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WAB 33 | SPRING 2022

FOCUS

BioWin
Wallonia's health-
competitiveness cluster

BIG PICTURE

Two Valéries
tackling climate
change

GASTRONOMY

Walloon restaurants among
the best in the world

INNOVATION AND SUSTAINABILITY

It's spring 2022, and this is the first WAB of the new year. Now, the holiday season may be over, but we should still stick to our resolutions. On behalf of AWEX and WBI, I aim to focus on what makes our companies and our partners strong: energy, determination, and the drive to always go farther. I can only hope that everyone, in Wallonia and elsewhere, will commit even more to their ambitions. And it goes without saying that they can count on us to help them meet their goals.

In this thirty-third issue of WAB, we highlight our inventors, our creators, our managers, and their teams: the people who put their assets and their efforts together to build a better world for future generations. Their ultimate goal is to develop our region through their achievements—to make it more beautiful, more prosperous, and more sustainable. Home Eos, Taipro, Vésale, and many others are working on sustainable development.

Are you an entrepreneur, a creator, or a researcher on the other side of the world? Then read all about the two Valéries on the front cover, and take inspiration from the practical solutions they bring to Walloon companies. Then, take a look at the report on the BioWin Cluster and see what value we're adding in life sciences—value that is being recognised around the world.

Finally, if you are just in the mood for something really enjoyable, there is nothing quite like taking a trip backstage at the Maison Courrèges, or visiting the Floriade in Almere. The Floriade pays tribute not only to flowers, but also to green cities.

I wish you a beautiful journey full of creativity, innovation, and beauty.

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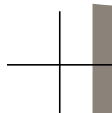
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ULIÈGE RESEARCHERS TAKE PART IN A HIGHLY AMBITIOUS SCIENTIFIC SPACE MISSION

As a result of the partnership among NASA, ESA, and the Canadian Space Agency, the James Webb Space Telescope (JWST) is taking over from Hubble in the search for answers to key questions about the universe—how fast it is expanding, for instance, but also the nature of dark matter, which makes up 80% of it. And it's worth noting that two of the four main instruments the JWST is using were tested and/or partly developed in the Liège Space Centre at ULiège, with the help of various Belgian industrial partners.

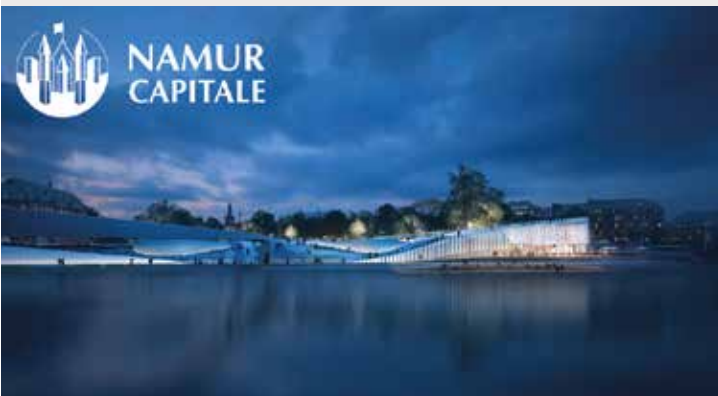
STORME COFFEE ROASTERS ARE SELLING THEIR COFFEE BY THE BUCKETLOAD

Storme Coffee Roasters, based in Mouscron, have been roasting their coffee the artisanal way for five generations. One of the ways they have made their business more sustainable is by selling their coffee wholesale in 10 kilo the buckets. Customers can return the empty buckets to the shop. This method has saved them from using as many as 30,000 single-use plastic packets since 2019.



NAMUR ADDED TO UNESCO'S CREATIVE CITIES NETWORK

The UNESCO Creative Cities Network promotes cooperation with and among cities that have identified creativity as strategic drivers for sustainable urban development. The Network consists of 256 cities in 72 countries. Namur, a Smart City, is the very first municipality in Belgium to earn this international recognition in the field of media arts.



WALLOON HIGH-TECH EQUIPMENT IN LAS VEGAS

Despite many withdrawals, the Consumer Electronics Show took place in Las Vegas in January. No fewer than 15 Walloon start-ups presented their innovations during this global tech summit. They even met Gary Shapiro, the event's CEO, when he came to open the AWEX stand. The event was a great way to highlight the Walloon digital ecosystem, and the success of the Digital Wallonia strategy.



© Schmitt-GlobalView

LIEGE AIRPORT CONTINUES TO GROW

At the heart of the Walloon multimodal strategy (air, road, rail and river), Liege Airport saw a 26% increase in the traffic of goods last year, going from 1,120,643 tonnes in 2020 to 1,412,498 tonnes in 2021. Passenger traffic also recovered slightly, with 76,493 travellers as against 44,487 in 2020 (+ 72%). The number of flights also increased by 13.4% (12% for cargo planes).

UCLouvain, THE MOST INTERNATIONAL BELGIAN UNIVERSITY

As the first Belgian university to make the Times Higher Education (THE) ranking for the most international universities, UCLouvain is also the only higher education establishment in Belgium to feature in the top 50. In order to complete its ranking, the THE specifically considered the percentage of staff and students from foreign countries, as well as each university's international reputation.



© Mithra

MITHRA SECURES €100 MILLION EQUITY FUNDING

Mithra, a Liège-based company specialising in women's healthcare, has entered into an equity funding agreement with banking giant Goldman Sachs International. The company can now, for a period of roughly two years and at its sole discretion, request funding of €100 million.



VALÉRIE VIATOUR AND VALÉRIE GÉRON

TACKLING CLIMATE CHANGE TOGETHER

Valérie Viatour is a geological engineer with a master's degree in environmental studies. She is the manager of WhyK, focusing on carbon footprints. Valérie Géron is the founder of Positive Impact, and is always keen to help companies develop sustainably. Together, the two Valéries are creating a virtuous climate circle for Walloon businesses.

Valérie V. starts things off: "Since we first met in 2019, we've understood that, in order to achieve meaningful results quickly, we would need to link carbon footprints with corporate social responsibility. We work together whenever we get the chance." Working sometimes together and sometimes separately, they successfully guide their clients towards more ecological and responsible methods quickly, smoothly, and naturally.

"By associating Valérie's carbon footprint and predictive analysis with my strategies and action plans, we can get tangible results in three months", Valérie G. continues. Valérie chimes in: "If the board is committed to going forward, and if the data is available, things can move very fast."

While one Valérie is known within the industry for her talent for gathering data, interpreting results, and envisaging solutions,



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the other is an expert in CSR and change management. Both are adamant about “acting now and acting fast, at all levels, using any means necessary, to achieve maximum impact”.

Valérie G. explains: “Our most effective tool poking and prodding for change is the Climate Fresk. Indeed, all companies should look into it.” Then, Valérie V. uses the GHG Protocol or the Bilan Carbone® method to determine the company’s carbon footprint.

Meanwhile, Valérie G. is typically already drawing up her plan of action. “Our clients want to enter into a virtuous circle, stand out from the crowd, and seize business opportunities while taking a stand for the environment. We’re also here to help them communicate their intentions clearly and effectively, to avoid the pitfalls of greenwashing”, she says.

“The companies that call on us are enthusiastic and ready to shake things up”, she adds. “It’s quite

inspiring to see small start-ups and big companies alike getting into gear. The emission of thousands of tonnes of CO2 is thus prevented.” From business giants such as John Cockerill and AGC to VSEs and SMEs such as Ter Consult, Charles Liégeois, and Eloy Water, both Valéries are delighted to be able to work with “the cream of the crop” of Walloon companies.



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A DAY WITH VALÉRIE GÉRON



Meditation
and tea



Writing
for her
newsletter
and her blog



Getting the
kids ready for
school



Work



Games,
quality time,
and family
dinner



Getting ready
for the next
day

A DAY WITH VALÉRIE VIATOUR



Meditation or
reiki, tea



Work



Lunch break
and walk



Work



Getting
ready for
the next day



Family dinner
and quality
time





1€M



25000



10



130 projects per year



2009



Lambermont



TAIPRO

A BIG PLAYER IN MINIATURISATION

TaiPro, a contraction of “Tailored Microsystems Improving your Product”, is renowned worldwide for its excellence in developing high-precision electronics and microelectronics for the medical, wind-power, aerospace, event-planning, and motorsport fields. The company designs, produces and markets innovative tailor-made solutions for its international customers. Its clients include the SAFRAN group, Trasis, Sony, and IMEC.

A WORLD RECORD THAT IS NO SMALL FEAT

One of TaiPro’s greatest innovations is undoubtedly the development of the world’s smallest pressure sensor. Its record diameter of only 1.2 mm makes it smaller, but also more precise than those of competitors. This innovation is aimed at the sub/super/hypersonic aerodynamics sectors, such as the

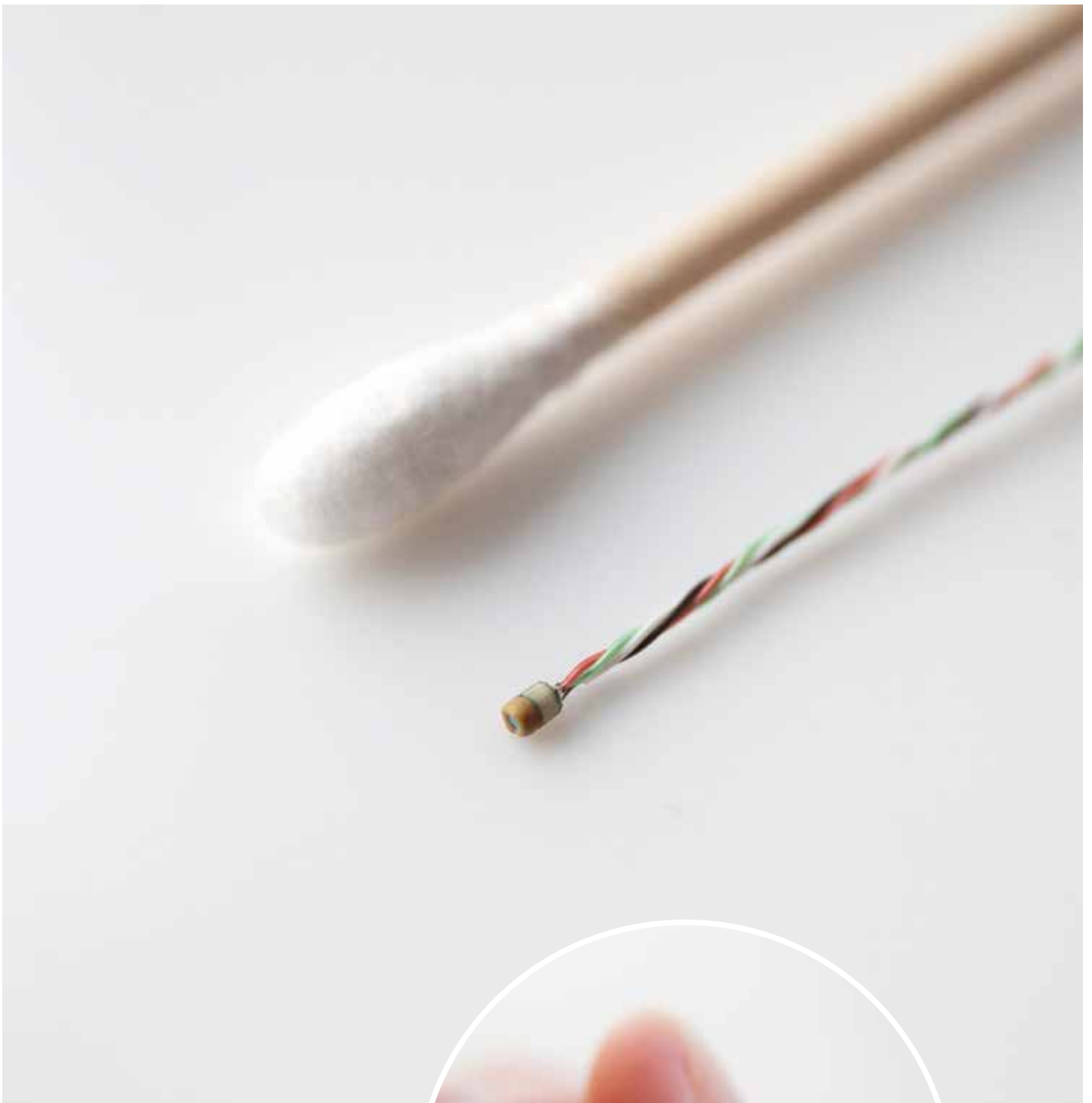
wind-tunnel tests that are used in the automotive industry, particularly in Formula 1.

Its miniature sensor is able to withstand high temperatures (up to 200°C) and record many data points (200,000 per second). “Since the beginning of TaiPro, we have been working on development projects with components that are only a few hundred microns in size. With this pressure sensor, we have

achieved an even more remarkable technological feat”, explained Fabrice Haudry, R&D director and co-founder of TaiPro Engineering.

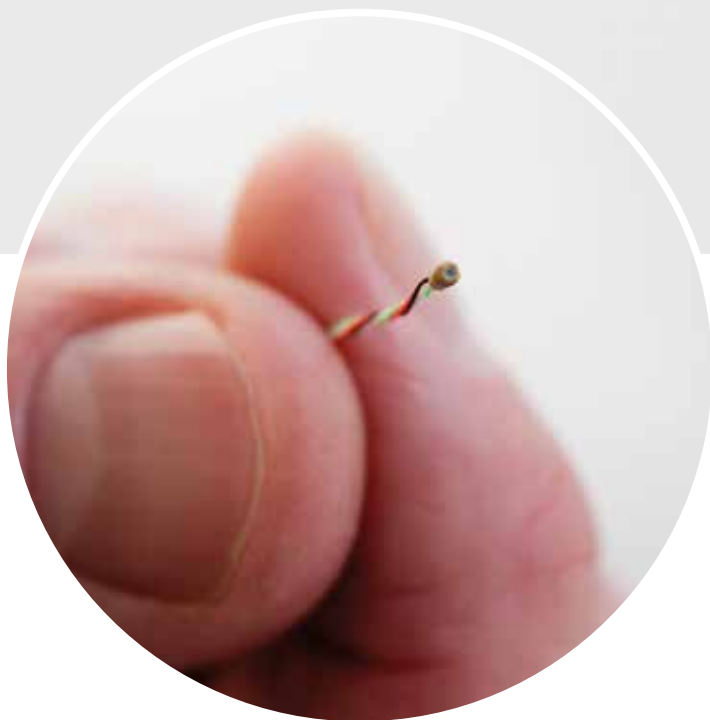
To bring this sensor to the market, promote it, and sell it internationally, TaiPro created its spin-off company SENSORADE in early 2019. The subsidiary has already succeeded in distributing its micro-sensors in Europe, North America, and Asia.





NEW FACILITY

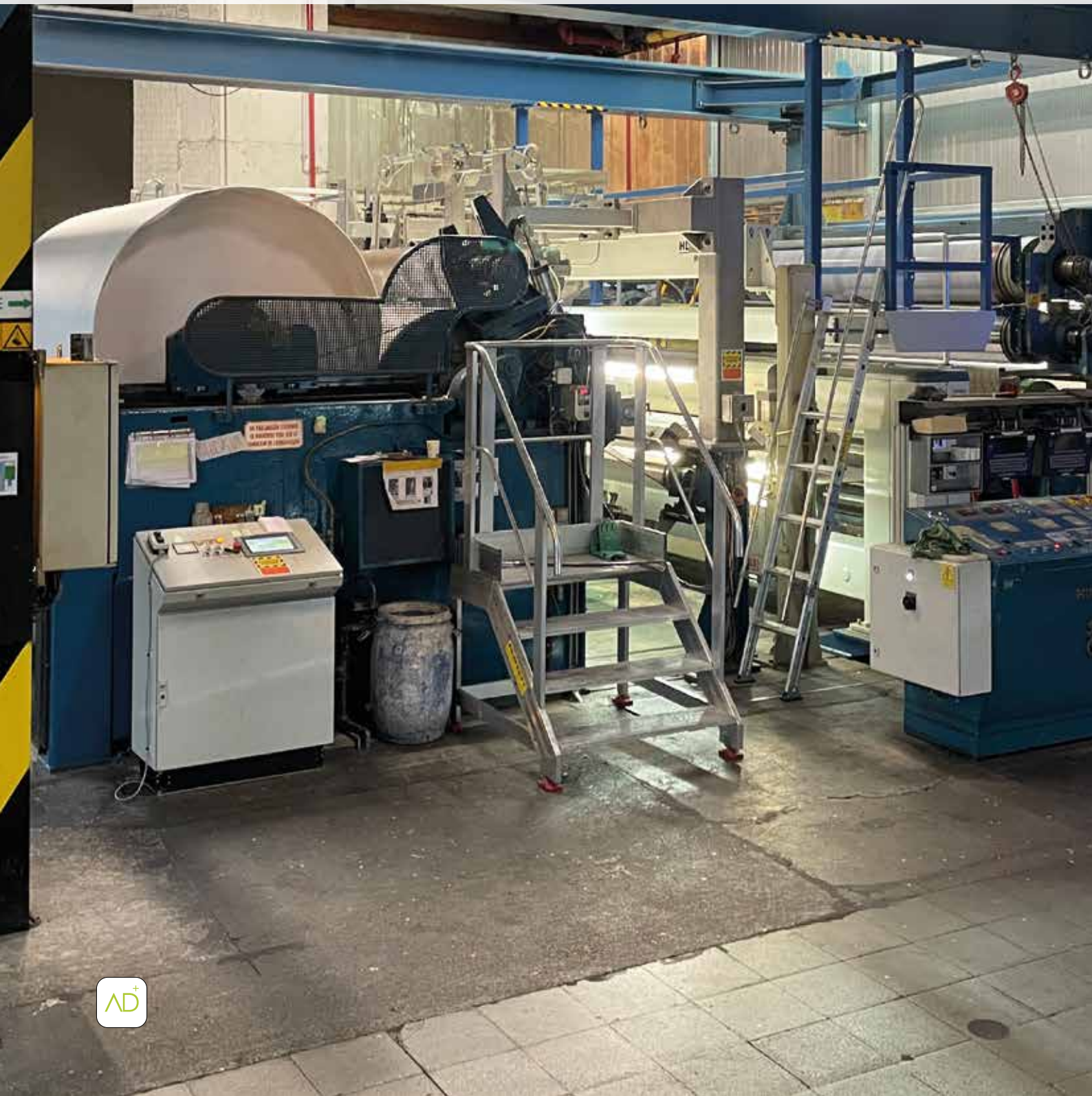
TaiPro, a spin-off from the University of Liège, recently opened its new facility in the Lambermont industrial zone. The facility includes a clean room and state-of-the-art equipment. “This €1.5 million investment investment will allow the company to double its surface area, its production, and its staff in the next five years”, said Michel Saint-Mard, the company’s co-founder.



AHLSTROM-MUNKSJÖ

UPGRADES TO MEET “EXPLODING DEMAND”

The Malmedy paper mill, which was established in 1910 and bought in 1996 by Swedish-Finnish papermaker Ahlstrom-Munksjö, is moving up a gear to meet global demand “which has exploded since last year”, according to its Director, Yves Mélotte.





© Ahlstrom-Munksjö



© Ahlstrom-Munksjö

The Pont de Warche factory specialises in the manufacture of non-woven fabrics—made from a mixture of wood cellulose, synthetic fibres and natural fibres such as hemp or linen—for luxury wallpapers.

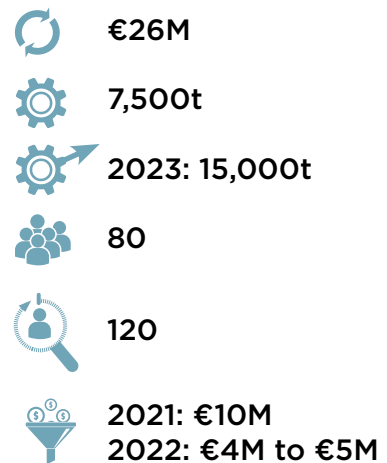
Ahlstrom-Munksjö recently decided to invest €10 million in new machines in Malmedy, in order to double its production and diversify into air filters for motor vehicles. The industrial giant, which owns 45 factories and employs 7,800 people across 14 countries, is one of the world leaders in high-quality filtration equipment for industry and transport (automotive and aviation).

PLENTY OF LOCAL JOBS

The investment has led to the creation of around 40 jobs in order to go from 3 to 5 teams, which work 7 days a week. “Our factory was chosen for its ideal location in the centre of Europe, very close to the main ports (Rotterdam, Antwerp, and Le Havre) and motorway junctions”, Yves explains. “Our group has won contracts with global players. And now we have to meet the demand.”

The continuous paper-making machine has been undergoing modifications since last September. The paper mill is now hiring staff to move to 4 shifts by April, and then on to 5 continuous shifts as soon as possible. Other investments are being made in the finishing department and in the bobbin shipping hall, and a new machine has been bought.

The entire region will benefit because, as Yves explains enthusiastically, “Each industrial job indirectly creates 3 jobs for subcontractors and carriers.”





HOME EOS

GREEN AND SUSTAINABLE ACOUSTIC INSULATION

Home Eos in Charleroi, which was awarded the famous “Solar Impulse Efficient Solutions” label for its Stop-Sound solution in 2020, raised €1,850,000 in funding from Sambrinvest, Innovation Fund, and SRIW (W.IN.G). This was enough for it to launch its commercial redeployment, and to prepare for the acquisition of a second production line.





Pierre de Kettenis, founder and CEO of Home Eos, explains: “This is the only process of its kind in the world—an ecological and sustainable alternative to petroleum-based acoustic insulating materials such as bitumen, polyvinyl, and styrene-butadiene rubber. Our polymers are free of plasticisers, flame retardants and solvents. They do not emit volatile compounds.” The company’s Stop-Sound products are, in fact, made up of a viscoelastic biopolymer membrane, which is made with organic derivatives from the agri-food sector: cereals, oilseeds and proteins.

Despite being non-toxic, manufactured in a local distribution network, naturally fire resistant, efficient, adaptable and easily implemented, the technology has not yet won over the construction sector, Home Eos’s first target. “Faced with this natural mistrust, which is surprising given the demand for sustainable and ecological innovations, we have decided to take a 180° turn,” Pierre de Kettenis continued. “Today, our technological innovations and R&D services are available to market leaders. This has opened us up to new sectors, such as the manufacturing, automotive and rail industries, which integrate insulation into their systems. This also positions us as problem-solvers for companies concerned about environmental standards who might be reluctant to move away from their core business.”


As a result, Home Eos, now supported by Sambrinvest, Innovation Fund, and SRIW (W.IN.G), has caught the attention of several major international operators, and fifteen R&D projects are already underway. “Today more than ever, the possibilities are endless”, Pierre de Kettenis concludes.

SPOTLIGHT ON THE LIFE SCIENCES



In recent years, the life-sciences sector has seen considerable growth in Wallonia. Billions of euros have been raised in Belgium and abroad to fund innovative and revolutionary projects. We sat down with Sylvie Ponchaut, Managing Director of BioWin, Wallonia's health-competitiveness cluster, to get a better understanding of this boom and to find out about these projects, which are attracting broad attention.


A DIVERSE ECOSYSTEM


238
MEMBERS
INCLUDING


187
INDUSTRIAL
MEMBERS


155
WALLOON
COMPANIES


10
GLOBAL
LEADERS


5
UNIVERSITIES
(including 400 research units)


6
PRIVATE RESEARCH
CENTERS


11.000
RESEARCHERS


20.000
HOSPITALS BEDS


45
SERVICE
PROVIDERS





Managing Director - BioWin
Wallonia's health-competitiveness cluster

WHAT DOES BIOWIN?

The competitiveness cluster, which was created in 2006, encourages collaboration among players in the sector and accelerates the rollout of the most promising projects. Sylvie explains: "We are active in four areas —bio-pharmaceuticals, medical equipment and in-vitro diagnosis, radiation for human health, and digital health. In each these areas, we engage in four types of activities: supporting R&I projects, identifying new international research opportunities, developing the talent pool, and supporting the growth of SMEs, particularly by helping them raise funds. Our two biggest challenges at the moment are the consolidation of biomanufacturing activities in Wallonia. This includes creating cell and gene therapies, speeding up the process of digitisation at hospitals, and creating a favourable framework for the use of patient data, especially for research purposes."

WHY IS THERE SO MUCH GROWTH IN WALLONIA?

Wallonia contains a complete value chain. Local universities conduct the initial research, hospitals collect the resulting data, specialists find new solutions, and manufacturers develop suitable processes. Finally, the impressive critical mass of experts helps keep everything balanced. For such a small region, the ecosystem here is very rich.

The major pharmaceutical groups have been active for many years in properly structuring the landscape. Start-ups are also springing up with innovative products. This industrial dynamism is a magnet for foreign investors.

WALLONIA, A "BIOPHARMA VALLEY"



#1

The pharmaceutical sector is the main industrial activity in Wallonia in terms of added value.



€ 1,2 B

of private investment into Biopharma R&I in 2018.



€ 2,945 B

Cumulated private capital raised by SMEs (2005-2020).



35%

of total Walloon exports

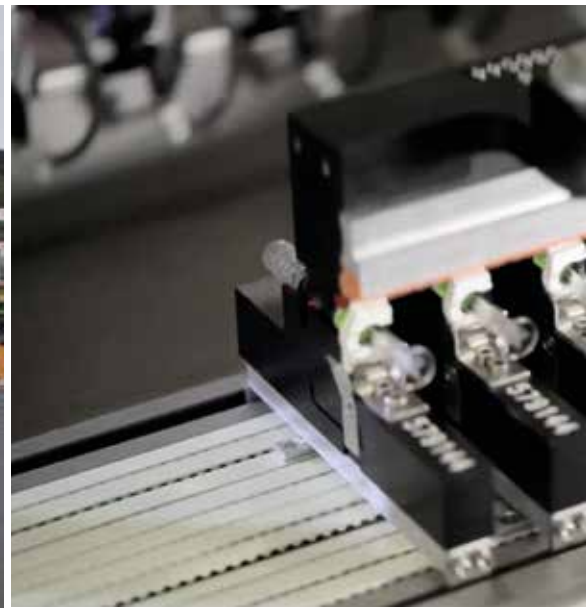


50.000 +

employees in the life-science sector (16.424 direct jobs).

WHAT ARE YOUR MOST EXCITING PROJECTS?

In 2021, we took on seven projects. Among those in our current portfolio, I'll highlight five.



Theramir - biopharmaceuticals

This project, which is the result of a collaborative effort among Novadip, EverZom, ULiège, and the CER group, aims to develop a new therapeutic approach to bone cancer, by treating it with exosomes. The consortium has developed the concept of oncogenesis, which is based on a dual mode of action and which is intended for physiological tissue healing. The main goals of the project are to create a technological platform that can generate specific exosomes to target solid tumours, and to provide a proof of concept for the use of exosomes as a therapy against osteosarcoma.

Be4OneW - biopharmaceuticals

Led by Bio-Sourcing, Univercells, the CER Groupe research centre and the University of Liège, this project aims to provide access to biopharmaceutical care (monoclonal antibodies, vaccines, etc.) to the greatest number of patients, whether they are in emerging countries or in Europe, particularly in the event of a shortage or a pandemic. It is based on a disruptive approach to bioproduction that will create a new technological platform that will make it possible to produce large volumes of biopharmaceutical products through continuous processes, while drastically reducing investment and production costs.



Monitosed - digital health

Led by Oncomfort in collaboration with Pili Pili, UMONS, and ULiège, this project will develop the first non-pharmacological sedation monitoring system. Avoiding medication eliminates the adverse effects that occur during the procedure, as well as the side effects that follow. Over 75,000 patients have already received this Digital Sedation™ in regular practice. However, there is still no objective-quantification tool to measure, objectify, and therefore manage non-pharmacological sedation.

InteliPhage - biopharmaceuticals

This project is managed by Walloon start-up Vésale Biosciences, which specialises in phage therapy and was voted the most innovative European life-sciences start-up, and recently raised €4.3 million during an international funding round. Other project partners include Genalyse Partner, ULB, ULiège, as well as the research centres of the Royal Military Academy and the Queen Astrid Military Hospital. The project aims to use dried and encapsulated phages to treat bacterial infections that are resistant to antibiotics or for which antibiotics are contraindicated. A preparation of basic phages would be used to tailor treatments, according to the patients' pathologies.

M2-Target - radiation

M2-Target is led by a consortium made up of ABSCINT, IRE, Xpress Biologics, UCLouvain (MIRO Unit) and VUB (ICMI Unit). It aims to develop a non-invasive imaging method to detect and quantify M2 macrophages. This method is based on a new radiotracer, ⁶⁸Ga-ABSCINT-206, composed of a single-domain antibody fragment that recognises an overexpressed receptor on the macrophage's surface.





WHAT ARE THE UPCOMING CHALLENGES?

Wallonia has a strong ecosystem for life sciences: companies are interconnected, and collaborative initiatives are well established. However, our talent pool is still too small, and our assets need to be strengthened. In other words, I would say that we must take care to train new talent without delay, and capitalise on our strengths. As we have seen recently, our research has attracted attention abroad and the amount of funding we have raised is impressive. We should therefore begin producing these new cell- and gene-therapy solutions, on an industrial scale, and making significant investments in manufacturing processes.

MIXING NATURE AND CULTURE THIS SPRING



This spring, there is no need to choose between fresh air and art. You can have it both ways!

① NAMUR PROVINCE

Abbaye Notre-Dame du Vivier, Marche-les-Dames

Seven kilometres from Namur, this listed Cistercian abbey is a great place to enjoy some peace and a bit of heritage. Come and stroll through the magnificent gardens while enjoying beer, cheese, a picnic, or local dishes.

② WALLOON BRABANT PROVINCE

The Fondation Folon, from top to bottom

A mere 15 minutes from Brussels, in the charming Parc Solvay, the Fondation Folon plays host to an exhibition dedicated to “Tomi Ungerer, l'enfant terrible”.

③ HAINAUT PROVINCE

Mariemont park, one of the loveliest in Belgium

Mariemont is both a museum, with collections to rival the most esteemed establishments in the world, and a gorgeous park, filled with rare plants and centuries-old trees.

④ LUXEMBOURG PROVINCE

The Durbuy Discovery & Art Museum

Located inside Durbuy's old *Halle aux Blés*, which was built from wood panelling in the 16th century, the Art Museum puts on temporary exhibitions, and offers a guided audio tour through the streets of the smallest town in the world.

⑤ LIÈGE PROVINCE

The Prehistomuseum in Ramioul

Nestled in a Natura 2000 reserve on the banks of the Meuse, right next to Liège, the Prehistomuseum is hosting the world premiere of the “Lascaux Experience” until 31 May 2022. An unforgettable trip back in time!

For even more ways to mix nature and culture this spring, check out VISITWallonia.be.





THREE WALLOON RESTAURANTS RANKED AMONG THE BEST IN THE WORLD

LA LISTE, which compiles “hundreds of guidebooks, thousands of media publications, and millions of online reviews”, offers what it calls the world’s best selection of restaurants for international travellers, based among other things on the opinions of several thousand chefs.

The 2022 ranking showcases a wealth of Walloon talent: L’Eau Vive in Profondeville, Namur, with a score of 94.5%; L’Air du Temps in Éghezée, Namur (91%); and Château du Mylord in Ellezelle, Hainaut (89.5%). Each of these restaurants has something special to offer, including its own particular ambiance.



© Antoine Mélis

Pierre Résimont’s L’Eau Vive is a romantic spot, within earshot of the babbling river nearby, that reinterprets French cuisine with its own refined touch.



© Pieter D’Hoop

Sang Hoon Degeimbre’s l’Air du Temps draws inspiration from its five hectares of vegetable garden. The Korean chef works in harmony with the seasons, trains his team to respect produce and follows a zero-waste policy.



© Pieter D’Hoop



Finally, there is the traditional yet surprising **Château du Mylord**, inspired by an English spirit but nestled in the Hainaut countryside. Jean-Baptiste Thomaes offers guests “a real culinary fairytale”.



FLORENCE VANSHOLSBECK: NETWORKING AT FULL THROTTLE

Or how to reinvent yourself so as to keep networking in the middle of a pandemic.

After living in Mexico, Florence Vanholsbeeck moved to Madrid in 2021 to start working as an economic and commercial consultant. “Moving to a new place in the middle of a global pandemic certainly makes you rethink how you work”, she recalls wryly. Florence combines in-person conversations, meetings, and virtual tools such as LinkedIn and the networking organisation ASEABEL. This winning strategy allowed her to bring Belgium, and particularly Wallonia, to the attention of foundations, universities, and even the Spanish Chamber of Commerce.

As a polyglot with a passion for dialogue and communication, Florence is also an official representative for Wallonie-Bruxelles International. As AWEX’s economic and commercial consultant, she organises events such as Casa Valonia, which opened avenues of collaboration between Belgium and Spain. For Francophonie Month in March, she’ll be organising a gathering with the first members of the local wallonia.be ambassadors’ network. “This will be an in-person event if at all possible”, she says.



© Casa Valonia



“These days, the key is knowing how to balance and blend virtual and in-person meetings.”

NICOLAS DI FELICE

a Walloon to head the house of Courrèges

The 38-year-old designer pays tribute to the timeless French couturier which has been spiced up with some bold Belgian style, and with youth culture. Here's a quick intro in 130 words or so, plus photos!



Simple lines

André Courrèges was beloved for his iconic little trapeze dresses and mid-thigh skirts, worn with great elegance by Jackie Kennedy and Françoise Hardy.

Signature details

Stand-outs from Nicolas Di Felice's Fall-Winter '22 pre-collection, which was introduced in January 2022, include heritage red, first seen in 1967, and the swallow shape, a signature detail for Courrèges, all infused with a distinctly youthful spirit.

Courrèges Forever

We welcome the arrival of workwear on the scene, as well as the creation of designs that are already timeless. "For me, keeping clothes is the best way of protecting the planet."

A happy man

Born near Charleroi in the Pays Noir, Belgium's industrial and mining heartland, Nicolas Di Felice is descended from Italian miners. Today, his ambition is first and foremost "to be a happy—and good—man".







© JennyKiss

BELGIAN OWL WINS WORLDWIDE ACCLAIM

Its 3-year-old single malt whisky, *Identité*, is now ranked among the world's best. With a score of 91/100, Belgian Master Distiller Etienne Bouillon's whisky now features in the Whisky Advocate magazine's list of top whiskies, right up there with some of the biggest names, such as the 15-year-old Macallan (92) and "Nikka from the Barrel" (91).



© JennyKiss

LE COQ AUX CHAMPS - Un livre de recettes

Recipe book
(La Renaissance du Livre)



Penned by Christophe Pauly, Gault & Millau chef of the year 2021, and Jean-Pierre Gabriel, a photographer and the author of a number of cookbooks, this book sings of the land and of good taste, extols the elegance of morels, praises the character of asparagus, and conjures up the delicate sweetness of the first peas of the season. No kitchen countertop, and no library, should be without this masterpiece of gourmet poetry, which includes 80 hearty and easy-to-follow recipes.

Le Coq aux Champs is located in Soheit-Tinlot (Liège).

L'ART DU FROMAGE BELGE

The art of Belgian cheese
(Weyrich)

Have you ever heard of Herve du Vieux Moulin? What about Grevenbroecker from Catharinadal, Corneel, Cabricharme from la Ferme de Méan, or perhaps Rompi from Fisenne? Many of these delicious Belgian cheeses are not well known to the general public. Ann Keymeulen, master cheesemaker, journeyed from Veurne to Bouillon to meet forty artisans, all of them passionate about their work ("Eighteen from Flanders, eighteen from Wallonia, two from Brussels and two from Eupen-Malmedy. Malmedy: a perfect round-up of Belgian cheeses). She shares her discoveries through 280 pages - plenty to sink your teeth into!





© NG-Lab

The Almere Floriade

Every 10 years since 1960, a different city in the Netherlands has served as the setting for the Floriade International Horticultural Exhibition. This year, it will be held in Almere Almere, near Amsterdam, and the theme will be “Growing Green Cities”. For six months starting on 14 April 2022, the city will display flowers, plants, vegetables, and fruit galore, as well as a wide range of green innovations and ways to “make cities more fun, better to live in, and greener”.

The 2022 NAB Show Las Vegas

The US National Association of Broadcasters organises the NAB Show in Las Vegas every year. The Show, which is for both professionals and students from the worlds of broadcasting, entertainment, new technologies and content distribution, brings together manufacturers and service providers. It also offers educational sessions, seminars, and presentations by leaders in the entertainment industry. This year the Show will be taking place from 23 to 27 April.



© ACE

Economic Mission to the U.K.

HRH Princess Astrid, representing His Majesty the King, will lead the next joint economic mission to the U.K. from 8 to 12 May. Centred on the London-Oxford-Cambridge triangle, this mission will mainly focus on the food industry, life sciences and cleantech (sustainable construction, energy, and alternative mobility).

Milan Design Week 2022

“Belgium is Design”, the new label of the institutions and agencies which support Belgian design (WBDM, Flanders DC, HUB Brussels, and MAD Brussels) will be in Milan from 7 to 12 June, for the highly anticipated Design Week, as well as the Salone Satellite, the meeting point for talent scouts. Touted as “the world’s biggest annual gathering around design”, the event will take place between the Fiera Milano exhibition centre, and a hundred or so other venues in the town’s design neighbourhoods.



The New Belgians, SaloneSatellite 2022 © Kaatje Verschoren



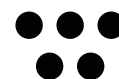
Wallonia, the land of **SUSTAINABLE INNOVATION**



- ✓ **Circular materials** eco-design, industrial symbiosis, encouraging the reuse and repair of these materials within the economy, recycling innovation, etc.
- ✓ Innovations for **enhanced health** biotechnologies, medical equipment, eHealth, mHealth, silver economy, prevention, etc.
- ✓ Innovations for agile and safe **design** and **production methods** (IoT, 3D printing)
- ✓ Sustainable **energy** systems and **housing**
- ✓ **Agri-food** chains of the future and innovative management of the **environment**

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