

Wallonia-Brussels Week and economic mission at the Expo 2020 Dubai

United Arab Emirates, 6–12 November 2021

Press kit



[Discover Wallonia at the Expo 2020 Dubai \(walloniaexpodubai.be\)](http://walloniaexpodubai.be)

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Expo 2020 Dubai

Expo 2020 Dubai, which was initially scheduled for 2020, had to be postponed by one year due to the pandemic. It will take place from **1 October 2021 to 31 March 2022**. There will be 170 countries participating and organisers expect **25 million visitors** from all over the world. For its part, Belgium is preparing to welcome **two million** visitors to its pavilion.

World Expos take place every five years. The previous two were held in Shanghai in 2010 and Milan in 2015. They last 6 months and allow the general public to discover the methods implemented by different countries to tackle the challenges of the future. For the last several editions, special attention has been paid to sustainable development when choosing the themes, but also in terms of the overall management of the reception sites and their components, including the participating countries' pavilions. The organisers of Expo 2020 Dubai plan to use renewable sources of energy to cover 50% of the site's energy requirements.

Expo 2020 Dubai covers an **enormous area of 4.38 km²** and aims to encourage creativity, innovation and collaboration on a global scale, based around the theme **'Connecting minds and building the future'**. The choice of this theme is based around a simple principle: the world has never been so connected and there have never been so many opportunities to share ideas that are useful for the development of everyone and beneficial to trade and commerce. However, the limitations posed by the gradual decrease of resources requires careful planning for the future, in order to improve the lives of everyone.

→ <https://youtu.be/EHV0NaFlaEE>

The Expo site is divided into three main sections, with each one focused on a sub-theme: mobility, sustainability and opportunity.

- The **'Opportunity'** sub-theme is focused on the potential of the individual. It covers topics such as education, employment, new industries, services and governance;
- The **'Mobility'** sub-theme focuses on creating smarter and more productive physical and virtual connections between people, goods and ideas. It deals with the issues of transport, infrastructure, logistics and digital connectivity, as well as exploration and travel;
- The **'Sustainability'** sub-theme is dedicated to respect and living in harmony with the planet. It covers issues pertaining to the protection of ecosystems, the correct management of natural resources or economic systems that aim to mitigate impacts on climate and promoting environmentally responsible approaches.

This is the first time that a World Expo has been held in the MEASA (Middle East, Africa and South Asia) region, as well as an Arab country. It is a unique opportunity to promote our region in this market, which has significant economic potential. It is also a strategic geographical area, since the Emirates, and Dubai in particular, are an important port hub for neighbouring regions, such as India, East Africa and South Asia. It is a great opportunity for both Walloon companies and for cultural and tourism players in a region with significant purchasing power.

More information on [Expo 2020 Dubai](#)

Wallonia and the United Arab Emirates

Before the Covid-19 crisis, the UAE was Wallonia's 36th largest trading partner, ranking between Pakistan and South Africa. It was also our **2nd largest export market in the Near and Middle East, after Saudi Arabia**. After experiencing a significant drop for a decade, Walloon exports to the Emirates rebounded in 2018 (+ 9.4% compared to 2017) and 2019 (+27.76% compared to 2018), while, at the same time, Belgian exports to the UAE have been declining since 2017.



Wallonia Export & Investment Agency is supported at the local level by the very active services of an **Economic and Commercial Consultant in Dubai**, Anja HEINEN, and her team. Each year, the Agency successfully organises the participation of groups of companies in the **major professional trade shows** (notably the *Big 5 Show*) dedicated to medicine, audiovisual and IT, construction (metal, plastic, glass, décor, etc.) and food there. These sectors represent the majority of our exports to the region. These are dominated by fine chemicals, including pharmaceutical products (nearly 34% of the total in 2018).

Several Walloon companies are firmly established in the UAE. More specifically, they are involved in equipment for events, defence, catering and cuisine, public lighting, audiovisual and IT, security, industrial engineering, equipment for ports or energy management.

The Gulf region is also one of the main destinations for members of the **Halal Club** created by AWEX (more than 80 companies) when they are seeking to move outside European markets. Several Walloon companies with Halal certification are active in the region.

When it comes to foreign investments, we note the acquisition of the container terminal (15 hectares) at the TRILOGIPOINT in Liège by **DP World** (Dubai Ports World, a subsidiary of Dubai World, a holding company belonging to the Dubai government).

The UAE is also the headquarters of **IRENA** (*International Renewable Energy Agency*), which was founded in Abu Dhabi in 2009. Belgium has been a member since 2014. Wallonia is very involved in the programmes of this Abu Dhabi-based institution. Wallonia's contributions to the agency are part of its international climate funding.

In terms of the competences of Wallonie-Bruxelles International (WBI), in addition to participating in the work of IRENA, WBI has supported Francophone Week in the Emirates (March) for several years, along with the Sharjah Biennial for the arts by sending films, artists or writers to showcase our culture. Our publishers also take part in the international book fair in Sharjah.

[More information about the relationship between Wallonia and the United Arab Emirates](#)

The importance of Francophonie in the United Arab Emirates

Home to the largest community of French and French-speaking expats in the Gulf region, which is estimated at 300,000 speakers, the United Arab Emirates became an observing member of the Organisation internationale de la Francophonie (OIF) in 2010.

The French language is disseminated and promoted via a network that comprises the Institut Français, the Sorbonne in Abu Dhabi, the Alliances Françaises in Abu Dhabi and Dubai, six accredited French-speaking schools and a significant number of private schools that have been established in the Emirates, where French offers real added value in the education market.

France and the United Arab Emirates signed an agreement in 2018 to formalise the decision to gradually reintroduce the teaching of French into public schools in the Emirates. In 2019, during a conference at the Sorbonne in Abu Dhabi, the ideas put forward concerned, in particular, the launch of platforms and initiatives to integrate young people into Francophone culture, or the adoption of the French language by digital platforms and official UAE media sources.

Finally, the Francophonie Festival is celebrated in the United Arab Emirates through more than thirty events, which testify to the influence of Francophone culture.

The Alliance Française, which has been active for 36 years, aims to disseminate the French language and culture, to promote close collaboration between Arab and French cultures and to bring together anyone who wants to be part of the influence of the French language and Francophone cultures. [The Alliance Française in Dubai](#) has the only French-speaking multimedia library in Dubai, an auditorium and a gallery devoted to visual art.

The Alliance Française in Dubai is a privileged partner of Wallonie-Bruxelles International (WBI). Example of actions carried out with the support of the Alliance Française and WBI:

- 2019: Presentation of the work of Hergé by a French historian
- 2020: Le Salon de Charles 'Le Faucon' with Mr Gilbert Sinoué
- 2021: Screening of the short films from the Festival International Nature Namur

Culture&Co, an exclusively French-speaking book shop, and Culture Emulsion, which is involved in French-speaking theatre productions and a French drama school, are other bodies that promote Francophonie in the Emirates.

The Belgian pavilion

Belgium has selected a plot measuring approximately **2,180m² in the mobility section** of the Expo site, on a corner of the main public avenue. This provides excellent visibility of the various façades of the Belgian pavilion, which can host up to 15,000 visitors per day.



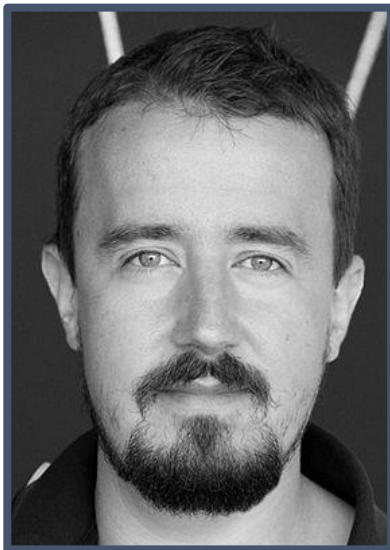
Sustainability was an essential criterion when choosing the pavilion project. The Belgian pavilion reveals itself to be an authentic gem of architecture and engineering.

It is a **green arch** raised across several levels, which was designed by La Louvière architect Vincent Callebaut, [VINCENT CALLEBAUT ARCHITECTURES](#), who is associated with the firm [ASSAR ARCHITECTS](#)

This pavilion has been produced by [BESIX](#), which has been established in the UAE for 50 years.



Vincent Callebaut



Originally from La Louvière, Vincent Callebaut is internationally renowned for his environmentally responsible projects, which have a futuristic look. This visionary, who graduated from the Victor Horta Institute in the Faculty of Architecture at the Université Libre de Bruxelles, designs smart cities that integrate renewable sources of energy and urban agriculture at the same time. His projects, which are inspired by biomimetics, strive to re-establish the symbiosis between man and his environment.

He excels at transforming waste and restrictions in terms of natural resources and opportunities. Just like his incredible Agora Garden in Taipei, a tower in the shape of a DNA

molecule and adorned with vegetation that can store up to 135 tons of CO₂, thus helping to reduce pollution in the Taiwanese capital.

Expo 2010 Shanghai China already brought him fame thanks to seven pavilions, including those of China and Germany, that exhibited several of his projects, including Dragonfly and Lilypad in New York (floating cities in the shape of enormous water lilies for climate refugees).

This is not his first project in the Emirates either, as he designed the Solar Drop complex on an artificial island off the coast of Abu Dhabi. This underwater garden and a living bioclimatic dome equipped with solar panels is the result of a collaboration with an underwater gardener to find endemic flora and fauna. In short, the ideal architect to make Belgium shine at the Expo 2020 Dubai and to inspire new generations who must confront the reality of climate change.

As a result, this Belgian pavilion building-garden will not just be green in appearance: everything has been designed so that it produces more energy than it consumes. Natural ventilation and light, renewable sources of energy, smart use of water and more – preserving the environment is a core element of its design.

➔ [The Belgian Pavilion – a virtual tour | Belexpo](#)

The interior exhibition route was conceived by the KRAFTHAUS design agency. The staging will highlight the technologies and innovations of the three regions of Belgium in terms of mobility, while giving pride of place to the cartoon characters who have made our cultural heritage famous.

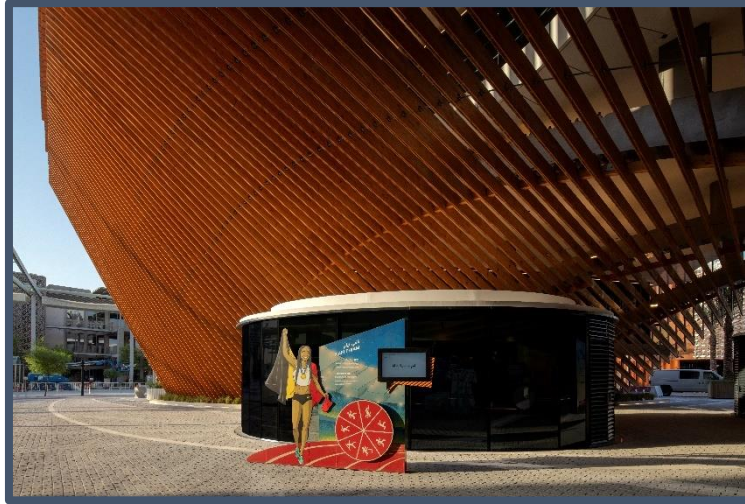


Spirou/Fantasio and the Marsupilami, Gil and Jo, Bob and Bobette, Yoko Tsuno, The Smurfs, Lucky Luke, Lefranc

The route begins with the queue, which is decorated with interactive animations that allow the general public to discover Belgians who are famous for their mobility-related achievements, in particular the athlete Nafissatou Thiam or Professor Michaël Gillon.

Nafissatou Thiam

Nafi Thiam won the gold medal in the heptathlon at the 2016 Summer Olympics in Rio de Janeiro and became world champion in this discipline in London the following year. Named the Female Athlete of the Year 2017 by World Athletics (IAAF), she was European champion in Berlin in 2018 and won the silver medal at the world championships in 2019. She just won a second gold medal at the Olympic Games in Tokyo this summer.



Michaël Gillon



Michaël Gillon 30-04-2021 – copyright uliege-michel houet

Michaël Gillon is an astrophysicist at the University of Liège. In 2021, he received the prestigious Francqui Prize, a Belgian award that has been handed out since 1933 to a Belgian scientist who has made a significant contribution to science. His pioneering research is devoted to exoplanets and astrobiology. The two robotic telescope arrays that he built with his team – named Trappist and Speculoos in true Belgian fashion – allow him to study exoplanets from Earth with unparalleled precision. The researcher from Liège has therefore discovered seven potentially habitable planets. The revolutionary nature of his discovery has been unanimously recognised by the scientific community, including NASA. In 2017, Time magazine named him as one of the 100 most influential people in the world.



©SO N. Bartmann space engine



©tau-tec GmbH

Once they have reached the end of the queue, visitors take an escalator up to the pavilion floor: this is the beginning of a visual and aural journey into the Belgium of the future.



The first exhibition space will look like a mobility lab from the future, with each of the regions presenting innovative projects there.

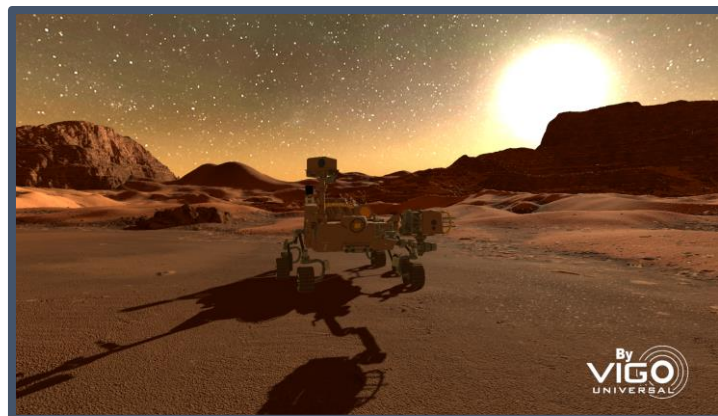


Wallonia will highlight its assets in terms of river mobility. In particular, visitors will be able to discover the multi-modal platform of the Liège Trilogiport via a quiz in the form of a video game. This entertainment was designed in collaboration with the [Logistics in Wallonia](#) competitiveness hub and the [Port of Liège](#). The first inland port in Belgium is also the third river port in Europe (21 million tons of goods in 2019). Ideally located in the heart of Europe

and close to the Liège cargo airport, the Triligiport offers three points of access to the ocean (Antwerp, Rotterdam and Dunkirk), three modes of transport (water, rail and road) and three cross-border markets (France, the Netherlands and Germany). A significant asset for attracting large distribution centres.



The Walloon region will also showcase its excellence in matters of space. Visitors of all ages will be able to discover the Euro Space Center and then leave Earth behind for an immersive journey to Mars. A 360° virtual-reality project, which has been produced by Vigo Universal, will immerse visitors in the experience of living on the red planet.



Vigo Universal (Namur)

Namur-based company [Vigo Universal](#) has been creating virtual-reality content for eight years and launched its own centre last year at [Pôle Image de Liège](#). The [HolloH centre](#) is the largest virtual-reality centre in Europe, a veritable virtual-reality amusement park with a playing surface of over 1,000 m². Players are equipped with a headset with a built-in screen and truly immersed in a futuristic world. A space for professionals allows them to discover the latest technological innovations. Holloh is also home to the first permanent VR cinema in Belgium, an interactive bar and more.

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Euro Space Center (Transinne)

The only space-themed amusement park in Europe has undergone a total transformation and reopened its doors in October 2020. Potential astronauts can now test their skills there, learn all about the red planet via Mars Village or experience a free fall and put their resistance to a rocket take-off to the test. The astronaut training or introductory courses about space that it offers to young people make [Euro Space Center](#) a unique setting. Its high-tech environment has also led many cutting-edge technology companies to choose it as the preferred showcase for their products.



Press contact

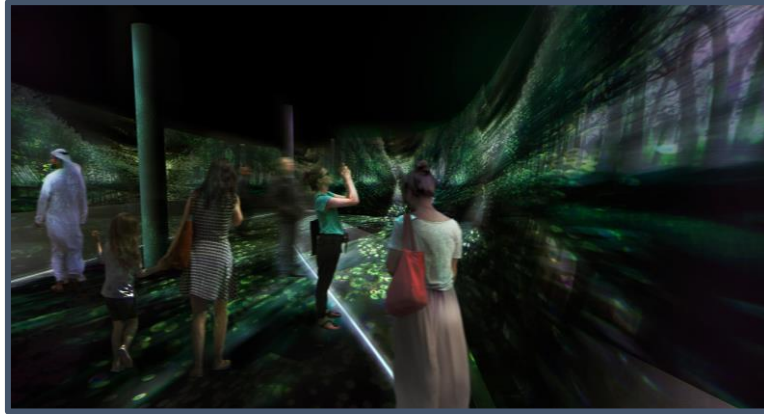
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An exploration wall will also pay tribute to the tourist attractions in our region, such as the [Lion's Mound](#), [Dinant](#), the [Tombeau du Géant](#), the [Cas3tle of Vêves](#), the [Circuit de Spa-Francorchamps](#), the famous [Calatrava train station](#) in Liège or even [the Strépy-Thieu boat lift](#), the largest boat lift in Europe, which is listed as a UNESCO World Heritage Site, along with three other hydraulic lifts along the Canal du Centre.

The journey continues with the Main Show, a fully immersive experience with a fictional film about an imagined and optimistic vision of the Belgium of the future.



The second exhibition space will allow visitors to be projected into the futuristic and idealised vision of Belgium in 2050, where they will be transformed into cartoon characters and able to interact.

ActiveMe (Louvain-la-Neuve)

[ActiveMe](#) develops, creates and produces interactive digital experiences for companies organising events and shows, mobile applications, 3D games and multimedia installations. Founded in 2011 in Wallonia, it also has a representative office in Bahrain in the Middle East. ActiveMe is on the cutting edge of new technologies and is more than a development studio: it is a creative digital agency.



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When exiting, the cartoon characters will wait for anyone who wants a small photo as a memento.

Once the visit is over, visitors will be able to go to the Belgian souvenir shop, the chocolate shop or the stalls to sample our culinary specialities (including fries and waffles, naturally).

The Belgian pavilion also has a 173 m² business centre on the third floor, which comprises a fully equipped Business Centre and a VIP reception lounge. There is also a 200-seat restaurant on the same floor. It will give pride of place to Belgian products, including products from Wallonia. However, the main draw of our national pavilion will be the panoramic terrace on the fourth floor. This 275 m² rooftop will offer visitors an exceptional view of the Expo site.



Events will be organised by BelExpo, which is responsible for organising Belgium's participation in this Expo, throughout the six months of the Expo, as well as its regional partners and its sponsors or suppliers.

Highlights of the Belgian pavilion (box)

- **Flemish week: 24–28 October 2021**
- **Wallonia-Brussels week: 6–12 November 2021**
- **Brussels week: 31 January–4 February 2022**
- **Belgian National Day: 5 February 2022**

More information about the [Belgian pavilion](#)

Wallonia-Brussels Week and the economic mission

The [Wallonia Export & Investment Agency](#) (AWEX) and [Wallonie-Bruxelles International](#) (WBI), which are involved in the Belgian Technical Committee of BelExpo, are responsible for Wallonia and the French Community of Belgium's involvement in Expo 2020 Dubai.

To this end, AWEX and WBI are organising a **week dedicated to Wallonia-Brussels visibility** at the Belgium pavilion on the Expo site. This will take place between 6 and 12 November.

The Minister-President of Wallonia, Elio Di Rupo, the Minister-President of the Government of the French Community of Belgium, Pierre-Yves Jeholet, and the Minister for Tourism, Valérie De Bue, will make the trip.

This week will be an opportunity to take advantage of the **exceptional showcase** that Expo 2020 Dubai represents, in order to present the expertise and excellence of Wallonia and the French Community of Belgium (FWB) to visitors from all over the globe. **All of the universities in the FWB will also be represented.**

Based on the main themes of the World Expo and the expectations of the United Arab Emirates, the teams in Brussels and Dubai, along with the Walloon competitiveness hubs and clusters, have identified the sectors that will be highlighted during this week, in terms of economics, research and innovation.

Activities will be organised for the general public, including cultural activities, but also activities that are open to a more specific audience (universities, companies, official delegations). These will take place in the Business Centre of the Belgian pavilion. These targeted activities will aim to bring together privileged contributors in order to create synergies with Walloon participants.

In addition to these themed activities, major cross-sector networking events will be organised: a gala evening at [La Perle](#) (the permanent show by Walloon Franco Dragone) with prestigious local guests, which will aim to promote our global leaders, as well as the traditional closing evening at the end of the week, which brings together all of the participants from Wallonia for a festive and congenial time.



Ateliers François (Liège)

Ateliers François will take advantage of this week of visibility to invite their clients to the Belgian pavilion.

Known the world over by the name 'AF COMPRESSORS', Ateliers François S.A. is the world leader in lubrication-free piston compressors for the PET bottle-blowing market. The Liège-based company formed a subsidiary in 2008 in the Jebel Ali Free Zone in the United Arab Emirates, which covers sales and after-sales operations for the Gulf region, East Africa, the CIS, Egypt and Libya. It provides machines and services to all of the biggest bottlers/beverage manufacturers in the region (Coca Cola, Pepsi Cola, Oasis NFPC, Mai Dubai, Masafi, SEWA Zula, Agthia Group (al Ain Water), IFFCO, etc.), where it has a market share of more than 85%.

At the same time as the Wallonia-Brussels Week, a multi-sector economic mission is being organised by AWEX. Sixty companies will make the trip and take advantage of the setting of the World Expo to carry out active commercial prospecting throughout the United Arab Emirates territory.

The itinerary for this mission will include activities that are organised in the Belgian pavilion and outside of it (company visits, B2B meetings, seminars, participatory workshops and more). As a result, participating companies will have the chance to benefit from AWEX's network, expertise and logistical organisation and meet privileged prospects directly in their home territory, in a favourable business climate.

In order to maximise the economic benefits of this mission, it will concentrate exclusively on the select sectors that have been chosen for Wallonia-Brussels Week. **The choice of sectors was made based on the main themes of the Expo and the opportunities for our companies.**

	Sat 06/11	Sun 07/11	Mon 08/11	Tue 09/11	Wed 10/11	Thu 11/11	Fri 12/11
MORNING	Departure from Brussels of the Walloon Delegation (Flight EK184)	Arriving of the Walloon Delegation in Dubai	Masterclass : "From Sand To Plate, the Fresh Way to Planet and Human Health ..." [Business Center - Belgian Pavilion] 3-course sit-down meal prepared by chef Arabelle [Restaurant - Belgian Pavilion]	Masterclass : "Vallonia, the surprise package of Belgium !" presented by Vallonia-Belgium Tourism [Business Center - Belgian Pavilion]	Masterclass : " Why do horses thrive in Vallonia?" coordinated by EquisFair [Business Center - Belgian Pavilion] Catering with the guests [Restaurant - Belgian Pavilion]	Masterclass in Human Space Exploration : Belgian excellence in space science and art presented by Sarah Baatout and Vladimir Pletser [Business Center - Belgian Pavilion]	Departure of the Walloon Delegation from Dubai to Brussels (Flight EK183)
LUNCH		Inauguration of the Vallonia-Brussels Week Walking diner prepared by chef Arabelle [Rooftop - Belgian Pavilion] (*)	Workshop : "Design the life you love" by Marie-Laurence Stéviging [Business Center - Belgian Pavilion] Workshop in leather goods given by Nina Bodenhorst and Jonathan Vieme [Business Center - Belgian Pavilion]	Immersive 360° animations in Vallonia accessible to the general public [Business Center - Belgian Pavilion]	Masterclass : "Vallonia, a land of innovations in creative technologies : Entertainment & Technologies to Enhance Live Experience" coordinated by TWIST [Business Center - Belgian Pavilion]	Catering with the guests [Restaurant - Belgian Pavilion]	
AFTERNOON	Ateliers by Pino Spitaleri [Business Center - Belgian Pavilion]	Ateliers by Pino Spitaleri [Business Center - Belgian Pavilion]	Private evening for Ministers and Ambassadors Walking Diner prepared by Chef Arabelle [Rooftop - Belgian Pavilion]	Gala evening [La Perle - Al Habtoor] (*) Immersive 360° animations in Vallonia accessible to the general public Concert performed by Maak Quintet et Laifa Amezian	Catering with the guests [Restaurant - Belgian Pavilion]	Activities for classes coordinated by the Euro Space Center [Business Center, Rooftop & VIP Lounge - Belgian Pavilion]	Arriving in Brussels
DINER	Private event organised by Atelier François [Rooftop - Belgian Pavilion] (*)					Big Closing Party Diner prepared by chef Arabelle [Rooftop - Belgian Pavilion] (*)	
EVENING		Inter-sectorial mission Evening [Al Habtoor] (*)	Masterclass on chocolate in Vallonia [Business Center - Belgian Pavilion]		Virtual reality theme park accessible to the general public [Business Center - Belgian Pavilion]		

(*) These evenings are by invitation only.

All other activities are accessible but require prior registration. Visit our website for more information : <https://www.walloniamexpo.be/en>

Daily performances by artists in and around the Belgian Pavilion (musicians, stilt walkers, magicians, etc.)

Food processing

In its analysis of the needs of the Emirates' food-processing market, the AWEX office in Dubai highlighted the importance of the issue of **food security**. Indeed, the United Arab Emirates have implemented a strategy so that the country depends increasingly less on imported food products and thus aims to:

- help local production
- minimise food waste and waste processing
- find sustainable solutions to the water problem.

A masterclass, organised in collaboration with the [WAGRALIM](#) food-processing competitiveness hub, will be held in the Business Centre, based on the theme 'From sand to plate'. It will present the latest innovations in the sector for people's health and the preservation of the planet.

[Haïssam Jijakli](#), Extraordinary Professor of urban and peri-urban agriculture at the University of Liège (Gembloux Agro-Bio Tech), will organise a masterclass on the primary production of fruits and vegetables via innovative production systems that do not use soil (hydroponics, aquaponics, rooftop farming, container farming).

Professor Jijakli is the Director of the [Centre for Urban Agricultural Research \(C-RAU\)](#), the Coordinator of the [WASABI](#) (Walloon Platform for Innovative Systems in Agriculture and Urban Biodiversity) platform and the Founder of Green SURF, a consultancy firm that supports real-estate developers and cities in integrating urban agriculture in their projects.

The presentation will focus, in particular, on the following projects:

- [Arom@home](#): a hydroponic shelf for restaurants will be demonstrated
- The [Smart aquaponics](#) application for managing aquaponic systems will be the subject of a live demonstration and will evaluate the parameters of the [SAPRISITI](#) aquaponic system in Gembloux
- [Optibiomass](#): container farming for plants with a very high level of added value

Urban agriculture is developing in Europe in various forms, ranging from simple community vegetable gardens to 'high-tech' rooftop greenhouses. Urban population growth, the development of urban communities, the degradation of climate and environmental conditions, the limitations of traditional agricultural techniques and the difficulty in ensuring food security (sufficiency and quality) via these traditional techniques are the main factors encouraging these alternative production experiences.

Within this context, the Centre for Urban Agricultural Research has been developing indoor and outdoor production modules for urban communities and individuals for ten years (vegetable gardens, indoor hydroponic production modules, aquaponic modules, such as the

[PAFF BOX](#), etc.), but also for professionals (pilot aquaponics projects, rooftop greenhouses, containers for producing plants with a very high level of added value and more).

The Centre

- implements innovative production systems that save natural resources and recover waste as a result
- also develops research to improve the performance of these systems
- studies these systems on a more fundamental level (for example, studying microbiota in aquaponic water, studying the digestion of these sludges, studying the production of phytomolecules with medical value, developing a robot for phenotyping plants, developing modelling for crops, etc.).

In addition to the aforementioned projects, the Centre developed the TERRA-TERRE: Market gardening plots and a vegetable garden in 2020 and, in 2021, SERR-URE, an urban greenhouse with reduced energy consumption on the roof.

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Since Wallonia and gastronomy go hand in hand, Arabelle Meirlaen, recipient of the 'Green Star Revelation' from the Michelin Guide in 2021, will delight participants' taste buds with her intuitive and natural cuisine. Creatively mixing wild plants, local produce and vegetables and herbs from the garden, Arabelle uses both new and old culinary techniques to whip up tasty – and sometimes even whimsical – dishes that often call to mind memories from our youth. Feminine cuisine that is light, poetic and full of emotion.



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For its part, [KOMMPO](#) (Charleroi) will provide its 100% natural tableware. This company has developed a range of disposable, compostable tableware and packaging that biodegrades in 30 days. It is made entirely from green waste from sustainable farming, 'sugar' and water and is rich in natural colourings (cumin, spinach, beetroot, etc.). The goal is to combat the many negative effects of single-use items and packaging and to provide professionals with a real environmentally friendly solution!



The company [BellaVie](#) (Sambreville) will then host a workshop on the role of food in health and the benefits of healthy and varied microbiota through foods that are rich in probiotics.

Having 'a pit' or 'a knot in your stomach' are everyday expressions that speak volumes about the importance of our digestive system. Scientists have elevated the intestine and its microbiota to the level of a second brain. Intestinal flora, which is composed of probiotic bacteria, makes up our intestinal microbiota.

Entitled 'Who wants to be a millionaire... in bacteria?', this interactive presentation, which participants can take part in via their smartphone, will tackle the problem of modern food (junk food, heavily processed foods, etc.), the resulting disorders (diabetes, stress, obesity and more), the importance of microbiota and changes in it (the different kinds of microbiota, their roles, the gut-brain axis, etc.) and sources of good bacteria: natural and via supplements, as well as the excellence of Wallonia in producing probiotics and food supplements.



After several years working as consultants in the biotechnology sector, Benoit & Olivier have decided to join forces to tackle a new challenge: developing a range of products that improve consumer well-being in a sustainable manner and on a global scale. BellaVie was founded based on this desire, with an innovative concept: Synbiocetual®. This principle involves combining probiotics, prebiotics and nutraceuticals. <https://bit.ly/2AM2Xke>

Probiotics are useful micro-organisms that make up oral, intestinal and vaginal flora. Prebiotics are nutrients that are specific to probiotics. They are composed of naturally occurring oligosaccharides and polysaccharides and boost the growth of probiotics by working in synergy. Finally, nutraceuticals are natural substances that derive from nutrients, which are proven to have a positive physiological or protective effect on health, such as vitamins or trace elements.

These synbiotics help the body in several ways: strengthening the immune system, managing stress, regulating cholesterol, diabetes, vaginal flora or infectious diseases in children.

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Chocolate

According to a report published by Reportlinker in February 2021, the market for chocolate in the United Arab Emirates was valued at 425.8 million dollars in 2020 and should grow by 6.6% in the next five years. The United Arab Emirates and Saudi Arabia are actually leaders when it comes to per capita spending on chocolate, ranking well above the regional average. Consumers in these markets view chocolate as a symbol of wealth, which drives demand for premium brands. They are also increasingly conscious of high-quality and healthy options. Customers are more and more opting for boxes of artisanal, bespoke chocolates, as opposed to cheap, mass-produced chocolate bars. This is naturally an area where Belgium can stand apart from the rest.

The Belvas chocolate factory, the Museum of Chocolate and Linatelle, a company that creates healthy and delicious products for the Be-Nat range, will offer a discovery workshop based around chocolate and sweet treats, which are certainly one of the strengths of our region.

The Belvas chocolate factory will focus on the Bean-to-Bar supply chain, which involves making its own chocolate from cocoa beans. Pralines are very often made from so-called 'couverture' chocolate. Indeed, most of the major chocolate brands are supplied by major specialist brands like Callebaut. A small selection of Belgian artisans choose quality and craftsmanship, from the choice of beans to roasting, grinding and conching. They have developed a unique expertise known as 'Bean-to-Bar'. This is the case for the Belvas chocolate factory, which will take the opportunity to show us, through our taste buds, that each bean has a particular flavour, depending on its origin (Côte d'Ivoire, Peru, the Dominican Republic, etc.) during this workshop.

The Darcis Museum of Chocolate will offer visitors the chance to discover the health benefits of chocolate, as well as chocolate in art. On the menu of pictures: how to make a chocolate sculpture and a catwalk... of chocolate dresses!

Linatelle will present the special features of the ingredients used in its biscuit and spread recipes and the advantages of organic products. Participants will also have the chance to taste and smell ingredients here.

Belvas (Ghislenghien)

[The Belvas chocolate factory](#) has been manufacturing Belgian chocolates with organic and Fair Trade certifications since 2005. Interesting fact: the name Belvas is a portmanteau of 'Bel' for Belgium and 'Vas', which means 'good for the South'.

Belvas has been Fair Trade certified since day one. The chocolate factory collaborates with five cooperatives in Peru, Santo Domingo and the Côte d'Ivoire. Over time, Belvas has forged direct relationships with cocoa farmers and, today, its approach is going a step further with the construction of a processing plant for cocoa in Daloa, in central Côte d'Ivoire, in the middle

of the plantations. This is the culmination of many years of reflection on the best way to sustainably improve living conditions for growers and the planet. This plant will make it possible to process the beans on-site, to pass on the expertise of the chocolatier and will help hundreds of families to resell their cocoa at a fair price.



Social impact:

- The KimVas project is organising the shift of 960 families of growers towards organic farming (natural compost, beekeeping, etc.).
- This will generate almost double the revenue for growers.

Environmental impact:

- 50% reduction in boat trips from the South to the North.
- Use of waste (cocoa shells) as a natural fertiliser on-site.
- Elimination of chemical treatments in transport containers.
- Use of solar energy to grind beans in the plant.

The KimVas project is supported by the King Baudouin Foundation, the Belgian Cooperation, Alterfin and Kampani. Similarly, Belvas has developed a project in Peru, in collaboration with the Acopagro and Norandino cooperatives. As a result, the cocoa mass for its Armayari chocolate is produced locally, for greater added value for the growers and all of the environmental benefits for the planet.

Belvas works with all of its ingredients in the traditional manner, without adding preservatives, colourings, flavours or flavour enhancers, hydrogenated fats and GMOs. By refusing to use chemical products and selecting products produced via organic farming, Belvas ensures the well-being and health of its employees, its producers and its consumers. Belvas offers gluten-free and non-alcoholic chocolates and chocolates with no added sugar, with stevia and/or without lactose and even Halal and Kosher.

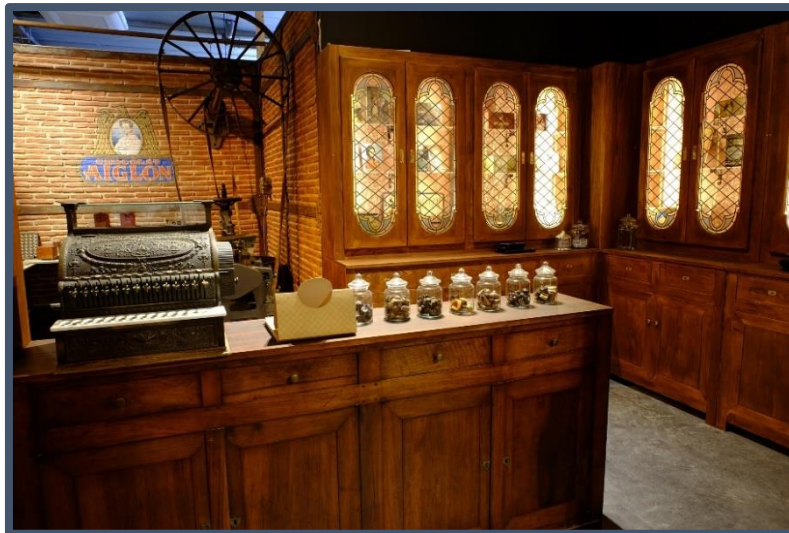
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Darcis Chocolatier (Verviers)

He had a dream and he made it happen! Jean-Philippe Darcis opened his 'Chocolate Factory' in 2016, in the centre of his favourite city: Verviers. This Museum of Chocolate is an educational space devoted to the history of chocolate and its manufacturing. It immerses the visitor in an incredible journey through time. From the discovery of beans by the Mayans to the transport of cocoa beans by Cortès, the visitor travels through time until reaching today, passing through an 18th-century bourgeois salon and an authentic old shop. They will then be able to discover the benefits of chocolate and sumptuous sculptures, as well as the aromas of all the sweets used to make pralines and the production of chocolate from bean to bar. A journey to savour with all five senses, with a praline tasting as an added bonus.



Jean-Philippe Darcis, an Ambassador of Belgian chocolate and macaroon pioneer in Belgium, does not hesitate to travel the world and cocoa plantations in search of beans that will bring a special and recognisable character to his creations. His desire to choose the finest raw materials and to highlight the expertise of growers has naturally inspired him to work with local producers where possible and to turn towards the production of his own chocolate, starting with the bean, which is bought from small, Fair Trade plantations around the world. This winner of multiple international medals for pastries, ice cream and chocolate is always on the lookout for innovations, both in terms of flavour and techniques for presenting products. While his chocolates can be found as far away as Asia today, this culinary hedonist claims to be an artisan first and foremost. An artisan who brilliantly combines classicism and modernity, with a true heart, and one for whom pastry is also a form of gastronomy.

Press contact

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Be-Nat (Trooz)

[Be-Nat](#) is a brand of organic biscuits and spreads that are both tasty and healthy. Be-Nat combines the 'healthy food' trend with traditional and gourmet recipes. Products that are both healthy (rich in fibre, no artificial flavourings, no refined sugars, no preservatives, no colouring) and conscientious (100% organic, no palm oil, made in Belgium, vegetarian, packaged in cardboard), but also innovative: they are naturally delicious, combine unique flavours and incorporate superfoods like flowers, seeds or fruits. For example, the FLOWEROLA cereal mix, which has a unique aroma and contains lavender for its soothing properties. Or small, healthy rose or chocolate-flavoured snacks in the shape of a heart called Energy Love, which are made from organic almonds and which can easily be used as a substitute for a classic praline with coffee or tea during a gourmet break.



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Multimedia

The multimedia market in the United Arab Emirates is booming and goes beyond the production of films, music and mere broadcasting. The concept of multimedia has evolved and, today, we talk more about the digital imagery and sound sector. In the Emirates, the 'Live & Entertainment' sector is one of the most significant, with a group of local players specialising in shows, concerts and musical events. Sports federations and clubs are also popular and several local agencies are looking for the latest digital special features for broadcasting events and making them enticing. The local tourism sector is looking for original content and productions, for example, by using Computer Generated Images (CGI) or digital animations to highlight tourist sites to check out. The video game and e-gaming sector is already well established and is all the rage, particularly among the younger generations. Several eSports hubs and VR gaming centres have been established in the region as a result.

The digital imagery and sound sector represents 6% of GDP in the Emirates (Live Events & Entertainment, sports federations and broadcasting). While there are several companies specialising in Live Entertainment and broadcasting in Dubai, Abu Dhabi has claimed the strategic position as a media hub and specialist in e-sports and video games. The sale of video games is expected to reach \$729 million in 2023. The Emirates also intends to become a hub for the media industry. New museums are opening (the Museum of the Future in Dubai, the Guggenheim Museum in Abu Dhabi) and the film industry is growing.

There are real opportunities for commercial partnerships or investments in the digital sector. Several companies or agencies are on the lookout for new, cutting-edge technological gems. A delegation of member companies from [TWIST](#), the Walloon Sound, Text and Image Technologies hub, will participate in the economic mission, with the United Arab Emirates offering this sector real opportunities when it comes to prospecting. In fact, many contacts have already begun during a pre-mission organised by AWEX Dubai and TWIST in May 2021, in particular concerning the identification of partners for activities related to 'Live Sport and Entertainment'.

The following companies will take part in the workshop to present this sector:

Alterface (Wavre)

[Alterface](#) is the world leader in interactive attractions based on media content. Alterface designs fun and creative attractions for amusement parks, family entertainment facilities and museums all over the world. The parent company is based in Wallonia, but the company also has an office in the United States and in China.



DELTACAST (Ans)

A specialist in image technologies, [DELTA](#)CAST primarily develops high-tech graphic solutions for the professional TV market. The DELTA-sport suite is used in many sporting events around the world.



Dreamwall (Charleroi)

Born from a partnership between Dupuis and the RTBF, [Dream](#)Wall offers 2D/3D animation, video mapping and an end-to-end production chain from the graphic creation of sets and augmented reality to productions in virtual studios or real, outdoor sets. This animation and graphic design studio has already received various international awards, including five more awards at the Broadcast Production awards this year, as part of the NAB in Las Vegas 2021.



EURA NOVA (Mont-Saint-Guibert)

[EURA NOVA](#) is a private R&D centre and an IT consultancy firm specialising in data science. EURA NOVA supports start-ups and domestic and international companies with their digital transformation in three ways: by implementing an ad hoc, scalable and data-centric IT architecture, by developing bespoke products and, most importantly, by using machine learning to leverage data, derive maximum value from it and to provide a competitive advantage.



EVS (Seraing)

This start-up has become the world leader in digitising images and, in particular, slow motion for sports events. Founded in 1994, its Live Slow Motion system revolutionised live broadcasting. This Liège-based company is responsible for the exceptional slow-motion shots of our athletes' achievements during world events (the Olympic Games, the Euro Cup, the World Cup, etc.) and it is responsible for equipping most TV channels around the world. [EVS](#) also develops specific applications for cinema and tablets and is particularly interested in

technological conversions, such as high definition and 3D. The company, which is listed on Euronext Brussels, is active in Europe, the Middle East, Asia and the continental US.



IMPS (Genval)

The company, which owns the rights to The Smurfs, will present the international activity of the famous blue elves, primarily in the Middle East. The Smurfs can be found in three theme parks around the world (Shanghai, Dubai and Moscow). IMPS is a family company under the direction of Véronique Culliford, the daughter of Peyo, who created The Smurfs. IMPS sells the licence for The Smurfs all over the world (merchandising, audiovisual, animated films, publishing, amusement parks, family activities and interactive experiences). Undoubtedly the most famous Belgian brand in the world, with its 95% international awareness.



NUMEDIART (Mons)

[NUMEDIART](#) is the research institute at the University of Mons. Its goal is to provide training and research activities in the field of creative technologies. It was founded in 2010 and benefits from internationally recognised expertise in the field of deep learning applied to the processing of sound, images, videos, gestures and biosignals, for applications where human-machine interactions are supposed to inspire emotion. Researchers from the NUMEDIART institute focus their activities on five areas:

- Motion capture and the analysis of the resulting data
- Smart spaces
- Understanding and navigating multimedia data
- Speech and sound technologies
- Virtual reality and augmented reality

We find a single objective at the core of these projects: developing smart systems that make it possible to create or interact with media content (sounds, speech, texts, images, videos, gestures, 3D, etc.).

After this workshop, the Business Centre will transform into a real amusement park, where visitors will be able to fully enjoy the fun side of all these cutting-edge technologies through activities.

Dirty Monitor (Charleroi)

A virtual-reality film will see you fly on the back of a stork to the magical world of The Smurfs, for an unforgettable flight through virtual reality. Produced by Dirty Monitor, this unique adventure is one of the highlights of [The Smurfs Experience](#), which a lucky few were already able to check out in Heysel in 2018–2019. An extraordinary, immersive experience organised by [Cecoforma](#), a company specialising in communications and events that is well known in Brussels and Wallonia. The Smurfs Experience, which was designed for the 60th anniversary of The Smurfs, is now touring internationally.



Dirty Monitor is a pioneering creative studio that designs and produces content for video mapping and other audiovisual productions. Since it was founded in 2004, the company has succeeded in establishing itself as a point of reference in the world of 3D video mapping, VJing and digital art. Over the years, the company has established an international reputation thanks to its successful collaborations with renowned directors, agencies, brands and other big names in the events industry.

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Some photos of the Dirty Monitor show on the Burj Khalifa, the tallest building in the world, on New Year's 2015 and 2016 in Dubai. This has now become a permanent installation.

→ Video of the show: <https://vimeo.com/161744613>

lonnyk (La Hulpe)

[lonnyk](#) will present the world's first connected picture frame. It is made from millions of ink capsules (electronic paper) moving around the space, making it possible to display an exclusive catalogue of black-and-white photographic art. A world first, achieving know-how like this new connected art medium creates the illusion of silver paper. The frame is 100% cable-free and is controlled via a smartphone app that allows the owner to change the artwork being displayed in an instant, depending on what they want.

→ https://www.youtube.com/channel/UCQ_WoYbsEIP2rRBNVomsxHg



lonnyk was founded in 2019 with four partners: Mathieu Demeuse (co-founder and CEO), Charlotte Dubois (artistic director), Antoine Baudoux (co-founder and CTO) and Christophe Courcelle (CMO).

Why IONNYK? Take the word 'iconic' (which comes from 'icon', an easy-to-remember image). Get rid of the 'c' and your name begins with lo. These two letters are also numbers: the I and O of the digital world. This first digital art frame

in the world is a smart, connected photographic image that uses electronic ink. This ink is made up of millions of black and white capsules. The paper does not emit any light. This is key: visually, this keeps the presence of the frame in an interior from ever feeling intrusive, as soft and natural as a photo on paper. Finally, the frame consumes very little energy (99% less than a traditional screen) and works without cables.

IONNYK attracts talent. Many renowned artists and photographers have already chosen to offer their works as limited editions.

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Vigo Universal (Namur)



The Namur-based company will establish a mini Hollow, a mini amusement park with virtual-reality experiences. The space will comprise exclusive arcade games that the studio has developed. Adada will take you back to your childhood for a fast-paced race on crazy, rocking unicorns! The Silver Surfer activity will immerse you in a futuristic race against time while standing on a skateboard. The merry-go-round ride will end with a hot-air balloon tour over the city of Liège.

[Vigo Universal](http://vigo-universal.be) is a Belgian production studio that has been working with augmented reality and virtual reality, digitisation and 3D printing since 2011. The company juggles these various technologies to create interactive applications for professionals, particularly for the culture, tourism, education and training sectors. Vigo Universal has gradually come to specialise in virtual reality and develops applications for museums, education centres, amusement parks and more. Thanks to its experience, Vigo Universal inaugurated a new brand of virtual reality centre, HollloH, in Belgium in March 2020. This unique setting aims to accommodate both the general public, via exclusive video games, and professionals, in order to train them via simulations and training sessions, as well as professional events. HollloH is one of the largest virtual-reality centres in Europe and wants to find investors to open other parks elsewhere in the world; why not Dubai?

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Aerospace

Wallonia has significant scientific and industrial potential in this sector, which is likely to attract the greatest attention from the Emirates.

By launching their first probe to Mars on 19 July 2020, the Emirates is aiming to become a regional hub for civil and commercial space activities and to become a source of inspiration to trigger interest in space careers, particularly in young people.

Walloon companies AMOS, SPACEBEL, AEROSPACELAB, SHUR-LOK and CSL will be attending the International Astronautical Congress, which will be held from 25 to 29 October in Dubai, while SKYWIN will participate in the Dubai Airshow with AWEX, FIT and AGORIA between 14 and 18 November 2021.

The joint AWEX-WBI Research and Innovation platform has entrusted several scientists from the French Community of Belgium with highlighting our excellence in this field during Wallonia-Brussels Week at the Expo.

The radiobiologist Sarah Baatout and the physicist and astronaut candidate Vladimir Pletser will lead an inspiring and dynamic conversation about space exploration in Wallonia. Sarah Baatout will explain how technologies developed in Wallonia, and tested in space, may be beneficial for life on Earth. She will discuss research on rotifers (in collaboration with the University of Namur), that is, micro-organisms that survive in extreme environments and which could be applied to people to protect them, among other things, against radiation, or the 'tumours in space' project, which has just been selected, along with eight other international projects, from among hundreds to be carried out on-board the new Chinese international station.

Sarah Baatout



Vladimir Pletser



Dr Vladimir Pletser is the Director of Space Training Operations at Blue Abyss, which offers a new approach for training astronauts. Previously, he spent two years in Beijing as a guest professor and scientific consultant at the Center for Space Utilization at the Chinese Academy of Sciences, for research into microgravity on parabolic flights and the Chinese space station. He was the main Engineer-Physicist at the ESA's European Space Research and Technology Centre for thirty years, where he developed tools for researching microgravity on the International Space Station and coordinated parabolic flight campaigns. He completed more than 7,350 parabolas, which is equal to 39 hours and 30 minutes of weightlessness or 26 orbits of the Earth. A Belgian astronaut candidate, he trained as a payload specialist at NASA and took part in three mission simulations on Mars.

This masterclass will look at these five scientific projects, with each one followed by a short artistic capsule that is still centred on the theme of space. Indeed, Sarah Baatout is participating in the European 'Curious' project, which involves connecting researchers with artists! It is an original concept that will have stars in your eyes, thanks to **five artists from the French Community of Belgium** whose performances will be filmed in the space settings at the Euro Space Center.

Surrealist painter Olivier Lamboray

Writer Geoffrey Van Hecke

Culinary artist Isabelle Arpin, who creates planets and galaxies from chocolate, ice cream and more. You will find two of these compositions attached. She also made a meteorite from crunchy chocolate.

Pianist Daniel Vivès-Lynch, a composer who performs an acoustic piano score entitled 'Between the Stars' and inserts clips of conversation from Frank De Winne and Dirk Frimout during their space missions.

Baritone Daniel Van Quickelberghe, who performed the hymn 'Rise to Mars' for the 60th anniversary of space exploration on 12 April last year.

Pierre-Emmanuel Paulis, a cartoonist and screenwriter who graduated from the Institut Saint-Luc (series: Tania; Les Voyages de Lefranc). (add a box here too)

The afternoon of this day dedicated to space will be devoted to young people, with entertainment organised by the Euro Space Center. Young teenagers aged between 12 and 16 will be invited to become space engineers during a workshop and will be able to build their own robot and/or mini drone by themselves. A solar telescope will also be available to the general public on the roof of the pavilion.

Equine

Horses play a very important role in the culture of the Emirates. There are many opportunities to take advantage of in the equine sector, both for Walloon companies there (construction materials and fittings for stands and paddocks, horse insurance, pooling of expertise and knowledge concerning equine health, equestrian equipment and materials, informing expatriates from equestrian clubs on where they can practice European-style horseback riding as part of a more family-friendly concept and access private coaching in French) and UAE citizens in Belgium.

Wallonia is also a perfect destination for retired horses. Maintaining horses is much cheaper and the environment is more pleasant for the end of their lives. Belgium is also renowned for breeding horses, more specifically large horses. The UAE could potentially invest in Walloon agricultural land in order to import food to the Emirates and fully satisfy consumer demand.

The equestrian sector is flourishing in Wallonia: it represents one billion euro worth of turnover each year. The Walloon equine cluster, Equisfair, aims to professionalise and develop existing networks. Its member companies are active in every part of the sector: feed, food supplements, breeding, infrastructure development, fencing, care products, biotechnologies, pharmaceuticals, communications, transport, event planning, applications and more. EquisFair also collaborates with the university sector, equestrian federations, schools and research centres.

The cluster will show that Wallonia is a world leader in all aspects of the equestrian sector through a masterclass:

- logistics: voted best cargo airport in the world in 2020, in particular due to its flexibility in the middle of the pandemic (the airport was selected by the WHO as a logistics hub), [Liège Airport](#) specialises in the transport of perishable foodstuffs and animals. Racehorses are treated like kings there, with a 5-star hotel available with 24/7 customised services: the [Horse Inn](#).



- tourism : Wallonia is full of activities linked to horses to enjoy in an exceptional green well preserved environment.

In the framework of Expo Dubai 2020, [VIT](#) designed custom-made itineraries in collaboration with the Walloon equine cluster, Equisfair and its members, both for leisure and business tourism.

Leisure tourism sets out to discover the DNA of Wallonia, its castles and its forests, to the rhythm of draft horses. Enjoy horse-drawn carriage rides in the Saint Hubert region with accommodation in the incredible Château de Mirwart. Another nice experience is to dine aboard the “chariot à fondue”, a cart drawn by Ardennais horses, after attending a tilling or skidding demonstration.

Business tourism invites professionals from the equine sector to discover the stables of its grand champions and renowned breeding farms or to meet scientists specialised in optimisation for sporting purposes and much more.



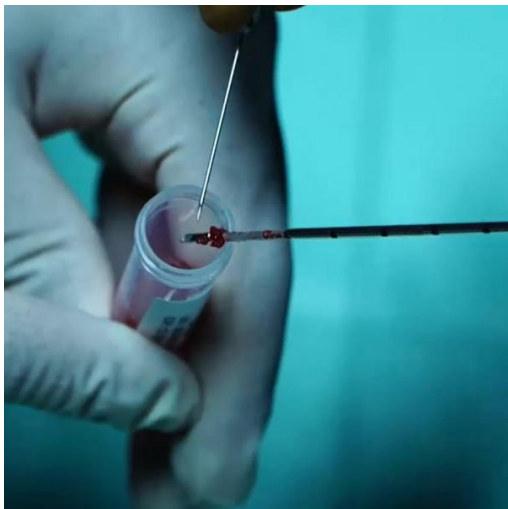
Horse-drawn carriage ride © Fondue cart

- health of horses and optimisation for sporting purposes, thanks to the presence of [Professor Didier Serteyn](#) (ULiège), who teaches in the Equine Education and Clinic Department (equine surgery). This is one of the pillars of the equestrian sector in Wallonia, which involves positioning our region at the intersection of three major

breeding nations: Germany, the Netherlands and France. The University of Liège has mastered many skills that can be employed in the equine sector (from the Faculty of Applied Sciences, Sciences and Environmental Sciences to the Faculty of Medicine and Veterinary Medicine and the AgroBioTech Faculty) and is an active partner of the European Equestrian Center of Mont-le-Soie (Vielsalm – Belgium).

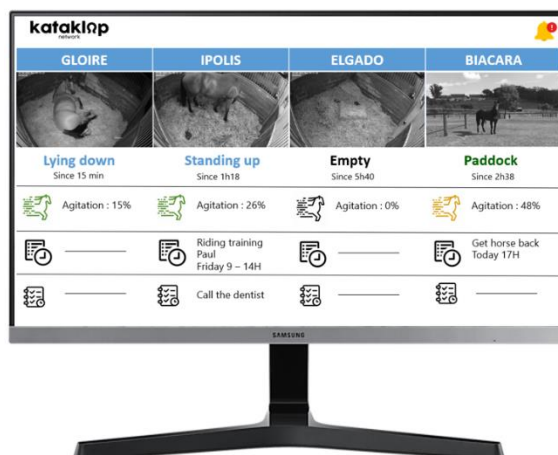
Revatis

[Revatis](#) is one of the few companies in the world that has developed a patented technique for producing stem cells. Its research is making a significant contribution to cell therapy and regenerative medicine for both humans and animals.



Kataklop

[Kataklop](#) will present its mobile application, which offers a comprehensive service for riders, equestrian centres, stables and their instructors, as well as specialist brands and companies.



The masterclass will end with the contribution of a guest of Honour, [Lara de Liedekerke](#), an international rider from Belgium. Recently crowned Belgian Champion for the fifth year in a row, she also won the Nations Cup Teams and participated in the individual events at the 2020 Summer Olympics.



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Tourism

Wallonia is full of treasures for Gulf expats. It should be noted that, in terms of expectations and desired activities, Wallonia is perfectly able to satisfy their needs, particularly in terms of the following three hubs:

- recreational hub: nautical attractions ([Eau d'Heure Lakes](#), for example), recreational centres (more specifically [the Euro Space Center](#)), parks, the [Spa-Francorchamps Circuit](#) and [golf courses](#).
- nature hub: various nature and animals parks, such as [Pari Daiza](#) or the [Caves of Han](#) and the breeding of horses for sport
- cultural hub: castles, citadels, small towns like Durbuy and La Roche and all of the historical monuments and museums



© Spa-Francorchamps circuit

Wallonia offers many [activities to do as a family](#), such as walks in nature, discovering castles or even amusement parks to vary the enjoyment and enjoy the exceptionally pleasant climate, which is far removed from the oppressive heat of the Gulf region.

Our region can also count on our equine sector, which is particularly developed, to attract the many racehorse fans in the Emirates. Horse-riding lessons or the Museum of Horses in Spa are also advantages.



Horse-drawn carriage ride © Fondue cart

[Wallonia's golf courses](#) are another advantage for tourists from the Emirates, who are often interested in this sport. Wallonia has a very rich offering and allows great exploration of sports, nature and culture.



Photo by Pascal Broze – ©AWEX-WBI

Wallonia is well served when it comes to air transport. Emirates and Etihad Airlines are two companies that offer direct connections with Belgium. In 2019, we noted an increase of 12.2% in arrivals to Wallonia from the Emirates (+7,800 seats or potential customers per week).

The number of overnight stays by tourists from the United Arab Emirates recorded in Wallonia in 2019 was 1,906, that is, twenty times less than a market like China, for example. There is a real opportunity for Walloon tourism operators, who have all of the necessary qualities to entice this affluent and demanding clientèle, who are always on the lookout for new adventures and unique discoveries.

[Wallonie Belgique Tourisme](#) will offer a fully immersive day out in Wallonia. The morning will be devoted to a workshop for the press and professionals from the tourism sector. This workshop will present Wallonia's tourist assets, as well as Visit Wallonia, the new brand that has been launched to revive the sector after the Covid-19 crisis. [The Jardins de la Molignée](#) will be in attendance, as well as [the Euro Space Center](#) and the [Darcis Chocolate](#) workshop because tourism also means cuisine and culinary pleasures.

The two DMC (Destination Management Company) Evangelo Belgium and VIT will present the tailor-made services they offer for their customers.



[VIT](#) has been active on the international market since 1996. It offers authentic and immersive travel experiences for its premium clients. VIT has no intermediaries and works directly with drivers, guides, restaurants, and hotels all over the countries featured. It has also developed packages for leisure and business tourism for the United Arab Emirates, in collaboration with [Equisfair](#) to promote activities related to horses in Wallonia.

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Evangelo Belgium is a creator of unique tourist tours in Belgium and in Wallonia, with private transport, highly qualified guides and unique services such as castles privatization, meals on board the old Royal train in the countryside, romantic dinners in caves accompanied by a sound and light show, meeting with renowned Belgian couturiers and visits to their creative workshops, ... Luxury and authenticity are the heart and soul of this brand which highlights the “Made in Belgium” quality label.

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360° virtual-reality films will be screened for tour operators from the UAE, in order to allow them to experience Wallonia as if they were there through a sensory experience.

The general public and potential tourists will be able to use this VR animation during the afternoon.

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Diamonds

Diamonds are an integral part of Dubai’s heritage. The gold and diamond industry in the UAE is renowned and dynamic as a ‘Hub’ to encourage international trade. In just 15 years, Dubai has become the third largest diamond-trading hub in the world, thanks to its secure, business-friendly environment, which easily links production and consumption markets.

Its strategic positioning on the East and West trade routes makes Dubai an important gateway, which connects producing countries (Africa and cutting centres in Asia), the main manufacturing centres and the biggest consumer markets in the world (Europe, the United States and China).

High-quality diamonds can be found here for up to half the price of any other location. The city of Dubai attracts tourists from all over the world, who come to buy gold, diamonds and other precious metals that can be found, in particular, in the ‘Dubai Gold Souk’. Diamonds

have become one of the key imports to Dubai and lots of large diamond firms in India have moved there.

In order to ensure the quality of the diamond, the main European authority for certifying diamonds – *HRD Antwerp* – signed a contract with Dubai-based retailer *Stargems*. The latter has opened its first certifying workshop, which makes it possible to issue a gemological certificate. *Stargem* is located in the DMCC (Dubai Multi Commodities Centre) free zone. This collaboration allows the Emirates to strengthen its position as an expert in diamond trading and highlights the sophisticated technology and extensive expertise of Antwerp in Belgium.

The *Dubai Diamond Exchange* is the trade regulator and market maker for diamond and coloured gemstone companies. It is the only stock exchange in the Middle East that is affiliated with the World Federation of Diamond Bourses (WFDB).

For our part, we are lucky to have one of the greatest jewellers in the world in Wallonia, namely [Pino Spitaleri](#), who is originally from Charleroi. He was fascinated by setting and spent four years working at Maison Schroeder in Luxembourg, then became foreman at Graff in London, before setting up on his own and launching his own workshop in London. A peerless setter, he stands out because of his ‘micro-setting’ technique, which he developed himself. He produces jewels with unparalleled precision using a microscope.

He just moved to Dubai in January 2021 and wants to establish a setting workshop there. Furthermore, he is currently developing a workshop/boutique in Saudi Arabia, the concept of which is to include the customer in the design of the jewellery.

Pino Spitaleri will organise a masterclass on the pavilion over two full days, in the form of workshops, alongside a small team of specialists from his London workshops. Presentation of the different stages of production: from the mine to the finger. Design schools in the Emirates will therefore be able to benefit from this pooling of knowledge and cutting-edge techniques.

Pino Spitaleri organisera avec une petite équipe de spécialistes, sortis tout droit de ses ateliers londoniens, une master class sur le pavillon durant deux journées complètes sous la forme d’ateliers pour présenter les étapes de la production, depuis la mine jusqu’au doigt. Des écoles de design aux Emirats pourront ainsi bénéficier de ce partage de connaissance et de techniques de pointe.

Fashion and design

Fashion and design are highly regarded sectors in the United Arab Emirates and are also part of the assets that the French Community of Belgium wishes to highlight during this week of visibility. This overlaps with Dubai Design Week, which will take place between 8 and 12 November 2021. It is an opportunity for Walloon participants to view the opportunities there.

In both fashion and design, Belgian expertise enjoys a reputation that extends far beyond our borders. Belgium has a strong tradition in textiles and clothing, but today it is characterised by the quality of its education, particularly in the fashion industry, the integration of talent within, and at the head of, international luxury brands and the emergence of independent

fashion labels (mid-range and high-end). When it comes to design, Belgium is particularly renowned for designing furniture – in particular, outdoor furniture – and lights, textile design, communications design and the design of services.

The itinerary for Wallonia-Brussels Week includes two sessions focused on the creativity and excellence of Belgian talent.

NIYONA

[NIYONA](#) is a creative studio that specialises in bespoke, high-end leather goods. It designs and produces exclusive and unique items made from leather. Designers and artisans Nina Bodenhorst and Jonathan Wieme work with all kinds of leather, both for interior architecture and coverings (walls, floors, bannisters, murals, etc.), the creation of decorative and useful items and also tableware for luxury hotels and gourmet restaurants.



NIYONA looks at craftsmanship in a contemporary way – while always pushing the boundaries of creativity and manufacturing techniques – and takes on the challenge of innovative and stimulating projects that reflect its values and unique expertise. The team plays with the idea of the mad scientist and experiments with and explores leather, transforming NIYONA into a laboratory for research and innovation. NIYONA can offer every client a personalised, bespoke product and specific solutions that combine quality, originality and functionality.

NIYONA will share its unique expertise and passion for leather work through a participatory workshop.



NIYONA has been organising these kinds of workshops since 2014. By working with the material themselves, the participant becomes aware of leather, a material that is recycled from the agri-food industry, and the sustainable and environmentally friendly supply chain for leather goods in Belgium. When confronted with the complexity of the craftsmanship (the time and precision of the finishing touches that this work requires), they also become aware of the cost of a piece made by an artisan who respects people and animals. They leave with their unique creation and respect for the item they have made themselves in their luggage.

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MLSTUDIO sprl Accessories Design

MLSTUDIO is a design studio that specialises in creating and producing collections of accessories and leather goods for international brands, which are often leaders in their markets, such as Nike US, Nina Ricci Paris, Rochas Paris, Institut Guerlain at 68 Champs Elysées in Paris, Aston Martin UK, Samsonite, Bentley UK, MV Agusta Italy and more. Its founder, Marie-Laurence Stevigny, also created an eponymous brand of fashion accessories, MLS_MARIELAURENCESTEVIGNY. Created in Belgium in 2018, the MLS Pocket accessories collection is hand crafted from premium leathers and recycled materials by expert leather craftsmen in Spain and Italy. MLS Pocket offers simple, light, timeless, minimalist, unisex and adjustable premium leather goods to make day-to-day travel easier, which are adapted to the new ways that people travel.

The proposed workshop, entitled 'Design the life you love', will allow participants to experience the creative process of the mood board and to discuss this experience.

Marie-Laurence Stevigny will describe her career as a designer and the process used by many creatives to achieve a visual representation of the product they dreamed of. The goal? To make participants aware that an image, a mental diagram or a drawing can be powerful

visualisation tools to challenge reality and allow everyone to create, integrate and nurture change in our lives. The reality of an innovation is often found in an instinctive first draft that is thrown onto the page. It then needs to be 'nurtured' to bring it to life.

Participants will then be invited to create a visual map and quickly create an illustrated 'mind map' by focusing on projecting the result. Drawings, sketches, diagrams, collages of images from magazines: anything can be used to express an idea on paper. After a discussion session, everyone should keep this mood board nearby as a supporting guide for change, like a visual meditation that will permeate it and work to achieve the 'materialised' goal. Drawing skills are not required to participate... just knowing how to listen to your instincts.

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Wallonie-Bruxelles Design Mode

Embodying Belgian creativity in the design and fashion sectors and promoting young, dynamic companies that will be the must-haves of the future: this is the mission of Wallonie-Bruxelles Design Mode (WBDM), the department dedicated to promoting design and fashion, which aims to improve the international visibility of designers from Wallonia and Brussels. Since 2006, WBDM has been supporting these creative industries, in particular through collective stands at international trade fairs, exhibitions, grants, coaching, B2B events or meetings with the press and other international influencers. WBDM continues to watch the entrepreneurial fabric of the sector flourish through its actions and close support.

WBDM is a department that is shared by AWEX and Wallonie-Bruxelles International in the Ministry of the French Community of Belgium.

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Water and energy (January 2022)

Issues concerning the climate and sustainability are key concerns here and in the Emirates. Their main concerns:

- recycling plastic
- waste-water treatment
- transforming waste into energy generators

After a long history founded on fossil fuels, this oil-producing country has definitively chosen the future by becoming an essential player in research and production of renewable sources of energy. In this way, Abu Dhabi has become the headquarters of the International Renewable Energy Agency (IRENA).

Hydrogen is booming as an alternative energy vector. There is a real need for cooperation and collaboration between Europe and the Emirates when it comes to sharing knowledge (R&D) and producing hydrogen. Due to its goal of becoming a pioneering country in terms of sustainable development, the Emirates are concerned about their consumption of water and the quality of that water. This sector is also promising for foreign companies that specialise in water management and desalination.

The Walloon Minister responsible for the climate and energy, Mr Philippe Henry, will conduct a mission to Abu Dhabi in January 2022 as apart of the IRENA General Assembly and the WFES (World Future Energy Summit) fair, which will take place in Abu Dhabi between 17 and 19 January. He will also respond to an invitation from the John Cockerill company, which is heavily involved in the construction of solar power plants in the United Arab Emirates.



A visit to the Mohammed bin Rashid Al Maktoum Solar Park will take place alongside Minister-President Di Rupo as part of Wallonia-Brussels Week in November. In order to achieve 75% renewable energy by 2050, Dubai has looked at the bigger picture with this thermodynamic solar park, which is the largest of its kind in the world. Developed by DEWA, the Dubai Electricity and Water Authority, it has an expected production capacity of 5,000 MW by 2030, with investments totalling AED 50 billion. The solar park also houses a research and development (R&D) centre. There are no solar panels here: the sun produces steam, which

turns a turbine. [John Cockerill](#) supplied the molten-salt solar receiver placed at the top of the solar tower, which will make it possible to store energy to supply the plants at all times and, as a result, allow them to work 24/7.

Research and innovation

In addition to the professors and researchers who will speak during the masterclasses, who have already been mentioned, the following people will participate in this mission in Dubai:

- Sébastien Penninckx and Stéphane Lucas (UNamur) will present their swab-style medical device, which makes it possible to perform nasopharyngeal smears on horses to detect any forms of viral or bacterial respiratory infection.
Contact: sebastien.penninckx@unamur.be & stephane.lucas@unamur.be
- Nathalie Crutzen (Smart City Institute): The SCI is an academic research institute in ULiège. It develops its expertise through fundamental research. Through this, it studies the key issues pertaining to the smart and sustainable transition of our territories from a managerial point of view, while remaining open to other disciplines. In terms of its geographic scope, in addition to actively contributing to the 'Smart Cities' and 'Smart Region' dynamic in the Walloon region, it manages projects with a national and international scope and is also a stakeholder in various European projects.
Contact: ncrutzen@uliege.be
- Philippe Dubois et Rudy Wattiez (UMons): Rector and Vice Rector of Research at the University of Mons
Contact: philippe.dubois@umons.ac.be & ruddy.wattiez@umons.ac.be
- Alassane Ndiaye: His research focuses on optimising the flow of goods, more specifically, short circuits (while safeguarding the environment). He is currently in the process of implementing a platform that would facilitate direct interaction between the producer and the consumer (without a shop as an intermediary).
Contact: Alassane.Ndiaye@ulb.be

The cultural sector in the UAE

The United Arab Emirates is home to nearly 200 nationalities and ascribes great importance to culture and multiculturalism. To this end, they have a national Minister of Tolerance. The UAE is very open to the world and also carries on its heritage, which is both Arabic and Islamic. For example, the city of Al Ain is listed as a UNESCO World Heritage Site because of its archaeological sites and its oases. In 1998, UNESCO named the city of Sharjah as the cultural capital of the Arab world. Emirati heritage is not only preserved, but also communicated to the population through festivities, museums, mosques and even 'Heritage Villages'. These are structures that include traditional homes, schools, markets and public spaces and allow people to completely immerse themselves in a village as it was in the past.

The city of Abu Dhabi is developing Saadiyat Island, which should become the cultural centre of Abu Dhabi and is expected to house eight museums. It currently includes the Louvre Museum, which comprises the children's museum, cafés, a bar, an art lounge and Fouquet's restaurant and the Manarat Al Saadiyat museum, which is the site of the annual Abu Dhabi Art exhibition and includes a terrace for outdoor events, a café and a brasserie, three galleries for temporary exhibitions, a photography studio, an art studio and a 250-seat auditorium. The various art forms also have an important role in the UAE: painting, literature, architecture, music, dance, poetry, pottery, weaving and embroidery.

Cultural programming

The Wallonia-Brussels Week will be punctuated by several daily artistic performance in front of the Belgian pavilion.

The talent of the following performers will be highlighted:

- **Laurent Blondiau and the Mâäk Quintet**



[Laurent Blondiau](#), a trumpet player and artistic coordinator at MetX, is a Belgian artist with a talent that goes beyond borders. Named European Revelation of 2009 by the French Jazz Academy, he also won the Sabam Jazz Award in 2015.

He created the Mâäk jazz collective more than twenty years ago (1998), a group that he collaborates with to explore brand-new possibilities in terms of sound, rhythm and harmony. Striking a delicate balance between improvisation and score, jazzed up with African rhythms, [Mâäk](#) quickly evolves into several strands of musical influences, including compositions that will sometimes be spontaneous and improvised or orchestrated.

Laurent is always keen to try something new, whether it is Mâäk Kojo (influences from Benin), MikMâäk (a big band with 16 musicians), Les Sheikhs Shikhats & B'net Chaabi (a project with Laïla Amezian that mixes chaabi chants and rhythms with jazz arrangements), Bakanai (a multidisciplinary ensemble that brings together musicians playing a 'transportable' instrument and dancers), Les Ventistes du Faso (a training project for people who play wind instruments in West Africa) or the Fête de la Musique in Marollen (during which he helps to organise a battle of the brass bands).

Although he has already played with countless musicians from all over the world, Laurent particularly enjoys developing projects with his [Mâäk Quintet](#), a group that he will perform with at the Belgian pavilion at Expo 2020 Dubai. This quintet, which comprises Jeroen Van Herzeele (saxophone), Michel Massot (tuba/trombone), Samuel Ber (drums) and Grégoire Tirtiaux (saxophone), is always on the lookout for new musical possibilities and has benefited from *carte blanche* during several renowned jazz festivals.

In 2016, Laurent teamed up with [MetX](#), a Brussels-based music production and creative studio, and became one of its artistic coordinators. Made by and for diverse musical creators, MetX is a kind of musical laboratory where artists can experiment and create original repertoires and ensembles.

Recent recordings:

The Mâäk Quintet releases its new single, 'Sémille Someille' (2021)

→ <http://www.metx.be/fr/2021/06/30/nouveau-single-maak-quintet-semille-someille/>

Laurent Blondiau & Bakanai @ Fête de la Musique 2021

→ <https://www.youtube.com/watch?v=5y7SCZxKOCQ>

- **Laïla Amezian**

For more than twenty years, Laïla Amezian has performed on the stages of various concert halls and festivals in Belgium, Europe and even Morocco, her native country. It is impossible to count the performances of this singer, whose voice, which is imbued with Maghrebian tradition, was inspired by jazz, French music and, on a



broader level, world music from a very young age. This gave her this unique character. Her career could not be more eclectic. However, she is naturally curious about bringing together her Maghrebian roots with the musical landscape that surrounds her in Brussels and tirelessly tries to find the right balance, through various musical, theatrical and dance-based projects, that allows her to be very Bruxellois and very Moroccan at the same time.

- **B'net Chaabi**

Like the ghanayats, female singers who have been developing an urban vocal and musical art that is specific to the cities of northern Morocco since the beginning of the century, B'net Chaabi are driven by a desire to carry on this musical tradition, which has been passed down by older generations, in Belgium. Line-up Mehdiya Renbouk, Karima Ben Fquih & Gemila Akhdim - chants & percussion Indeed, they perform these chaabi repertoires with great passion, the rich and colourful poetry of which deals with love and everyday life.



- [Les Echasseurs de Namur](#)



These will perform in front of the Belgian pavilion at various moments throughout Wallonia-Brussels Week for the general public.

- **Noir Artist (Liège)**



[Noir Artist](#) is made up of two brothers. Lucien and Martin Gilson: one creates and the other ensures contacts. Each one does so with elegance, humour and humility. Together, they intend to reveal 'a society that aims to be more positive, more respectful of people in general and young people in particular' through art.

Trained at Saint-Luc (Liège), Lucien is attracted by the creative, patchwork nature of what he observes. He primarily explores a dark, tense world through paintings, drawings, monumental frescoes, murals, trompe-l'œil, decorations and urban design. He is constantly in search of new forms and media and is developing a unique graphic style. He works with both spray paint and a paintbrush, tears paper, takes inspiration from ads and superheroes, uses virtual reality to produce first drafts and is not opposed to incorporating sculpture in his works. Over time, he adds touches of gold or colour to them, all the while preserving the shades of black that are his signature.

Press contact

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- **In the Air – Promotional and technological magic (Liège)**



Magicians Clément Kerstenne and Philippe Bougard will spice up this Wallonia-Brussels Week with their presence, to the delight of visitors of all ages. In 2012, these two magicians from

Liège created [In the Air](#), a company that quickly earned a reputation in Belgium, France, Luxembourg and Switzerland thanks to its innovative concepts. By incorporating technology and using the impact of magic to convey precise messages, In the Air has been able to work for global brands, but also the Belgian royal family. Within a few years, In the Air has positioned itself as the top magic company in Belgium.

The pandemic has inspired them to revamp their profession, by offering advertising videos in which they incorporate magical effects to improve the visual impact. Their technical team handles everything, from creating magical effects to the final edit. Magic is used to immediately grab attention in their videos and convey a message in a fun and original way. Furthermore, they also offer private magic classes via video conference. In The Air also proposes shows for small groups for magical team-building events. The art of magic awakens all the senses and creates a real sense of cohesion in a group. A great opportunity to take people by surprise and strengthen the bonds within a team. Clément and Philippe also used this period to create tricks for other magicians and sell them internationally.

➔ **Video:** https://www.youtube.com/watch?v=acHld5aP8XE&feature=emb_logo

Finally, the two partners are also developing, through a second company, LEVITA, that they created in 2018,

automated magic products. In this case, a magician is no longer needed

for audiences to enjoy a magic trick. The Gravity Window, their first patented invention,

makes it possible to levitate products or works of art in display cases.

This technology is a real work of art and an extraordinary marketing tool, which adds real value to the objects being display by enhancing them. In just a few months, LEVITA has achieved international success, by creating installations in New York, Tokyo, Shanghai and even Geneva.

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Explort – From Wallonia to Dubai

Explort is an AWEX program, in partnership with the Forem Competence Centre - Management & Commerce. The objective of Explort is to raise awareness among students and young graduates/job seekers about international business and the importance of foreign trade for the Walloon region, by offering them professional experience to facilitate their integration into the job market.

For Walloon companies, the Explort program is an opportunity to develop their international business by integrating the candidate into their export strategy to explore a market for two to three months. It is also an opportunity to test a candidate before recruitment.

In 2021, Explort launched a major communication campaign based on testimonials from former candidates, whose videos can be seen on the [Explort Program youtube channel](#).

As a continuation of this campaign, Explort will take advantage of the presence of several trainees in Dubai to highlight the Explort missions, their benefits in terms of professional field experience for the trainees, as well as the advantages for Walloon companies in terms of stimulation and diversification of their internationalization process.

Explort in Dubai

During the Wallonia-Brussels week, 6 Explort candidates will be present in Dubai to complete missions for Walloon companies, but also to support the Awex office in the United Arab Emirates.

Missions for companies

- **David ACAR - Proxiled (Manufacturing of mobile supports for giant led screens)**

PROXILED's vision is to help businesses and companies to communicate better thanks to innovative solutions of dynamic displays in giant LED screens, both indoors and outdoors, to meet the need for visibility of brands.

- **Moladé ADEJOU MO - Millésime Chocolat (Chocolates, candies, confectionery)**

Millésime Chocolat is a Belgian manufacturer of organic Bean to Bar chocolate, from the bean to the bar. Just like with wine, the heart of their approach is to work exclusively with beans from exceptional plantations and terroirs, in order to bring out their characteristics. The transformation process is entirely mastered, from the roasting to the making of the finished products, respecting the manufacturing processes of the past.

- **Luca GLORIOSO - Auxin Surgery (range of medical devices for the selective dissection of pathological tissue and fibrosis)**

Founded in January 2014, Auxin Surgery is a pioneer in chemically assisted surgical dissection. The CADISS® system delivers a chemical solution to the organs to be dissected to facilitate the separation of different tissue structures. CADISS® facilitates the detachment of pathological tissues with less effort, while preserving healthy organs and limiting side effects and risks of recurrence.

Missions within the AWEX office

In addition, 3 interns are present in the Dubai office to assist the team of the Economic and Commercial Advisor in its daily tasks, but also in this particular case, to help him in the preparation of the economic mission accompanying the Wallonia-Brussels delegation. More broadly, the interns are at the service of Walloon companies that are interested in the Emirati market.

- **Alison CLEMENT, Maxime LESSENNE and Kamiel PISSENS** have joined Anja Heinen's team for a few months to put their skills at the service of the team.

More information on the Explort program: www.explort.be

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Walloon suppliers and sponsors of the Belgian pavilion

For the construction of the pavilion

2TEC2	Flooring
AGC	Window glazing
Buzon*	Platforms for the terrace
Knauf*	Finishing materials
Schröder	Lighting system

For the staging

Active Me*	3D virtual interactive experience
Vigo Universal*	3D virtual-reality film

For the restaurant

Avieta	Waffles
Brasserie Val-Dieu	Beers
Chant d'Eole*	Sparkling wine
La Ferme d'Upignac	Fruit juices
Le Domaine du Ry d'Argent	Wines
Lutosa	Fries
Siroperie Meurens	Liège syrup
Ruffus	Sparkling wine

For the chocolate shop

Belvas*	Pralines
Be-Nat*	Biscuits
Eurofit	Chocolate milk drinks
Galler	Chocolate bars

For the souvenir shop

Christian Dalimier	Small, hand-crafted wooden mice
Ice-Watch	Watches
IMPS*	The Smurfs items

*Will be available during W+B week at Expo 2020 Dubai

Participants in the economic mission

ALPAGAS DU MAQUIS	Fashion and design
ALTERFACE	Multimedia
BEAMS	Tourism
BELCYDONIA	Food processing
BELLAVIE	Food processing
BELVAS	Food processing
BUZON PEDESTAL	No sector
CECOFORMA	Multimedia
CENATINE	Multimedia
CHOCOLAT BELGE PASSION ET PATRIMOINE	Tourism
CORMAN	Food processing
DE POORTERE DECO	Fashion and design
DELTACAST	Multimedia
DELY WAFELS	Food processing
DESTINO	Fashion and design
DIRTY MONITOR	Multimedia
DREAMWALL	Multimedia
E.L.I.T	Tourism
EKISM	Equine
ELISCA	Fashion and design
EQUISFAIR	Equine
EURANOVA	Multimedia
EUROFIT	Food processing
EVS BROADCAST EQUIPMENT	Multimedia
F'USNESS	Fashion and design
IMPREVU	Fashion and design
IMPS	Multimedia
IN THE AIR	Multimedia
INKCOMING	Fashion and design
ISABEL GOMEZ INTERIORS	Fashion and design
J&JOY	Fashion and design
JAYDE	Fashion and design
JOHN COCKERILL	No sector
KATAKLOP	Equine
L & L PLAQUETTE	Food processing
LEUFGEN RAMONA	Equine
LINATELLE	Food processing
MADEMOISELLE JO	Fashion and design
MAGIC ARCHITECTES	Fashion and design
MIA ZIA	Fashion and design
MILCAMPS	Food processing
MLSTUDIO	Fashion and design

KOMMPO	Food processing
NEOBULLES	Food processing
NINA BODENHORST	Fashion and design
NOIR ARTIST	Fashion and design
POLE WAGRALIM	Food processing
PROXILED	Multimedia
REINERTZ	Equine
REVATIS	Equine
S VAN WASSENHOVE	Multimedia
SAVILE	Fashion and design
SEETECH LIGHTING	Fashion and design
SUCRERIE COUPLET	Food processing
TWIST	Multimedia
UVMastercare	Equine
VIGO UNIVERSAL	Multimedia
VIT	Tourism

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