

Facts and figures

Population and geographical location

- > surface area: 16,844 km²
- > population: 3.4 million inhabitants
- > population density: 201 inhabitants/km²
- > main cities: Namur (capital city), Charleroi, Liège, Mons, Tournai, Verviers, Wavre, Arlon, Nivelles
- > the densest multimodal communication infrastructure in the world, at the heart of Europe
- > Next to Brussels, capital of Europe, between London, Amsterdam, Paris and Köln

Education, training and research

- > 1 academy of research and higher education
- > 9 university centres and 20 colleges
- > 300 research centres and 11,000 researchers
- > 6 competitiveness clusters and 7 scientific parks
- > 2.46% of GDP invested in research

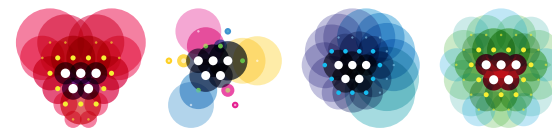
Exports

- > average annual growth rate since 1995: +6.1%
- > average share of exports in turnover: 70% (2013)
- > commercial surplus representing 8% of the gdp of Wallonia (2013)

Total of foreign investments

- Period 2000-2013:
- > number of foreign investment: 1,060
 - > total amount invested: 9.9 billion €
 - > job creation: 23,700

Feel inspired



Wallonia Foreign Trade and Investment Agency (AWEX)

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Promotion of Foreign Investment

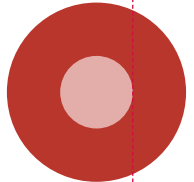
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AWEX, a partner for Wallonia's international economic development



Main sectors of activity in Wallonia

Industry

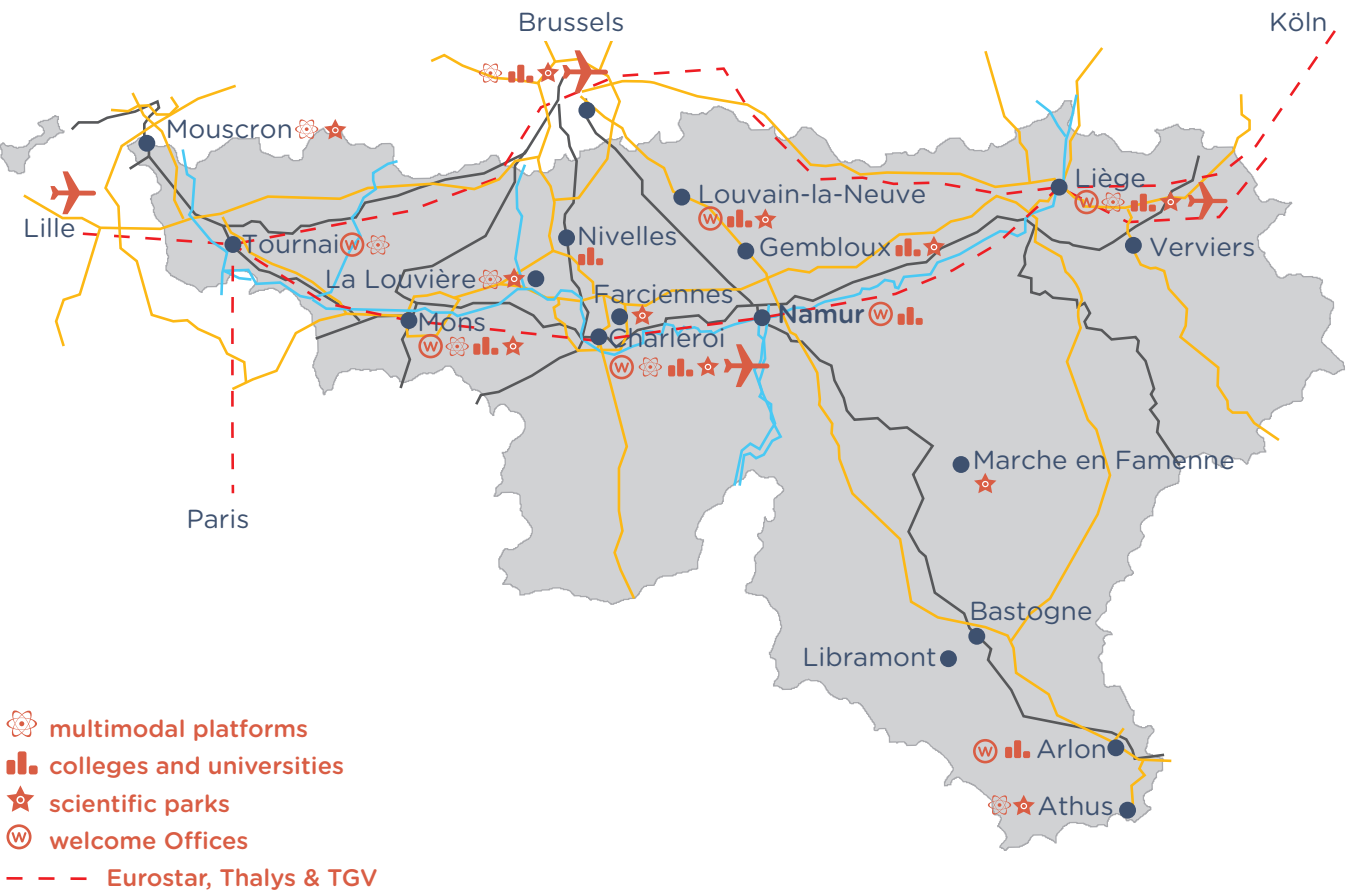
- > chemicals
- > metal industry
- > glass
- > capital goods
- > agri-industry*

Technological sectors

- > aeronautics & space*
- > mechanical engineering*
- > life sciences*
- > ict - telecommunications
- > food ingredients
- > new materials
- > automotive suppliers
- > green technologies*

Services

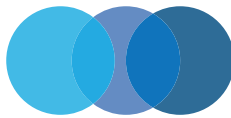
- > transport & logistics*



- multimodal platforms
- colleges and universities
- scientific parks
- welcome Offices
- Eurostar, Thalys & TGV

* competitive hubs chosen within the framework of the economic development programme of the Walloon government.





The 3 missions of AWEX

1. To support Walloon exports abroad

Promotion and information mission among foreign and Walloon companies.

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

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

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

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

2. To prospect foreign investors

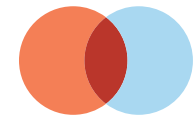
Promotion, prospection and information of potential investors; active support to investors established in Wallonia; search for foreign buyers for Walloon industrial sites undergoing regeneration.

On behalf of foreign companies, the agency can:

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

3. To promote Wallonia abroad

- > global international visibility campaign on the advantages of Wallonia as a location for business
- > sectoral promotion of the Walloon economy
- > publication of economic newsletters for foreign companies
- > organisation of promotional campaigns combining cultural and economic aspects.



The AWEX in Belgium and in the World

In brief ...

- > staff: 450 persons (200 of which abroad)
- > head office: Brussels (Namur for foreign investments)
- > 7 regional centres in Belgium (advisory and local offices)
- > 109 economic and commercial attachés on 5 continents
- > 1 subsidiary: Sofinex (fund management for the financing of international projects)
- > number of Walloon companies supported per annum: around 2,900
- > certified ISO 9001 (2000) since april 2002.

A planetary economic and commercial network: 109 posts worldwide

Roles of the economic and commercial attachés

- > dissemination of information to foreign audiences and Walloon companies
- > representation within the local economic networks and environments
- > promotion of Wallonia and its companies
- > commercial prospection
- > organisation of programmes of individual meetings and b2b meetings
- > commercial assistance
- > search for partnerships and business opportunities
- > help with the prospection of potential investors.



NORTH AMERICA

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

SOUTH AMERICA

- > ARGENTINA Buenos Aires
- > BRAZIL Sao Paulo, Rio
- > CHILI Santiago
- > COLOMBIA Santa Fe de Bogota
- > CUBA Havana
- > URUGUAY Montevideo

AFRICA

- > ALGERIA Algier
- > CONGO (R.D.) Kinshasa
- > IVORY COAST Abidjan
- > EGYPT Cairo
- > KENYA Nairobi
- > LIBYA Tripoli
- > MOROCCO Casablanca
- > TUNISIA Tunis
- > SOUTH AFRICA Johannesburg

NEAR AND MIDDLE EAST

- > IRAN Tehran
- > ISRAEL Tel Aviv
- > JORDAN Amman
- > KUWAIT Kuwait-City
- > LEBANON Beirut
- > SAUDI ARABIA Riyadh
- > UNITED ARAB EMIRATES Abu Dhabi, Dubai

EUROPE

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

OCEANIA

- > AUSTRALIA Sydney, Canberra

CENTRAL ASIA, SOUTH EAST ASIA AND FAR EAST

- > CHINA Beijing, Guangzhou, Hong-Kong, Shanghai, Wuhan
- > INDIA Bangalore, Chennai, Mumbai, New Delhi
- > INDONESIA Jakarta
- > JAPAN Osaka, Tokyo
- > KAZAKHSTAN Almaty
- > MALAYSIA Kuala Lumpur
- > PAKISTAN Islamabad
- > PHILIPPINES Manila
- > SINGAPORE Singapore
- > SOUTH KOREA Seoul
- > TAIWAN Taipei
- > THAILAND Bangkok
- > UZBEKISTAN Tashkent
- > VIETNAM Ho Chi Minh City

Major international organizations with AWEX representation and other covered UN agencies

- > AFRICAN DEVELOPMENT BANK Tunis
- > ASIAN DEVELOPMENT BANK Manila
- > CERN AND UN AGENCIES Geneva
- > EUROPEAN UNION (AWEX EU OFFICE) Brussels
- > UNIDO AND OTHER UN SPECIALIZED INSTITUTIONS Vienna
- > WORLD BANK GROUP Washington