



Wallonia.be

BELGIUM

WALLONIA.BE at South by Southwest 2018

March 9 – 16, 2018 – Austin, Texas

Austin Convention Center

500 E Cesar Chavez St, Austin, TX 78701



Meet us at
Booth 927



Wallonia.be

EXPORT
INVESTMENT

digital
wallonia
.be



Wallonie - Bruxelles
International.be



The South By Southwest (SXSW) isn't just a music, film, and media festival. In just over 30 years, SXSW has become one of the most important technology events in the world. What began as a small music festival has grown exponentially into a panoply of the entertainment and tech trends at the intersection between technology, digital media and creative industries.

For entrepreneurs hoping to make a splash, for startups seeking to tell a compelling story, and for innovators and disrupters hoping to build a brand, SXSW's tens of thousands of attendees offer an unique opportunity to network, showcase and share ideas. When I came to Texas two years ago for an important Belgian Economic Mission, I noticed how much SXSW is part of the Austin's DNA and its creative ecosystem.

This year, Wallonia, the region of southern Belgium, is for the first time ensuring a presence at SXSW. The Wallonia Trade and Investment Agency (AWEX) and our agency for international relations, Wallonia-Brussels International (WBI), have joined their forces to lead a Belgian delegation coming from various fields. With the support of Digital Wallonia, representatives from immersive and interactive industries, managers of clusters and incubators, experts from academia and from coproduction have decided to join us to give you a taste of the vibrant creativity of Wallonia.

Belgium is known worldwide as a nation of festivals and cultural events. It might then seem natural to expect that Wallonia which is recognized as a European Creative District by the European Commission would be part of the game. For our delegation, SXSW is also a unique opportunity to showcase, meet and connect with US and foreign companies as well as with our historical partner Texas A&M with which we have developed a joint international network for technological partnerships: the Open Worldwide Innovation Network (OWIN).

Our delegation will be present during the SXSW Trade Show and will be available for one-to-one business meeting. Do not hesitate to visit and greet us around some magic tricks and chocolate inspirations!

Mrs Pascale DELCOMMINETTE

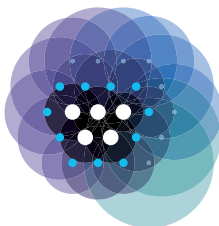
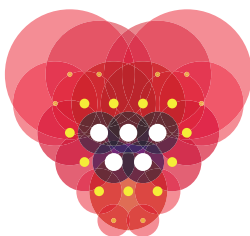
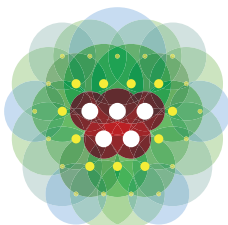
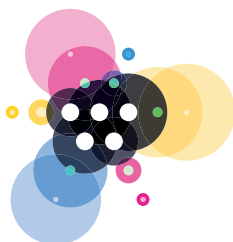
Chief Executive Officer

Wallonia Trade and Investment Agency (AWEX) and Wallonia Brussels International (WBI)

Content

Organizers	3
WALLONIA EXPORT-INVESTMENT AGENCY	4
WALLONIA-BRUSSELS INTERNATIONAL (WBI)	5
DIGITAL WALLONIA	6
Partners	7
NUMEDIART	8
TWIST	9
SMART CITY INSTITUTE	10
WALLIMAGE	11
OWIN	12
Exhibiting companies	13
BIG BOY SYSTEMS	14
DIRTY MONITOR	15
DOGSTUDIO	16
HERRMUTT LOBBY	17
IN THE AIR	18
LEANSQUARE	19
LR PHYSICS CONSULTING	20
SMART GASTRONOMY LAB / MIAM FACTORY	21
WBC INCUBATOR	22

Organizers



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www.investinwallonia.be
www.wallonia.be



AWEX, partner of the international economic development of Wallonia.

The Wallonia Export-Investment Agency (AWEX) is in charge of the development and management of Wallonia's international economic relations. With regards to foreign trade, the Agency has a promotion and information mission with regard to both the international and Walloon business community.

Intended for purchasers, decision-makers, importers and foreign prospects, the Agency can, on request:

- pass on economic data regarding Wallonia and its export potential;
- provide information on the products and services of Walloon businesses;
- seek Walloon businesses for the conclusion of international partnerships;
- distribute lists of Walloon exporters.

Vis-a-vis Walloon businesses, the Agency is their comprehensive international partner, providing a range of services and activities covering the entire export process:

- General and commercial information on foreign markets;
- Production of individual market studies on request;
- Organisation of commercial canvassing operations (participation in international shows, organisation of economic missions, sector-based contact days, etc.);
- Contacts with international organisations;
- Promotion of Wallonia and its export potential;
- Financial support and funding for exports;
- Training and raising awareness of international professions.

With regards to foreign investment, the Agency provides general expertise in the areas of promotion, prospecting and informing potential investors. It also ensures active monitoring of investors based in Wallonia, as well a mission to find foreign buyers for Walloon industrial sites in the process of restructuring.

AWEX is also competent for the strengthening of the Wallonia brand image overseas.

AWEX has a workforce of more than 400 people and about one hundred offices overseas.

In attendance at South by Southwest :
Pascale DELCOMMINETTE, CEO, Brussels

Philippe LACHAPELLE, Director Technological & Strategic Partnerships, Brussels
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Yves DUBUS, Belgian Trade & Investment Commissioner, AWEX, Houston
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Oxana ROGOZINA, Project Manager at Trends Observatory, Brussels
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www.wbi.be



As a public administration, Wallonia-Brussels International (WBI) is responsible for the international relations of the Walloon Region and the Wallonia-Brussels Federation, both French speaking entities of the Belgian federal state. Thanks to its exclusive capacities in various and essential areas (amongst others : education, economy, energy, culture, research, environment, etc.) and the international extension of these fields, WBI developed a particularly dense network abroad.

Widely open to the world, the Walloon Region and the Wallonia-Brussels Federation have signed multiple bilateral cooperation agreements with countries and regions. These agreements support bilateral collaboration projects, mainly focused on the academic, scientific and cultural sectors.

The main objective of the Research & Innovation Unit of WBI is to actively build networks between research and innovation actors of Wallonia, Brussels and other countries. By promoting partnerships in international research projects and stimulating an open innovation approach in the field of international scientific and technological cooperation, the Unit supports synergies in the internationalisation of academia, research institutes and businesses.

The Research & Innovation Unit is also coordinating the Research & Innovation Platform, which brings together all the research and innovation operators of Wallonia and Brussels (universities, research centers, competitive clusters, public bodies). The Platform's objective is to facilitate the further development, implementation and monitoring of the international dimension of the regional research policy by the sharing of information and consultation between all the partners. The aim is to identify common priorities which could lead to coordinated or joint initiatives towards third countries and within international networks. The Platform benefits from a network of scientific liaison officers based in innovative ecosystems (in USA, the Scientific Liaison Officer is based in Boston). They have the responsibility of liaising with various key international initiatives, networks and infrastructures on behalf of the Platform.

In attendance at South by Southwest :

Pascale DELCOMMINETTE
CEO, Brussels

Hubert GOFFINET
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Jessica MICLOTTE
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The ICT platform for Wallonia

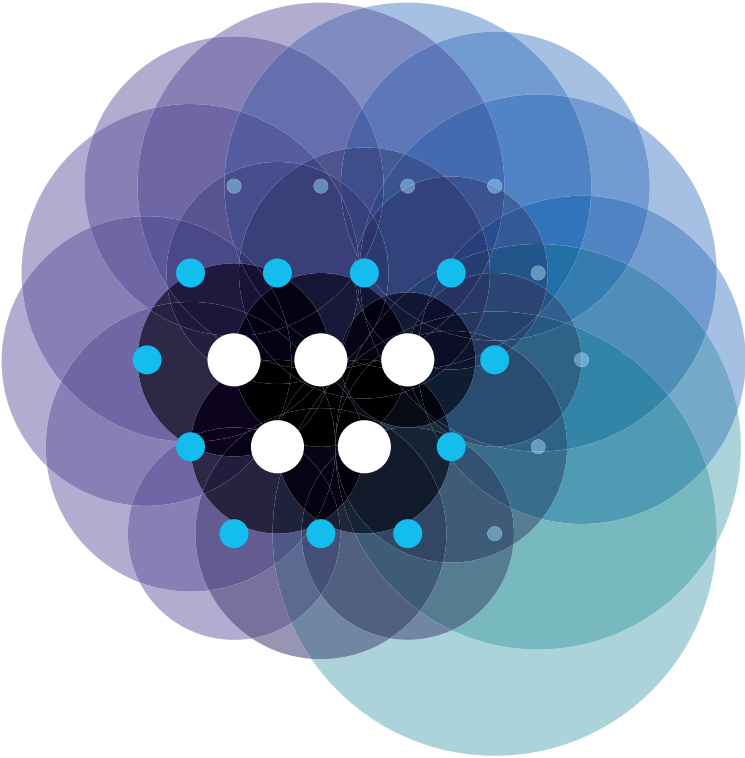
Located at the heart of the ecosystem of initiatives and ICT stakeholders in Wallonia, Digital Wallonia is their place of convergence, expression and support.

Digital Wallonia is a true Hub, offering layers of customizable services activated on demand, in an open and participative model:

- Dynamic mapping of the ICT ecosystem. ICT profiles (companies, actors, innovative users), products and services, technology clusters, digital communities, ...
- Vision & digital uses. Plan for the digital by the Walloon Government. Technological, legal and economic watch, content and white books, barometer and ICT indicators, ...
- Services and Support. Online (data, API, calendar, ...) and physical, for the partners and all the stakeholders of the ICT ecosystem (schools, public services, companies, ...), according to the needs.
- Open Data. Hub for the Walloon Open Data, services for the public actors for the management and open data, ...

Digital Wallonia is powered by the Agence du Numerique (AdN), subsidiary of the Agence pour l'Entreprise et l'Innovation (AEI).

Partners



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President of NUMEDIART Institute, University of Mons

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NUMEDIART is the Institute for Creative Technology of University of Mons, Belgium. It's mission is to provide training and research for cultural and creative industries, representing 4.3% of EU GDP, and bringing together different markets associated with visual and performing arts, video games, music, cinema, architecture, and advertising.

Created in 2010, it brings together around 75 researchers and benefits from internationally recognised expertise in the field of sound, image, video, gesture and bio-signal processing for applications where the human-machine interactions aim to create emotion.

Our activity axes are: motion capture (MOCAP) and analysis, smart spaces, understanding and navigating multimedia data, natural human-computer interaction and voice technologies, and virtual and augmented reality.

TWIST

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TWIST is one of the main Belgian networks in the field of audiovisual and multimedia digital content & technologies. TWIST is focused on business & innovation and brings together the main Belgian players in digital media.

TWIST is mainly active on three markets

- The content producers market: Cinema, TV, Animation;
- The TV Channels market: development of broadcast and event technologies and facilities;
- The marketing/communication/Event/Sport/Museum market: development of immersive and interactive content and technologies.

BOOSTER of Immersive and Interactive technological or narrative IP

For years TWIST has been developing an expertise in the field of immersive & interactive technologies and contents together with numerous partners in Europe based notably in Paris, Malmo and Munich.

TWIST Network

Within 10 years, TWIST has built a triple helix network of some 100 members (representing 4.500 direct jobs and a turnover of 1 billion euros) including :

- 70% SMEs;
- 10% startups;
- 5 TV channels;
- 6 universities & research centres.

FIGURES FOR THE SECTOR IN WALLONIA (ESTIMATE)

- Turnover of the sector: € 1 billion
- Number of jobs: 5,000 direct jobs and 2,000 indirect jobs

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<http://labos.ulg.ac.be/smart-city/>

Contact:

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The Smart City Institute (SCI) is an academic institute dedicated to the thematic of smart cities. It is founded on an original partnership between four private companies (Belfius, Proximus, Schreder and Strategy), a University and its Management School (HEC Liege, University of Liege) and Wallonia. This institute aims at stimulating research, teaching, innovation and entrepreneurship in the field of the "smart city". The SCI proposes to approach this thematic from a managerial angle (not a technical one) while collaborating with other disciplines (necessary multidisciplinary approach).

The mission of the Smart City Institute is to "contribute to the general development of smart cities by training future managers, developing research, entrepreneurship and innovation as well as facilitating sustainable value creation between actors of smart ecosystems thanks to networking and thanks to an access to multidisciplinary skills and to the most innovative technologies".

To tackle its mission, the Smart City Institute is developing three complementary activities (three pillars of the SCI): research, teaching and entrepreneurship. These activities are supported by traversal activities of awareness.

A real national and international perspectives have been given to the activities led by the Smart City Institute since its beginning.

SMART CITIES

Perspectives from Europe and North America



EU House @
SxSW, Palm Door
on Sixth, 508 East
6th Street, Austin

Sunday 11 March,
4:30 to 5:30 pm



WALLIMAGE

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Director

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WALLIMAGE ENTREPRISE

Wallimage Entreprises was founded in 2008 with the aim to develop the audiovisual sector in Wallonia and support the Walloon audiovisual industry : film industry, creative digital agencies dedicated to audiovisual technology (VR/AR/3D...), mobile app developers if the proposed content is based on storytelling, companies based on the production of innovative content, Musictech, gaming, ...

Wallimage Entreprises invest directly his capital in companies as a shareholder or as a lender.

Wallimage Entreprises also manage a specific fund called Wallimage Creative, which is dedicated to innovative audiovisual projects (VR/AR, immersive and/or interactive projects).



WALLIMAGE COPRODUCTIONS

Wallimage Coproductions is an economic fund created by the Walloon Regio in 2001 with the purpose of developing the audiovisual industry in Wallonia.

Wallimage Coproductions invest each year 5.5 millions € in audiovisual works (films, documentary, animation film, TV Series and pilots of TV formats).

Wallimage Coproduction is based on a selective mechanism. The most important criteria is the amount of audiovisual expenses in Wallonia.

Contact:

Amaelle Haulet

Executive Director

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OWIN – Open Worldwide Innovation Network is a Membership Association of Universities, TTOs and Trade Agencies encouraging a global culture of innovation and entrepreneurship. The Network fosters win-win opportunities and helps companies/projects grow faster in its members markets by assessing technologies, identifying commercial and strategic partnerships, coordinating joint-ventures and much more.

The strength of OWIN lies in its members, world-renewed research universities, technology commercialization offices, trade agencies, business incubators and accelerators.

In total there are 9 members, of whom 4 executive members, present in Australia, Belgium, the US, and China.

- Australia Queensland is represented by TIQ – Trade and Investment Queensland - the Queensland Government's global business agency, assisting exporters to break into emerging and established markets, and promoting Queensland as the perfect place for an Asia-Pacific headquarters.
- Wallonia in Belgium is represented by AWEX – The Walloon Exports & Foreign Investments Agency – is a government agency responsible for stimulating economic activity in the Wallonia region.
- Texas in the United States of America is represented by The Texas A&M System Technology Commercialization (TTC) is Industry's Connection to the A&M System and is the largest employer in Texas and as a statewide entity with a research budget of US\$800+ million and growing.
- Beijing in China is represented by Coway is a State-level technology transfer center recognized by the government and a supporting unit of international technology cooperation of Tsinghua University, one of the top university and the premier engineering university in China.

Those regions have great capabilities to stimulate the creation of innovation and help new technologies access markets faster.

OWIN is always looking to connect with new partners and build high-value strategic collaborations to expand the network and help companies develop. Visit our website for more information: openiwin.com.

Exhibiting companies

**SEE YOU
AT SX!**

**Trade Show
March 11-14, 2018**

BOOTH 927

SXSW. ↙

BIG BOY SYSTEMS

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Samuel MEIRLAEN

CEO

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Big Boy Systems developed and patented a camera made to record human experience. Third-I, our immersive camera is worn on the forehead. It records your point of view in 3D and copies your audition with binaural sound. You can watch the recorded content with a smartphone, a VR headset and a pair of headphones for the immersive binaural sound. Watching the content this way will make you feel like your incarnating the person that recorded with Third-I, like you're inside his head.

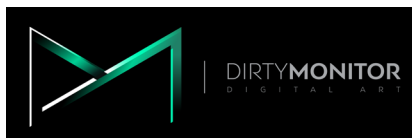
We use our current prototypes to record content in different domains. We record surgical operations from the surgeon's point of view. In order to create teaching material for the students. We also have partners in psychiatry, science, industry, marketing, entertainment, events, theatre... And we recently started working on a fictional short movie for belgian television based on our technology exclusively.

Big Boy Systems aims to have Third-I on the professional and consumer market in the coming years, and to produce innovative immersive content of all sorts to show the potential of Immersive Reality, the videoformat produced by third-I.



DIRTY MONITOR

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Arnaud MEULEMEESTER

Business Development

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The Belgium based company Dirty Monitor is an enthusiastic creative studio, pioneer in the field of content conception and realisation for video mapping and other audiovisual productions.

Since our creation in 2004, we've managed to become a reference for 3D Video Mapping, VJing, and Digital Art. Over the years, the company has gained an international reputation, thanks to its fruitful collaboration with renowned directors, agencies, brands and other great names from the events industry.

Live performances, installations, product launches, celebrations, inaugurations, parties... Whatever the desired atmosphere, structures or surfaces are, we offer the audience a unique visual and immersive experience.

Our team is composed of multidisciplinary professionals and artists, all coming from different fields, ranging from architecture to graphic design, a wealth of ideas and skills, an essential source for impressive and memorable productions. We strive to create what has never been seen before, because our client needs are as unique as we are.

Our mission: Enhancing without distorting.

DOGSTUDIO

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www.dogstudio.be
www.kikk.be
www.superbe.be

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dogstudio



**kikk
festival**

Dogstudio is an award-winning beer-loving Belgian digital creative agency. We are a bunch of perfectionists who take pride in coming up with disruptive and immersive digital experiences.

We are designers, developers, toy benders, music fanatics, party harders, moms, dads, freaks and nerds.

A place where we craft digital experiences.
The Belgian way.

Dogstudio is a middle-sized digital agency from Belgium. You don't know where Belgium is? Well, it's a small country caught somewhere between France, Germany and Netherlands.

You may have heard of us for our awesome beers, chocolate, famous female tennis players, or the unbelievably awesome Jean-Claude? Then you know we're serious about crafting the very best digital experiences.

We think there will always be space available for clever digital strategies and quality-driven products, and this is why we got into this business. Our mothers kept on saying we should aim high and work hard, and this is exactly what we do. Everyday. With balls. Yeah that's rude. Sorry mom!

HERRMUTT LOBBY

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www.getplayground.com

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Herrmutt Lobby (aka HLO) is a collective of musicians and programmers whose main objective is to revolutionise live music interpretation tools for DJs, Turntablists and Beat makers.

And they did just that with their app called Playground which is the ultimate remix experience on iPhone and iPad. Their technology will guarantee rhythm and tone. Swipe and tap on the screen surface in order to control the music flow in a fun and unique audio-visual experience, no musical skills are needed!

They collaborated with several top DJs and Beat makers in the Hip-Hop game to produce interactive audio-visual art pieces that are enjoyed by more than a million players around the world, that is probably why Playground won an Apple "Best of App Store" award.

They transposed Playground to a bigger setup with the Playground table so they could bring the same magical and engaging experience to Brand activation events and art installations.

During the trade show there will be live demonstration of the PlayGround Brand Activation platform

Want to know more?



<https://app.getplayground.com/sxsw18>

IN THE AIR

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Manager

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Our strength is to adapt ourselves to any request and make quite an impression by creating magical effects from your product to increase the promotional impact on the targeted customers.

More than ever, magic becomes a weapon of communication. Using emotional and psychological techniques, the magician will anchor the brand into your consumer's minds.

Our various concepts as well as our interactive and technological approach will enable you to differentiate your product from competition in an innovative and original way.

More than a seller, the magician convinces, persuades and surprises by the subtle combination between magic and marketing.

Contact:

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Chief operating officer

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We are a Belgian-based VC fund investing in digital start-up and start-up of the new economy, with a strong growth potential and/or role model.

Our portfolio includes start-up like Musimap, Playground, Bloomlife, Mod Devices, Sparks & Rockets or Ludus to name but a few.

Since 2014, we have helped hundreds of daring entrepreneurs offering them the best tools to develop their start-up : from co-working space to networking events, workshops, online MOOC or masterclasses.

Part of our mission, we help start-up accelerate by accompany them to set up the best investment proposal. To do so, we organize thematic acceleration program in sectors like e-health, e-logistics or MusicTech.

We are part of the accelerator engagement network set up by Universal Music Group that aims to promote the development of innovative MusicTech start-up around the world.

As an investment fund, we offer a wide range of financial instruments in order to best meet the demands and needs of start-up: we invest or co-invest in start-up with seed funds (25k to 50k) or in equity (100 to 500k).

LR PHYSICS CONSULTING

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Since 2013, LR Physics has been researching and developing products aiming to fast track eCommerce implementations. From its first experiences selling online goods on behalf of Procter & Gamble and other large Companies, LR Physics managed to decrease the online platform deployments from a 4 months to 4 weeks average leadtime.

Its latest groundbreaking products involve Machine Learning to automate large Catalog deployment in 17 languages and Blockchain coupled with IoT to improve end to end tracking of goods shipped overseas.

Want to know more?



SMART GASTRONOMY LAB / MIAM FACTORY

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La Miam Factory is a young Belgian start-up that has been incorporated late 2016 to market services and products based on food personalization by using tools such as 3D printing (and also LASER engraving). The expertise has been developed by the Smart Gastronomy Lab, which is a partnership of innovators federated by the University of Liege.

La Miam Factory team is made of the 2 founders at the root of the idea, and 4 co-founders either very-early-stage investors or experts in specific fields to complement the team.

The core business of La Miam Factory is to design and produce limited series of original luxury art pieces made of food. To do so, it uses 3D printing technologies with printable food such as chocolate.

Today, La Miam Factory achieves to obtain innovative chocolate shapes, that cannot be obtained by conventional ways (such as molding), with a very nice final aspect, and using a belgian chocolat of high quality, without using any additives.

During the Trade Show there will be live demonstrations of the Miam Factory.

Want to know more?



WBC INCUBATOR

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Belgium



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WBC finances and guides healthcare companies through their phases of creation and industrial maturation over a period of six years in the French-speaking region of Wallonia. Products and services developed by these companies are mostly innovative therapeutics, diagnostics or devices (biotech and medtech).

WBC support is also available for e-health (healthtech) solutions as well as for selected nutrition and environment applications. These emerging companies can be either academic spin-offs, entrepreneurial start-ups or corporate spin-outs (including those from foreign companies).

Financial support provided by WBC to companies is primarily in the form of a reimbursable or convertible loan (around 300 k€ per company).

WBC also gives access to a pool of pre-qualified managers, business developers and independent directors as well as to a large network of experts, investors and incubation – acceleration partners.

Since inception, WBC has contributed to the creation and expansion of more than sixty companies with the dual objective of building a new industry in Wallonia and helping to move as many products and services as possible from Wallonia to the world healthcare market.

Program

They'll be present on the Trade Show at Booth 927

Sunday march 11

11.00 a.m.

Opening Ceremony with Pascale Delcomminette

CEO of Wallonia Export – Investment Agency and Wallonia Brussels International

Big Boy System

Dirty Monitor

Leansquare

LR Physics

Monday march 12

LR Physics

Hermutt Lobby

In the Air

University of Mons

Tuesday march 13

Dog Studio

In the Air

Big Boys System

Dirty Monitor

Wednesday march 14

Big Boy System

LR Physics

Hermutt Lobby

Everyday there will be live demonstrations of



and



Belgian House

11 March – 14 March
during afternoons

Cafe La Mort Subite
308 Congress Ave, Austin



In addition to our booth, keep networking with our Delegation at the Cafe La Mort Subite in the afternoons from 11th -14th March.

Meet innovative Walloon companies and realize opportunities for partnership.

Come, and enjoy some belgian beers while networking!



Belgian events @ South by Southwest 2018

Saturday 10th March 2018

From 5.00 pm to 7.00 pm

La mort subite cafe – 308, Congress av, austin

Belgian Beer Cafe

Networking moment, free Belgian beers, magicians, finger food and more!

Registration: <https://www.eventbrite.fr/e/belgian-beer-cafe-sxsw2018-tickets-43612855224>

Sunday 11th March 2018

From 11.00 am to 12.00 pm

Booth 927, Exhibition hall 2-3-4, Austin Convention Center

Inauguration of the stand Wallonia.be

Introductory words by Pascale Delcomminette, CEO of WBI and AWEX

Monday 12th March 2018

From 5.00 pm to 7.00 m

Quebec House – 92, Rainey St, austin

French Speaking Event

Wallonia in partnership with the Quebec and the French Delegations

Registration: <https://francoaperoatsxsw.eventbrite.com>



Wallonia.be

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INVESTMENT

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**Wallonie - Bruxelles
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PDF version of this booklet



Feel inspired

