

WALLONIA IS AT THE
HEART OF TECH!

BUSINESS

BeCOVER:
A cutting-edge test cell for
compressors

INVESTMENT

Telix chooses Wallonia
to face worldwide
medical demand

CULTURE

The Abbey of Maredsous
celebrates its
150th anniversary

BRIDGING THE DIVIDE!

The key theme in this issue of WAB is bridging the gap between innovation and tradition! While AWEX travels the world on behalf of the companies it promotes, these same companies are doing their utmost to make an impact at the most important events, all while reinvigorating their businesses to stay up to date!

It takes a lot of hard work for these companies to achieve results both in Wallonia and in Paris, where they are appearing at trade shows. Our start-ups are well established in Wallonia, and now they have made themselves known at Vivatech and Le Bourget. During these events, they invited the world to discover their cutting-edge technology and test their products, services, and apps. Find out all about them in our hi-tech dossier: it's just a click away! If you fancy getting out and about, you can discover them in Wallonia instead, either by following the beer trail or by joining our Wallonia Ambassador Carlos in Madrid. In any case, get ready to taste the only Gueuze in Walloon Brabant!

If you prefer a Trappist beer, Maredsous is sure to win you over: the Abbey is freshening up its brand with a new recipe that's bound to get people talking. Do you prefer fruity flavours? Meurens has gone back to its roots, with a natural purée made from regional fruits that will delight foodies everywhere. Are you tempted by a game of billiards? Then think Iwan Simonis! Did you know that this company has been dominating the market for more than 4 centuries now?

Successfully standing astride innovation and tradition – or revitalised tradition: this is Wallonia's greatest achievement!

Beautiful, inspiring Wallonia!

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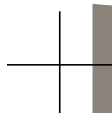
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SUMMARY

WORK

04 NEWS

06 BIG PICTURE

Philippe Honhon, Back2buzz
Eco-responsibility=profitability

10 BUSINESS

Safran Group and BeCOVER

12 INVESTMENT

Telix is putting Wallonia front and centre

14 INNOVATION

Sichem, one step further

FOCUS

16 FOCUS

Wallonia, the home of innovative
technology companies

LIVE

22 TOURISM

Dog-friendly Wallonia

24 GASTRONOMY

Solufruit is a worldwide hit

25 AMBASSADORS

Belgian beers are the best in the world

INSPIRE

26 DESIGN

Aurore Havenne: Walloon jewellery design

28 PANORAMA

Iwan Simonis, the other snooker world
champion

30 CULTURE

The 150th anniversary
of the Abbey of Maredsous

31 FORTHCOMING EVENTS

Discover the summer issue of the
WAB magazine | Wallonia.be



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WAB contact
www.wallonia.be



AN AWARD FOR IRISCOPE, THE PROBE THAT DETECTS CANCERS

Lys Medical, a Charleroi-based start-up, has been awarded the prestigious Prix Galien for its product, the Iriscope. This miniature endoscopic probe (with a diameter of 1.8 mm!) is used to visualise peripheral nodules when diagnosing lung cancer. All too often, lung cancer is only diagnosed at an advanced stage, thus reducing the chances of recovery: indeed, the disease has a mortality rate of 85%. By detecting it earlier, Iriscope could significantly improve patients' prognosis.



ITRACEIT IS HOT ON DIAMONDS' TRACKS

Belgian company iTraceIT has developed a unique programme to trace the provenance of diamonds, from the mine all the way to the jeweller! This start-up, with offices in Antwerp and Braine-le-Comte, aims to provide a robust, easy-to-use and highly secure traceability solution for industries across the board, but in particular for the diamond and jewellery sectors.



WALLOON SUCCESS AT THE SALON DU BOURGET

Walloon aerospace group Sonaca has signed "the biggest contract in its history" with European aircraft manufacturer Airbus, at Le Bourget. Comprising three separate contracts, this agreement means that Sonaca is the official supplier of flaps for the Airbus A321XLR and extends its historic contract for supplying slats for the A320 and A350. No specific figures have been mentioned.



ESPORTS VIRTUAL ARENAS: NOW IN LIÈGE

This is the ground-breaking new form of esports: EVA offers "the ultimate virtual reality gaming experience". In its massive 500 m² arena, players are equipped with a VR helmet and a connected gun then battle against each other, for fun or for sport. This is the first venue of its kind in Belgium, and the group's 21st overall. It is equipped with brand-new WIFI6E technology, meaning players no longer need to wear a computer backpack.



GRÉGOIRE HAS LIFT-OFF!

SpaceX's Falcon 9 rocket saw a successful launch on 12 June from Vandenberg Space Force Base in California. On board was Grégoire, a small satellite made by Aerospacelab in partnership with Exolaunch - a German-American, Berlin-based supplier of service management and mission integration. This success foreshadows the launch of seven other versatile satellite platforms in 2023 and 2024, designed and manufactured by the Walloon company.



NEW DIRECT FLIGHTS BETWEEN EL SALVADOR AND BELGIUM

ASL Airlines Belgium, based at Liège airport, has signed an agreement protocol with Adriana Mira, Vice Minister of Foreign Affairs of El Salvador, with the aim of launching direct flights (both cargo and passenger) between Belgium and El Salvador. Erwin De Weerd, president of Euracen, the Chamber of Commerce Europe-Central America, lauded this historic deal, calling it "an opportunity to increase tourism in El Salvador, but also to strengthen trade relations between the two countries".



A LITTLE BIT OF LIÈGE IN CANNES

Just like 45,000 other film industry professionals, the Liège-based company TSF, which specialises in the manufacture and hire of technical filming equipment (cameras, lights, power generators), was on the scene at the Cannes Film Festival. They supplied equipment for 62 films in 2022, including The Old Oak, British director Ken Loach's latest feature!



THE WALLOON ECOSYSTEM, A BOSTON BIOPHARMA CHAMPION

No fewer than 30 Walloon companies made the trip to the BIO International Convention in Boston, Massachusetts (USA), an unmissable event for actors in life sciences. Thanks to their unique combination of a well-developed ecosystem, a highly qualified workforce, and strong collaboration with public authorities and research centres, our hometown heroes are industry leaders, both in Europe and around the world!



© Eight

PHILIPPE HONHON

ECO-RESPONSIBILITY EQUALS PROFITABILITY

His company features among 20 worldwide to be highlighted by Bertrand Piccard's Solar Impulse Foundation: Philippe Honhon's work and dreams are "sustainable and qualitative".

"I used to work for a French family business. Meanwhile, Ralph [Van Lysebeth, his business partner, editor's note] was in IT. We always wanted to set something up together. We took the plunge in 2016, with the aim of offering a sustainable product, within a company that was both eco-responsible and profitable."

After 3 years of research, Philippe and Ralph created Back2buzz, a company specialising in refurbishing smartphones for providers and businesses. "We're taking the concept as far as we can," said Philippe Honhon. "Currently, we are the only company in the world to provide an across-the-board solution: not only do we guarantee the traceability of our products, but we also offer eco-

responsible accessories. From the start, we opted for biodegradable packaging. Since we also had to produce it, we ended up opting for 100% recycled materials, such as plastic and metal."

Back2buzz even allows customers to see products through their entire life cycle by using the buyback principle: "Let's say the smartphone you want is worth €800. We offer you the same one, refurbished, for €600. In 3 years' time, we'll buy it back from you for €300: in the end, it will only have cost you €300 - and 7 kilos of CO₂, compared with 62 kilos for a new one! For a company like KPMG France, which has bought 13,000 appliances from us, that means avoiding emitting 715 tonnes of CO₂."



Supported by AWEX, Philippe Honhon and Ralph Van Lysebeth attend technology trade fairs as a duo, “obviously”. “Vivatech is the most important one for us: it’ll be our fourth time there! Not only because it’s nearby, but also because France is more receptive than Belgium when it comes to sustainability: they have already voted in the carbon tax for businesses.”

Philippe Honhon says he is “naturally curious, waking up every morning with the drive to create.” His aim is to prove every day that “it doesn’t take that much effort to avoid destroying planet Earth.”

“ Currently, we are the only company in the world to provide an across-the-board solution





La Hulpe



€5.6 million



10 employees



20,000 telephones refurbished in 2022



8 countries covered in Europe



1 tree planted for every 10 telephones sold
(in collaboration with the Société Royale Forestière de Belgique)



20 years of unwavering friendship between the founders

SAFRAN GROUP AND BECOVER

WALLONIA TAKES PART IN THE FUTURE OF AVIATION

Safran Aero Boosters, the Liège-based subsidiary of the Safran Group specialised in producing sub-assemblies for aero-engines, is delighted to be able to test the compressors of the future - right here in Liège.



This cutting-edge centre, the only one of its kind in Europe, will enable researchers to test compressors for the future of aviation, whether civil or military, under real-world conditions.

“In 2021, the Safran Group launched an ambitious technological development programme in partnership with GE Aviation. The aim was to reduce fuel consumption and CO₂ emissions by more than 20% compared to the best engines currently available, as well as to achieve full compatibility thanks to alternative energies such as sustainable aeronautical fuel and hydrogen, which are more environmentally friendly,” explained François Lepot, CEO of Safran Aero Boosters.

This programme, CFM RISE (Revolutionary Innovation for Sustainable Engines), will test and fully develop a range of innovative and disruptive technologies for the engines of the future. These include the low-pressure compressor from Safran Aero Boosters: “As it is much faster, it will require totally different machinery”, continued François Lepot. “To prove that it works, we have to move on from theory as quickly as possible and present something tangible, at full scale, using the right materials, rather than wait for the other aircraft components.”

And they’ve found a solution to move very quickly from theory to practice: BeCOVER (Banc d’Essais de COMPresseurs Valorisant l’Environnement et la Recherche), is a test cell for compressors promoting the environment and research. Created by Wallonie Entreprendre, the SFPIM and Safran Aero Boosters, this cutting-edge centre, the only one of its kind in Europe, will enable researchers to test compressors for the future of aviation, whether civil or military, under real-world conditions.



The centre, which is located in Liège and covers an area of more than 3,000 m², should be operational as of 2024. “This will be a full-fledged laboratory ready to serve the entire industrial sector, as well as universities and research centres,” claimed CEO Olivier Servais. “It has been designed to meet the needs and engine architectures of tomorrow in terms of power, capacity, altitude and flow, both at altitude and on the ground.”

“Here at BeCOVER, we apply the best techniques for optimising resource consumption (energy, water, etc.) and we pay particular attention to noise reduction and landscape integration, with a project for a partially underground building.” The future starts here.



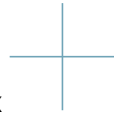
François Lepot
CEO Safran Group



Olivier Servais
CEO BeCOVER

TELIX IS PUTTING WALLONIA FRONT AND CENTRE

Through the inauguration of Telix Manufacturing Solutions last June, Australian company Telix has put the Walloon region at the centre of global radioisotope production and cancer therapy use.



Minister-President of the Walloon government Willy Borsus and the Telix leaders were beaming at the launch of this new company at the cutting-edge of nuclear technology for healthcare.

Located in Seneffe (Hainaut province), the 2800m² building houses, as part of the first phase, 4 radiopharmaceutical production lines, and a number of research and testing laboratories. To face the growing demand the medical world, notably in the treatment of various cancers and diagnostic tools, the Walloon site will also serve as the company's logistics hub for Europe, the Middle East and Africa. Telix views the site as a step towards major development in these various regions of the world.

IN THE HEART OF "RADIOPHARMA VALLEY"

The choice of site is no coincidence: as well as access to an area dedicated to producing radiopharmaceutical products, the company occupies a central location in "Radiopharma Valley", which covers Belgium, the Netherlands, France, and Germany. The close proximity to high-speed rail, airports and motorways is an additional perk, particularly when considering the short lifespan of radioisotopes. "There are very few places in the world where we could build a site of this size and get a licence to produce this range of isotopes," points out Dr Christian Behrenbruch, CEO and director general of the Telix group.

AN INNOVATIVE AND INSPIRING APPROACH

Telix aims to produce and develop targeting agents to deliver targeted radiation to cancerous cells. This is known as "theranostics", as the radioisotopes can be used within a diagnosis as well as during therapy. The research and development possibilities this Australian giant is bringing to the area are garnering a lot of hope for better-targeted therapy for patients. Telix also hopes to draw from the impressive talent pool of scientists coming out of our universities each year.





“ **Telix has one of Europe’s largest medical radioisotope production facilities.**”

🔄 **AUD 160.1 billion**

📈 **+ 2008%: forecasted growth for 2022 following the launch of Illuccix, a prostate cancer treatment solution developed in Belgium**

👥 **32 employees in Belgium**

🌐 **273 employees worldwide**

➡️ **2018: year of arrival in Belgium**

📈🌱 **100: forecasted number of highly qualified jobs created in Wallonia in the coming years**

SICHEM

ONE STEP FURTHER



With its ground-breaking, innovative and creative technological solutions, Sichem intends to “participate sustainably in improving living conditions for people today, as well as for future generations.”
Nothing less.



Christophe Leclercq,
CEO





Solar Light Absorber (SLA850), a coating designed especially for solar thermal power plants, yields 24% more solar energy than the previous product, designed by NASA.

“In 2008, I acquired the Belgian branch of the American company Lithcote, specialising in the application of protective coatings. After setting up an R&D department in 2010, we split the company for business reasons. Since then, Sichem has stepped up its research in various fields, ranging from health to energy, from hydrogen to sustainability. These connections from one product to another seem quite natural,” says Christophe Leclercq, CEO of Sichem.

Sichem’s varied projects range from the development of the Solar Light Absorber (SLA850) - an inorganic polymer-based coating

for solar receptors located in the Atacama Desert in South America - to the conception of Coatafence,

a “coating of such density that it stores hydrogen without any risk of leakage or of diffusion in the metal’s micro-cracks.” Sichem has also developed Nobacoat, a virucidal, bactericidal and fungicidal surface coating with

enhanced scratch resistance. Sichem never stops, except occasionally, for events like the Salon du Bourget, of course!

“At the Salon, we promoted NexTherma, our latest system free of hexavalent Chromium (Cr6), designed for aircraft engines to resist high temperatures,” says Leclercq. When the CRM tested it by immersing a sample in molten salt at 850°C for 1000 hours, NexTherma came through without a scratch. “If it withstood a test as extreme

as that, it can withstand anything!” This sounds like excellent news for humankind and its future.

We intend to promote NexTherma, our latest system free of hexavalent Chromium (Cr6), designed for aircraft engines to resist high temperatures. This coating came through without a scratch after being immersed in molten salt at 850°C for 1000 hours!

Wallonia

THE HOME OF INNOVATIVE
TECHNOLOGY COMPANIES!

Home to several universities and a bold ecosystem, which receives regular support from the Walloon Region and its structures, Wallonia is a vibrant and exciting region for innovative technology. But is this enough for Wallonia to take its place at the table with international tech leaders? Guy Vanpaesschen, AWEX Digital Economy Business Developer has the answers.

| **WALLONIA** IS
FULL OF INNOVATIVE
TALENT |



“I don’t think there’s one area where we perform the best across the board,” he starts out. “But in some fields, such as AI or gaming, for instance, we can boast a couple of rising stars that have received awards and international recognition. For example, Phoenix and Mintt are signing international contracts with big-name clients. And EVS is now world-famous in the broadcasting field; they don’t need AWEX support for their business anymore.”

In order to put them more firmly on the digital world map, AWEX has supported these companies since 2018 at over roughly twenty conventions and international events such as VivaTech. “At each show, we showcase the skills of our companies and highlight Wallonia as a region full of digital excellence. On top of the exposure, which in itself offers credibility, great visibility and new business opportunities for our companies, we also organise various networking events, pitching sessions and VIP visits to strengthen exchanges, new discoveries and dialogue. We raise awareness in both the French-speaking and international press. In short, we do everything we can to ensure that everyone gets the most out of their time there,” explained Guy-François Vanpaesschen. Some will come out of this experience with more information on their market competitors, their communication or positioning their product: “An entrepreneur said to me the other day, ‘I learned more in 3 days at a convention than in 6 months outside.’ This, too, is a tool for positive growth.”



Guy-François Vanpaesschen,
AWEX Digital Economy Business Developer

SPOTLIGHT ON 9 **WALLOON START-UPS**

This year, the Walloon companies attending VivaTech cover a wide range of sectors: sport, AI, health, media, finance, the Internet of Things, etc. Undeniable proof that Wallonia is full of innovative talent across a wide range of varied markets.

1

BOUNCE

TRIPLE THE LIFESPAN OF YOUR TENNIS AND PADEL BALLS!

The world of tennis and padel is seeing exciting innovation thanks to Bounce. The company has developed a groundbreaking tube with an integrated pump, which re-pressurises the balls as if they were new. Big enough to hold 3 or 4 balls, the tube will appeal to tennis players and padel enthusiasts alike.

A smart measurement system, which is incorporated into tube, warns the player as soon as the optimum pressure is reached. This innovative idea is a perfect combination of ecology, economy, and performance, extending the lifespan of the balls threefold.

2

D-CARBONIZE

THE MOST ACCURATE WAY TO MEASURE YOUR COMPANY'S CARBON FOOTPRINT

D-Carbonize has developed Carbon Cockpit, a revolutionary platform that enables companies to accurately measure their carbon footprint, all while receiving advice for implementing strategies to reduce their CO2 emissions.

On top of simply collecting data, Carbon Cockpit proposes steps to take based on specific objectives, by assessing their impact and prioritising them. The platform also monitors the impact of each action, generating detailed automatic reports.

By helping companies to identify the most effective steps they can take to reduce their emissions, D-Carbonize helps these companies to reconcile environmental and economic concerns.

3

DIGITEAL SPEED UP YOUR INVOICE PAYMENTS

When carrying out financial transactions, it is essential to have simple, integrated, and reliable solutions that meet all your needs in terms of electronic invoicing, electronic payments, and Open Banking. That's where Digiteal comes in. Thanks to its extensive expertise, Digiteal has developed comprehensive solutions that suit all types of business.

A FinTech company that has been approved by the National Bank of Belgium, Digiteal has already raised €2 million in funding, a testament to the high level of trust it has received from the financial sector.

Digiteal is more than a technology company: it aspires to be a positive force, placing ethics, freedom and respect at the heart of everything it does.

3

MINTT FALL DETECTION AND PREVENTION FOR OLDER PEOPLE

The health, safety and well-being of older people are utmost priorities for Mintt. The Brussels-based company has developed an innovative solution to prevent and detect falls among older persons in real time. Thanks to this cutting-edge technology, medical staff are instantly alerted as soon as a fall occurs, ensuring a quick and effective response.

The system adapts to the layout of each room, offering versatile detection capability for all types of falls.

Established in Belgium and France, Mintt's goal today is to establish itself in new markets and become a global player in Health Tech.

5

INSENS OPTIMISING THE SECURITY AND EFFICIENCY OF EVERY BUSINESS THANKS TO CONNECTED IOT SOLUTIONS

In today's industrial world, it is crucial to ensure security and to optimise costs and returns for businesses. By developing connected IoT solutions that are specifically designed to meet these challenges, the founders of Insens are paving the way for a new era of progress.

The system they have developed, RED, increases the overall efficiency of production equipment and helps companies to meet social responsibility targets by eliminating unplanned downtime and reducing the energy consumption of rotating equipment. In other words, Insens offers tailor-made solutions that are set to redefine industry standards!

6

AEONICS AN ECO-DESIGNED APPROACH TO SECURITY

Aeonics is a Deep Tech company that specialises in eco-design and the implementation of sustainable and efficient digital services.

Geared towards innovative companies that place particular importance on data collection, processing and standardisation, Aeonics' solutions enhance energy efficiency, reduce costs, and minimise the environmental impact of digital services.

Already operational in France and Benelux, Aeonics delivers a practical response with its cutting-edge backend software, specialised in data processing and content delivery. This technology unlocks the potential of applications by offering all the flexibility and agility they need to innovate.

7

PHOENIX AI BREAKING NEW GROUND IN REAL-TIME IMAGE PROCESSING

At the cutting edge of technology, Phoenix AI is a leading expert in manufacturing electronic equipment and developing software with embedded artificial intelligence.

Thanks to the artificial intelligence embedded in its electronic boards, Phoenix AI turns any camera into an intelligent device. This ground-breaking progress unleashes the full potential of cameras by giving them the power to make decisions and analyse images in real time, thus turning them into powerful, versatile tools with advanced functionalities that meet specific needs (security, surveillance, data analysis, etc.).

8

WESHRE

AN APPLICATION DESIGNED TO FORGE AUTHENTIC SOCIAL LINKS THROUGH FUN EVENTS

WeShre is a start-up with the goal of revitalising social bonds and allowing young people to connect - in the real world. The designers have created a free platform where users have the opportunity to create real social bonds through private events (festive, sporting, cultural, etc.).

The platform offers a host of features designed to make life easier for organisers and participants. From clear event details to information sharing, everything is designed to make it easier to organise and take part in these fruitful meetups.

WeShre intends to increase its impact and raise its profile, so that more young people can benefit from the unique advantages offered by this innovative tool.

SATOCHIP

A SECURE AND ACCESSIBLE SOLUTION FOR STORING CRYPTOCURRENCIES

9

In the ever-changing cryptocurrency market, Satochip is offering an innovative physical wallet capable of storing all types of cryptocurrencies in complete security. Its goal: to establish Satochip as the first hardware wallet-type smart card at an affordable cost. As such, Satochip is making cryptocurrency security and protection accessible to a wider audience.

VIVATECH

AN UNMISSABLE EVENT!

VivaTech is a great opportunity for Walloon companies to showcase their talent and know-how, generate business opportunities, and make themselves known to an international audience. This is yet another chance for Wallonia to strengthen its position on the global digital map.

14-17
JUNE
PARIS

VIVA

TECHNOLOGY

EUROPE'S BIGGEST STARTUP & TECH EVENT



DOG-FRIENDLY WALLONIA

Discover Wallonia in the company of your best friend!

For those travelling with one or more canine friends, choosing a holiday destination can sometimes be a headache. Where will they be welcome in Wallonia? Not to worry, as the VISITWallonia website has created a 'dog-friendly' section just for them.

"There was an increase in the number of people adopting

dogs over the Covid period," said Tina Chen, Project Manager at VISITWallonia's Marketing Department. "We had a strong demand from dog owners who wanted to take their dogs with them, but who were often disappointed when they couldn't find anything suitable."

So, VISITWallonia carried out

a major survey, the results of which can be found online, under different categories. Tina Chen is pleased: "In total, we now have 122 tourist activities, 656 accommodation options and 178 walks that are all dog-friendly."

In terms of accommodation, including campsites, gîtes, B&Bs (chambres d'hôtes), and hotels,



“In total, we now have 122 tourist activities, 656 accommodation options and 178 walks that are all dog-friendly.”

© Charlotte Princen

almost 40% of Walloon establishments listed on VISITWallonia allow dogs. The list of dog-friendly walks and trails on offer was drawn up together with the Maison du Tourisme de Wallonie (Wallonia Tourist Office). “The selection covers the whole of Wallonia, so there’s something for everyone,” explained Tina Chen.

The last section features some rather unusual dog-friendly activities: kayaking down the Ourthe or Meuse rivers, a barge trip on the Meuse or a ride on a Molinee draisine (rail-bike), or paddle-boarding on a lake, and much more. VISITWallonia plans to extend these options even further in the future. “We want to

make Wallonia’s tourism industry more aware of this particular target group, so that they can make changes to their facilities, if necessary,” added Tina Chen.

[VISITWallonia.be/summer](https://www.visitwallonia.be/summer)



© Bons Baisers d'Aurélié



© Denis Closon



© Bons Baisers d'Aurélié



SOLUFRUIT IS A WORLDWIDE HIT

Walloon fruit processing specialist and syrup brand Meurens is extending its expertise into producing concentrated juices and fruit purees.

Founded in 1902, Meurens embraced a circular economy at a time when the concept didn't even exist, by inventing the unrivalled "Du Vrai Sirop de Liège®". Their recipe highlighted the value of "grade-outs", i.e., regional fruits that were not marketable because of their shape or size.

120 years later, Clément Meurens' successors are adding concentrated juices and fruit purees to their legendary syrup. "It is an innovative solution for continuing to use our expertise and our production facilities, which are only used for syrup from September to December", says CEO Bernard Meurens. Olivier Meurens, director, says, "Solufruit is exported to Europe (80% of the production), the USA, Singapore, Japan and South Korea. It is distributed to companies active in the beverage, baking, dairy, sauce and nutraceutical sectors." This clearly sounds like healthy delights are for sharing not only in Aubel, but absolutely everywhere else too!

www.siroop-de-liege.com





“BELGIAN BEERS ARE THE BEST IN THE WORLD!”

Carlos Vallejo Otero, formerly a mining engineer at the Universidad Politécnica de Madrid, has an undeniable marketing asset – his sparkling eyes and infectious laugh! He currently works as a marketing manager at Alamesa, a Madrid-based company specialising in promoting wines and beers from all around the world. Although Carlos is passionate about his work as a

wine taster and sommelier, he is constantly updating his skills, and participates in international panels, such as the Concours de Lyon. He also meets with different brands and introduces companies to each other through trade shows or food product-related exhibitions.

“Belgian beers are the best in the world,” he says, “and Walloon beers

are worth getting to know better!”. As a proud Wallonia.be brand ambassador, Carlos uses his blogs to create a bridge between beer amateurs from around the world and to encourage the discovery of Belgian gems such as Trappist, Gueuze and Spéciale beers. By the way, Carlos’ top 3 breweries? Tilquin, Orval and Chouffe.

AURORE HAVENNE

“WALLOON DESIGN: PURE AND SIMPLE”

Originally from the province of Namur, Aurore Havenne is a WBDM Fashion Program laureate. After studying communication at ULB and following a career in aeronautics, she decided to focus on her creative side and pursued jewellery design. She trained in Brussels (Institut Jeanne Toussaint), Paris (Haute Ecole de Joaillerie) and London (Central Saint Martins).

The young designer first started by selling her designs to friends and acquaintances, eventually expanding to various points of sale across Belgium, France and Switzerland. Her passion has transformed into her core business in the past three years. In her Saint-Gilles workshop, Aurore Havenne has developed her homonymous label of minimalist jewellery, with its elegance and simplicity reflecting the influence of

Belgian design. She works with noble and sustainable materials such as gold, silver and diamonds, that have been sourced responsibly. Since 2020, she has been using Fairmined gold to ensure complete traceability, and lab grown diamonds.

With the WBDM grant, Aurore Havenne intends to highlight her ethical concerns, not only by improving the quality and traceability of her designs, but also by emphasising their inclusiveness. “Designing gender neutral jewellery for all occasions, that will transcend norms and stand the test of time,” is what motivates Aurore. For this formidable Walloon designer, jewellery is first and foremost something that you make your own, “a talisman that you keep close to yourself.”



© Aloha Fred

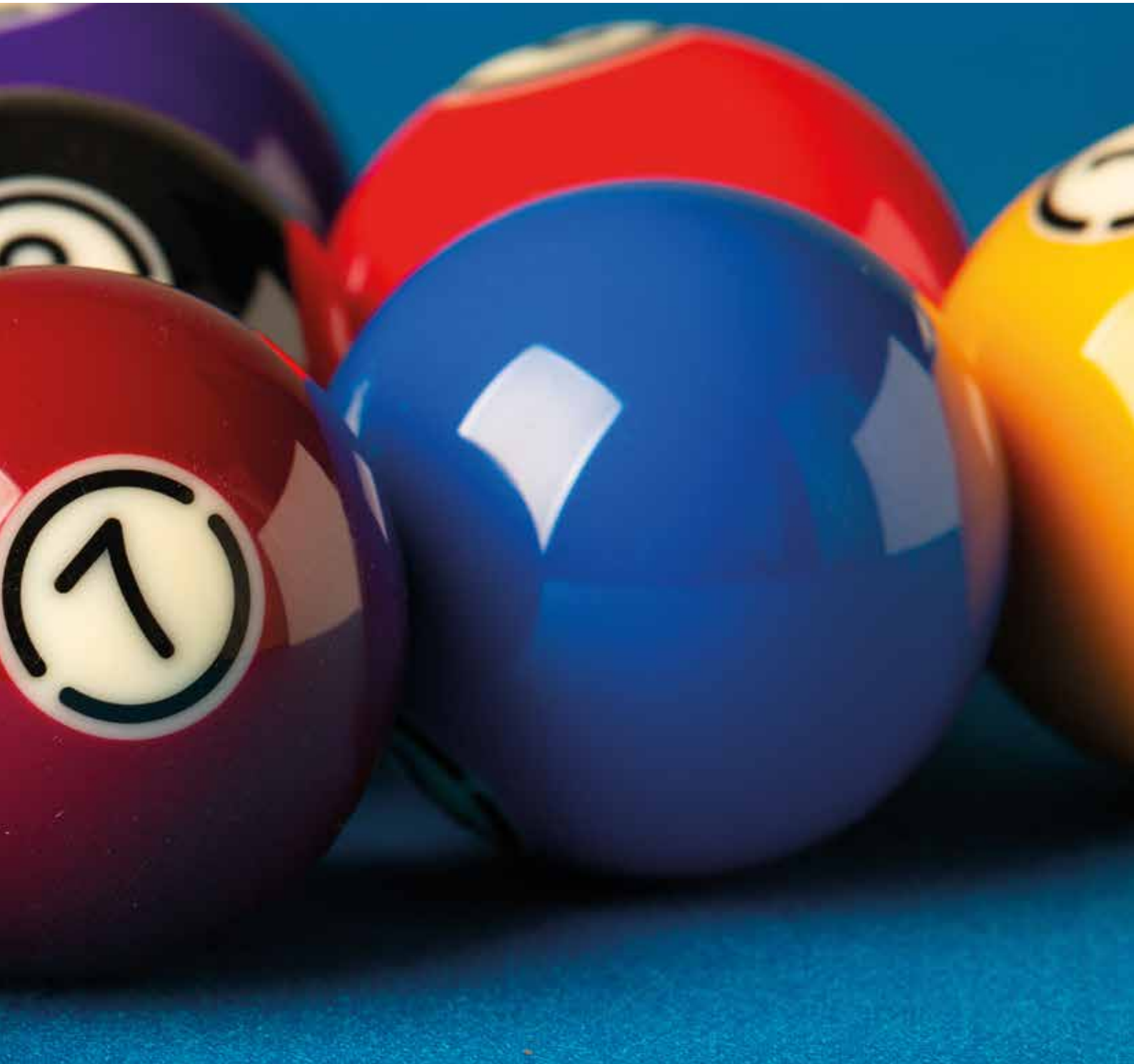


© Alice Jacquemin





IWAN SIMONIS, THE OTHER SNOOKER WORLD CHAMPION



The recent victory of Belgian Luca Brecel in the snooker world championships has put the spotlight on the Belgian company Iwan Simonis SA, official supplier of baize cloth and snooker and billiard balls at competitions. Founded in 1680 in Verviers, one of the global textile hubs at that time, Iwan Simonis decided to specialise permanently in the production of billiard cloth towards the end of the 1970s. Having acquired the speciality manufacturing company Saluc SA (Tournai), best known for their billiard balls, and WSP Textiles (UK), Iwan Simonis has established itself as a global leader in this niche field.



© Abbaye de Maredsous asbl

THE ABBEY OF MAREDSOUS

A MICROBREWERY FOR ITS 150TH ANNIVERSARY

Situated in the heart of the Molinee valley, in a green and leafy setting, the Abbey of Maredsous leaves a lasting impression of tranquillity and spirituality on all its visitors. To celebrate its 150th anniversary in style, a microbrewery has been set up in one of the wings of the Saint-Joseph Visitor Centre. Limited quantities of beer are produced here, exclusively for consumption on the premises.

Founded in 1872, this neo-Gothic building is steeped in spirituality and welcomes over 600,000 visitors every year. While the Abbey has just celebrated its 150th anniversary, Maredsous beer is celebrating its 75th.

The culmination of a long-term project, this microbrewery is the result of the partnership between the Abbey and Duvel Moortgat, and brings the

anniversary celebrations to a fitting close. The drive to adopt an ecological, more locally-based and in-house approach has resulted in the creation of seasonal beers: the 'Maredsous of the moment'.


Discover the thousand-year-old tradition of the Benedictine monks, along with their beers and cheeses: tasty treasures that will tickle your taste buds.

 80 full-time employees

 600 000 visitors a year

 5 Abbey beers

 70,000 to 80,000 litres of beer produced at the microbrewery every year

 A 40-hectare site

 25 resident monks



Foire Agricole de Libramont: 28-31/07

The Libramont fair for agriculture, forestry, and the food industry is the biggest outdoor event of its kind in Europe. Every year, it attracts nearly 200,000 visitors, 700 exhibitors and 4,000 brands on its 200,000 m² site.

Santiago International Film Festival : 20-27/08



The Belgian French-language film industry takes centre stage in Chile, during Walloon week at SANFIC!

IBC: 15-18/09

For the 17th consecutive year, AWEX is putting together a group participation of companies at the International Broadcasting Convention in Amsterdam.



VITAFOODS ASIA : 20-22/09

Vitafoods Asia is the leading annual event in the Asian nutraceutical industry, for all manufacturers of food supplements, health foods, functional finished products, raw materials, services, etc.



Food Tech Summit : 27-28/09

This major Latin American trade fair for food technology, additives, and agri-food ingredients will be taking place in Mexico City. There are 3 national pavilions: the USA, Canada, and ... Belgium!



Gamescom: 23-25/08

The world's largest gaming event, and Europe's leading business platform for the games industry! Every year, the most important international players meet in Cologne (Germany), to both network and keep up with the latest industry news.



EANM: 10-12/09

The annual EANM congress is the largest nuclear medicine convention in the world, where some 7,000 attendees and 180 companies discuss trends and discoveries in the field of nuclear medicine. The 2023 Congress will take place in Vienna (Austria).



LIFE SCIENCES BALTICS : 20-21/09

Lithuania 2023: Life Sciences Baltics brings together top decision makers and the next generation of founders and talents from the Baltic states, all in one place. They will be joined by CEOs of both companies and start-ups, tech scouts, and researchers from all around the world creating opportunities for in-depth cooperation across traditional boundaries, as part of a sustainable and long-lasting learning process.



CILF: 21-23/09

The China International Logistics and Supply Chain Fair is Asia's leading logistics and transport trade event.



[VISITWallonia.be/summer](https://visitwallonia.be/summer)



Summer is a time for fun, children splashing in the water, late sunsets, evenings shared with friends beneath the stars. Whether you like to chill out, spend time with your family, or dance at a festival, Wallonia is your destination for memorable holidays... whatever the weather! Check out all the fun things to do in Wallonia and our range of accommodation for families or groups: <https://visitwallonia.com/en-gb/119/blog/wallonia-in-summer>

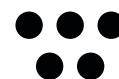
Wallonia, the land of **SUSTAINABLE INNOVATION**



- ✓ **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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