



CREATE > EXCHANGE > GROW

A PARTNER FOR WALLONIA'S INTERNATIONAL
ECONOMIC DEVELOPMENT

The Wallonia Foreign Trade and Investment Agency



WALLONIA...

MAIN SECTORS OF ACTIVITY

Industry

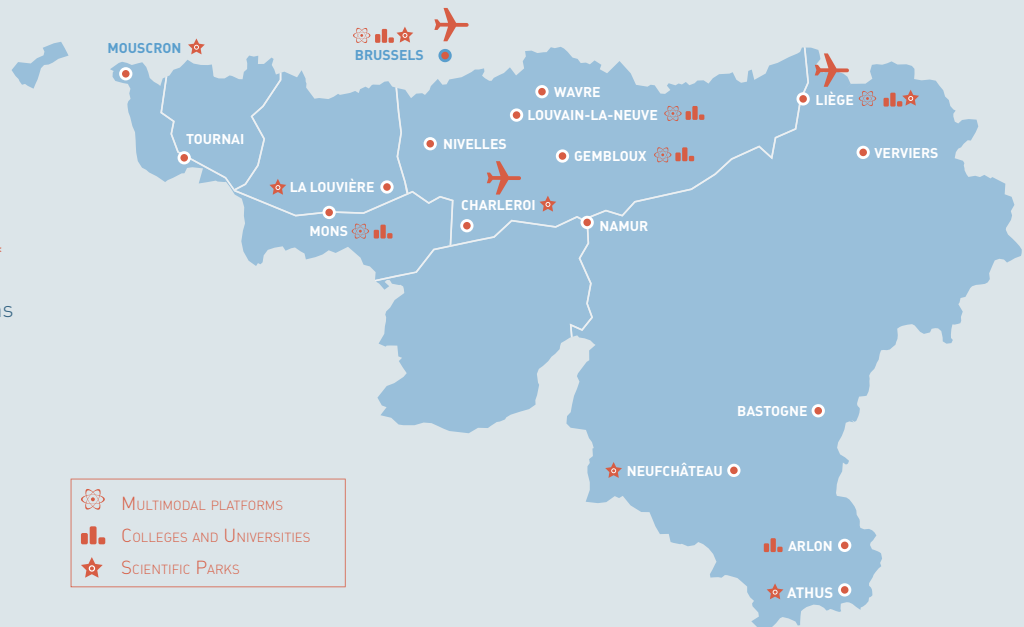
- Chemicals
- Metal industry
- Glass
- Capital goods
- Agri-industry*

Technological sectors

- Aeronautics & space*
- Mechanical engineering*
- Life sciences*
- ICT - Telecommunications
- Food ingredients
- New materials
- Automotive suppliers

Services

- Transport & logistics*
- Environment



* Competitive hubs chosen within the framework of the economic development programme of the Walloon Government.

...FACTS AND FIGURES

POPULATION AND GEOGRAPHICAL LOCATION

Surface area: 16.844 km²

Population: 3.4 million inhabitants

Population density: 201 inhabitants/km²

Main cities: Namur (capital city), Charleroi, Liège, Mons, Tournai, Verviers, Wavre, Arlon, Nivelles

The densest multimodal communication infrastructure in the world, at the heart of Europe

EXPORTS

- Average annual growth rate over 10 years: 8.4% (1998-2007)
- Average share of exports in turnover: 65%

EDUCATION, TRAINING AND RESEARCH

- 3 academies
- 9 university centres
- 130 higher institutes of education
- 300 research centres
- 6 scientific parks (482 companies)

TOTAL OF FOREIGN INVESTMENTS

Average annual growth rate (2000-2007):

- Number of files processed: 10%
- Total amount invested: 52%
- Job creation: 17%

THE 3 MISSIONS OF AWEX

1 TO SUPPORT WALLOON EXPORTS ABROAD

Promotion and information mission among foreign and Walloon companies.

On behalf of foreign buyers, prescribers, importers and foreign prospects, on request, the Agency can:

- transmit economic data on Wallonia and its exporting potential
- provide information on products and services available among Walloon companies
- find Walloon companies for the conclusion of international partnerships
- disseminate lists of Walloon exporters.

For Walloon companies, the Agency is their full-service partner abroad and offers them a vast range of services and activities covering the entire exporting process:

- general and commercial information on foreign markets
- drawing up of individual market studies on request
- organisation of commercial prospection campaigns (participation in international fairs, organisation of economic missions, sectoral contact days...)
- contacts with international organisations
- promotion of Wallonia and its exporting potential abroad
- financial support and funding of exports
- training and heightening of awareness in preparation for an international career.



2 TO PROSPECT FOREIGN INVESTORS

Promotion, prospection and information of potential investors; active support to investors established in Wallonia; search for foreign buyers for Walloon industrial sites undergoing regeneration.

On behalf of foreign companies, the Agency can:

- demonstrate why Wallonia is the ideal base for development
- provide grants and adapted solutions
- facilitate relations between the company and the public authorities in charge of examining the projects
- help the investor with the entire set-up process
- explain the regional business location policy and the legal regulations governing business set-ups
- act as a coordinator to obtain funding and investment grants in Wallonia
- explain the very attractive tax policy operated in Wallonia
- develop made-to-measure simulations (funding, human resources, buildings, etc.)
- nurture contacts with public and private players that can prove useful for business development
- prepare visits and study meetings
- participate in the development of business in the Walloon Region.

3 TO PROMOTE WALLONIA ABROAD

- Global international visibility campaign on the advantages of Wallonia as a location for business
- Sectoral promotion of the Walloon economy
- Publication of economic newsletters for foreign companies
- Organisation of promotional campaigns combining cultural and economic aspects.

THE AWEX IN BELGIUM AND IN THE WORLD

IN SHORT...

- Staff: 450 persons (200 of which abroad)
- Head office: Brussels (Namur for foreign investments)
- 7 regional centres in Belgium (advisory and local offices)
- 107 Economic and Commercial Attachés on 5 continents
- 1 subsidiary: SOFINEX (fund management for the financing of international projects)
- Number of Walloon companies supported per annum: around 2,300
- Certified ISO 9001 (2000) since April 2002.

A PLANETARY ECONOMIC AND COMMERCIAL NETWORK: 107 POSTS WORLDWIDE

Roles of the Economic and Commercial Attachés

- Dissemination of information to foreign audiences and Walloon companies
- Representation within the local economic networks and environments
- Promotion of Wallonia and its companies
- Commercial prospection
- Organisation of programmes of individual meetings and B2B meetings
- Commercial assistance
- Search for partnerships and business opportunities
- Help with the prospection of potential investors.

OFFICES ABROAD

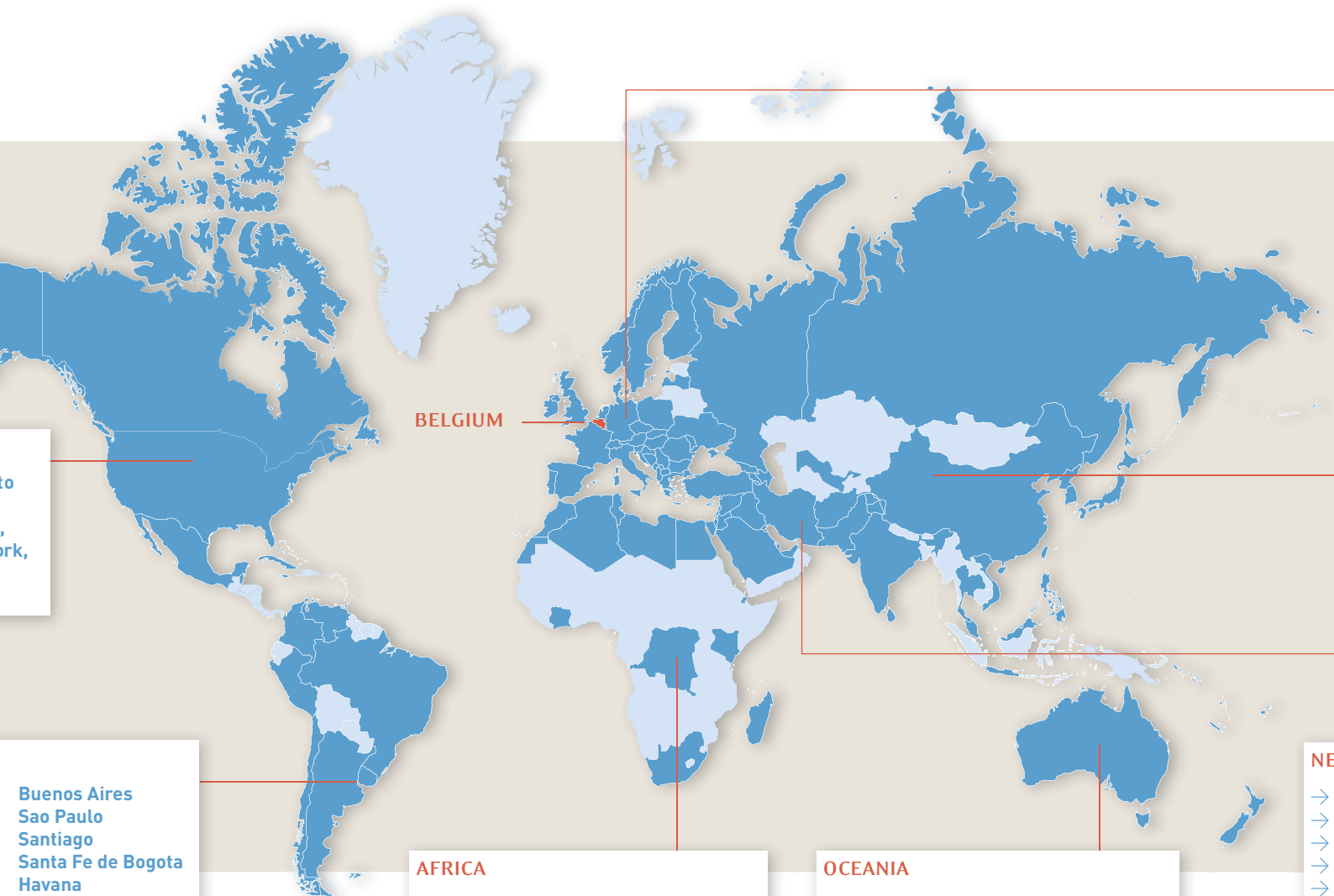


NORTH AMERICA

- CANADA **Montreal, Toronto**
- MEXICO **Mexico**
- UNITED STATES **Atlanta, Chicago, Houston, New York, San Francisco, Washington**

SOUTH AMERICA

- ARGENTINA
- BRAZIL
- CHILI
- COLOMBIA
- CUBA
- PERU
- URUGUAY
- VENEZUELA



BELGIUM

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Buenos Aires
Sao Paulo
Santiago
Santa Fe de Bogota
Havana
Lima
Montevideo
Caracas

AFRICA

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→ CONGO (D.R.)	Kinshasa
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→ IVORY COAST	Abidjan
→ KENYA	Nairobi
→ LIBYA	Tripoli
→ MOROCCO	Casablanca
→ SOUTH AFRICA	Johannesburg
→ TUNISIA	Tunis

OCEANIA

→ AUSTRALIA	Sydney
→ NEW-ZEALAND	Auckland

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SOUTH EAST ASIA AND FAR EAST

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→ MALAYSIA	Kuala Lumpur
→ PAKISTAN	Islamabad
→ PHILIPPINES	Manila
→ SINGAPORE	Singapore
→ SOUTH KOREA	Seoul
→ TAIWAN	Taipei
→ THAILAND	Bangkok
→ UZBEKISTAN	Tashkent
→ VIETNAM	Ho Chi Minh City

ARAB AND MIDDLE EAST

IRAN	Tehran
IRAQ	Baghdad
ISRAEL	Tel Aviv
JORDAN	Amman
KUWAIT	Kuwait City
LEBANON	Beirut
SAUDI ARABIA	Riyadh
SYRIA	Damascus
UNITED ARAB EMIRATES	Abu Dhabi, Dubai

EUROPE

→ AUSTRIA	Vienna
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→ CROATIA	Zagreb
→ CZECH REPUBLIC	Prague
→ DENMARK	Copenhagen
→ FINLAND	Helsinki
→ FRANCE	Lille, Lyon, Montpellier, Nantes, Paris, Strasbourg
→ GERMANY	Aachen, Berlin, Hamburg, Koln, Munich, Stuttgart
→ GREECE	Athens
→ HUNGARY	Budapest
→ IRELAND	Dublin
→ ITALY	Milan, Padua, Rome
→ LATVIA	Riga
→ LUXEMBOURG (GD of)	Luxembourg
→ NETHERLANDS	The Hague
→ NORWAY	Oslo
→ POLAND	Warsaw
→ PORTUGAL	Lisbon
→ ROMANIA	Bucarest
→ RUSSIA	Moscow, Saint-Petersburg
→ SERBIA	Belgrade
→ SLOVAKIA	Bratislava
→ SLOVENIA	Ljubljana
→ SPAIN	Barcelona, Bilbao, Madrid
→ SWEDEN	Stockholm
→ SWITZERLAND	Geneva
→ TURKEY	Ankara
→ UKRAINE	Kiev
→ UNITED KINGDOM	Birmingham, Edinburgh, London

INTERNATIONAL ORGANISATIONS

→ AFRICAN DEVELOPMENT BANK	Tunis
→ ASIAN DEVELOPMENT BANK	Manila
→ CERN	Geneva
→ EUROPEAN UNION	Brussels (MEWE)
→ UNIDO	Vienna
→ WORLD BANK GROUP	Washington

WALLONIA FOREIGN TRADE AND INVESTMENT AGENCY (AWEX)

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