

**AWEX,**  
a partner for Wallonia's  
international  
economic development



Wallonia.be

EXPORT  
INVESTMENT

# Main sectors of activity in Wallonia

## Industry

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

## Technological sectors

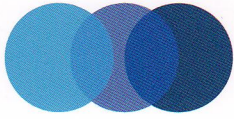
- > aeronautics & space\*
- > mechanical engineering\*
- > life sciences\*
- > ict - telecommunications
- > food ingredients
- > new materials
- > automotive suppliers
- > green technologies\*

## Services

- > transport & logistics\*



\* 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

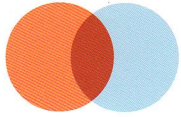
Promotion, prospection and information of potential investors; active support to investors established in Wallonia; search for foreign buyers for Walloon industrial sites undergoing regeneration.

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)
- > 108 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: 108 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
- > CHILI Santiago
- > COLOMBIA Santa Fe de Bogota
- > CUBA Havana
- > URUGUAY Montevideo





# Offices abroad

BELGIUM

## 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              | Beyrut              |
| > SAUDI ARABIA         | Riyadh              |
| > SYRIA                | Damascus            |
| > UNITED ARAB EMIRATES | Abu Dhabi,<br>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	Bucarest
> 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

## 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

## OCEANIA

> AUSTRALIA	Sydney
-------------	--------

## 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

# Facts and figures

## Population and geographical location

- > surface area: 16,844 km<sup>2</sup>
- > population: 3.4 million inhabitants
- > population density: 201 inhabitants/km<sup>2</sup>
- > 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

## Education, training and research

- > 3 academies
- > 9 university centres
- > 130 higher institutes of education
- > 300 research centres
- > 6 scientific parks (more than 600 companies)

## Exports

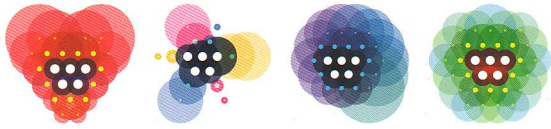
- > average annual growth rate since 1995: +6.3%
- > average share of exports in turnover: 70% (2012)
- > commercial surplus representing 12% of the gdp of Wallonia (2012)

## Total of foreign investments

Performance indicators (2000-2012):

- > number of foreign investment: 1,060
- > total amount invested: 9.1 billion €
- > job creation: 22,520

# Feel inspired



## Wallonia Foreign Trade and Investment Agency (AWEX)

### Head Office and Promotion of Foreign Trade

Place Saintelette 2  
B-1080 Brussels  
Belgium  
(T) +32 2 421 82 11  
(F) +32 2 421 87 87  
info@awex.be

### Promotion of Foreign Investment

Avenue des Dessus de Lives 6  
B-5101 Loyers - Namur  
Belgium  
(T) +32 81 33 28 50  
(F) +32 81 33 28 69  
investinwallonia@investinwallonia.be

[www.awex.be](http://www.awex.be) - [www.wallonia.be](http://www.wallonia.be) - [www.investinwallonia.be](http://www.investinwallonia.be)

