

export



Where your exports take flight



Brussels *is a region*

BRUSSELS-CAPITAL REGION :

- > 19 municipalities
- > 162 km²
- > 1 millions inhabitants
- > 30% foreigners



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HIGH ACCESSIBILITY

European High Speed Train Network

Paris

1 hour 20

19 connections/day

London

1 hour 50

16 connections/day

Amsterdam

2 hour 40

10 connections/day

Cologne

2 hour 30

7 connections/day



5 MAIN ADVANTAGES

Springboard for a pan-European development

- Global gateway to key markets/ Ideal test market
- Accessibility from all Europe & WW
- International decision center
- International talent pool
- Competitive real estate



INTERNATIONAL GOVERNEMENT CAPITAL

EUROPEAN INSTITUTIONS

- ❖ European Commission
- ❖ European Council
- ❖ European Parliament
- ❖ Committee of the Regions
- ❖ European Economic and Social Committee



INTERNATIONAL GOVERNEMENT CAPITAL

- NATO
- Highest Concentration of Diplomatic Missions
- 1500 International Professional Federations
- Representation of most European Political Parties and Regions
- Western European Union
- Worldwide Press Center



HIGH STANDARDS QUALITY OF LIFE
An OPEN city for the expat

- 140.000 European foreigners live in Brussels
- Life cost is cheaper than in most of the other European capitals
- Wide range of international schools, offering English and American programs
- High quality health care system



INTERNATIONAL BUSINESS CAPITAL

**Major multinationals have their decision center
in Brussels :**

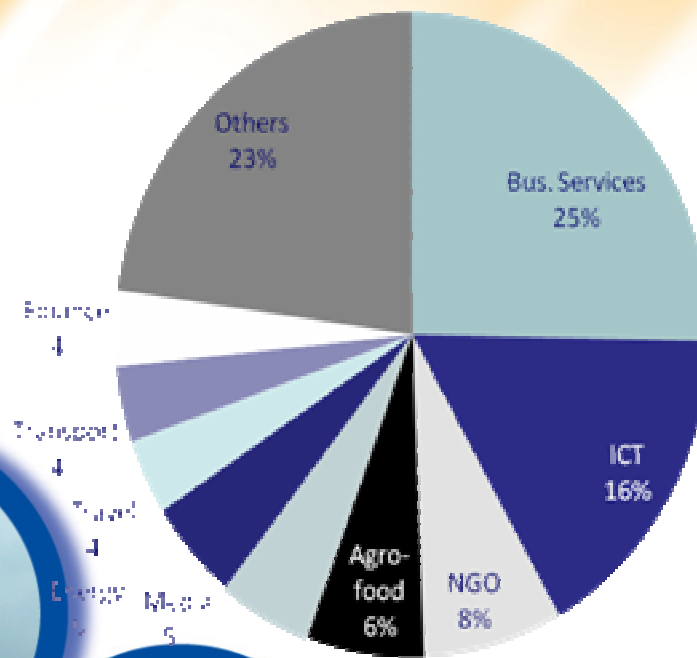
- **Approx. 1.300 foreign companies have set-up
European HQ or sales subsidiary in Brussels**
- **Quoted as 4th business city in Europe, after
London, Paris, Frankfurt, (Cushman&Wakefield
Cities Monitor 2008)**



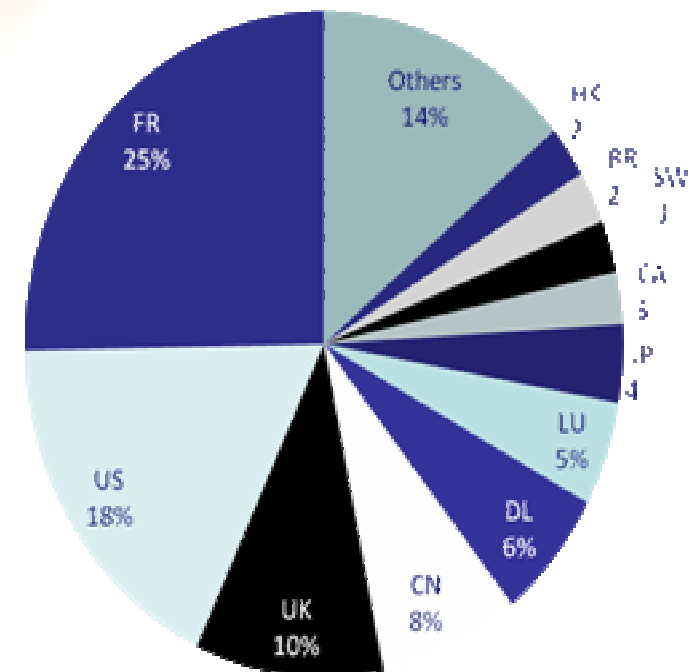
FOREIGN ENTERPRISES IN BRUSSELS

- Breakdown of foreign investors per country of origin
- and type of activity

Business activity



Country of origin



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Foreign trade in the Brussels-Capital Region

- Brussels, a Region rich in SME's
- Brussels, an economy mainly based on services
- Brussels, an internationally oriented Region
 - 50% of the production is exported
 - 20% of Belgium's exports (services included)



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Brussels Export **a public/private partnership:**



PUBLIC

- The Foreign Trade Department of the Brussels-Capital Region

PRIVATE

- The Brussels Chamber of Commerce and Industry
 - The Brussels Business Federation
- = BECI**



BRUSSELS ENTERPRISES
COMMERCE AND INDUSTRY

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***Located at the same address
the 500 Avenue Louise, 1050 Brussels,
the three partners:***

- Promote foreign trade
- Ensure the economic and commercial visibility of the Region
- Offer Brussels-based export businesses a comprehensive range of services



Partners of the Foreign Trade Department of the Brussels-Capital Region

- Regional and federal institutions
 - Walloon Export and Foreign Investment Agency (Awex)
 - Flanders Investment and Trade (F.I.T.)
 - Belgian Agency for Foreign Trade
- Within the Brussels-Capital Region
 - Brussels Enterprise Agency
 - Brussels International Tourism and Congress
 - Professional organisations



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Foreign Trade Department of the Brussels-Capital Region

- At the service of all Brussels-based companies
- Services are free of charge
- A team of:
 - Staff of +/-70 people abroad
 - Staff of +/- 35 people in Brussels
 - Organised in 4 main divisions



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4 departments



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Our Services

- Customised assistance in Brussels
- Customised assistance abroad
- Financial incentives
- Export information
- Others



Customised assistance in Brussels

- Sectorial organisation
- Collective actions program (about 100/year)
 - Economic missions, contact days, fairs, meetings with foreign buyers
 - Organisation of seminars, meetings with foreign economic partners



Customised assistance for exporters abroad

- A team of 32 Brussels commercial attachés
- A team of 55 commercial attachés from the 2 other regions
- Services
 - Information on foreign markets
 - Personalised assistance for prospection
 - Representation of the Region (foreign official bodies)



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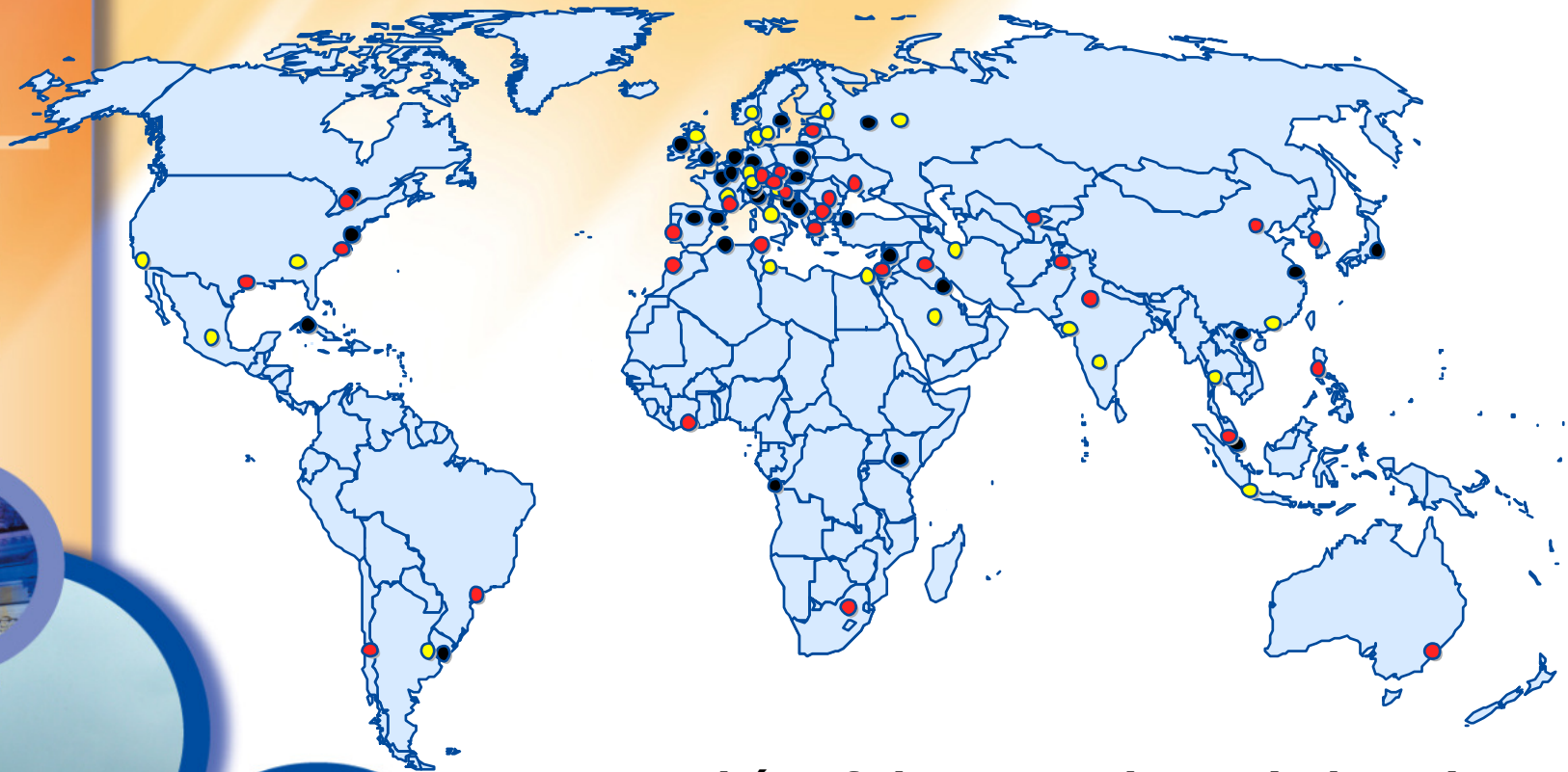


- Organisation of events (seminars, trade fair visits)
- Strategic plan
- Personal meetings in Brussels (“contact days”) – online registration on www.brusselstrade.be/bridge
- Geographical and thematic roundtables



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Our network of Attachés around the world



- **Attachés of the Brussels-Capital Region**
- **In cooperation with the Flemish Region**
- **In cooperation with the Walloon Region**

Financial incentives for export initiatives

- For which companies?
 - Brussels SMEs - according to specific criteria
 - What for?
 - Prospection of new markets outside the EU
 - Participation to tenders outside the EU
 - Participation to international fairs abroad
 - Participation to international fairs outside the EU combined with prospection
 - Collective representation offices outside the EU



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- Technical training in Brussels of clients from outside the EU
 - Attendance of training courses on foreign trade
 - Collaboration with foreign trade consultants
 - Development of promotional material (brochures, websites,...)
- How much and how ?
- Up to 50% of the costs (with upper limits)
 - One electronic form on-line



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Export information on foreign markets

- What information is available?
 - Business opportunities, country reports, export formalities
- Presentation format?
 - Our website:
 - www.brusselstrade.be
 - Our publications:
 - Bruxelles Export News
 - Electronic newsletter
 - Made in Brussels, etc.



Other services

- Database of the Brussels exporters and promotion of the exporting companies on the website www.brussels-exporters.be
- Visit of a commercial prospector
- Selective dissemination of business opportunities
- The "Brussels Young Exporters program" and the import-export assistants program



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To export, follow the guide...



- www.brusselstrade.be
- www.brussels-exporters.be
- infos@brussels-export.irisnet.be