation with a number of partners at regional and inter-regional level (Chambers of Commerce and Industry, Exporters' Clubs, professional associations, etc.). This synergy enables Wallonia to pursue a dual objective: promoting exports by Walloon firms and increasing foreign investment in Wallonia, with the ultimate aim of boosting business and employment in the region. It now has the densest network of representatives relative to its population in the world and there is no doubt that Wallonia is channelling the necessary resources into achieving these objectives.

The Walloon Region has adopted a "Marshall Plan" for the development of the region's economy and calls for exchanges and partnerships as an integral part of its contract for the future. It now seems that companies

are heeding that call. Walloon businesses are pooling their strengths and dynamism, while foreign investors who choose to set up business in Wallonia are welcomed with open arms. Through the Marshall Plan, AWEX has seen its scope for action broadened considerably by allocation of substantial additional resources. This has enabled it to raise the profile of Wallonia, attract investors, support inward investment and raise awareness and levels of qualifications and training among young people in careers relating to international business. The role played by Wallonia on the world economic stage looks set to grow in years to come.

We began this editorial by referring to diversity, we now encourage you to read this edition and discover the international focus of Wallonia in all its diversity.

*Philippe Suinen,
Chief Executive Officer AWEX*

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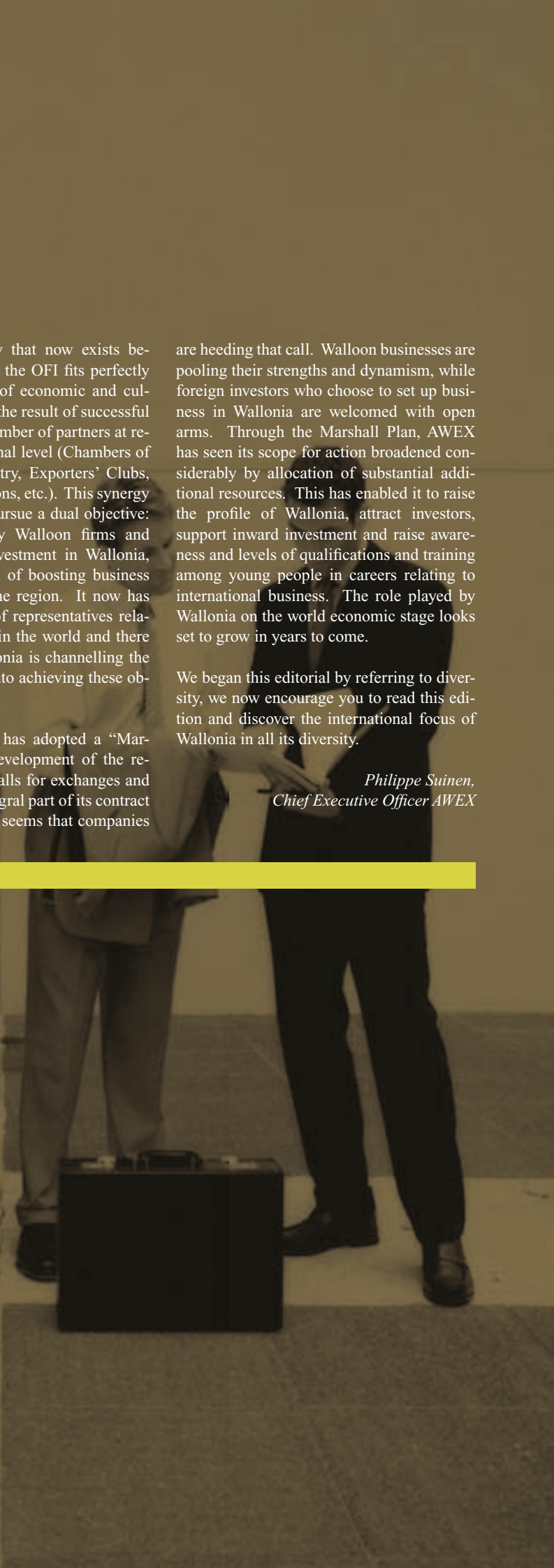
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A fireplace makes any room so cosy. A lot of people seem to feel that way, as sales and output at this fireplace manufacturer in Liège are up by 30%.

Bodart & Gonay will be celebrating 50 years in business in 2007. The company makes gas and wood fireplace inserts and a range of letter boxes at its recently renovated factory at Harzé near Liège. Since the move from its previous premises, both the turnover and the workforce have doubled, which now stands at 130 people. B & G's subsidiary, ACTIF INDUSTRIES in Herstal has also started production to increase output. This subsidiary also carries out metal pressing and cutting on a subcontract basis.

8% of Bodart & Gonay's 20 million euro turnover is spent on R&D. Its laboratories are fully equipped for testing products and verifying conformity with standards and a team of 7 people are employed on developing new products.

High energy prices have helped sales

In 2006, turnover was up 30% on the previous financial year. Sales Director Etienne Fraikin says: "Energy costs have been one of the main factors behind this rise in sales. The cost of wood for heating has not been subject to the same price rises as other energy sources. We have also streamlined our operations and developed extremely efficient products".

Mr Fraikin continues: "We have 40 years' experience on the home heating market. All our products respond to market demand - high performance wood fires, pull-out design inserts and gas inserts. We do not specialise in a niche market, rather we manufacture the whole range of fires. The solutions developed by the R&D department have increased the efficiency of the company's products thereby cutting consumers' daily heating costs".

Focus on exports

Exports account for almost 40% of turnover and as the Belgian market seems to be reaching its peak, the company will be increasingly focused on exports. It currently covers all the EU countries as well as the United States, Turkey and Japan. B&G intends to expand sales to countries where it is already present and add new markets. It has exclusive importers in England and Ireland and is developing other ways to increase sales in these markets.

Strong roots in Wallonia

The company is financed entirely by Belgian capital and all its production is located in Wallonia. A strategic decision was taken not to relocate production to Eastern Europe or further afield. While this has implications for production costs it has enormous advantages



in terms of image. All the company's talent remains in Wallonia and product quality is guaranteed. This is a persuasive argument when marketing as far afield as Eastern Europe and now this loyalty is finding favour with customers in Belgium too. The company has received grants from the AWEX for producing its Internet site, for brochures and catalogues and is a regular participant in AWEX trade missions.

Bodart & Gonay

Fireplace manufacturer turns up the heat



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REALCO

Using enzymes to contribute to a cleaner, safer environment

Incorporating enzymes into cleaning products can make them more effective and more easily biodegradable, thus reducing our impact on the environment.

Realco is a company manufacturing cleaning products for industrial, catering, live-stock farming, institutional markets as well as cleaning companies and home users. The company carries out extensive research on bacteria and enzymes used, in order to make their products more readily bio-degradable.

Realco was founded in 1968 in Gembloux and moved to Louvain-La-Neuve to pursue its existing research collaboration with the university there. The company's new building in a science park will be extended further in 2007. It has 33 employees, 4 of whom are directly employed in research activities, with many more people working indirectly with the company through its collaboration with the university.

Two brands

The company manufactures about 200 product lines. For its consumer sales, the company uses its Oxygen brand for around thirty products which are sold through the large supermarket chains and fewer products are made available through smaller stores. The remainder of its products, sold through DIY and hardware and gardening stores, carry the REALCO brand name.

Its most popular products are for industrial and business users, aimed at degra-

ing and water purification. These address, among others, the growing problem of waste fats being released into sewerage systems by businesses.

Emphasis on research

15% of Realco's 5 million euro turnover is devoted to research. Many of the company's products are 100% organic and aim to have a positive effect on the environment. While new products containing enzymes and renewable materials are constantly being developed, it also sells traditional cleaning products.

The company's export manager Thibault Jacobs says that the key arguments for doing business in Wallonia are the creativity of the workforce, its prime geographical location within Europe and the range of businesses, suppliers and services on which businesses can draw.

The company has received financing from the region for travel to promote exports, for advertising materials, participation in trade fairs and development of its internet site. At present, Realco exports to France and other European countries and Asia. Realco is keen to establish itself in the United Kingdom and Ireland and is currently seeking distributors.

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Les Ressorts Wilfart SA manufacture a wide range of coil and leaf springs, displaying a versatility typical of small engineering firms.

Les Ressorts Wilfart SA is a family firm founded in 1938, now managed by the third generation. While the original business has grown over the years and adopted new technologies, it has retained the skill and creativity typical of a small company. Wilfart design and manufacture every kind and size of

You name it, we make it

Managing Director Régis Wilfart says: “We can make absolutely anything, including items that large companies cannot produce because the set-up times for their machinery make it unprofitable. Once we produced a really heavy spring with an external diameter of 14cm and 1m high not knowing what it was to be used for. We made it with our usual standard of precision for exacting industrial applications. At the MIDEEST trade fair in Paris, I met the customer who explained it was used in bedrooms for storing shoes! We have also produced springs to raise a clown’s hat on stage! A student at the neighbouring architectural college of St. Luc had to produce a shop window display for her course project and wanted to show a range of springs. We produced the entire display and the client for whom she produced this project subsequently gave her a job”.



coil and leaf spring, from one-off pieces and prototypes to small and medium-sized batch production. These are manufactured in steel, stainless steel, Inconel, Nimonic, bronze, brass, titanium and are protected and treated. Machinery is digitally controlled and highly sophisticated, enabling the production of the tiniest springs measuring one-tenth of a millimetre, invisible to the naked eye. At the other end of the scale, they make heavy springs for grinding equipment used in quarries or for railways.

Wallonia’s engineering prowess

Ressorts Wilfart SA already exports to the UK as well as North and South Africa, Canada, Australia, France, Germany and the Netherlands. Mr Régis Wilfart regards the magnificent engineering achievements in Wallonia such as the Ronquières inclined plane on the Charleroi to Brussels canal and the barge lifts at Strépy-Thieu as a testament to the engineering capacity of the region. The company is in regular contact with AWEX (Walloon Export and Invest-

ment Agency) regarding its participation in the MIDEEST trade fair in Paris and has received a number of grants for having a stand in foreign trade fairs. Participation in certain trade missions organised by AWEX also allows the company to cut the cost of its market prospection.

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RESSORTS WILFART

Full of the joys of spring





ZENTECH

Biotechnology company broadens its horizons



This biotechnology company specialising in diagnostic kits for immune disorders is expanding its product range and exploring new export markets. New neonatal and prenatal testing products should prove to be star performers.

With headquarters in the Liège Science Park in Belgium, Zentech is a biotechnology company specialised in the development, production and marketing of diagnostic kits for immune disorders. The current product portfolio includes diagnostic and screening products for allergies, auto-immunity, binding proteins, diabetes, infectious diseases, mineral and salt balance, thyroid metabolism and thyroid auto-immunity and food intolerance.

These products are marketed either directly or through distributors and OEM agreements worldwide. Zentech has considerable expertise in the development and manufacture of test systems. This strong in-house capability, coupled with close links with leading European medical and university research centres, enable it to develop innovative and effective products of high quality for both current and developing markets. A key success factor in Zentech's overall strategy is the strong link between diagnostics and treatment.

MBO signals new era

The company used to be the Belgian subsidiary of Italian group RADIM. In January 2001, five RADIM Belgium executives took over the company in a management buy-out and changed the name to Zentech.

Since then the company has expanded its sales network and exports to other countries in Europe. In the UK it has contracts with the Cambridge Life Sciences company. Zentech distributes CLS kits in Belgium and CLS distributes Zentech products in the UK. However, Zentech would like to find partners for other lines, not yet distributed in the UK and Ireland.

Moving into the Chinese market

The company has recently formed an Economic Interest Group in Belgium to enable it to sell its products on the Chinese market. This EIG, known as CODIAZEN, has a representative office in Shanghai and represents two other Belgian companies, Coris Bioconcept and Diagam as well as Zentech.



Zentech has also taken over Belgian company Gamma, giving it important new products in the field of neonatology and prenatal tests, which will be key to Zentech's future. The company has a workforce of 42, of which 8 are employed in the research department. 25% of the company's 5 million euro turnover for 2006 will be devoted to research.

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Wallonie Design (www.wallonie-design.be)

Umbrella organization to promote design in Wallonia:

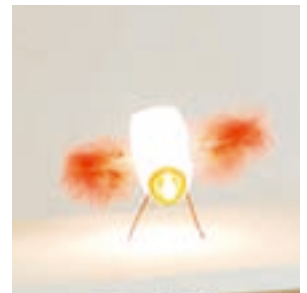
15 members including AWEX

Objectives:

1. in consultation with the authorities, define an overall strategy for design in the Walloon Region;
2. promote design among businesses as a tool for expansion;
3. promote design among institutions;
4. promote design among the general public;
5. promote businesses among designers and lecturers;
6. encourage use of design as a tool in economic, cultural and social development;
7. ensure greater visibility and readability for existing or future initiatives to boost design.

Pinky Pintus

FOCUS ON DESIGN FROM WALLONIA



Initiatives by the Walloon authorities aimed at boosting design

The authorities in Wallonia and Brussels recognized some years ago that design was a field with a promising economic future, and are taking concrete measures to promote the sector, by increasing the visibility of both established designers and young talent both at home and abroad.

Wallonie Design was founded in April 2006. Its members are 15 non-profit organizations and private and public institutions including AWEX, and its mission is to promote design in Wallonia and abroad.

WBDM was created to promote design of road. WBDM arranges joint participation at exhibitions and facilitates contacts between designers and potential customers. AWEX also offers a Design Specialist programme of incentives that enables manufacturing SMEs in Wallonia to call on the services of an approved designer to incorporate into their business a design activity intended to boost exports.

This design activity relates to packaging, image or product design.

Another positive development for design in Wallonia is the creation of the design and innovation competence centre, headed by Thierry Van Kerm. It is currently set up in temporary premises, but will move in 2009 to the former coal washing plant in Péronnes-lez-Binche (Hainaut). It is a very ambitious project, aimed at creating a skills pool for assisting job seekers and business executives (especially from SMEs) seeking training in the multiple facets of design. This is one of 25 competence centres which are due to be operational in Wallonia by the end of 2006.

Joint presence at 100% Design

The 100% Design exhibition, which will be held at the Earls Court 2 exhibition centre in London from 21-24 September 2006, is one of the leading events in the world calendar when it comes to contemporary interior design. In a joint initiative supported by AWEX, Brussels Export and the CGRI, Wallonie-

Bruxelles Design/Mode will be organizing a joint presence at 100% Design by 13 designers from Wallonia and Brussels. These 13 designers were selected from 26 candidates proposed by an international jury, which is already a recognition of their talents.

AWEX arranged a previous joint stand at this exhibition in 2003, which proved highly successful for the participants, which was the reason for attending again this year. The aim is to raise the profile of the participants, and bring them into contact with international customers. Anyone who has seen or heard about the designers featured should contact WBDM, who will be able to provide further information and set up contacts where required.

Incidentally, why not combine a visit to 100% Design with some of the other events organized as part of the London Design Festival? Or if you are in Belgium, why not visit the biennial Design 2006 exhibition in Liège from 29 September to 22 October? (www.design2006.be).

Designers from Wallonia at 100% Design

From 21-24 September 2006, a number of contemporary designers from Wallonia and Brussels will be attending 100% Design, one of the most important contemporary design exhibitions in the world, held at London's Earls Court Two exhibition centre. The latest in furniture, lighting, accessories, wall and floor coverings, textiles, kitchens and bathrooms will be on show.

WBDM

Wallonie-Bruxelles Design/Mode

In 2005, a political decision was taken by the Walloon Region to develop support for cultural industries, leading to the creation in collaboration with other institutions, of an organisation called Wallonie-Bruxelles Design/Mode. Its main role is to increase the visibility of designers from Wallonia and Brussels in the field of industrial, interior and fashion design. It acts as an interface between designers and interested parties in international markets (trade fairs, press, etc.).

WBDM carries out the following promotion activities:

- promotion or communication tools: creation and updating of a sector-specific database;

- presence of Wallonia and Brussels on a collective stand at international trade fairs;
- invitation to Belgium of foreign decision-makers, specifiers and journalists in the field of design and fashion;
- market prospection campaigns in Belgium and abroad (trade fairs, exhibitions, launches, seminars or conferences, meetings with creatives and businesses in the sector).

The Trip Tyque Mode Paris 2005 exhibition was WBDM's first venture onto the international stage. Twelve fashion designers from Wallonia and Brussels were featured, and the bold presentation of high fashion, ready-to-wear and avant-garde proved a winning formula from the cultural and commercial viewpoint.

In 2006, WBDM has organized and/or taken part in 6 activities in the field of design or fashion:

- collective stand at the Salone Internazionale del Mobile in Milan in April;
- Trip Tyque Mode (Berlin, May);

- invitation to design buyers (Netherlands, May);
- collective stand at the 100% Design Exhibition (London, 21-24 September);
- collective stand at the International Design Biennial (Saint-Etienne, November).
- collective presence of 7-8 designers at Designbrussels, in collaboration with the French-speaking Community, 18-26 November 2006
- exhibition of lighting designers and manufacturers at Centre Wallonie-Bruxelles in Paris from 4 December to 7 January
- collective stand at Salone Satellite in Milan in April 2007.

WBDM

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Participants from Wallonia in 100% Design

Michaël Bihain

FURNITURE & INTERIOR DESIGN

Michaël Bihain studied interior design at Liege's Institut Saint-Luc and at Hull University in England after training as a butcher and then as a carpenter.

Michaël Bihain works with companies and distributors in France and Belgium, on the development of furniture, jewellery and accessories. In London he worked with MMA and then founded the BIHAINprod studio, centred on design of one-off creations for private customers... Michaël Bihain has also produced multiples of certain designs, such as OYON, the first mural fruit holder.

He won the 'Aide à la création et innovation' prize for the development of computer furniture, was commissioned to design the furniture of the British Council in Paris, and lectures in furniture at Saint-Luc.

At 100% Design, Michaël Bihain will be exhibiting his dancing shelves (Let's Dance) and a new fruit holder. The photos show:

- mural fruit holder (Oyon), made of white PVC, whose endless extension enables us to use our walls as screens;
- Tom-G, a flat wall shelf, consisting of a thermally moulded sheet of Plexiglass. Books and magazines disappear inside, except for their edges. Or there is also a transparent version.

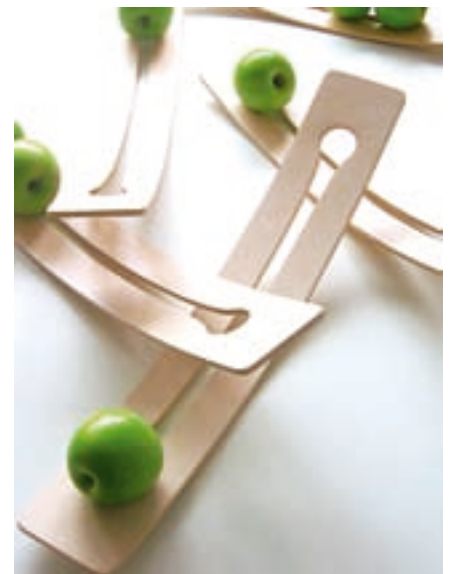
In Michaël Bihain's world you can see dancing shelves (Let's dance), fruit as a feature of our walls, a chair you would never sit on (Paradise chair). Let's dance and a mural fruit holder will be on display at 100% Design in London.

He has investigated the point of convergence of news, lifestyle, and conventional memories. The result is participation in customer appropriation.

Michaël Bihain's works have been exhibited recently in Milan, London, Paris and Montreal, and he is currently in the process of preparing a new exhibition at the Design Museum in Seoul.

Michaël Bihain

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Helium Concept

Helium Concept was created on 06/06/1998 by Annick Schotte and Damien Bihir, as a trade name for their products.

Annick Schotte began working in Finland in the 1980s (Barker, Marimekko), where she became acquainted with the clean lines and intelligence of Finnish design. On her return to Belgium, she worked for Bata Belgium, David's and lectured at the Institut Saint-Luc in Tournai on design. Finding suitable, high-performance materials enables her to refine the aesthetics and streamline the implementation of her creations, and make them simpler to use.

Damien Bihir began his career as an industrial designer. He worked in Finland for Ergonomia Design where he did a lot for clients such as NOKIA, SUUNTO, ELECTROLUX, TUNTURI, VALMET and TRESTON before returning to Belgium where he founded his design and consultancy studio Naos Design in November 1987. His products range from furniture and accessories to more technical products as well as interior design. Famous urban lighting, tennis racquet for Agassi, swimming goggles for Arena, office design for Grey International, perfume packaging for Emirates, healthcare packaging for GOEMAR ,...]

Since it was set up, Helium Concept has developed products that are sensitive to the nature of their utilisation. The products must embody simplicity and economy of resources depending on their intended purpose. Designed to be produced in small batches by Helium Concept, the products are analysed in a family setting before being delivered to the public. They are not just a state of mind but they adapt and contribute to the mood of the user.

Since 2004, Annick Schotte has participated in various international design exhibitions. Her Degré 3 chair was selected by VIA and Innovathèque for its innovative character and use of new materials at the Paris Furniture Show in 2005. The Do-Nuts chair was manufactured by Antwerp company Zet. She was selected at the triennial [Im]perfect design at the Musée Royal des Beaux Arts de Bruxelles with Design Vlaanderen, and for the Label-Design exhibition in Mons.

Examples of the work of Helium Concept which can be seen at 100% Design are:

Pelouz

Accessory, clump of grass at the same time as being a book-holder, page-keeper, mobile-holder but first and foremost a flower spike vase with a drop of water.

Blanche

Lighting suspension which leans against the

wall. The shape may be adjusted as desired, round or elongated. Material: woven polypropylene yarn.

Helium Concept

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Pinky Pintus

Pinky Pintus is an interior architect and designer, who designs cutlery, lighting and furniture, which she has made by five subcontractors in the Liège area.

She describes her furniture as “must have” designs for enthusiasts.

She started working five years ago, and since then she has produced 10 models of furniture, based on the “rotation principle”.

Her Mobilier Mobile received a Design for Europe Award in 2004. Its trays are stacked in columns, with clean, rounded lines, rotating on an axis using an ingenious, yet simple mechanism. Contemporary furniture can be functional, aesthetic and amusing, and Pinky Pintus endeavours to reconcile all three. She is a great admirer of Japanese culture, in particular the work of Kuramata, and seeks to retain only the essential of objects, their meaning.

The term “design” originally described the combination of aesthetics and functionality, is nowadays tinged with fetishist connotations, like collector's items that must not be touched. That is definitely not the case with furniture by Pinky Pintus, based on tactile contact, materials to touch and feel.

She combines traditional craft techniques with those of batch production, giving each item a unique character. This approach can be found in a series of lamps, Lumières bidon, made from plastic bottles for common household products. Once the eye-catching label has been removed, they become their intrinsic, simple, efficient selves. Once lit from the inside, their vivid colour takes on different hues. Lumières bidon is a reflection about the beauty of objects intended only for a transient existence, and questions the links between Man and the environment, the consumer society and recycling.

She has exported to France, Spain and Germany, and is looking companies to manufacture and promote her products in the UK and Ireland.

Itadakimass is a set of ingenious cutlery attachments for travel in Japan, where they enable those of us unskilled in using chopsticks to cut and pick up food in the way we are accustomed to do at home, by merely pushing the attachments onto the ubiquitous chopsticks.

She is preparing for an exhibition in Tokyo in November, where there will be 35 European participants, including 3 from Belgium.

Pinky Pintus

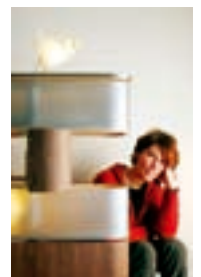
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Taquin SA

Taquin has specialized in the development and manufacturing of tailor-made metal displays for more than 30 years.

Now, in a completely new departure, Taquin will be displaying a new range of design furniture at 100% Design. Young designer Tristan Slegers joined the company three years ago after completing a degree in industrial design at the Beaux Arts college in Liège. Both parties joined forces at the end of 2005 to develop and produce the first elements of the Noe Line.

At this stage, Noe consists of a table and a chair; both elements are made of metal; the table comes in two basic variants. Noe com-

bines a sense of aesthetics and technical innovation. Special tooling has been developed in-house to bend the metal sheet of the table in a unique way. The table can be customized in many ways (colour, accessories, etc.); it is intended for both offices and homes.

The company had turnover of 2.5 million euro in 2005, and has 20 employees. Depending on the year concerned, exports account for between 20-35% of sales. So far, export sales have been to France and the Netherlands, but the company is keen to find distributors for its products in the United Kingdom and Ireland.

The company recently applied for the first time for export grants from AWEX.

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FOCUSON

Claude Velasti

Claude Velasti graduated in industrial design in 1996, but already in 1991 he produced a design for an urban vehicle for the European Automobile Design Competition, as well as various furniture designs. More recently, he has worked on furniture, neon signs, displays, graphic designs and Internet sites. He believes that the search for new forms, making best use of a material and its transformation processes, and following trends in human behaviour lead the designer to look beyond everyday life.

His sources of inspiration are many and varied: a material appeals to him, through its finish, its intrinsic qualities; he studies the interaction between human beings and their environment, and considers the relevance of a design....

These various considerations underpin his creative process. It is here that he expresses himself specifically and personally with, as his main concern, humanization of industrial production.



Design has led him to meet users' requirements, improve their environment, provoke astonishment, surprise and reflection. Claude Velasti regards 100% Design not only as an opportunity to meet potential clients, but also as a chance to take the pulse of the design scene in London.

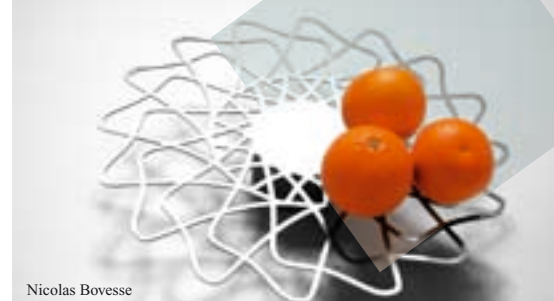
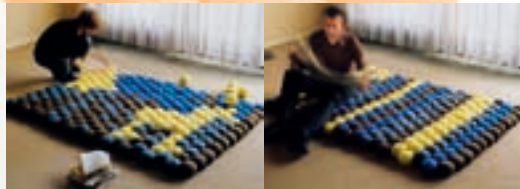
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Diane Steverlynck



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Aquamass

Speciality: hydromassage and wellness: bathtubs, showers, hammams, washbasins, bathroom accessories.

Jean-Pol Piron believes in giving bathrooms the attention they deserve. Using flowing, gentle curves, he has designed an entire range to give life to a room where we spend more time than we realise.

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Web: www.aquamass.com

Big-Game

Speciality: time-honoured objects given a contemporary treatment through humour and design: hunting trophies, lamps, trestles, "flat pack carpet".

Contact:

Elric Petit
BIG-GAME
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Tel.: +32 478 378209
Fax: +32 2 537 3980
E-mail: elricpetit@big-game.ch
Web: www.big-game.ch

Nicolas Bovesse

Speciality: rediscovering existing objects, giving them a new form or different shapes: teddy bear, low table, flower pot, glasses, vase.

Contact:

Nicolas Bovesse
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Fax: + 32 2 345 6988
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Web: www.nicolasbovesse.com

Nathalie Dewez

Speciality: the multiple facets of light and lighting, so that attention is focused while remaining comfortable and pleasant. Her lamps and lighting designs give life to the furniture they accompany.

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lamaison demarina

Speciality: Furniture and product designer, Marina Bautier often starts from the observation of ordinary activities to develop her products. Far from any pretence, she creates furniture and objects open to life. Furniture and objects which are more than inanimate objects: a world on their own, dynamic, flexible and multi-functional; real spaces in space, activity cells founded on respect of oneself and others.

Contact:

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Naos Design SA

Speciality: objects that do not yet exist. Example: Cordillera wall console (not shelves), swimming goggles, mobile phone holder.

Contact:

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Web: www.naosdesign.com

Diane Steverlynck

Speciality: geometric, flexible fabrics, such as tablecloths or table sets, bedspreads, modular mattresses, curtains to see without being seen or re-usable bags.

Contact:

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Sylvain Willenz Design Studio

Speciality: ranging from a rug made of fragments to vases, via cubes stacked into a chair, necklaces, re-usable bags or rubber lampshades.

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lamaisondemarina



Naos Design





K-BENCH. Photo: P. SCHYNS – Sofam

K-BENCH. Photo: SABINE LEVA

ABV was founded in 1984 under the name of Bodart & Valter. Mr Valter left the company in 1998 and Mr Van Genechten (shortened to Vange) joined in 2003. ABV then became Ateliers Bodart & Vange in 2005. ABV is Europe's leading manufacturer of partition screens, while Vange designs, manufactures and sells high tech design furniture.

ABV manufactures approximately 30,000 screens per year and 95% of these are sold in continental Europe. The company aims to make 3,000 screens in 2007 specifically for sale in the UK and Ireland. To realise this target, ABV is looking to set up distribution arrangements in the UK and Ireland. Parties interested in buying or distributing the company's products can contact Mr. Narcis Plana. ABV has a very extensive product range mainly intended for furnishing offices. Its products can also be used in areas where large numbers of people move around, waiting areas or leisure spaces, for example in exhibition or conference centres, airport terminals or restaurants.

The range consists of 6 series of screens, 5 series of screen panels and 1 roll-up partition which earned the company an innovation award in Paris. ABV provides technical

solutions to meet acoustic requirements and design preferences. It can adapt its products and customise them to the client's technical preferences, to incorporate cables etc.

In continental Europe, several manufacturers are already using the creativity of ABV, which also produces partitions under "second brand names". ABV is also looking for such partners in the UK and Ireland. ABV's *flexi* partition was created in 1992. It was the first *flexi* available on the market. Since then it has often been imitated but ABV is the only manufacturer to produce it in colour, *Black & White Flex* and *Bicolor*.

ABV has 50 employees, including 3 designers. Mr Narcis Plana is himself an interior designer. Apart from its design work, ABV is always keen to listen to its customers and find out what the market requires so that it can evolve, adapt, modify and design the screen that customers want with the necessary responsiveness. ABV commercialize the Vange product for the British, Irish, French and German market.

The Vange concept is based on "constant creation, through collaboration with very different designers. Vange is keen to maintain the

balance between art and the art of living. The black & white Flex was launched in October 2005 at the Context show in London.

Some of the ideas derived from the creativity of Vange are now benefiting ABV, and will lead to a world premiere at the Orgatec exhibition in Cologne (24-28 October 2006).

Contact:

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FLEXI COLOR / RAL 9006
Photo: Design MARC THILL

Ateliers Bodart & Vange

Screen stars take centre stage

Whether to help guide us around a huge open space, provide privacy or absorb noise in a busy office, ABV is the European leader in the design, manufacture and sale of office screens.



desktop screen / Black & White Flex
Photo: Design MARC THILL



BRASSERIE CAULIER

Thirsty work

Brasserie Caulier has re-kindled the brewing tradition of the Brigittine monks in Peruwelz. Its select range of traditional beers with secondary fermentation in the bottle are proving irresistible around the world.

Brasserie Caulier is a traditional brewery based in Peruwelz. Originally, a beverage distribution business was founded by current CEO Roger Caulier's father Charles. Then in 1980, together with a friend who was a brewery engineer, Roger devised a new, top-fermented beer, refermented in the bottle, named 'Bon-Secours' after the village where the business was established at the time. This first dark beer went on to win a gold medal in the Beer World Cup in Seattle, beating the products of some of the world's largest breweries.

Since then the brewery has developed and brewed a range of Bon Secours beers: a dark top-fermented beer, which like the lager and amber beers, is slightly cloudy in appearance; a white beer which responds to the increasing popularity of this variety; and triple-fermented blueberry and raspberry beers without added sugar (ideal for diabetics). It also brews a very popular Christmas Ale. They come in all sizes and are packed in a unique, innovative design of flip-top bottle, which Roger Caulier has patented.

The strengths of the brewery are its traditional brewing methods and the fact that the beer is re-fermented in the bottle as well as the unique design of the bottle (there are only two of this kind in Belgium). Its beer is sold in Russia, Italy, Switzerland, France, Spain, as well as in North America.

The outstanding reputation of Belgian beer has proved an asset to the business in building its exports, and the local area produces fine ingredients for the brewing process.

Expansion plans

Caulier has plans to build a completely

new Brewery within 2 to 3 years to replace the current building. The new Brewery will meet British Retail Consortium standards and 3 people are already training to deal with this certification.

Give it a try

Why not tour the brewery and sample some of the products for yourself? You can try some of Wallonia's excellent cuisine, using the brewery's beers in the recipe, at the same time!



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Late September is often a period of change. The clocks change, the season changes, and so does the way we dress. The Internet site of the OFI, the Office for Foreign Investment, is also adopting a new look from the end of September. It will not just look different, but its functionality will be upgraded too. An open window on Wallonia which is bound to appeal to investors.

Wallonia is clearly an economic region with many strengths and highly responsive to constant change. Wallonia is moving ahead in terms of technology and manufacturing. It has a transport network offering an ideal combination of rail, maritime transport, inland waterways and air. It is also readily accepted that working with partners from outside the region can be tremendously helpful in realising its ambitions. A substantial number of foreign investors have already decided to be part of this success, and are making a growing contribution to the good performance by the region on the international economic stage. This is the context in which the OFI was established. Its main missions are to find, identify and advise foreign companies that wish to expand in Wallonia.

A concern for efficiency and convenient access to information led the OFI to set up an Internet site right from the beginning. It was clear that the Internet was an ideal information vehicle for conveying information anywhere in the world at any time, as well as offering interactivity and the opportunity to set up contacts. However, far from resting on its laurels, and keen to fulfil its mission as effectively as possible, the whole OFI team is always on the lookout for ways to enhance its communication with investors who want to invest in Wallonia.

In recent years, OFI became aware of the need to evolve the site into a genuine communication platform. Now that has been done. The site is much more than a mine of information: it is an ambassador for Wallonia as a place where investors can make money, and aims to harness the latest in technology to facilitate contacts. It encourages visitors to contact the people they need to talk to at the OFI, to find out more, or submit a proposal.

The latest technological innovations in the field of Webmarketing mean that the site combines user-friendliness with interactivity, making information and communication clearer than ever.

This contact platform is mainly intended for foreign companies planning to expand their business in Europe, and specifically in Wallonia. However, it is also likely to inter-



est some foreign companies that are already established in Wallonia. Likewise, key influencers at the OFI as well as AWEX, or anyone looking for economic and financial information about Wallonia will be glad to have access to this source of information.

When it comes to the interactive aspects of the site, the emphasis is on making contacts. To facilitate this process, a Decision Tree has been devised. This form is intended to gather as much information as possible about the investor/site visitor, in order to guide him/her effectively. The ultimate aim is to allow him/her to meet the people best able to help implement the plan to relocate to or invest in Wallonia. Once the visitor's contact details and proposal have been gathered, they are sent to the Sales Director and those responsible for markets and products within the agency who will send an immediate response, and then provide practical follow-up of the proposal.

When visiting the brand new site, visitors can gather information using clear and easy navigation, and save the pages that interest them, printing them out later in their session using the functions available on the site. Afterwards, visitors will be kept informed of the latest news about doing business in Wallonia, particularly by means of an electronic newsletter, which is an addition to the communication tools associated with the site. Will OFI come to stand for Our Friend on Internet? Who knows?

More information will be available on www.investwallonia.be from the end of September.

OFI

opens a new window on Wallonia



Open for Business Meetings and Events in Wallonia

There are more conferences, seminars and training courses nowadays than ever before. Is this due to the availability of training grants or businesses' concern to communicate more effectively with their employees, customers and suppliers? Whatever the reason, the demand is definitely there. And Wallonia is constantly upgrading its facilities to keep pace with that demand on a daily basis. Take a look at the latest additions.

Brabant Wallon

Hotel, Resort & Conference Centre on the fringes of the Forêt de Soignes.

DOLCE LA HULPE

In the heart of the forest of Soignes, the Dolce La Hulpe Brussels Hotel, due to open for business in early 2007, is already making its mark as the largest conference centre in Belgium.

With its 264 rooms and suites, mostly overlooking the squirrels, its 2 conference centres (4400 m²) and its 36 meeting rooms, it can certainly accommodate a large number of organisations. In addition, there are 4 auditoriums complete with high-tech equipment (the largest one can accommodate 484 people) as well as an exhibition room with over 700 m² of space.

In terms of leisure amenities, the Dolce Spa offers an indoor swimming pool, jacuzzi, sauna, hammam, fitness centre, relaxation and beauty treatments.

www.lahulpe.dolce.com

La Fondation Folon can also host your meetings. In the shadow of the Château de la Hulpe, a former farmhouse is the home to the Folon Foundation, devoted to the work of Jean-Michel Folon, who died recently.

Here, in a building full of character, housing over forty years of the artist's creative work, the first floor has been turned into a pleasant multi-purpose room. During a break, seminar participants will be able to enjoy contemplating the harmony created between the works and the poetic location in which they are displayed. Music, films and visual effects complete the experience.

www.fondationfolon.be

Liège province

Le Royal Selys, more than a 5-star hotel, an "Art Hotel" (Liège)

The Hôtel Royal Selys will open for business in Autumn 2008. It will have over 120 rooms, a 200 m² lobby, a lobby bar with 125 seats

and a terrace, an upscale restaurant with 75 places, three dining rooms, a ballroom for 400 people, six conference rooms and a wellness centre covering over 800 m².

An outstanding innovation is that the hotel management decided to invite artists to decorate the hotel. The rules and technical information for this competition can be found on the web site: www.royal-selys.com

Namur province

Hôtel Mercure Dinant "Castel de Pont-à-Lesse" opens with a new look and a complete re-design ...

In the heart of the Dinant area, the Mercure Hotel in Dinant now has 91 comfortable new rooms, a new restaurant glazed all round, the "Orangerie", as well as a new, cosy and cheerful bar, which was recently added to the many facilities such as an indoor swimming pool heated to a constant 26°, a mini-golf course, a pétanque court and miles of walks all on the hotel site.

In terms of seminar facilities, 9 new meeting rooms, including 5 multi-purpose rooms can now accommodate 200 to 300 people. All of them are air conditioned and have natural light. And we should not overlook a range of sports and custom-designed teambuilding activities.

www.mercure.com

Other new activities in Namur province

La Cense de Jandren in Andenne (Bonneville): a farm restored as a setting for your events. They can organise meetings, training courses and product presentations in their 400 m² column-free barn, as well as company parties and team building programmes.

www.lacensedejandren.be

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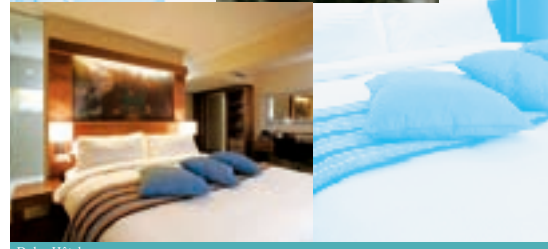
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Dolce Hôtel



Hôtel Selys



Hôtel Mercure Dinant