



Launch of the website www.tradexplorer.be and reception for the 20th anniversary of the Belgian Foreign Trade Agency in the presence of His Majesty King Philippe



On this 8th of February 2024, a New Year reception brought together the main partners of the Belgian Foreign Trade Agency. His Majesty King Philippe, Honorary President of the Agency, wished to mark this anniversary with His presence. It was an opportunity to recall the history and numerous realisations of the Agency that celebrated its 20th anniversary in 2023.

The Agency was created after the regionalisation of foreign trade in Belgium. It contributes to the promotion of foreign trade, supporting the FPS Foreign Affairs and the three regional agencies responsible for foreign trade and investments: Flanders Investment & Trade, AWEX and hub.brussels.

In 20 years, no less than **58 Belgian economic missions** have been organised, during which more than **13,000 businesswomen and men representing over 8,000 companies** across the globe have developed new markets, as evidenced by the **hundreds of agreements signed**. These figures reflect the crucial role that companies attribute to missions of this magnitude, which are an incomparable lever for exports, especially in a global context that remains unstable. Since 2013, they have been led by H.R.H. Princess Astrid, who took over this task from His Majesty King Philippe.

Since 2015, the Agency has also been responsible for the logistical organisation and economic aspects of **outgoing State Visits chaired by His Majesty the King, accompanied by Her Majesty the Queen**. As a result, the BFTA had the honour of contributing to 14 of these visits **at the highest level**, providing unique networking opportunities for companies as well as academic and cultural players.

On behalf of the Board of Directors and the management of the Belgian Foreign Trade Agency, **Didier Malherbe, Chairman of the Board, thanked His Majesty King Philippe and the entire Royal Family for their highly valuable contribution to the promotion of Belgium and its companies around the world.**

Concerning: **Belgian Foreign Trade Agency celebrates its 20th anniversary**

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The Agency also houses a study centre for a wide range of aspects pertaining to foreign trade, such as processing **trade statistics**, the publication of **economic and sectoral studies**, the provision of advice on **international trade regulations**, the management of a database on Belgian exporting companies as well as the targeted spread of international business opportunities through **Trade4U**. It continuously develops and reinforces the spread of information on foreign markets.

A very powerful online tool for consulting statistical data has been launched: www.tradexplorer.be. TRADEEXPLORER provides access to export and import data for over 17,000 product categories.

The State Visits, Belgian economic missions, as well as the Agency's studies and publications will always remain vital support tools to exports and will undoubtedly contribute to a thriving Belgian economy.

Didier Malherbe
Chairman of the Board of the BFTA

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WEBSITES

www.abh-ace.be

www.belgianeconomicmission.be

www.belgianstatevisit.be

www.tradexplorer.be

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