

# Activity Report



## Mission Statement

In accordance with Article 3 of the Cooperation Agreement dated 24 May 2002 between the Federal Authority and the Regions, the Agency is responsible for:

- deciding on and organising trade missions linked to an initiative by one or several of the Regions or at the request of the Federal Authority;
- organising, developing and disseminating information, studies and documentation about external markets to regional services responsible for foreign trade in accordance with Appendix 1;
- tasks of common interest decided unanimously by the Board.



belgian  
foreign trade agency



# TABLE OF CONTENTS

Message from the President	4
Message from the General Management	5
Strategy and objectives for 2013	6
Institutional and financial framework	7
Budgetary allocations for 2012	7
Staff members 2012	8
<b>1. The Belgian Foreign Trade Agency in 2012</b>	<b>10</b>
1.1 Joint economic missions	12
1.1.1 Joint economic missions organised in 2012	12
1.2 Information Centre	25
1.2.1 The Exporters' File	25
1.2.2 The selective dissemination of information	25
1.2.3 Trade Flashes	28
1.2.4 Information seminars on international projects	30
1.3 Studies, foreign trade statistics and fiscal certificates	31
1.3.1 Studies	31
1.3.2 Statistics	31
1.3.3 Fiscal certificates	34
1.4 Regulations and legal questions	35
1.4.1 Regulatory case files	36
1.4.2 Geographical breakdown of questions	37
1.5 Websites	38
1.5.1 The Belgian Foreign Trade Agency's website	38
1.5.2 The launch of <a href="http://www.belgianeconomicmission.be">www.belgianeconomicmission.be</a>	39
1.6 Collaboration with third party initiatives	40
<b>2 Belgian foreign trade in 2012</b>	<b>42</b>
2.1 Exports	46
2.1.1 Geographical evolution of exports	46
2.1.2 The sectoral evolution of exports	50
2.2 Imports	51
2.2.1 Geographical evolution of imports	51
2.2.2 The sectoral evolution of imports	54
2.3 Geographical trade balances	55
Management bodies - Situation on 31.12.2012	56
Organisation chart - Situation on 31.12.2012	60
Tables and figures	61
Action plan for 2013 - 2014	62
Contacts and access map	63

## MESSAGE FROM THE PRESIDENT

The global economic climate remained extremely despondent in 2012. Fortunately Europe and Belgium were able to stay the course during these turbulent times. The Belgian Foreign Trade Agency itself once again emerged unscathed and can present a very respectable balance for the past year. 2012 marked the tenth anniversary of the Agency, which was created by the Cooperation Agreement dated 24 May 2002.

The success of the joint economic missions presided by HRH Prince Philippe continued unabated, and the numbers of participants in 2012 almost swelled to the record numbers experienced in 2011. 901 businesswomen and men, representing 542 companies, participated in four successive missions. The total number of participants, including those from both the private and public sectors, amounted to 1,138. This represents the best turnout since the Belgian Foreign Trade Agency was founded.

Our partner organisations, AWEX (the Wallonia Foreign Trade and Investment Agency), Brussels Invest & Export and Flanders Investment & Trade, as well as the FPS Foreign Affairs, supported by the Agency's missions team, have once again been able to rise to the challenge. In fact the level of satisfaction of companies participating in the missions has increased, on average surpassing the 80% mark. High-level official contacts, the quality of the B2B meetings and an intensive programme highlighting the different sectors, are key to the missions' success.

These exemplary results can be attributed to our Honorary President, HRH Prince Philippe, to whom I extend my sincerest thanks for his personal investment in supporting our companies. Access offered to the highest authorities in the countries that represented the destinations of our missions undeniably helps to accelerate the development of commercial relations between our companies and local partners. Extremely promising contacts were established in Vietnam,

Japan, and Turkey, and more recently in Australia and New Zealand.

The other Agency departments, which may be less well-known to the general public, saw their workload increase significantly compared with last year. The Statistics and Regulations departments especially, received great numbers of requests and their indicators are on the rise. The economic and sectoral studies have also been widely acclaimed. The announcement of business opportunities to companies listed in our Exporters' File continues, with the aim of informing the latter as quickly as possible.

These excellent results originate in the dynamism and motivation displayed by the Agency's employees and I congratulate them. I also thank the General Management that inspires the team through its commitment, instilling it with a passion for continuous development.

**Annemie Neyts-Uyttebroeck**

President of the Board of Directors



# MESSAGE FROM THE GENERAL MANAGEMENT

The results for Belgium's foreign trade were not spectacular in 2012, but at least we observe a stabilisation of the trade balance. Moreover our exporters resolutely continued on the road to distant markets to compensate for the reduced demand in Europe. Those that took advantage of the unique opportunity represented by the missions presided by HRH Prince Philippe were great in number.

The range of destinations proposed in 2012 reflected our companies' priority markets, and the four missions (Vietnam, Japan, Turkey and Australia / New Zealand) were able to attract a large audience. With 542 companies and 901 businesswomen and men, we almost equalled our record from 2011. Services offered to the participants continue to expand. In 2012, a new website was launched, exclusively devoted to economic missions, with the support, in terms of IT, of the Belgian Foreign Trade Agency's privileged partner, FEDICT. The website, [www.belgianeconomicmission.be](http://www.belgianeconomicmission.be), has a limited lifespan as it goes live two weeks before the start of the mission and remains active for up to two weeks after the mission has been completed. It is an excellent tool for keeping participants informed about the latest changes to the programme and also incorporates all documents related to the missions. The site's traffic statistics are encouraging.

The parent site was also frequently viewed with an increase in visitor numbers exceeding 30% in 2012, which is exceptional. It fulfils its role in providing information in a highly satisfactory manner, as do the other Agency departments. It has been a particularly fruitful year for the Statistics department, which responds to numerous specific requests in addition

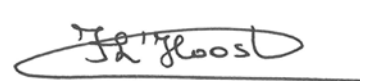
to managing subscriptions and compiling bilateral reports. The Regulations department also experienced considerable growth and processed 646 requests, representing an increase of 12% compared with 2011. The Agency also selectively distributed projects, invitations to tender and business proposals to some 23,000 companies registered in the Exporters' File. We can attribute the increase of almost 50% in companies' order specifications to the fine performance of the tenders.

2012 was also the time to produce a more comprehensive statement of accounts than the annual report, since the Belgian Foreign Trade Agency celebrated its tenth anniversary. A positive balance and balanced accounts allow us to look towards 2013 with high hopes.

**Marc Bogaerts**  
General Manager



**Fabienne L'Hoost**  
Deputy General Manager



## STRATEGY AND OBJECTIVES FOR 2013

2013 announced itself in the form of financial restraint for Belgian public services. The Belgian Foreign Trade Agency's main objective will be to continue to develop its activities using the resources available to it.

The four annual Princely missions will therefore be organised with a view to streamlining costs while maximising results. Our priority continues to be to meet the expectations of our partners and companies and various options will be studied in order to develop a system to manage the missions more effectively and in the most advanced manner from a technological point of view.

The missions team will not be the only one called on to give its very best: every Belgian Foreign Trade Agency employee will be encouraged to increase his/her productivity and the speed of the service provided.

The Statistics department will see the implementation of a software system to manage subscriptions that will allow it to save a considerable amount of time processing them. This will provide the department with more time for compiling its reports and studies.

The Regulations department must be reorganised following the departure of one of its members.

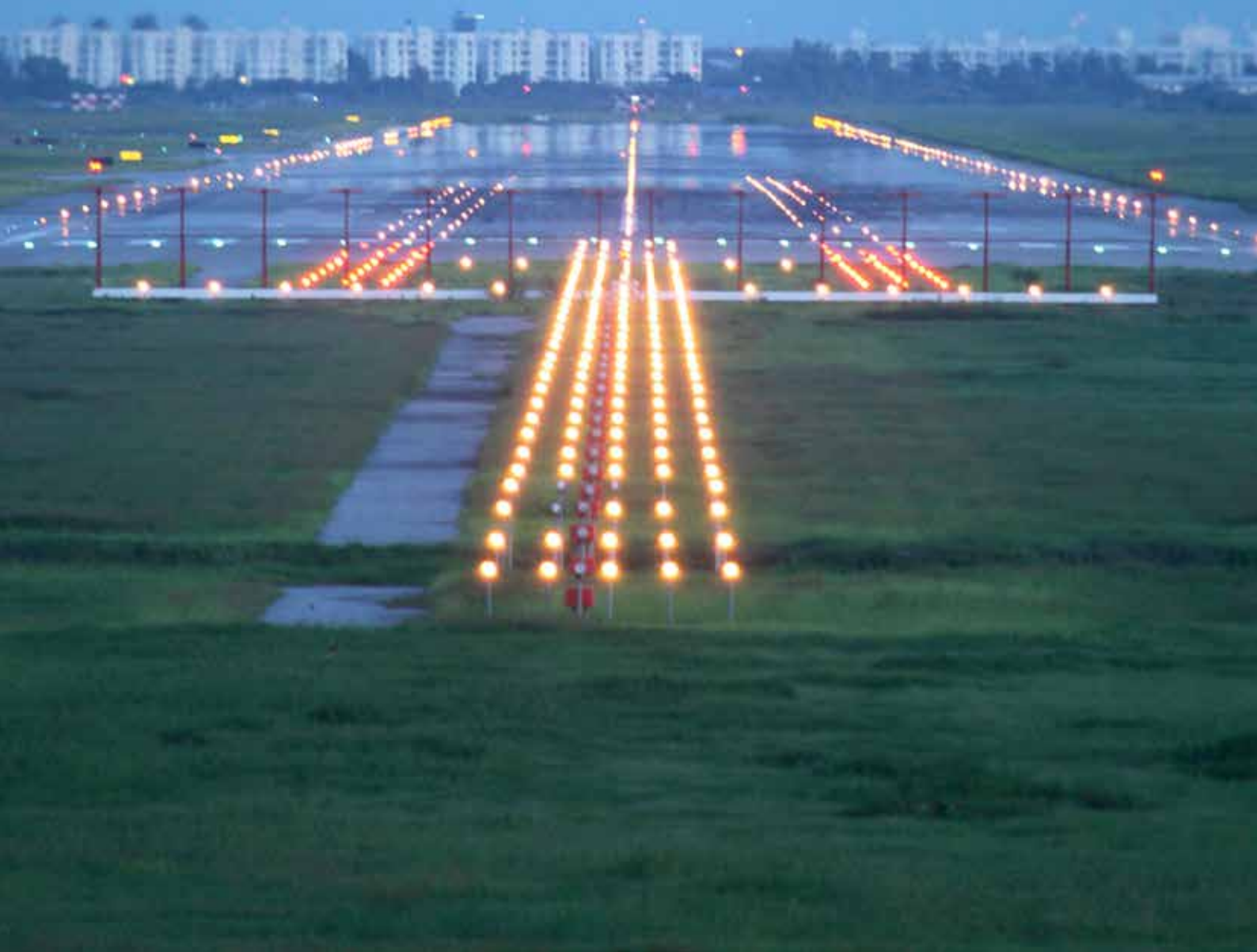
With regard to communications, the English version of the website will go live. The Agency's website as well as the site devoted to the missions will continue to be updated on a regular basis and will see the introduction of new sections such as the recently introduced multimedia section.

The Belgian Foreign Trade Agency team will not be expanded in 2013, in accordance with the Board of Director's demands and in the interests of curbing salary costs.

Similarly a significant reduction in printing costs is expected, following newly purchased equipment based on new criteria, linked to a major decrease in the circulation of mission documents.

Overall 2013 presents us with many challenges but we are all prepared to roll up our sleeves to overcome them.





## INSTITUTIONAL AND FINANCIAL FRAMEWORK

The Belgian Foreign Trade Agency is a public institution, which is an incorporated body, founded under the Cooperation Agreement of 24 May 2002 agreed between the Federal Authority and the Regions (Belgian Official Gazette 20.12.02).

The Belgian Foreign Trade Agency is managed by a Board of Directors whose Honorary President is HRH Prince Philippe. The Board consists of sixteen members appointed by the Regional Governments and the Federal Authority providing an equal representation of public and private sectors. Each Region appoints a Government Commissioner.

The Agency's Board of Directors held four meetings in 2012.

A Support Committee coordinates the implementation of decisions taken by the Board of Directors. Chaired by the Agency's General Manager, it consists of three officials managing regional export institutions (AWEX, (the Wallonia Foreign Trade and Investment Agency), Brussels Invest & Export and Flanders Investment & Trade) and the General Manager responsible for bilateral economic relations for the Federal Public Service for Foreign Affairs. The Support Committee held five meetings in 2012.

The Agency's day-to-day management is carried out by a General Manager assisted by a Deputy General Manager, both appointed by the Board of Directors and belonging to a different linguistic group. Marc Bogaerts is the General Manager and Fabienne L'Hoost is the Deputy General Manager.

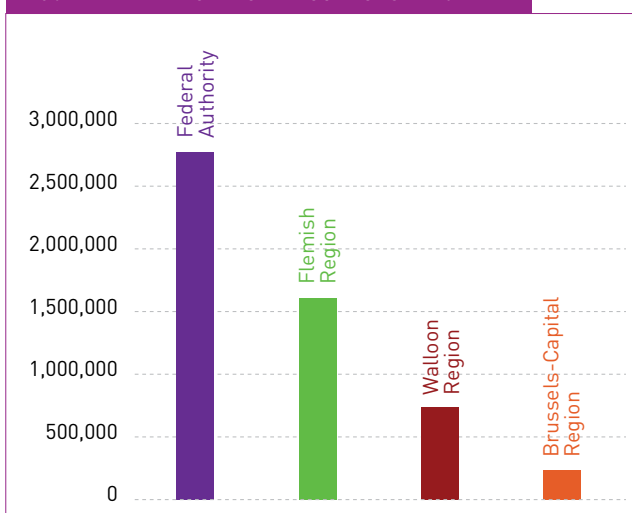
## BUDGETARY ALLOCATIONS FOR 2012

The Agency is funded by an indexed Federal grant and by contributions from the Regions based on the distribution scale with regard to taxes on natural persons. Revenues for the 2012 budget (approved by the Board of Directors at its meeting held on 06.12.2012) amounted to EUR 5,365,784.00. Federal and Regional allocations represent the greatest part (99.63%) of these revenues.

TABLE 1. TOTAL ALLOCATIONS IN 2012

	EUR
Federal Authority	2,770,000.00
Walloon Region	734,000.00
Brussels-Capital Region	233,784.00
Flemish Region	1,608,000.00

FIGURE 1. BREAKDOWN OF ALLOCATIONS IN 2012







## STAFF MEMBERS 2012

The Cooperation Agreement stipulates that the number of Agency staff members may not exceed fifty. On 31.12.2012, the Belgian Foreign Trade Agency employed forty-one members of staff. After deducting the number of part-time and sick employees and those seconded to other institutions this equates to 38.47 full-time staff members.



# THE BELGIAN FOREIGN TRADE AGENCY IN 2012

- 1.1 Joint economic missions
- 1.2 Information Centre
- 1.3 Studies, foreign trade statistics and fiscal certificates
- 1.4 Regulations and legal questions
- 1.5 Websites
- 1.6 Collaboration with third party initiatives

## 1.1 JOINT ECONOMIC MISSIONS

The Belgian Foreign Trade Agency organises joint economic missions in collaboration with regional authorities that promote exports: the Wallonia Foreign Trade & Investment Agency, Brussels Invest & Export and Flanders Investment & Trade. The FPS Foreign Affairs manages the political aspects and protocol for the programme.

### 1.1.1 JOINT ECONOMIC MISSIONS ORGANISED IN 2012

The four joint economic missions organised in 2012 presided by HRH Prince Philippe, Honorary President of the Belgian Foreign Trade Agency, took 1,138 businesspeople, officials and journalists to new horizons. This year, all the missions focused on the East, more specifically Vietnam, Japan, Turkey and Australia and New Zealand. The Belgian Foreign Trade Agency worked closely with the regional departments that promote export: the Wallonia Foreign Trade & Investment Agency (AWEX), Brussels Invest & Export (BIE) and Flanders Investment & Trade (FIT). The FPS Foreign Affairs was responsible for the political aspects and protocol for the programme.







# VIETNAM

10 > 16 March 2012



## PARTICIPANTS

During the first mission of the year, the Belgian delegation travelled to one of the most dynamic economies in Southeast Asia, i.e. Vietnam. HRH Prince Philippe was accompanied by Mr Didier Reynders, Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs in Hanoi while Mr Armand De Decker, Minister of State, took over this task in Haiphong and Ho Chi Minh City.

Our regional ministers were also present: Kris Peeters, Minister-President of the Government of Flanders and Flemish Minister for Economy, Foreign Policy, Agriculture and Rural Policy, travelled to Hanoi whereas Jean-Claude Marcourt, Vice-Minister President of the Government of Wallonia and Walloon Minister of Economy, SMEs, Foreign Trade, New Technologies and Minister of Higher Educa-

tion of the Brussels-Wallonia Federations responsible for Employment, Economy, Foreign trade and Scientific research, were present in Hanoi and Ho Chi Minh City.

HRH Princess Mathilde honoured this mission with her presence.

Vietnam certainly attracted the attention of the business world because no fewer than 117 companies, Chambers of Commerce and professional associations as well as 15 universities and colleges of higher education attended. The number of participants (including public officials and members of the press) was 301.

## CITIES & KEY SECTORS

A mission to Vietnam always includes meetings in Hanoi, the capital, and in Ho Chi Minh City, the country's economic centre. In view of the major Belgian interests, the programme also included a visit to Haiphong. Moreover, Minister Jean-Claude Marcourt visited Da Nang in central Vietnam.

In view of the priorities of the country's most recent development plan (2011-2015) and the expertise of our companies enabling them to capitalise on this, the emphasis was placed on the following themes during this visit:

- ❖ Infrastructure, port development and logistics
- ❖ Green technology (water and waste water treatment)
- ❖ Healthcare
- ❖ Agro-industry and aquaculture
- ❖ Space technology.

## OFFICIAL CONTACTS

A large number of official contacts at the highest level took place during the mission:

- ❖ President Truong Tan Sang
- ❖ Vice President Nguyen Thi Doan
- ❖ Deputy Prime Minister Nguyen Tan Dung
- ❖ Minister of Science and Technology Nguyen Quan
- ❖ Minister of Planning and Investment Bui Quang Vinh
- ❖ Minister of Transport Dinh La Thang
- ❖ Minister of Finance Vuong Dinh Hue
- ❖ Minister of Health Nguyen Thi Kim Tien
- ❖ Minister of Construction HE Trinh Dinh Dung
- ❖ Minister of Education and Training HE Pham Vu Luan

- ❖ Chairman of the Hai Phong People's Committee HE Duong Anh Dien

- ❖ Chairman of the Ho Chi Minh People's Committee HE Le Hoàng Quan.

## ACTIVITIES

- ❖ A working breakfast on 'How to do business in Vietnam: legal aspects', organised by AWEX, BIE, FIT and the ONDD.

- ❖ A conference on 'Belgian knowhow in Port Development, Transport Infrastructure & Logistics', organised by FIT, AWEX and BIE.

- ❖ An academic session on 'Space for Knowledge, Services and Humanity - Future Perspectives', organised by the Belgian Embassy together with Wallonie Espace and VITO.

- ❖ A power lunch in the presence of Belgian CEOs and Vietnamese state companies.

- ❖ An official dinner hosted by the Vietnamese Government attended by several Belgian and Vietnamese CEOs.



- ❖ A conference on 'Human and Economic Development: technology transfer offices as key players', organised by WBI (Wallonia-Brussels International) and AWEX together with the Vietnamese Academy of Science & Technology (VAST).

- ❖ A conference on 'Belgian knowhow in the field of (waste) water treatment', organised by BIE, AWEX and FIT.

- ❖ The organisation of a 'Belgian Education Forum' by the Belgian Embassy, together with WBI, CIRI (Inter University Committee for International relations) and VLIR (Flemish Inter University Council).

- ❖ A working visit to the Dinh Vu Industrial Zone, followed by a matchmaking meeting between the Belgian delegation (port and logistics) and companies from Haiphong.

- ❖ Minister Jean-Claude Marcourt's contacts in Da Nang included a visit to the city's port infrastructure and activities with the University of Da Nang, where ULg University signed an MOU on transport and logistics.

-  An information session in the form of a working breakfast on 'distribution and retailing', organised by AWEX and Beluxcham.
-  A conference on 'Agro Food & Aquaculture Technologies', organised by AWEX and FIT.
-  A conference on 'Affordable quality healthcare for all - a Belgian experience', organised by Healthcare Belgium together with AWEX.
-  A workshop on 'Multi-stakeholder Development Cooperation', organised by the Province of East Flanders.
-  A working meeting on aquaculture and horticulture with a special focus on the existing collaboration between the universities of Can Tho, UGent, KUL, ULg, FUNDP and the Provinces of East Flanders, Lam Dong and Soc Trang.
-  The Beluxcham Awards ceremony.
-  Working meeting and visits to Sawaco (Saigon Water Company) and Grand-Place.



## SIGNED CONTRACTS

A number of intergovernmental agreements were signed during the mission to Vietnam, on aspects such as double taxation and cooperation in terms of public finance and space technology. At the same time some thirty agreements were signed in Hanoi as well as Ho Chi Minh City.

The majority of the contracts were of a commercial nature, but there were also contracts of a more academic and scientific nature (KU Leuven, UGent, Arteveldehogeschool, Province of East Flanders, Université Libre de Bruxelles, Université de Liège and FUNDP), which added a special dimension to this economic mission.

Furthermore, the commercial agreements signed included those by AMB Ecosteryl, Balteau, Belourthe, Belgian Vietnamese Alliance, CCIBV, CFE-Ecotech, Dinh Vu Industrial Zone (DVIZ), Dredging International, Grand-Place Group, Inve Aquaculture, Ion Beam Applications, Methis Environmental, OCS, Partyspace, Puratos, Rent a Port, Snecma Services Brussels, Spacebel, VB-FoodNet and VK Architects & Engineers.







# JAPAN

9 > 16 June 2012



## PARTICIPANTS

HRH Prince Philippe had not presided over an economic mission to Japan for the past seven years. Considering the close ties that unite the Japanese Imperial family and the Belgian Royal Family, he was accompanied by his spouse Princess Mathilde.

The mission in Tokyo was presided over by HRH Prince Philippe and led by Mr Didier Reynders, Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs. Mr Armand De Decker, Minister for State, took over in Osaka.

The three Regions were represented by three regional ministers: Mrs Ingrid Lieten, Vice-Minister-President of the Government of Flanders and Flemish Minister for Innovation, Public Investment, Media





and Poverty Reduction, was present in Tokyo and Osaka. Mr Jean-Claude Marcourt, Vice-Minister President of the Government of Wallonia and Walloon Minister of Economy, SMEs, Foreign Trade, New Technologies and Minister of Higher Education of the Brussels-Wallonia Federations, responsible for Employment, Economy, Foreign Trade and Scientific Research took part in the Tokyo leg of the mission.

As the world's third largest economy, Japan had a lot in store for our Belgian companies, which registered in large numbers. 217 professionals and a delegation of 290 persons took part in the mission, which was a great success.

## CITIES & KEY SECTORS

The Belgian professionals and officials travelled to the capital, Tokyo, followed by a two-day visit to Osaka, traditionally Japan's commercial centre.

Several activities were organised related to the following sectors:

-  Life sciences and pharmaceuticals
-  New materials
-  Automotive engineering
-  Consumer and luxury goods
-  Advisory services on European environmental and energy policy.

## OFFICIAL CONTACTS

HRH Prince Philippe was received at the highest level. The Royal couple was welcomed for private meetings with Emperor Akihito and Empress Michiko as well as with Crown Prince Naruhito and Crown Princess Masako.

Minister Reynders attended a bilateral meeting with Mr Kōichirō Genba, Minister of Foreign Affairs.

A number of Belgian pharmaceutical companies were given the opportunity to accompany HRH Prince Philippe, Minister Lieten and Minister Cerexhe to a meeting with Mrs Yoko Komiyama, the Japanese Minister of Health, Labour and Welfare.

Lastly, Mr Keiji Yamada, Governor of the Kyoto Prefecture, and Mr Daisaku Kadokawa, Mayor of Kyoto, hosted a banquet in the city in honour of the Prince and the Belgian delegation.

## ACTIVITIES

-  A visit to Janssen Japan was organised, during which the expansion of the company's production facilities in Japan was announced. With this investment, Janssen wants to triple its production in Japan and double employment.
-  A visit to the Japan Vaccine Company, the new joint venture between GSK Biologicals and Daiichi Sankyo Pharmaceutical.
-  The official inauguration of the new UCB offices in Tokyo.
-  A working lunch at the Keidanren (the Japan Business Federation) providing some leading Belgian companies with an opportunity to network with the titans of Japanese business.
-  A visit by thirty Belgians to the headquarters of NYK (Nippon Yusen Kaisha), one of the largest transport companies in the world with several sites in our country.
-  A high-level lunch at the embassy to which Japanese investors in Belgium were invited. The republication of the book 'The Experience of Japanese Companies in Belgium - 2012', published by the Belgium-Japan Association & Chamber of Commerce (BJA) was launched at this event.
-  The closing reception of the YES (Young Executive Stay) programme organised by the Belgium-Japan Association & Chamber of Commerce (BJA) and the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ). The embassy was decorated for the occasion with floral arrangements by Daniel Ost.
-  BIE organised a conference at the Japan Federation of Bar Associations allowing Japanese companies to obtain information about European environmental and energy regulations.
-  A Life Sciences and Biotech conference organised by FIT and AWEX.
-  IMEC organised its annual forum for Japanese customers and academics to coincide with the Princely mission.
-  A working breakfast hosted by the Belgian-Luxembourg Chamber of Commerce in Japan.

✿ A visit by HRH Prince Philippe and Princess Mathilde to the Japanese Red Cross, where the couple met with representatives of the Red Cross as well as staff members of Motoyoshi Hospital in one of the affected areas.

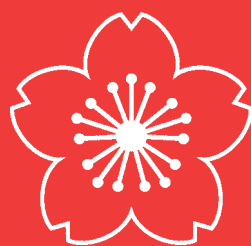
✿ A working meeting with Panasonic's senior-level management and a visit to the Panasonic Center, where the latest in terms of products and technologies was presented. The signing of a contract between IMEC and Panasonic and the decoration of Masayuki Matsushita, Vice Chairman of the Board of Directors, by HRH Prince Philippe concluded this event.

✿ A power lunch organised by Umicore attended by HRH Prince Philippe, Minister De Decker and Minister Lieten, along with leading managers of the Japanese automotive industry. The lunch was prepared by two Belgian Michelin-starred chefs, Jean Baptiste Thomaes (Château du Mylord) and Lieven Demeestere (Restaurant Arenberg).

✿ They also created the menu for the networking dinner organised with the Kankeiren (Kansai Economic Federation), the counterpart of the Keidanren in the region around Osaka, which brought together 300 Belgian and Japanese guests.

✿ The opening of the Belgian Beer Weekend in Osaka by HRH Prince Philippe, which enjoyed considerable media attention and was attended by hundreds of fans of Belgian beer.

✿ A workshop on new materials, organised by AWEX in Kyoto.



## SIGNED CONTACTS

The success of the economic mission to Japan can easily be measured thanks to the high number of signings (26 in all between companies and universities) that took place in Tokyo and Osaka, testament to the special attention that Belgian companies devote to the Japanese market.

The following companies and institutions signed contracts: ABS LBS, Galler Chocolatier, e-Xstream Engineering, Holemans, Lapauw International, the Port of Zeebrugge, SCKcen, De Halve Maan Brewery, and KU Leuven and UCL Universities. Moreover, this economic mission allowed Belgium to highlight its commitment to create a favourable investment climate for the Japanese business world.







# TURKEY

15 > 19 October 2012



## PARTICIPANTS

During the third and largest mission of the year, HRH Prince Philippe travelled to Turkey accompanied by a delegation of 362 participants.





Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs Didier Reynders represented the Federal Government, while Minister Cerexhe was present in Istanbul on behalf of the Brussels-Capital Region and the Flemish Minister-President Kris Peeters joined them during the visit to Ankara.

Although Turkey receives a lot of trade delegations, the size of the Belgian delegation was said to have impressed the Turkish trade partners.

## CITIES & KEY SECTORS

The mission focussed on Istanbul, Turkey's economic centre, whereas important political meetings were organised in Ankara.

Most activities were organised in the following sectors:

-  ICT
-  Transport and logistics, with a special focus on the maritime industry
-  Conventional, renewable energy and environmental technology
-  Construction and infrastructure.





## OFFICIAL CONTACTS

HRH Prince Philippe was accorded the status of official guest of Turkey at the request of Mehmet Zafer Çağlayan, Minister of Economy, which involved the following official meetings:

-  A meeting with President Abdullah Gül, as well as a working lunch hosted by the President.
-  A meeting with Prime Minister Recep Tayyip Erdoğan.
-  A working dinner hosted by Deputy Prime Minister Ali Babacan.
-  A working meeting with Mehmet Zafer Çağlayan, Minister of Economy.
-  A meeting with Minister of Interior İdris Naim Şahin.
-  Lastly, meetings were organised in Istanbul with the city's Mayor, Kadir Topbaş and the Governor of Istanbul Province, Hüseyin Avni Mutlu.

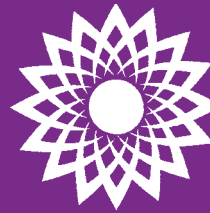
## ACTIVITIES

### ISTANBUL

-  A working breakfast, organised by the Federation of Enterprises in Belgium (FEB) together with Tüsiad (Turkish Industrialists' and Businessmen's Association).
-  A presentation on AGEAS' presence in Turkey and the collaboration between the Belgian insurer and the Sabancı Group and AKSigorta.
-  A visit to the exhibition of Johan Tahon's work at the Consulate General.
-  A power lunch organised by the Agoria Banking Technology Club, attended by the former Chairman of the Banks Association of Turkey, Ersin Özince, as well as senior managers of Turkish banks.
-  A dinner hosted by Güler Sabancı, the Chairperson of the Hacı Ömer Sabancı Holding A.Ş.
-  An investment conference 'Belgium: A unique location for developing your business across Europe', with an opening speech by Minister Reyniers.
-  A Turkish-Belgian Business forum, together with TOBB (The Union of Chambers and Commodity Exchanges of Turkey) and DEİK (Foreign Economic Relations Board) of Turkey.
-  A visit to the power plant in Gebze, which is the outcome of cooperation between Unit Investment and Tractebel Engineering. The total investment amounted to \$1 billion.
-  A port conference entitled 'The Belgian Ports and Logistics Seminar', highlighting Belgian knowledge and expertise in terms of port infrastructure.
-  A concert by the Belgian Baroque ensemble La Cetra d'Orfeo.

## ANKARA

-  A conference on Belgian expertise in terms of e-Government organised by FEDICT.
-  A lunch on renewable and conventional energy and a lunch with the managers of TOKI - 'Republic of Turkey, Prime Ministry, Housing Development Administration'.
-  A building conference with important Turkish contractors organised by INTES (Turkish Construction and Installation Contractors Employer Syndicate) in collaboration with Agoria and the three Regions.
-  A Turkish-Belgian Business Forum, opened by HRH Prince Philippe and Minister Çağlayan followed by a CEO lunch hosted by the Minister.



### SIGNED CONTRACTS

During this short but intense trade mission, ten contracts and cooperation agreements were signed by AMOS, BECI, the Bar of Brussels, Logistics in Wallonia, Septentrio and Tractebel Engineering among others.







# AUSTRALIA & NEW ZEALAND

16 > 30 November 2012



## PARTICIPANTS

The last economic mission of the year brought 185 participants to Australia and New Zealand, on the far side of the world. For ten days, HRH Prince Philippe and Minister of Defence Pieter De Crem visited five Australian cities and two cities in New Zealand.

Regional Minister Jean-Claude Marcourt, Vice-Minister President of the Government of Wallonia and Walloon Minister of Economy, SMEs, Foreign Trade, New Technologies and Minister of Higher Education of the Brussels-Wallonia Federations, participated in the Australian leg of the mission.

## CITIES & KEY SECTORS

In view of the prosperous mining industry in the State of Western Australia, it was impossible to rule out a visit to Port Hedland and Perth. Sydney, Melbourne and Canberra are traditional stops for the official contacts, which had also been included in the programme this time around.

As far as New Zealand is concerned, the delegation travelled to Wellington for official contacts, whereas professionals concentrated on Auckland.

The programme included a wide range of activities in the following sectors:



Ports & Logistics



Construction and infrastructure





Mining, oil and gas



Education.

## OFFICIAL CONTACTS

In both countries, our delegation's visit did not go unnoticed, as demonstrated by the long list of official contacts.

In Australia, several meetings were organised with:



Quentin Bryce, Governor-General of Australia



Craig Emerson, Australian Minister for Trade and Competitiveness



Warren Snowdon, Australian Minister for Veterans' Affairs.

Meetings were scheduled with the governors of every state the delegation visited, including:



Malcolm James McCusker, Governor of Western Australia



Professor Marie Bashir, Governor of New South Wales



Alex Chernov, Governor of Victoria.

Lastly, meetings were organised with the following ministers in the states of Western Australia:



Peter Collier, Minister for Education of Western Australia



Norman Moore, Minister for Mines and Petroleum of Western Australia



Colin James Barnett, Premier of Western Australia

 Ted Baillieu MP, Premier of Victoria.

In New Zealand, official contacts at the highest level were also scheduled. In spite of the brief stay, the agenda included meetings with:


 Lieutenant General Jerry Mateparae, Governor-General of New Zealand


 John Key, Prime Minister

 David Shearer, Leader of the Opposition


 Christopher Finlayson, Minister for Arts, Culture and Heritage.

## ACTIVITIES


 Several activities in the mining industry as well as a working visit to Worley Parsons and Rio Tinto and a power lunch organised by the Agoria Carbon Energy Club.


 A full day of activities in Port Hedland, including presentations by the Port Hedland Port Authorities, Jan De Nul, DEME, Besix and Sarens followed by a guided tour of the port and BHP. The day ended with a quick visit to The Royal Flying Doctors and of the School of the Air.


 Visits by a Belgian delegation of officials and academics to Curtin University in Perth, to the Australian National University in Canberra and the University of Melbourne. Minister Jean-Claude Marcourt also presided over two power dinners with the aim of promoting cooperation between Belgian and Australian universities.

 A working breakfast organised by AWEX, FIT and BIE on the subject of 'The macroeconomic situation in Australia'.

 The visit to a number of Belgian success stories in Australia such as Cochlear, Sofico Services Australia, Flying Bark Productions (Studio 100), Carlton United Breweries (Sopura) and the Telstra Global Operations Centre, which uses a Barco screen to monitor network operations.

 An investment lunch organised by FIT, AWEX, BIE and FPS Finance.

 Two working breakfasts organised in the context of the port activities, the former with the Port of Melbourne and the latter on the initiative of the Port of Zeebrugge to highlight its activities with partners in New Zealand.

 In both countries two round table discussions were organised in the context of The Great War Centenary to see how our countries can work together to commemorate the Great War.

## SIGNED CONTRACTS



During this final trade mission in 2012, twenty contracts were signed, including nine between academic partners. The Belgian universities and companies that will cooperate together sustainably in the long term in Australia and New Zealand are UCL, ULg, UMONS, ULB, HAMON Australia, VOKA, Antipodes Voyages, Eloy Water, Lapauw International, Paul Huybrechts Medallist, Stassen, Port of Zeebrugge and Sea Invest.



## 1.2 INFORMATION CENTRE

In accordance with Article 2 of Appendix 1 to the Cooperation Agreement the Belgian Foreign Trade Agency organises, develops and disseminates documentation about foreign markets to regional organisations responsible for promoting foreign trade.

In order to carry out this task effectively the Belgian Foreign Trade Agency is responsible for managing and updating a number of databases:

There are regular exchanges between the various databases (Regions/BFTA) in order to transfer the products/services classified by the Belgian Foreign Trade Agency to the regional organisations' files. This synchronisation ensures that all the firms in the regional databases are included in the Exporters' File.

The following diagram illustrates the evolution in the number of file registrations over the past five years.

### 1.2.1 THE EXPORTERS' FILE

Each company registered in the database of Belgian and Luxembourg exporters is represented by a record that includes the details of that company. These details include general information about the company (contact details, contact persons, staff concerned, etc.) as well as information related to its activities (products/services) and to the export markets and interests of the exporter.

At the end of 2012, the Exporter's File included almost 23,000 entries. Over 2,000 new registrations were recorded during this year. The majority of these new registrations were communicated by regional organisations responsible for promoting foreign trade (AWEX, Brussels Invest & Export and FIT). The Belgian Foreign Trade Agency takes responsibility for classifying the companies' activities so that they receive the Selective Dissemination of Information (SDI) and are included on the website.

FIGURE 3. EXPORTERS' FILE REGISTRATION EVOLUTION

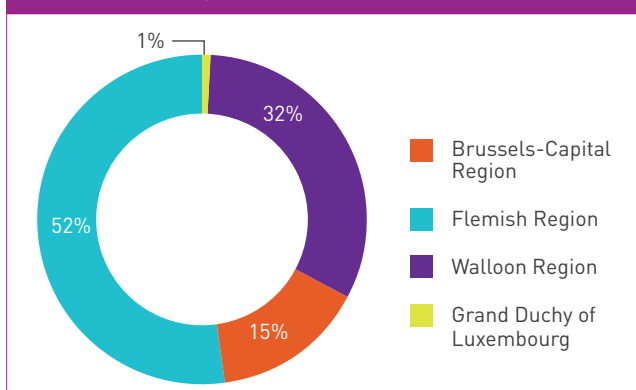


### 1.2.2 THE SELECTIVE DISSEMINATION OF INFORMATION

In the context of its task to provide information about foreign markets, the Belgian Foreign Trade Agency communicates, on behalf of regional partners, three types of business opportunities to Belgian companies registered in the Exporters' File as well as circulating notices and Trade Flashes.

As previously mentioned, business proposals, tenders and international projects are circulated to companies quickly and using a targeted approach that takes into account the company's profile recorded in the database. This profile doesn't just include the products/services provided by the company but also specifies the countries it exports to and those it is interested in as stated when it registered or when its file was updated in the Exporters' File. The notices are not necessarily subject to the combined selection of products/services and country as they may sometimes relate to invitations to economic or trade missions or to contact

FIGURE 2. GEOGRAPHICAL BREAKDOWN OF THE EXPORTERS' FILE IN 2012



days or inform companies about a new regulation that enters into force in an export market or a market they are interested in.

The Selective Dissemination of Information is a service provided to companies free of charge by post or electronically and bears the logo of the regional organisation for the promotion of foreign trade. Almost 22,000 companies receive SDI by e-mail, which represents over 93% of the companies included in the Exporters' File. In 2012, the Belgian Foreign Trade Agency circulated over 9,000 SDI announcements.



FIGURE 4. EVOLUTION IN BUSINESS PROPOSAL ANNOUNCEMENTS

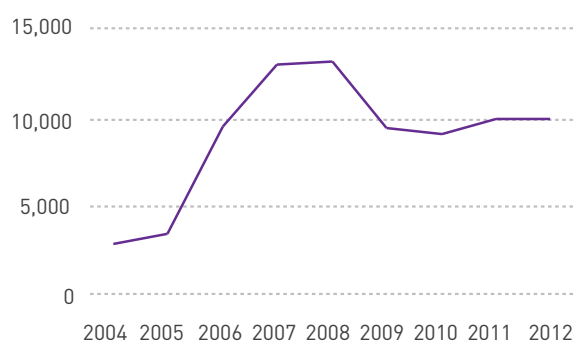


FIGURE 5. BREAKDOWN PER TYPE OF BUSINESS OPPORTUNITY IN 2012

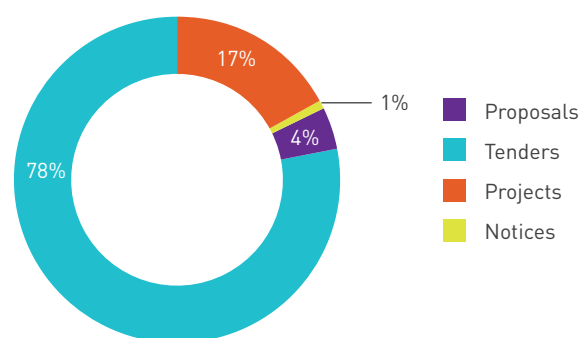


TABLE 2. NUMBER OF ANNOUNCEMENTS CIRCULATED IN 2012 PER TYPE OF BUSINESS OPPORTUNITY

	2011	2012
Business Proposals	427	387
Tenders	7,430	7,125
International projects	1,207	1,573
Notices (including Trade Flashes)	109	114





FIGURE 6. SDI EVOLUTION PER TYPE OF BUSINESS OPPORTUNITY OVER THE LAST FEW YEARS

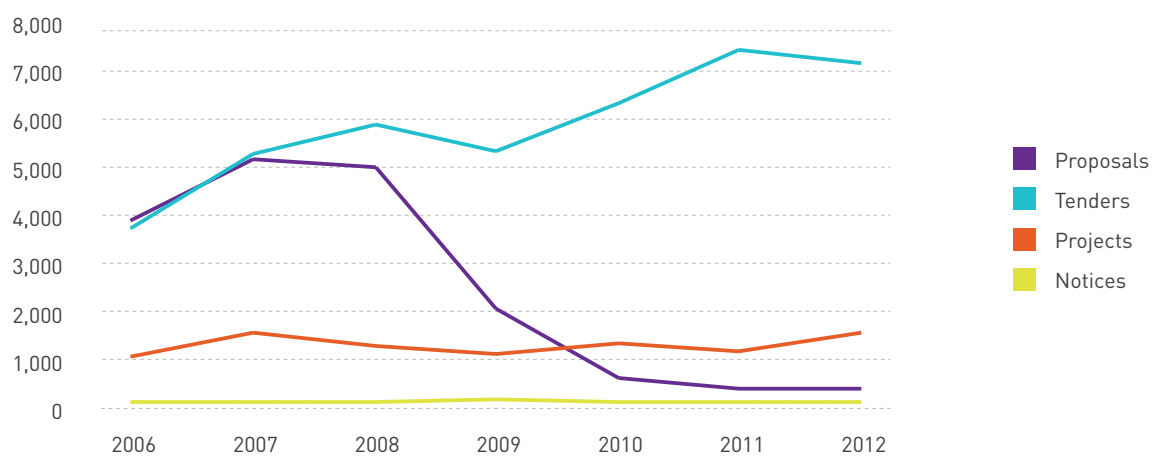


FIGURE 7. GEOGRAPHICAL BREAKDOWN OF BUSINESS OPPORTUNITIES BY CONTINENT FOR 2012

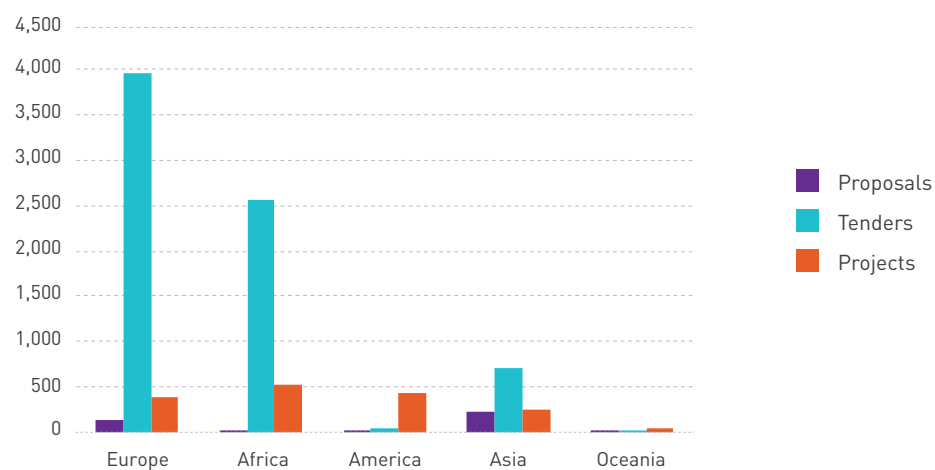


TABLE 3. TOP 10 LOCATIONS PER BUSINESS OPPORTUNITY

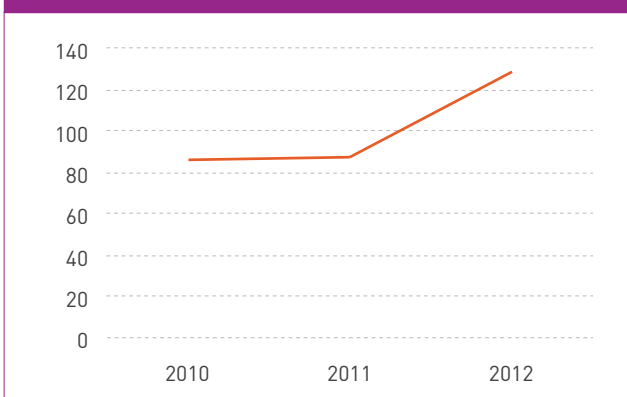
PROPOSALS	TENDERS	PROJECTS
Pakistan	Algeria	Brazil
India	France	Moldavia
Lebanon	Germany	Tanzania
China	Spain	Ukraine
Hong Kong	United Kingdom	Mexico
Poland	India	Ivory Coast
Spain	Grand Duchy of Luxembourg	Zambia
South Korea	Italy	Liberia
Algeria	Romania	Morocco
Finland	Greece	Kenya

In 2012, the Tenders service recorded an increase of almost 50% in companies' order specifications. In fact the Belgian Foreign Trade Agency offers companies the opportunity to obtain specifications in order to allow them to participate in calls for tender in more distant markets.

To this end the Belgian Foreign Trade Agency contacts the departments in Belgian embassies and consulates or regional economic and commercial attachés responsible for obtaining the documents from official bodies and distributing them to companies.

Upon receipt of the statement of disbursement, the Belgian Foreign Trade Agency reimburses the embassies/consulates or the regional economic or commercial attachés and draws up an invoice for the companies in euros. This process ensures that on the one hand companies obtain the vital documents they need in time to participate in the tender and on the other they do not have to bear the costs of fluctuating exchange rates.

FIGURE 8. NUMBER OF ORDER SPECIFICATIONS



### 1.2.3 TRADE FLASHES

The system for circulating Trade Flashes, established by mutual agreement, between representatives from the FPS Foreign Affairs, the three Regions and the Belgian Foreign Trade Agency in 2009, lost momentum during the course of 2011 and a recovery was not detected in 2012.

As a reminder, a Trade Flash essentially consists of first hand information regarding major projects, of details about upcoming projects/tenders or about regulations that have not yet been made public. The primary objective of a Trade Flash is to provide fast, concise and targeted information representing an economic and commercial interest to Belgian and Luxembourg companies registered in the Exporters' File to promote foreign trade.

Trade Flashes are sent to companies by e-mail using Selective Dissemination of Information and all electronic mail bears the logo of the regional organisation for the promotion of foreign trade depending on the area in which the company is based. They are communicated in French or Dutch.

Moreover the Belgian Foreign Trade Agency is committed to translating the Trade Flashes, which were only to be communicated in one of the two national languages.

In 2012, twenty-one Trade Flashes were circulated to corporations.

FIGURE 9. GEOGRAPHICAL ORIGIN BY CONTINENT OF TRADE FLASHES IN 2012

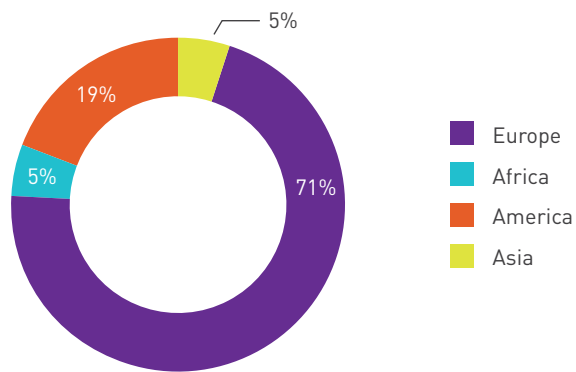
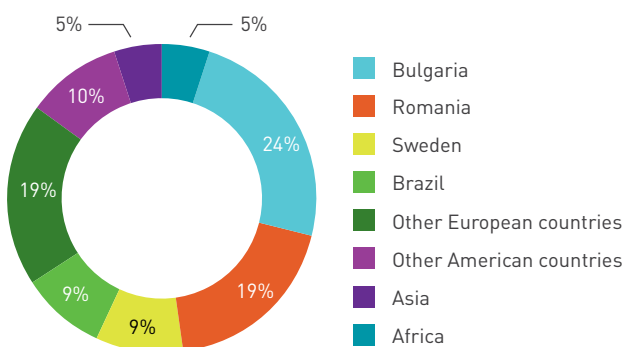


FIGURE 10. GEOGRAPHICAL ORIGIN OF TRADE FLASHES BY COUNTRY



## Topics

Almost seventy-five percent of Trade Flashes circulated concerned the launch of infrastructure projects and/or investments and therefore presented a clear economic and commercial interest to companies. They involved future energy, road, airport or rail projects.

Future calls for bids, tenders or international projects which the Belgian Foreign Trade Agency learned about through the Trade Flash system (such as projects involving the Asian Development Bank) were all circulated directly by the Belgian Foreign Trade Agency's Tender or International Projects units via the Selective Dissemination of Information system.





## 1.2.4 INFORMATION SEMINARS ON INTERNATIONAL PROJECTS

Just as they do every year, the eighteen members of the Permanent Representations to the European Union and organisations responsible for promoting foreign trade organised two sectoral seminars.

Three countries are responsible for organising each seminar while the other countries are responsible for inviting and registering their companies.

The first seminar, whose practical organisation was the responsibility of Ubifrance, the Permanent Representations of France, Spain and the United Kingdom, was held at the Hotel NH Grand Sablon, Rue Bodenbroeck in Brussels on Wednesday 13 June 2012 and was entitled 'Agriculture, Rural Development and Food Security in EU External Aid Programmes'.

Seventy-one companies registered their participation including ten Belgian companies:

- ADE
- AGRER
- AGRO PLAN CONSULTING
- FINANCE & PLANNING
- KANTOR QWENTES
- NV VET SHOPS
- SAFEGE
- TRANSTEC
- SCHUMAN ASSOCIATES
- IBF

Following a morning punctuated by speeches devoted to shedding new light on aid in terms of agriculture, particularly environmental aspects, the afternoon provided participants with the opportunity to hold discussions in the form of bilateral meetings, which allowed numerous partnerships to be concluded.

The second seminar, the practical organisation of which was entrusted to the Permanent Representation of France, Ubifrance, Germany Trade & Invest and the Association of German Chambers of Industry & Commerce (DIHK), took place on 11 December 2012 at the Hotel Bloom, Rue Royale in Brussels and was entitled: 'Human Resources Development in the EU External Aid Instruments'.

Some eighty companies attended including eleven Belgian companies:

- CROSS INTERNATIONAL NV
- CUBIKS BELGIUM
- DELOITTE
- ELAN LANGUAGES
- GNOSIS CONSULTANCY BVBA
- LESIRE & PARTNERS
- PARAGON EUROPE
- SAFEGE
- MDF
- TRANSTEC
- SCHUMAN ASSOCIATES

The first part was devoted to new educational and training programmes, to the 'Tempus' and 'Erasmus' programmes, while the second part consisted of bilateral meetings.

We wish to mention here that Belgian companies that participated in the seminars thanked the Belgian Foreign Trade Agency's Projects department for the assistance it provided in terms of access to markets, facilitated by the provision of correct, targeted and anticipatory information.



## 1.3 STUDIES, FOREIGN TRADE STATISTICS AND FISCAL CERTIFICATES

### 1.3.1 STUDIES

In 2012, five 'country' studies were published, in French and Dutch, corresponding to the Princely missions carried out during the year. They related to the following countries: **Vietnam, Japan, Turkey, Australia and New Zealand**. They aim to provide the reader with an overall macroeconomic view as well as a list of flourishing export sectors. They also list the key sectors that offer major opportunities for our Belgian export companies. The country studies are enjoying considerable success on the Internet: they were viewed by over 4,500 visitors in 2012, representing an increase of almost 61% compared with 2011.

Furthermore a '**Belgian software**' sectoral study was published. It analyses the sector's specific characteristics and offers statements from key players.

It was widely distributed and used at many fairs and exhibitions as well as by companies involved in the sector. Since it was published, it has been downloaded from the website 430 times, which equates to an average of four times a day.



### 1.3.2 STATISTICS

#### 1.3.2.1 Mission

The Belgian Foreign Trade Agency is authorised, in accordance with Article 2 of the Appendix to the Cooperation Agreement, to collect, process and disseminate national and international comparative statistics.

#### 1.3.2.2 Sources

2012 was synonymous with the development of the Statistics department.

A strategic partnership was concluded with Eurostat, which provides the Agency with access to all statistics related to foreign trade in goods of the 27 EU Member States. It represents a major enhancement in terms of data and regular updates of the latter.

All requests are already being processed using the new system, which is called Comext. More comprehensive and very recent information is supplied to clients in .xls format, which represents a definite advantage in terms of service. In 2012, only subscriptions subject to a specific development were still processed using the old computer system. As of 2013, all data will come from Comext and the old system will be decommissioned for good.

The services statistics are provided each quarter by the National Bank of Belgium.

The Economist Intelligence Unit, the World Trade Organisation and websites of the various foreign authorities responsible for foreign trade statistics are other sources that are consulted frequently.

### 1.3.2.3 ACTIVITIES

A new employee joined the Statistics team, which consequently represents three full-time posts. The arrival of the new colleague reinforced the department, which registered a record number of requests in 2012 as illustrated by the 'Key Performance Indicators' shown below.

TABLE 4. ACTIVITY INDICATORS FOR THE STATISTICS DEPARTMENT

Activity indicator	Total 2011	Total 2012	in %
Ad hoc requests	284	516	81.69%
Bilateral reports	226	223	-1.33%
Bilateral trade sheets	64	174	171.88%
Total dispatches	4,080	4,740	16.18%
Ambassador briefings	17	32	88.24%

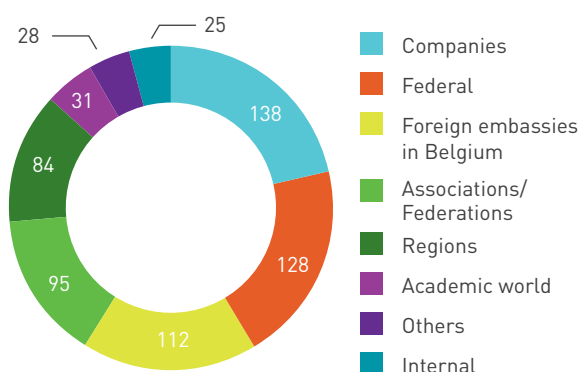
We see an increase in two or three figures for responses to ad hoc requests, the compilation of bilateral trade sheets, the participation in briefings for newly appointed ambassadors as well as subscription mailings.

#### Ad hoc requests

The main clients are companies, followed by the Federal Public Services, foreign embassies in Belgium, associations and federations as well as the Regions.

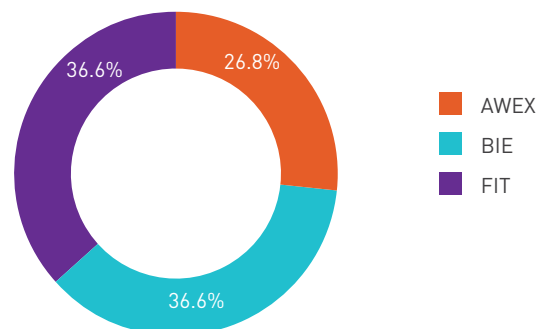
FIGURE 11. BREAKDOWN OF CLIENTS RELATED TO AD HOC REQUESTS

Total number of mailings - January - December  
(subscriptions not included)



The volume of requests originating from the three Regions is almost equal as shown in the following diagram:

FIGURE 12. BREAKDOWN OF REGIONAL CLIENTS RELATED TO AD HOC REQUESTS



The Statistics department was also interviewed by **television and radio channels** (VRT, Canal Z/Kanaal Z, Radio Alma, etc.) as well as by **representatives from the written press** (De Standaard, De Morgen, Trends-Tendances, etc.).

#### Bilateral reports and trade sheets

In 2012, the department compiled more than 220 reports on bilateral trade relations in French, Dutch and English. These reports provide a highly comprehensive overview of the exchanges of goods and services between Belgium and its various partners.

Compiled on demand, these reports are also published on the Agency's website. Moreover they are extremely popular: in fact they take first prize for the most consulted section.

Of these reports, 52 were requested by the Royal Palace for visits by Foreign Heads of State or letters of credence for new ambassadors.

The following persons or authorities also requested reports:

- the Chancellery of the Prime Minister,
- the FPS Foreign Affairs,
- Belgian embassies abroad,
- foreign embassies in Belgium,
- economic and commercial attachés,
- the European Parliament,

- Chambers of Commerce and Federations,
- journalists,
- students.

Bilateral trade sheets are a condensed version of the reports and provide a concise overview of trade relations between Belgium and a partner. They are available in English, are highly valued and can be downloaded from the Agency's website. They can be generated on demand in a timely manner.

### Quarterly brochures, annual brochure and reports

Every quarter the Agency publishes a brochure containing key data related to Belgian foreign trade. Two versions of this brochure are available: a bilingual Dutch/French version and an English version.

Quarterly reports published in French, Dutch and English portray an accurate picture of the evolution in Belgian imports and exports over 3, 6, 9 or 12 months.

Once a year the Belgian Foreign Trade Agency publishes a brochure detailing Belgian foreign trade with all world countries and according to the 22 sections of the nomenclature.

An international report on global trade based on results provided by the World Trade Organisation (WTO) is also published in three languages (French, Dutch and English). This report allows one to compare Belgium's commercial performance with that of other world countries.

Furthermore the Statistics department publishes a list of the main products exported by Belgium and the share of global exports for this product or group of products that this represents. This document includes the different products in descending order of importance for which our country is categorised as a 1st, 2nd, 3rd, 4th or 5th class global exporter.

In addition to these activities, the department published its traditional quarterly reports related to Belgian foreign trade, the **'World Trade'** publication and the **'Belgium's Foreign Trade'** publication.



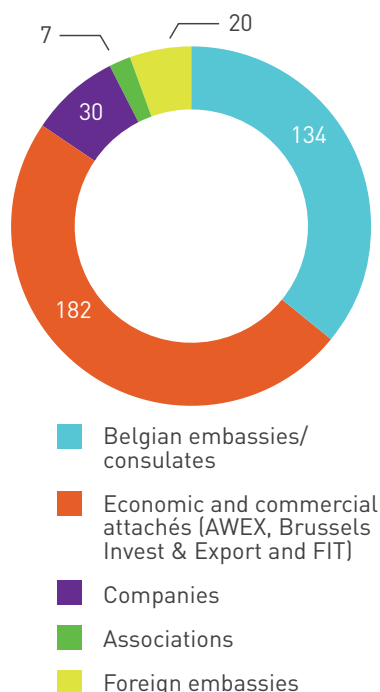
### Subscriptions

The number of the Belgian Foreign Trade Agency's clients amounted to 373. The latter receive figures at an established frequency rate (monthly, quarterly or annually) that correspond to a specific demand or to their interest profile.

Each month all Belgian diplomatic and consular posts are sent the foreign trade results for Belgium with their country or countries of jurisdiction by e-mail. This data is also sent to all economic and commercial attachés of the three Regions that have expressed the desire to receive this type of information.

The Belgian Foreign Trade Agency also sends statistical data to certain foreign companies or certain foreign embassies that want more detailed information than that covered by the 22 sections in the nomenclature.

All the data are sent electronically.

**FIGURE 13. TOTAL NUMBER OF STATISTICS SUBSCRIPTIONS IN 2012**

### 1.3.3 FISCAL CERTIFICATES

Tax exemption for additional staff recruited to perform export activities is a FPS Finance fiscal support measure (Article 67 of the Belgian Income Tax Code 1992 introduced by means of the Law of 27 October 1997 related to the provisions for fiscal stimuli for exports and research, Belgian Official Gazette 2 December 1997). It provides for tax exemption on taxable income up to EUR 10,000 (indexed for 2012, income from 2011 at EUR 14,140 euro) in the event of an additional full-time member of staff being recruited in Belgium as an 'Export' manager.

Those that are entitled to this exemption include industrial, trading and agricultural companies (whether they are start-ups, SMEs or large enterprises). This exemption does not apply to professionals, employees or any person already performing a remunerated activity.

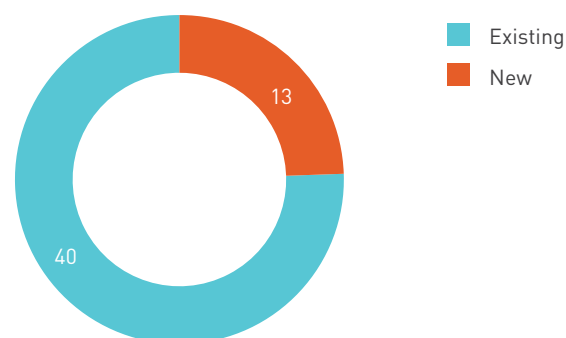
If the newly appointed export manager was already employed full-time by the company, the exemption may still apply as long as the company recruits a new full-time employee within thirty days of the export manager assuming his/her new role.

The award of this exemption is subject in part to the submission of a nominative declaration in view of obtaining exemption for the export manager and also to the obtainment of a certificate issued by the Belgian Foreign Trade Agency.

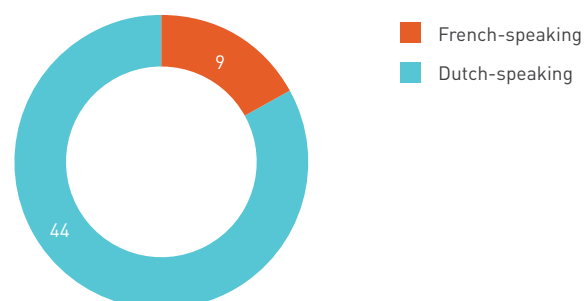
In 2012, 53 certificates were granted including 13 new case files and 40 existing ones. 44 of the companies that benefited are Dutch-speaking and 9 are French-speaking.

**FIGURE 14. TOTAL NUMBER OF 'EXPORT MANAGER' FISCAL CERTIFICATES ISSUED IN 2012**

**Fiscal certificates issued in 2012: new versus existing case files**

**FIGURE 15. 'EXPORT MANAGER' FISCAL CERTIFICATES ISSUED IN 2012: BREAKDOWN OF CASE FILES ACCORDING TO LANGUAGE**

**Fiscal certificates issued in 2012: breakdown of case files according to language**







## 1.4 REGULATIONS AND LEGAL QUESTIONS

Article 2 of Appendix 1 to the Cooperation Agreement stipulates that, with regard to legal and regulatory information and documentation, the Agency is responsible for the following matters:

- exports (Belgian and European regulations),
- sales structures and related contractual obligations,
- product control: health standards and regulations,
- fiscal obligations (customs and indirect taxes),
- commercial practices,
- sales and distribution,
- exports and imports in Belgium,
- industrial property,
- setting up business abroad,
- payment regulations and commercial litigation.

In addition to disseminating general information (copies of law texts, import tariffs, names of lawyers, etc.) for a number of years a clear trend has been emerging related to the communication of practical advice.

Most queries relate to:

- Strategic choices: which distribution methods, which customs regime, which delivery terms and conditions, etc. are most appropriate in a certain given situation?
- Verifying or adapting contracts: re-reading contracts, formulating counter-proposals, etc.
- The application of administrative requirements: how to invoice, how to apply VAT, which documents to include, authentication, etc.?
- Assessing the consequences of legal acts: evaluating indemnity due to a client as a result of the termination of a commercial agency, choice of payment terms, the importance of the right of ownership, etc.
- Analysis of disputes: arbitration or tribunal, etc.

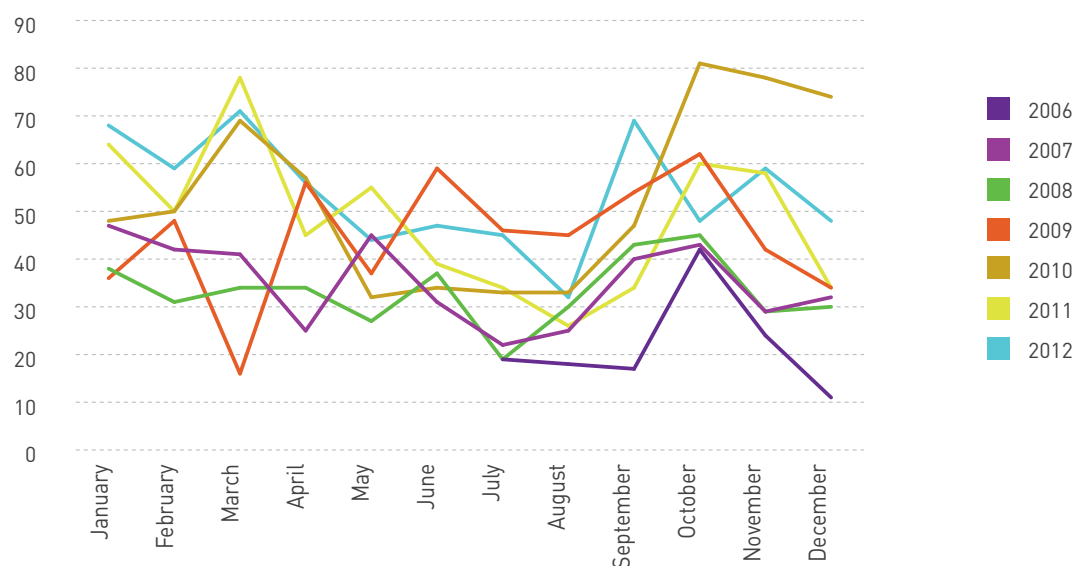
Replies are generally made in writing. In rare cases and for practical reasons (limited personnel, limited availability, lack of time) and at the express request of regional partners, face-to-face meetings can be organised with the companies concerned.

### 1.4.1 REGULATORY CASE FILES

Between 1.01.2012 and 31.12.2012, the Regulations department opened a total of 646 new case files; the largest number to date, bringing the number of case files processed since 2006 up to 3,345.

Telephone requests and questions from visitors, not confirmed in writing, have not been included.

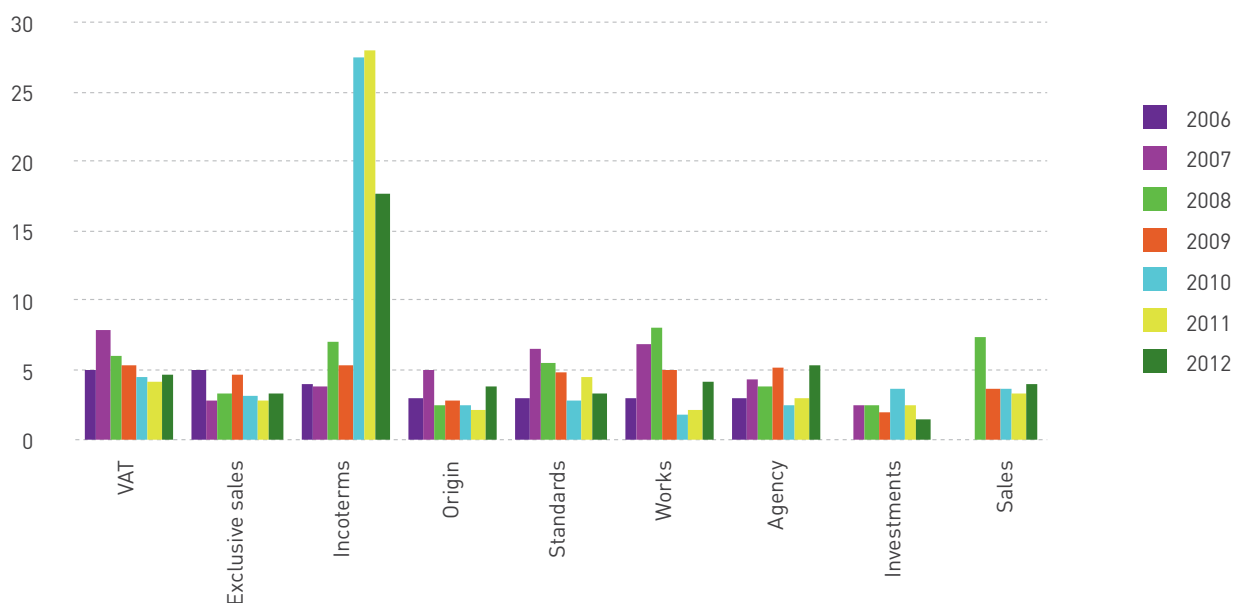
FIGURE 16. BREAKDOWN OF THE NUMBER OF CASES PROCESSED BY THE REGULATIONS DEPARTMENT FROM 2006 TO 2012



Since the Regulations department was created, the distribution of case files according to type has remained relatively stable: litigation cases and internal case files constitute a small percentage while the vast majority (85%) involve regulatory questions from companies.

The breakdown of 'Regulations' case files according to the nature of questions posed in 2012 is as follows:

FIGURE 17. BREAKDOWN OF REGULATIONS CASE FILES BY SUBJECT 2006 - 2012





The exponential increase in 2010 and 2011 in questions related to Incoterms decreased somewhat in 2012, however this topic continues to be the main subject of case files submitted to the Regulations department. The Belgian Foreign Trade Agency's collaboration in the compilation and translation of these international regulations can account for this.

Furthermore it is noteworthy that interest in the more 'regulatory' themes (documents, provenance, standards, customs, etc.), which had been rather limited in recent years, has caught up with a certain number of 'contractual' themes (all aspects of distribution and sales).

The more 'legal' themes not related to contractual freedom (and therefore to decision-making autonomy) but related to 'documentation on applicable regulations' (investments, intellectual property, etc.) certainly appear to be gaining ground.

Last year's 'runner up' (payment methods, documentary credits, exchange regulations, etc.) decreased somewhat.

In general questions are very varied and necessitate a broad knowledge of all aspects of international trade.

## 1.4.2 GEOGRAPHICAL BREAKDOWN OF QUESTIONS

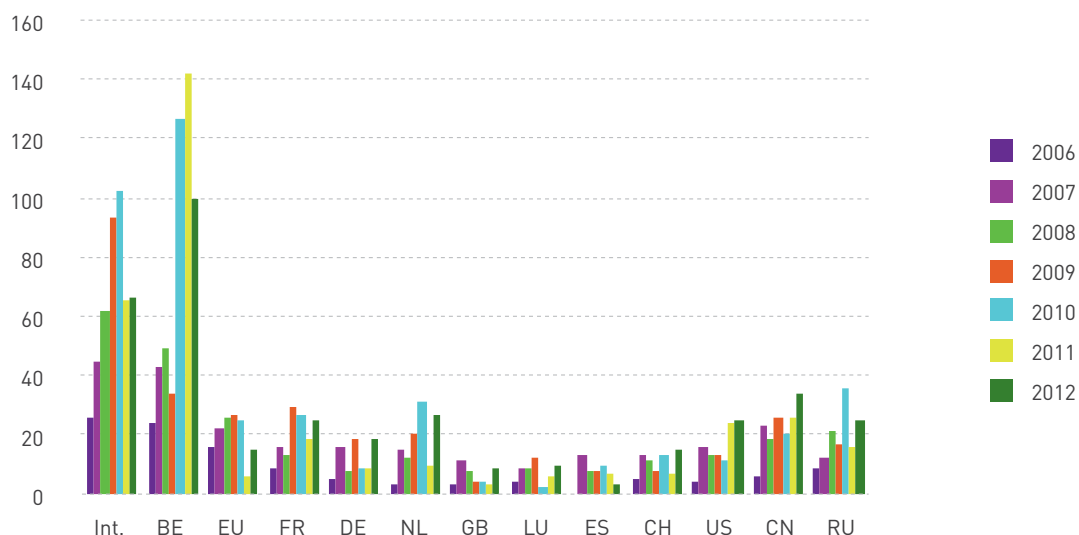
In the last few years the geographical breakdown of questions has remained relatively stable with a traditional and major share of 'questions lacking any particular geographical context' (approximately 20%). This pattern was broken for the first time in 2011 and this trend intensified in 2012: only 10% of questions present no specific geographical context.

Questions related to Belgian regulations still score high however the most noteworthy fact is the increase in the number of questions concerning a certain number of large and distant markets (USA, China and the Russian Federation) in recent years. This increase was confirmed (with some striking absences such as India, Brazil and Indonesia).

Arab countries subject to embargoes continue to score highly and the return to countries particularly affected by the crisis of the European economies (such as Spain and Italy) is especially noteworthy.

Finally the trend, that countries presenting a high level of 'actual trade' raise the all-important questions, was confirmed. For other countries, there may be an interest (given the popularity of the missions) but at the moment very few actual transactions generate legal questions.

FIGURE 18. GEOGRAPHICAL BREAKDOWN OF QUESTIONS 2006 - 2012



## 1.5 WEBSITES

### 1.5.1 THE BELGIAN FOREIGN TRADE AGENCY'S WEBSITE

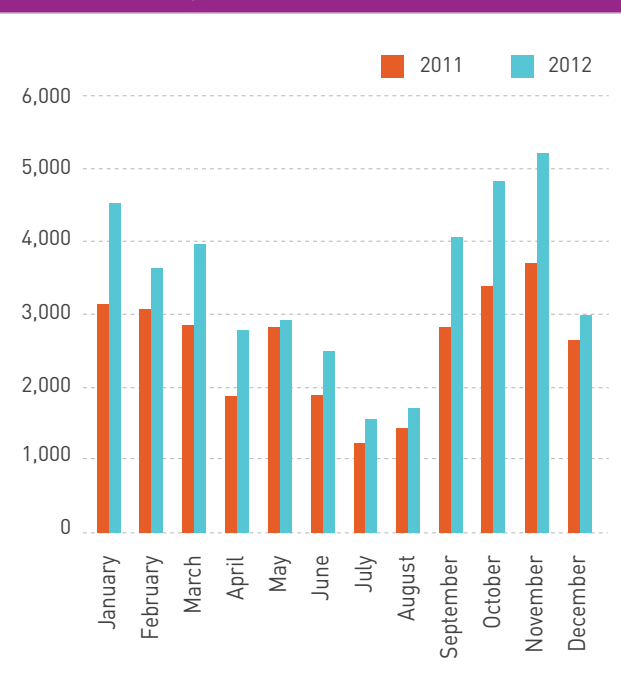
2012 saw a significant increase in the number of visits to the Belgian Foreign Trade Agency's website: more than 40,000 persons consulted the information placed online. This represents an exceptional increase of over 31% compared with 2011.

**TABLE 5. EVOLUTION IN THE NUMBER OF VISITORS TO THE FRENCH AND DUTCH WEBSITES IN 2012 COMPARED WITH 2011**

	2011	2012	Difference in %
January	3,137	4,516	43.96%
February	3,071	3,632	18.27%
March	2,843	3,961	39.32%
April	1,863	2,767	48.52%
May	2,818	2,928	3.90%
June	1,879	2,501	33.10%
July	1,230	1,557	26.59%
August	1,428	1,709	19.68%
September	2,824	4,065	43.94%
October	3,385	4,838	42.92%
November	3,690	5,203	41.00%
December	2,645	2,982	12.74%
	<b>30,813</b>	<b>40,659</b>	<b>31.95%</b>

Structural improvements were made, notably in terms of SEO, which certainly account for the increase in the number of visitors registered.

**FIGURE 19. EVOLUTION IN THE NUMBER OF VISITORS TO THE FRENCH AND DUTCH WEBSITES IN 2012 COMPARED WITH 2011**



A new 'multimedia' section was added. It offers a range of reports published in the audiovisual press about the economic missions. An agreement concluded with Belga at the beginning of 2012 allows us to display quality photographs.

**FIGURE 20. WEBSITE: CREATION OF A NEW 'MULTIMEDIA' SECTION**



The site attracts visitors from around the world but especially from the following ten countries:

**TABLE 6. WEBSITE: GEOGRAPHICAL ORIGIN OF VISITORS**

Total	Visitors
Belgium	21,168
France	2,401
The Netherlands	1,076
United States	1,051
Germany	357
United Kingdom	322
Spain	255
Morocco	218
Canada	183
Turkey	171

The average duration of a visit to the website increased to 5.22 minutes while the number of pages consulted per visit is five.

### 1.5.2 THE LAUNCH OF WWW.BELGIANECONOMICMISSION.BE

Aware of the fact that communication in our digital world requires the implementation of new strategies, in 2012, the Agency launched a new initiative with the technical and financial support of FEDICT Information and Communication Technology Federal Public Service. It involved the launch of a website dedicated exclusively to Princely missions: **www.belgianeconomic-mission.be**. The temporary website brings together all the information related to a mission, ranging from the details of the various events, continuous updates to the programme, to the digital versions of all the publications related to the missions. The website's lifespan is approximately one month. It goes live the day the mission briefing is held and remains live up to two weeks after the mission has concluded.

These websites facilitate a quick and effective means of communication with the participants and represent a valuable source of information for all members of the delegation, for the Belgian and local press or the authorities or partners of the countries visited. A review of the day's activities is placed online each day during the mission, and photographs of the various events can also be viewed.

Three successive websites were created in 2012, for the missions to Japan, Turkey and Australia / New Zealand. In terms of visits the websites were extremely successful. The total number of visits to the websites is 11,833, which includes 6,397 individual visitors who consulted some 54,224 pages.

The website underwent improvements throughout 2012. Since the second version, adjustments have for example been made to optimise consultation of the website on smartphones and tablets. Finally the website is increasingly being used by participating companies and organisations to highlight their activities.



## 1.6 COLLABORATION WITH THIRD PARTY INITIATIVES

The Agency occasionally lends its support to a range of events. In most cases these are organised by regional departments for the promotion of foreign trade (or in close collaboration with the latter) as well as by the FPS Foreign Affairs, Foreign Trade and Development Cooperation. During 2012 the Belgian Foreign Trade Agency participated in the following events:

- 16 January 2012: A presentation on 'The Princely Missions, an asset that is increasingly valued by companies', Chamber of Commerce and Industry of Brabant Wallon
- 3 February 2012: Information session for diplomats (Belgian Foreign Trade Agency)
- 9 February 2012: Seminar 'Doing business with Japan', organised by UNIZO (Diegem)
- 15 February 2012: Seminar 'Doing business with Vietnam', organised by UNIZO (AWEX)
- 18 April 2012: Seminar on Turkey, ING
- 29 May 2012: Seminar 'Doing business with Turkey', organised by UNIZO (Ghent Port Company)
- 17 June 2012: Interview with Voix d'Asie - 'Trade relations with Cambodia', Radio Alma
- 19 June 2012: Seminar 'Doing business with Australia & New Zealand', organised by UNIZO (Jan De Nul)
- 22 June 2012: Federation of Belgian Enterprises 'Commission International Relations'
- 14 August 2012: Interview with Voix d'Asie - Japan, Radio Alma
- 16 August 2012: Interview with Voix d'Asie - Vietnam, Radio Alma
- 31 October 2012: Televised interview 'The Belgian beer sector', Canal Z
- 15 November 2012: Radio interview 'Are we inadequately promoting Belgian gastronomy?' " (Radio 1)
- 13 December 2012: Seminar 'Doing business with Thailand', organised by UNIZO (Sint-Niklaas)
- 20 December 2012: Telephone interview 'Belgian Research'.

Throughout the year:

- Seminars related to 'Incoterms 2010' at international professional organisations and companies.
- Presentations about the 'International Sales Contract' (for organisations such as UA, VOKA and UNIZO)
- K. Vanheusden, Director of the Belgian Foreign Trade Agency is also a Professor at the International Business Institute and was invited by the VUB - Brussels Institute of Contemporary China Studies.
- The SDI department also assisted in distributing information from organisations such as: Enterprise Flanders, the BTC and Chambers of Commerce etc.





# 玉山祠





A group of approximately ten people, including men in suits and one man in a military uniform, are posed on the wide stone steps of a large, classical-style building. The group is arranged in two rows, with some individuals standing slightly behind others. The man on the far left of the front row is in a dark military uniform with a peaked cap. The woman on the far right of the front row is wearing a colorful, patterned dress and a yellow jacket. The background shows the stone facade and columns of the building. The text "BELGIAN FOREIGN TRADE IN 2012" is overlaid in white, bold, sans-serif font across the middle of the image.

# **BELGIAN FOREIGN TRADE IN 2012**

- 2.1 Exports
- 2.2 Imports
- 2.3 Geographical trade balances





## ANALYSIS OF THE FIGURES FOR 2012

(SOURCE: EUROSTAT – COMMUNITY CONCEPT\*)

An evaluation of Belgian exports **in value** for the period 2008-2012 reveals that they far exceeded their pre-crisis levels. Belgian exports increased by 8.3% between 2008 and 2012, from EUR 320.8 billion to EUR 347.5 billion. Belgian imports were up by 7.3% during this period, from EUR 317.0 billion to EUR 340.3 billion. Belgium's trade balance grew from EUR 3.8 billion in 2008 to EUR 7.2 billion in 2012.

However, a more detailed analysis, based this time on **quantities**, reveals that in 2012 both exports and imports were below their pre-crisis levels, by margins of 2.4% and 4.6% respectively. The price effect, which can be explained for example by the rise in petroleum products and certain raw materials, is the result of this.

During this same period, Belgium's clientele also diversified. Europe's market share has eroded slowly but surely in favour of Asia and South America for example, while North America found it rather difficult to maintain its own market share. This geographic diversification can be explained by the problems that have faced both the United States and Europe, while **emerging economies** have continued to excel. So it is vitally important that our exporters try and identify and explore growth possibilities wherever they present themselves.

TABLE 7. EVOLUTION IN BELGIAN EXPORTS AND IMPORTS BETWEEN 2008 AND 2012

In billion EUR	Exports	Imports
2008	320.8	317.0
2012	347.5	340.3
% var. 2012/2008	8.3%	7.3%
In billion tonne	Exports	Imports
2008	195.5	263.5
2012	190.7	251.4
% var. 2012/2008	-2.4%	-4.6%

\* Community concept/National concept

The results are presented according to the **community concept** which, unlike the national concept, takes into account imports and exports carried out by non-residents subject to VAT in Belgium, and in which no resident intervenes. Returned goods are also taken into account.



## 2.1 EXPORTS

### 2.1.1 GEOGRAPHICAL EVOLUTION OF EXPORTS

#### EUROPE

Two distinctions are made in the analysis of the evolution of Belgian exports to other European countries. A distinction is made between the *European Union* on the one hand and *countries outside the European Union* on the other. The European Union is also subdivided into:

- countries that are part of the eurozone and
- countries that are not part of the eurozone.

Exports to **European Union** member countries were down by **1.2%** in 2012, compared to an increase of 9.7% the previous year.

Belgian exports to eurozone countries took a hit, while deliveries to the other EU countries increased slightly over the past year. Sales to both groups of countries evolved as follows:

- -1.9% in 2012 as opposed to +9.4% in 2011 for the former group of countries and
- +1.8% in 2012 as opposed to +11.1% in 2011 for the latter group of countries.

#### Countries in the eurozone

Apart from Austria (+0.7%), the Netherlands (+4.4%), Slovakia (+8.5%) and Estonia (+25.0%), Belgium has seen exports decrease to all countries of the eurozone. The strong rise in exports to Estonia can still largely be explained by the fact that on 1 January 2011 the euro replaced the Estonian kroon as the local currency.

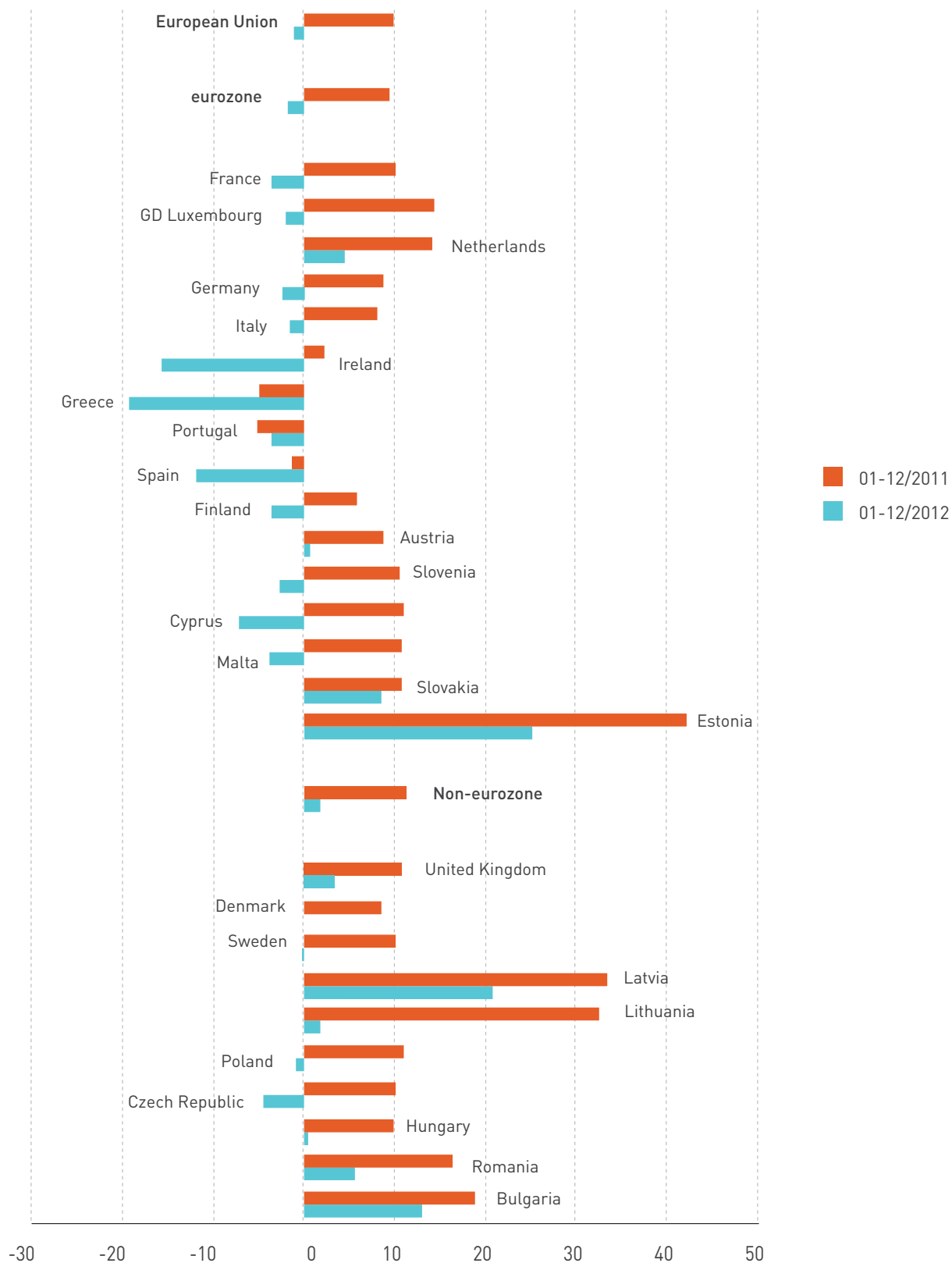
Belgian exports suffered most in Greece (-19.2%), Ireland (-15.8%), Spain (-11.9%) and Cyprus (-7.3%). This is no coincidence since these countries were hit hardest by the crisis of the European economies.

#### Countries outside the eurozone

Even though sales to Sweden (-0.1%), Poland (-1.0%) and the Czech Republic (-4.5%) were down, total Belgian exports still managed to increase by 1.8% in 2012. This can largely be attributed to the positive results obtained in countries such as Latvia (+20.8%), Bulgaria (+12.9%), Romania (+5.6%) and the United Kingdom (+3.3%).



FIGURE 21. VARIATIONS IN EXPORTS TO THE EUROPEAN UNION IN 2012 (2011) (IN %)



Belgian exports to the **other European countries outside the EU** rose by 7.6% in 2012. Nevertheless, there was a significant decrease in Belgian sales to Iceland. Belgian exports to this particular country fell by 15.4%, from EUR 68.1 million in 2011 to EUR 57.6 million in 2012.

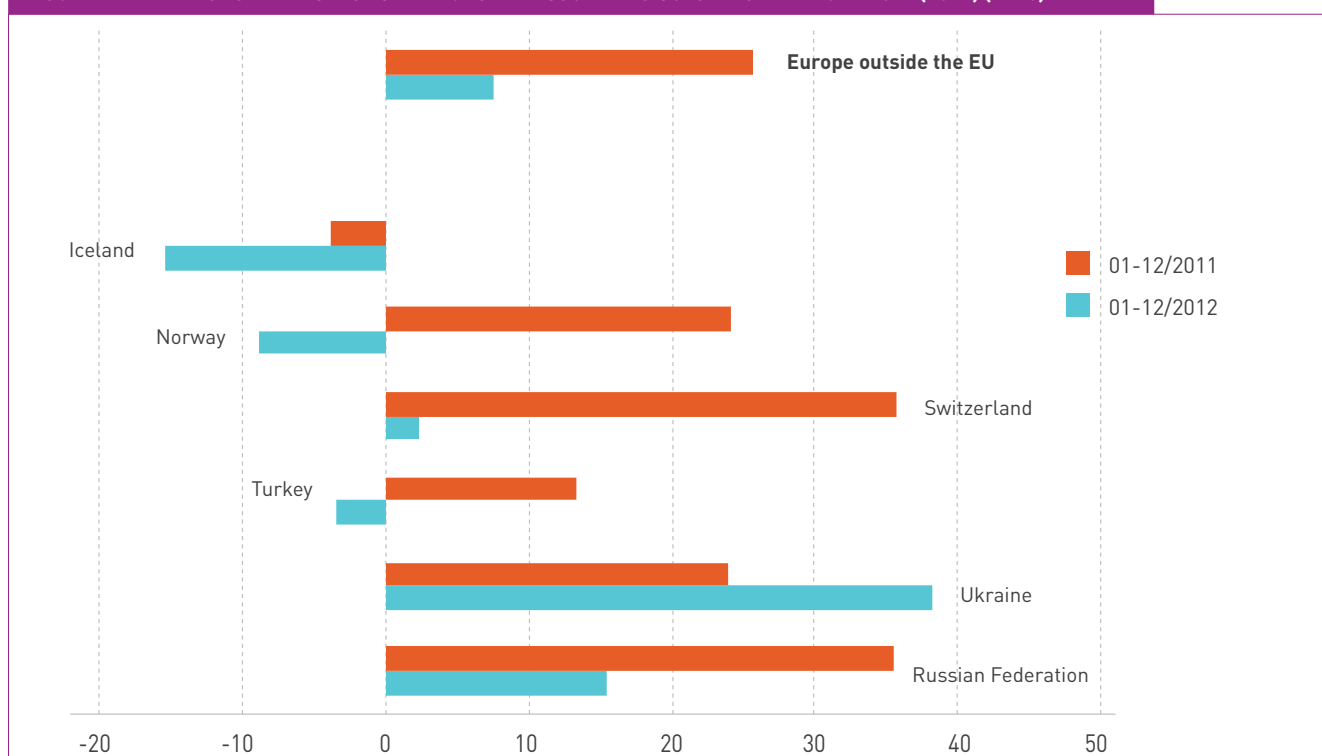
The fall in sales to Turkey (-3.5%) and Norway (-8.8%) was smaller in terms of percentage.

The growth rate of exports to Switzerland (+2.3%), Russia (+15.5%) and Ukraine (+38.2%) was more than able to compensate for these negative results.

In **Africa**, exports only decreased to Kenya (-5.4%). On the other hand, sales to Libya (+178.6%), Senegal (+128.2%), the Ivory Coast (+73.2%) and Angola (+69.0%) performed particularly well in 2012.

In **America**, Belgian exporters also saw their overall sales increase significantly. The 16.2% growth rate of sales to this continent in 2012 can largely be attributed to the surge of exports for example to Venezuela (+47.9%), Chile (+27.9%), Mexico (+19.1%), the United States (+18.3%), Colombia (+14.1%), Canada (+7.2%), Peru (+6.9%), Brazil (+5.7%) and Argentina (+3.8%).

FIGURE 22. VARIATIONS IN EXPORTS TO THE EUROPEAN COUNTRIES OUTSIDE OF THE EU IN 2012 (2011) (IN %)



## INTERCONTINENTAL EXPORTS

Developments recorded in **intercontinental exports** vary considerably. Nonetheless, Belgian sales to all continents increased in 2012. This is shown below:

- Africa:** +17.7% in 2012 compared with +24.7% in 2011;
- America:** +16.2% in 2012 compared with +1.0% in 2011;
- Asia:** +3.3% in 2012 compared with +19.7% in 2011;
- Oceania:** +4.2% in 2012 compared with +6.3% in 2011.

In **Asia**, Belgian exports performed particularly well in Kuwait (+33.6%), in Singapore (+22.1%), in Vietnam (+19.3%), in South Korea (+15.4%), in Japan (+12.5%), in Pakistan (+12.4%) and in Indonesia (+12.4%). On the other hand, sales fell to countries including Syria (-51.7%), Iran (-42.0%), Israel (-7.2%), Hong Kong (-5.7%), Taiwan (-4.8%) and Jordan (-4.6%). Although Asia continues to be the driving force behind Belgian exports, the overall rate of growth to the Asian continent fell from +19.7% in 2011 to +3.3% in 2012.

In **Oceania**, the overall result for 2012 was also positive. Sales to this continent saw their growth rate fall from +6.3% in 2011 to +4.2% in 2012. After a rise of 5.1% in 2011, sales to Australia increased by 5.9% in 2012. Exports to New Zealand fell by 0.9%.

## MARKET SHARES

The **European Union** still represents the largest share of Belgium's customers. However, from 2011 to 2012 the EU share of Belgian exports has fallen from 72.0% to 70.0%. This downward trend, which already began a few years ago, is still continuing to the benefit of growing economies like Brazil, Russia, India, China and South Africa.

*Eurozone countries* currently account for 57.2% of Belgian exports compared to 59.2% in 2011. The share of the *other EU countries* has remained stable (12.7%).

A few slight variations should be noted for Belgium's four largest customers:

- Germany's share fell from 18.1% to 17.4%;
- France's share dropped from 16.4% to 15.6%;
- the Netherlands showed an increase with its share rising from 12.2% to 12.5% and
- the share of the United Kingdom rose from 7.0% to 7.1%.

The share of European countries **outside the European Union** evolved in a positive way: from 5.5% in 2011 to 5.8% in 2012.

From 2011 to 2012, the shares of Belgian foreign trade to the different continents evolved as follows:

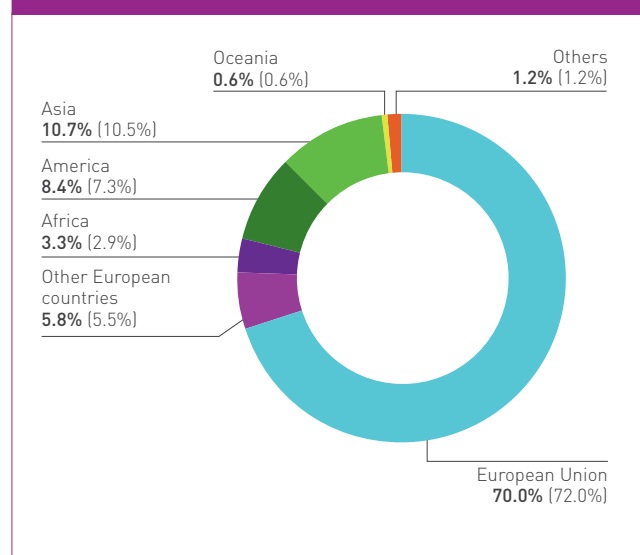
**Africa:** 3.3% in 2012 compared with 2.9% in 2011;

**America:** 8.4% in 2012 compared with 7.3% in 2011;

**Asia:** 10.7% in 2012 compared with 10.5% in 2011 and

**Oceania:** share remained unchanged at 0.6%.

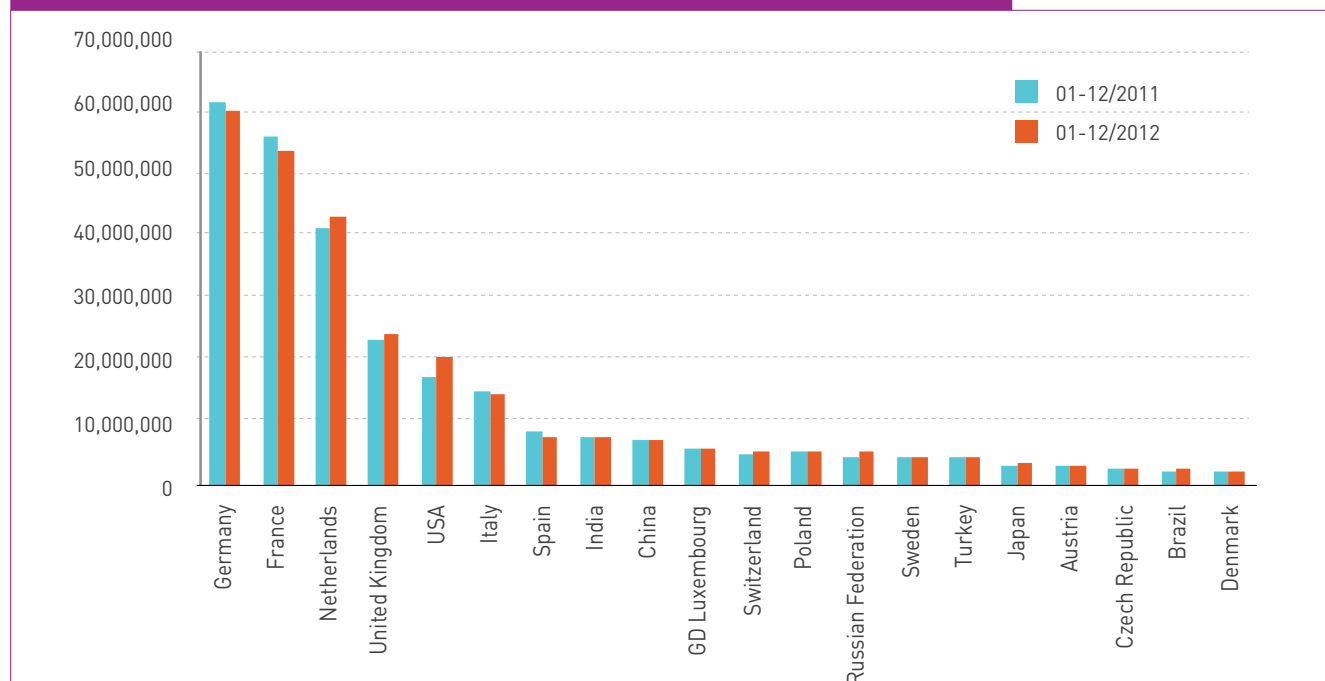
FIGURE 23. SHARE OF EXPORTS PER CONTINENT IN 2012 (2011)





Across all continents Belgium's **top 20 customers** were:

FIGURE 24. BELGIUM'S TOP 20 CUSTOMERS IN 2012 (2011) (IN MILLIONS OF EUR)



With EUR 60,512.7 million, **Germany** remains our number one customer. However, exports were down from EUR 61,999.3 million, a decrease of 2.4%.

**France** holds on to second place. In 2012, exports to The Hexagon amounted to EUR 54,145.8 million. Compared to the previous year exports dropped by 3.7%, from EUR 56,210.3 million.

Finally Belgian exports to the **Netherlands** grew from EUR 41,684.8 million in 2011 to EUR 43,518.9 million in 2012.

## 2.1.2 THE SECTORAL EVOLUTION OF EXPORTS

The **chemical products** section was still responsible for the lion's share of total Belgian exports with 23.6%. From 2011 to 2012 sales for this group of products rose by 3.6%.

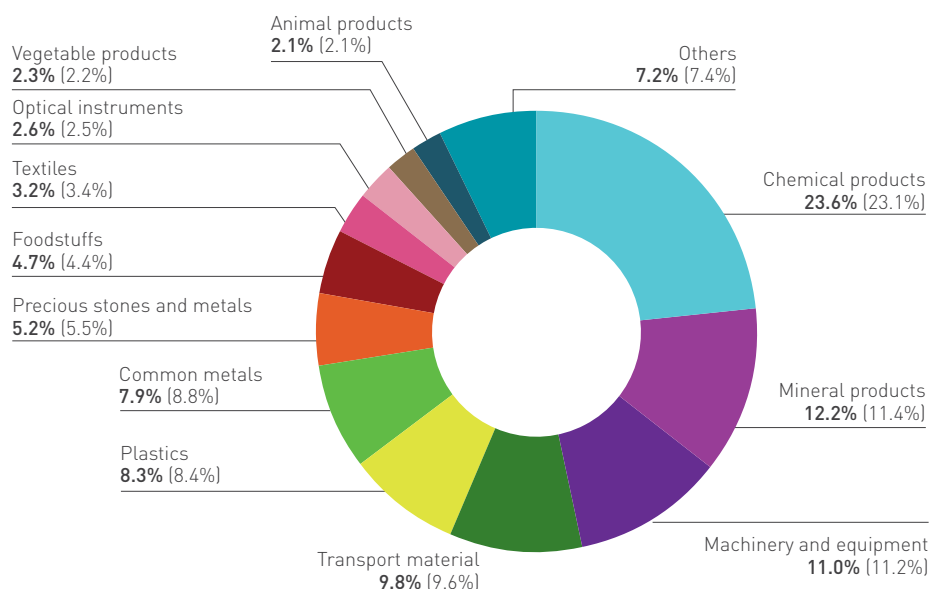
**Mineral products** take second place, accounting for 12.2% of total Belgian exports. Sales for this product group increased by 8.3% as opposed to a surge of 33.3% the previous year. The increase in sales of this section can largely be attributed to the sub-shares for 'petroleum oils or bituminous minerals', 'petroleum gas and other gaseous hydrocarbons' and 'crude petroleum oils or bituminous minerals'.

**Machinery & equipment** takes third place with a share of 11.0%. Exports of this group of products grew by 0.4%.

**Transport equipment** takes fourth place in 2012 with 9.8% (+3.6%) of total Belgian exports.

**Plastics** completed the top 5 of the most important export products. Thanks to an increase in sales of 0.4%, this group of products still represents a share of 8.3%.

FIGURE 25. SECTORAL BREAKDOWN OF EXPORTS IN 2012 (2011)



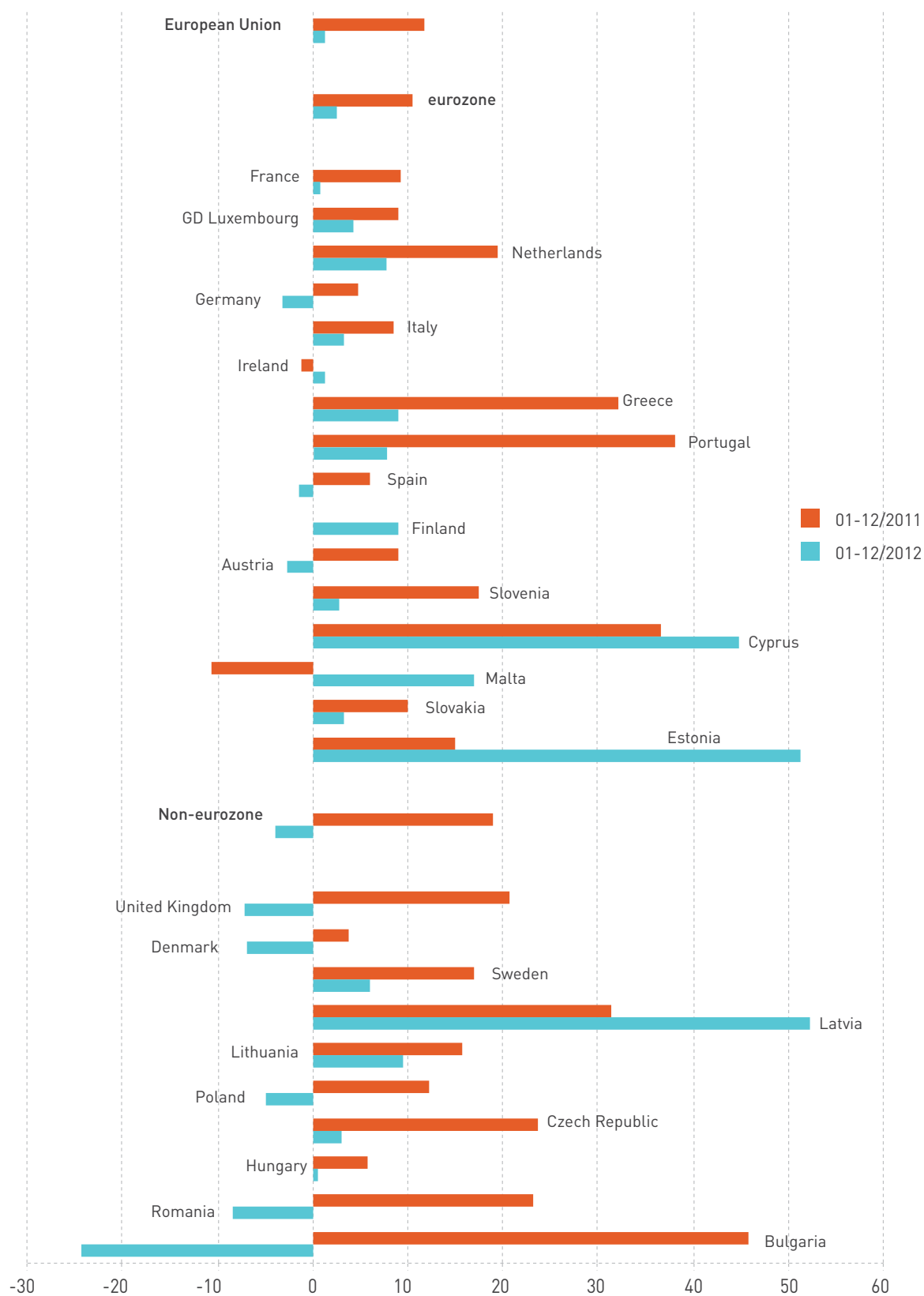
## 2.2 IMPORTS

### 2.2.1 GEOGRAPHICAL EVOLUTION OF IMPORTS

Belgian imports from the **European Union** countries showed a slight increase of 1.4% in 2012 compared with a rise of 11.7% in 2011. Belgium's purchases within the eurozone grew by 2.4% during the past year. Imports from other EU countries outside the eurozone fell by 3.9%, compared with a surge of 18.9% in 2011.

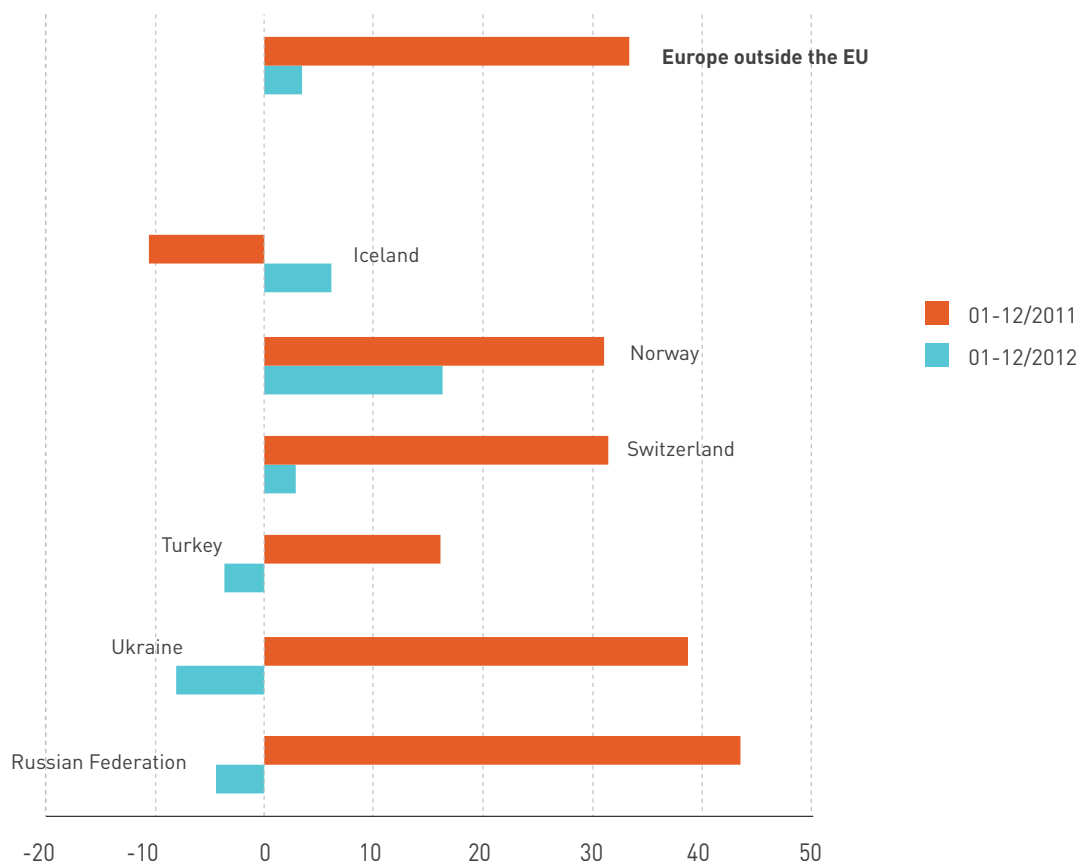
In the **eurozone**, Belgium saw an increase in imports from the Netherlands (+7.7%), Portugal (+7.8%), Greece (+8.9%), Finland (+9.0%), Malta (+16.9%), Cyprus (+44.9%) and Estonia (+51.4%). On the other hand, imports from Spain (-1.5%), Austria (-2.7%) and Germany (-3.2%) decreased in 2012.

The reason why imports from the **other EU countries outside the eurozone** fell by 3.9% in 2012, is a reduction in imports from Poland (-5.0%), Denmark (-6.9%), the United Kingdom (-7.2%), Romania (-8.5%) and Bulgaria (-24.3%).

**FIGURE 26. VARIATIONS IN IMPORTS FROM THE EUROPEAN UNION IN 2012 (2011) (IN %)**


Purchases from **other European countries outside the EU** increased by 3.5% in 2012 due to an increase in imports from Switzerland (+3.0%), Iceland (+6.3%) and Norway (+16.4%). A decrease in purchases from Turkey (-3.5%), Russia (-4.4%) and Ukraine (-7.9%) was less significant than the increases.

FIGURE 27. VARIATIONS IN IMPORTS FROM EUROPEAN COUNTRIES OUTSIDE THE EU IN 2012 (2011) (IN %)



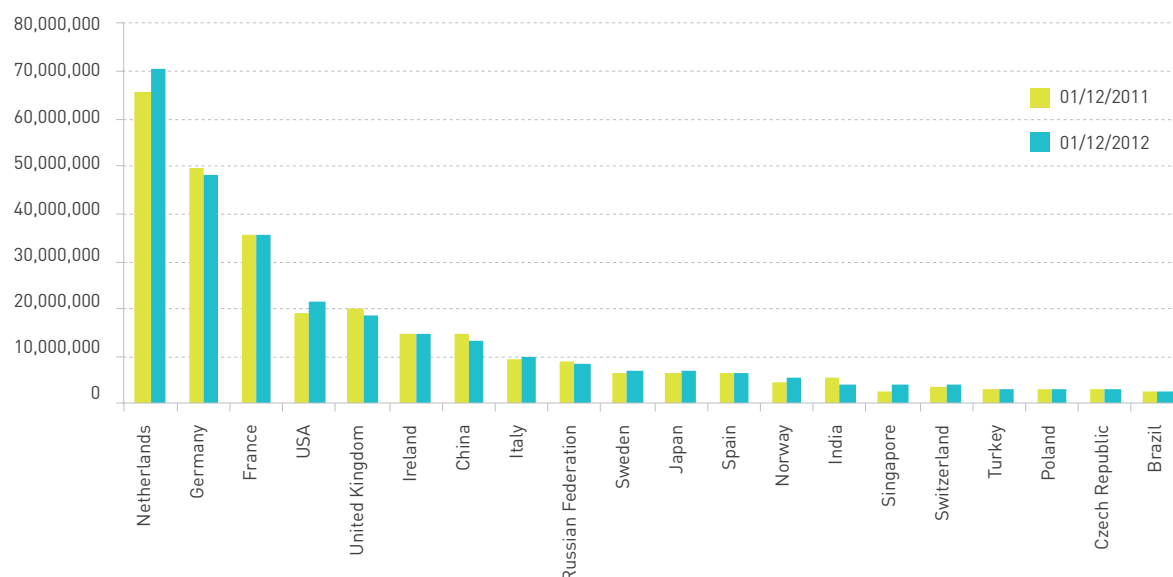
Imports from the **rest of the world** evolved differently from one continent to another. Those from Africa, America and Oceania increased in 2012, while those from Asia fell when compared to a year earlier. The results are listed below:

- Africa:** +11.5% in 2012 compared with +13.0% in 2011;
- America:** +5.0% in 2012 compared with +15.1% in 2011;
- Asia:** -3.1% in 2012 compared with +14.0% in 2011 and
- Oceania:** +12.2% in 2012 compared with +29.9% in 2011.



Across all continents the following countries were Belgium's **top 20 suppliers** in 2012:

FIGURE 28. BELGIUM'S TOP 20 SUPPLIERS IN 2012 (2011) (IN MILLIONS OF EUR)



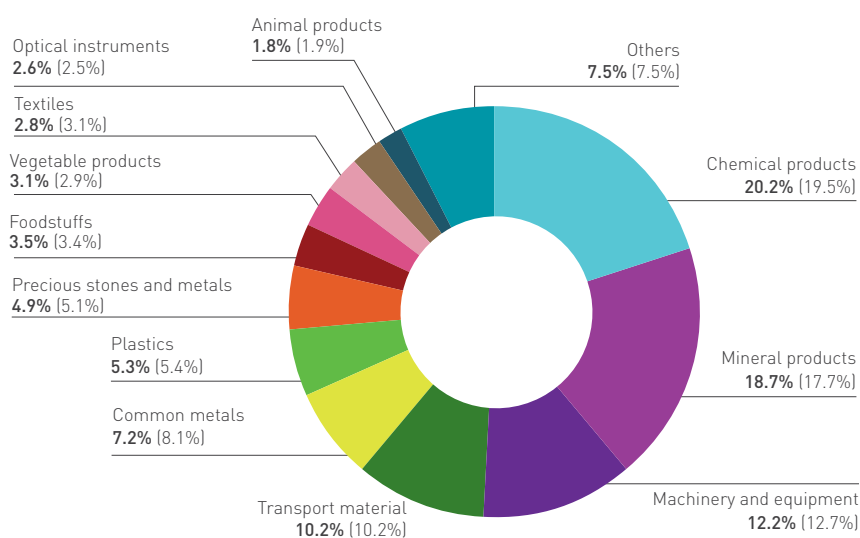
## 2.2.2 THE SECTORAL EVOLUTION OF IMPORTS

As in the case for exports, the largest share of imports belongs to **chemical products**, which account for a fifth of our total imports (20.2%). The share of this group of products grew slightly in 2012, due to an increase in purchases amounting to 5.4%.

**Mineral products** occupy second place with a share of 18.7%, an increase of 7.5%.

The top five major import sections was completed by **machinery and equipment**, **transport equipment** and **base metals** with a share of 12.2%, 10.2% and 7.2% respectively.

FIGURE 29. SECTORAL BREAKDOWN OF IMPORTS IN 2012 (2011)



## 2.3 GEOGRAPHICAL TRADE BALANCES

Belgium announced a trade surplus with the **European Union**. However, it decreased significantly from EUR 11.9 billion in 2011 to EUR 3.5 billion in 2012.

### Eurozone countries

In 2012 the positive trade balance with France contracted to EUR 18.3 billion. Significant, but lower surpluses were also recorded with Germany (EUR 12.5 billion), Italy (EUR 4.9 billion), the Grand Duchy of Luxembourg (EUR 3.6 billion), Spain (EUR 1.5 billion) and Austria (EUR 1.3 billion).

With the Netherlands, the trade balance deteriorated even further. The deficit increased from EUR -23.9 billion in 2011 to EUR -27.1 billion in 2012. The trade balance with Ireland was also negative (EUR -13.5 billion).

### Other EU countries

With regard to the EU countries outside the eurozone the overall trade balance remains positive. It has even increased to EUR 8.8 billion.

Although the trade balance with the **other European countries outside the EU** remained negative, it did improve in 2012. The deficit contracted from EUR -2,634.5 million to EUR -1,949.5 million. Belgium's negative balance with Russia decreased to EUR -3,099.5 million but with Norway it deteriorated, increasing to EUR -3,609.3 million.

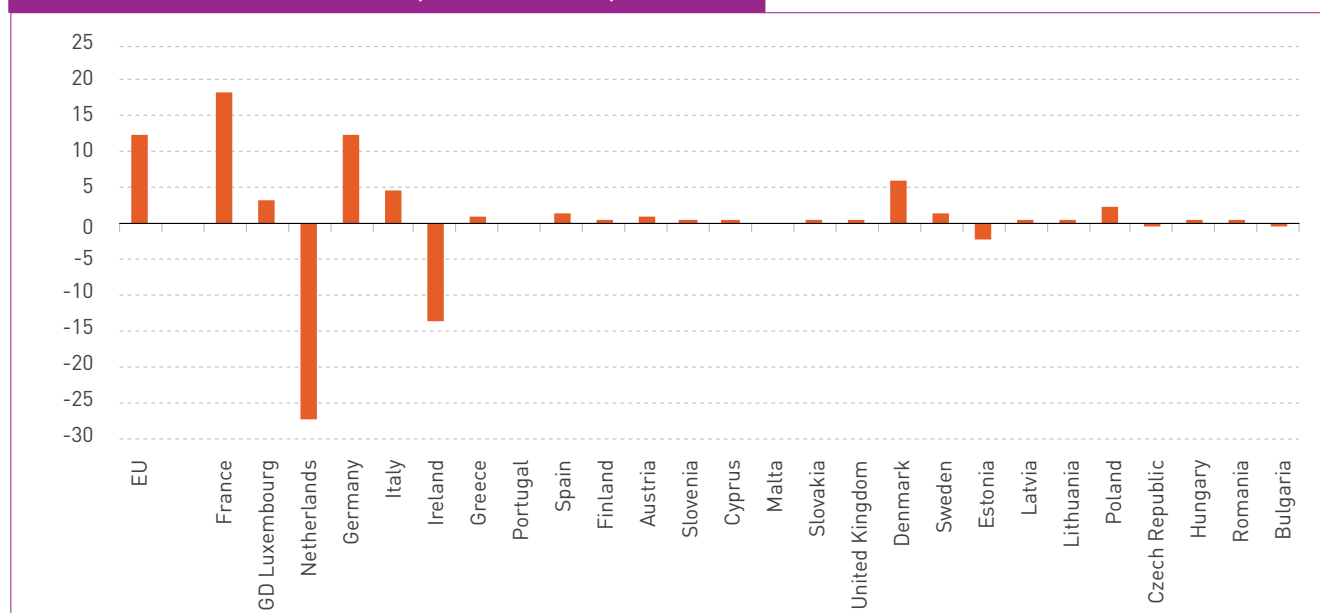
With regard to the other continents, it should be noted that Belgium's trade balance with **America** improved. The trade deficit decreased to -2,330.0 million in 2012, down from EUR -4,887.6 million in 2011.

With **Asia** the deficit effectively reduced from EUR -10,415.5 million in 2011 to EUR -7,802.7 million in 2012.

Belgium's trade balance with **Africa** showed a surplus of EUR 2,609.9 million in 2012, which is a vast improvement on 2011 (EUR 1,793.5 million).

With regard to **Oceania**, the trade balance was closed with a surplus down from EUR 215.8 million in 2011 to EUR 81.9 million in 2012.

FIGURE 30. BELGIUM-EU TRADE BALANCE (IN BILLIONS OF EUR) IN 2012



# MANAGEMENT BODIES

## SITUATION ON 31.12.2012



### > BOARD OF DIRECTORS



**Honorary President**  
 > HRH Prince Philippe



**President**  
 > **Annemie Neyts-Uyttebroeck**  
 Minister of State  
 Member of the European Parliament



**Vice President**  
 > **Pierre Henri Rion**  
 Business angel

### > FEDERAL GOVERNMENT REPRESENTATIVES



**Private sector**  
 > **Jean Schröder**  
 President of Schröder SA



> **Pieter Timmermans**  
 CEO of the Federation of Belgian Enterprises (FEB)



**Public sector**  
 > **Annemie Neyts-Uyttebroeck**  
 Minister of State  
 Member of the European Parliament



> **Yves Windelincx**  
 Honorary CEO of the National Delcredere Office

## > WALLOON REGION REPRESENTATIVES

### Private sector



> **Jean-Jacques Westhof**  
Director of the Department of Foreign Trade of the Walloon Business Federation



> **Pierre Henri Rion**  
Business angel

### Public sector



> **Philippe Suinen**  
CEO of the Wallonia Foreign Trade and Investment Agency (AWEX)



> **Xavier Geudens**  
Attaché, Ministry of the Walloon Region, Economic Inspection Department

### Government Commissioner



> **Dominique Delattre**  
First Secretary – Wallonia Foreign Trade and Investment Agency (AWEX)

## > BRUSSELS-CAPITAL REGION REPRESENTATIVES

### Private sector



> **Pierre Konings**  
Director - KBC Bank & Insurance



> **Baudouin Gillis**

### Public sector



> **Jacques Evrard**  
Managing Director Brussels Invest & Export (BIE)



> **Frank Lelon**  
Exterior Relations Advisor to the Cabinet of the Brussels-Capital Region Government Minister responsible for Finances, Budget, the Civil Service and Exterior Relations, Guy Vanhengel

### Government Commissioner



> **Alain Demaegd**  
Advisor with the rank of Deputy Director of the Cabinet - Scientific Research Unit - for the Minister for the Economy, Employment, Scientific Research and Foreign Trade, Benoît Cerexhe



## > FLEMISH REGION REPRESENTATIVES

### Private sector



> **Gijs Kookken**  
Unizo International Attaché



> **Jo Libeer**  
CEO of Flanders' Chamber of Commerce and Industry (VOKA)

### Public sector



> **Claire Tillekaerts**  
CEO of Flanders Investment & Trade (FIT)



> **Carla Brion**  
Director of the Flemish Environment Agency (VMM) - ALMC - International Environmental Policy Department

### Government Commissioner



> **Jurian Van Parys**  
Foreign policy advisor to the Minister-President of the Flemish Government, Flemish Minister for the Economy, Foreign Policy, Agriculture and Rural Policy, Kris Peeters

## > SUPPORT COMMITTEE

### Members



> **Claire Tillekaerts**  
CEO of Flanders Investment & Trade (FIT)



> **Philippe Suinen**  
CEO of the Wallonia Foreign Trade and Investment Agency (AWEX)



> **Jacques Evrard**  
Managing Director Brussels Invest & Export (BIE)



> **Régine Vandriessche**  
Deputy Director General for Bilateral Affairs FPS Foreign Affairs, Foreign Trade and Development Cooperation



> **Marc Bogaerts**  
General Manager of the Belgian Foreign Trade Agency



> **Fabienne L'Hoost**  
Deputy General Manager of the Belgian Foreign Trade Agency

## > AUDIT COMMITTEE

### President



> **Yves Windelincx**  
Honorary CEO of the National  
Delcredere Office

### Members



> **Pierre Konings**  
Director KBC Bank & Insurance



> **Baudouin Gillis**

## > MANAGEMENT BOARD



> **Marc Bogaerts**  
General Manager



> **Fabienne L'Hoost**  
Deputy General Manager



> **Koen Vanheusden**  
Director

# ORGANISATION CHART SITUATION ON 31.12.2012

## > GENERAL MANAGEMENT



> **Marc Bogaerts**  
General Manager



> **Fabienne L'Hoost**  
Deputy General Manager

## > ORGANISATION OF JOINT ECONOMIC MISSIONS - WELCOMING VIPS, DELEGATIONS & FOREIGN VISITORS



> **Rosemary Donck**  
Press officer



> **Patrick Gillard**  
Economic missions coordinator



> **Nele Demeulemeester**  
Economic missions coordinator



> **Céline Vandermeersch**  
Economic missions coordinator

## > REGULATIONS / INFORMATION AND COMMUNICATION TECHNOLOGY / HUMAN RESOURCES



> **Koen Vanheusden**  
Director

## > ACCOUNTING, BUDGET AND LOGISTICS



> **Roland Bastaits**  
Deputy Director

## > STUDIES, STATISTICS AND COMMUNICATION / FISCAL CERTIFICATES FOR APPOINTING AN EXPORT MANAGER



> **Christelle Charlier**  
Deputy Director

## > SELECTIVE DISSEMINATION OF INFORMATION / EXPORTERS' FILE / BUSINESS PROPOSALS / ENCODING



> **Ingrid Delvoy**  
Deputy Director

# TABLES AND FIGURES

## FIGURES

Figure 1. Breakdown of allocations in 2012 .....	p. 8
Figure 2. Geographical breakdown of the Exporters' File in 2012 .....	p. 25
Figure 3. Exporters' File registration evolution .....	p. 25
Figure 4. Evolution in business proposal announcements .....	p. 26
Figure 5. Breakdown per type of business opportunity in 2012 .....	p. 26
Figure 6. SDI evolution per type of business opportunity over the last few years .....	p. 27
Figure 7. Geographical breakdown of business opportunities by continent for 2012 .....	p. 27
Figure 8. Number of order specifications .....	p. 28
Figure 9. Geographical origin by continent of Trade Flashes in 2012 .....	p. 29
Figure 10. Geographical origin of Trade Flashes by country ....	p. 29
Figure 11. Breakdown of clients related to ad hoc requests ....	p. 32
Figure 12. Breakdown of regional clients related to ad hoc requests.....	p. 32
Figure 13. Total number of statistics subscriptions in 2012 ....	p. 34
Figure 14. Total number of 'Export Manager' fiscal certificates issued in 2012 .....	p. 34
Figure 15. 'Export Manager' fiscal certificates issued in 2012, breakdown of case files according to language .....	p. 34
Figure 16. Breakdown of the number of cases processed by the Regulations department from 2006 to 2012 .....	p. 36
Figure 17. Breakdown of regulations case files by subject 2006 - 2012 .....	p. 36
Figure 18. Geographical breakdown of questions 2006 - 2012 .....	p. 37
Figure 19. Evolution in the number of visitors to the French and Dutch websites in 2012 compared with 2011 ....	p. 38
Figure 20. Website: creation of a new 'multimedia' section ....	p. 38
Figure 21. Variations in exports to the European Union in 2012 (2011) (in %) .....	p. 47

Figure 22. Variations in exports to European countries outside the EU in 2012 (2011) (in %) .....	p. 48
Figure 23. Share of exports per continent in 2012 (2011) .....	p. 49
Figure 24. Belgium's top 20 customers in 2012 (2011) (in millions of EUR) .....	p. 50
Figure 25. Sectoral breakdown of exports in 2012 (2011) .....	p. 51
Figure 26. Variations in imports from the European Union in 2012 (2011) (in %) .....	p. 52
Figure 27. Variations in imports from European countries outside the EU in 2012 (2011) (in %) .....	p. 53
Figure 28. Belgium's top 20 suppliers in 2012 (2011) (in millions of EUR) .....	p. 54
Figure 29. Sectoral breakdown of imports in 2012 (2011) .....	p. 54
Figure 30. Belgium-EU trade balance (in billions of EUR) in 2012 .....	p. 55

## TABLES

Table 1. Total allocations in 2012 .....	p. 8
Table 2. Number of announcements circulated in 2012 per type of business opportunity .....	p. 26
Table 3. Top 10 locations per business opportunity .....	p. 28
Table 4. Activity indicators for the Statistics department .....	p. 32
Table 5. Evolution in the number of visitors to the French and Dutch websites in 2012 compared with 2011 .....	p. 38
Table 6. Website: geographical origin of visitors .....	p. 39
Table 7. Evolution in Belgian exports and imports between 2008 and 2012 .....	p. 45



# ACTION PLAN FOR 2013 - 2014

## Joint economic missions

presided over by HRH Prince Philippe

### 2013



Thailand  
**16-22 March**



The United States: Los Angeles, San Francisco / Silicon Valley  
**2-9 June**



Angola & South Africa  
**20-27 October**



India  
**23-29 November**

### 2014



Saudi Arabia & Oman  
**14-21 March**  
(to be confirmed)



Russia  
**June**  
(to be confirmed)



Colombia & Peru  
**19-25 October**  
(to be confirmed)



Indonesia  
**22-28 November**  
(to be confirmed)

# CONTACTS AND ACCESS MAP

## Postal address

Belgian Foreign Trade Agency  
3 rue Montoyer  
1000 Brussels

## Telephone

General number: + 32 2 206 35 11

## Fax

General number: + 32 2 203 18 12

## E-mail

[info@abh-ace.be](mailto:info@abh-ace.be)

## Websites

[www.abh-ace.be](http://www.abh-ace.be)

[www.belgianeconomicmission.be](http://www.belgianeconomicmission.be)



Compilation: Kathleen Deridder  
Responsible publisher: Fabienne L'Hoost  
Picture credits: © Imageglobe.be  
Date of publication: May 2013  
Printed on FSC certified paper



belgian  
foreign trade agency

3 rue Montoyer  
1000 Brussels  
Tel.: + 32 2 206 35 11  
Fax: + 32 2 203 18 12  
[info@abh-ace.be](mailto:info@abh-ace.be)

[www.abh-ace.be](http://www.abh-ace.be)  
[www.belgianeconomicmission.be](http://www.belgianeconomicmission.be)