



| **LAURA LATOUR,**
AN ENQUIRING
MIND |

BUSINESS

Namur: European capital
of design and digital
technology

FOCUS

The organic boom
in Wallonia!

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RESPECT!

Pride can be seen as arrogance. Esteem, condescension. Let's talk about respect instead.

Respect for our companies and their achievements, and most of all for their desire to talk about our world, to bring it to life in its full context, to understand what each aspect can do to support the others, as part of a greater system. A cradle-to-cradle circle, flowing like water.

Respect for the diversity of their simultaneous green initiatives, such as the KIKK Festival's sustainable approach to technology, Charles Liégeois' initiative to use multimodal transport to reduce CO₂ emissions, and the Cuisine Sauvage project, which is offering a splash of colour from plants to plates. All purposeful, focused and inspiring initiatives for a better world.

The world of art is also evolving. Whether it's 'physical' paintings and sculptures that we can see or touch, or 'digital' art—these NFTs we have heard so much about. Can one threaten the other? This remains to be seen, and further considered. Perhaps the extensive, intelligent reach of the digital will enhance the physical?

Respect for these contrasts that complement each other. That's enough talk from me, it's up to you now to find out more about them. And once you have, I look forward to hearing from you!

Pascale Delcomminette





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



Wallonia.be

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www.wallonia.be



A LITTLE BIT OF WALLONIA IN OSAKA

Architectural firm Carré 7, based in La Louvière, has designed the Belgian pavilion for the 2025 World Expo in Osaka. To illustrate the World Expo's theme, "Saving Lives", Belgium has chosen the theme of water in all its states (solid, liquid and gas) as a symbol of life and a key issue in building the cities of tomorrow. As architect Cyril Rousseaux pointed out: "water is present in all its forms in Belgium: we have the sea, 3 major rivers, several mineral springs and rainy weather!"



A LITTLE BIT OF WALLONIA IN NEW YORK

NOIR Artist (see our article about NFTs) saw his piece "Dream Big" displayed on a giant screen in Times Square at the Cube Art Fair. And that's not all: the Liège artist also held an exhibition at the Philippe Labaune Gallery from 5 to 12 September, and gave a live painting performance on 11 September, as part of one of the famous "Belgian Mondays" get-togethers, which has a network of nearly 800 Belgian expatriate contacts.

A LITTLE BIT OF WALLONIA IN SPACE

Launched at the end of June from Cape Canaveral, the EUCLID space telescope included a major Belgian contribution: mirrors made by the Liège-based company AMOS. This infrared telescope has been designed to map the dark matter of the universe, and most of the mirrors were produced by AMOS, with the exception of the primary mirror. Made from silicon carbide, one of the most stable materials available, AMOS mirrors retain their shape despite the extreme conditions encountered in space.



MARC DECHAMPS, BIOTECHNOLOGY CEO OF THE YEAR

Marc Dechamps, CEO of the biotech company Bioxodes (Brussels South Charleroi BioPark), has been named "Biotechnology CEO of the Year - Europe" at the 2023 Business Worldwide Magazine CEO Awards. The award also recognises Bioxodes' work in developing a revolutionary treatment for haemorrhagic strokes, based on in-depth research into ticks.



ON THE GAMESCOM FRONT

The Belgian Games pavilion at Gamescom, Europe's biggest gaming exhibition, showcased the work of 38 studios and industries linked to the sector (The Pack, Fishing Cactus, Badass Mongoose, Maracas Studio, Cortex Machina, Abrakam Ent., Frosty Frogs, N-Zone, Vigo Universal and Wild Bishop, to name but a few). Gamescom provided them all with a platform to raise their profile and develop creative opportunities with other studios, as well as to find publishers and/or distributors to give their projects a boost and ensure that their 'Made in Belgium' games find a distributor.

The recent successes of Outcast 2, Baldur's Gate 3 and several other famous video game franchises have highlighted the talents of Belgian studios in their ability to take on big-budget international projects and collaborate with industry giants (Ubisoft, Microsoft, Microids, etc.), whose turnover is now greater than that of the film and music industries combined!

Although on a smaller scale than its French, German or British neighbours, the Belgian gaming sector is growing fast. In its latest report, the Belgian Games federation stated that its turnover is in constant increase. There are currently 135 Belgian game development studios, and several hundred others with links to the sector. Belgium is now a prime destination for emerging new talent. The varied portfolio of financial and tax incentives, as well as regional aid, are also encouraging studios to set up and/or develop projects in the country.

LAURA LATOUR

AN ENQUIRING MIND





Inquisitive about everything and powered by a boundless energy, Laura Latour (36) is the director of the KIKK Festival.

The Festival is a way for her to skilfully combine the sectors of culture, science, technology, education and economics “in an agglomeration of everything that interests [her].”

“I left secondary school the year the Bologna Declaration was implemented. I was passionately interested in people, in what makes them tick. I decided to start with a Bachelor’s in social work: there was a broad range of subjects, people came from many different backgrounds, and the course opened up the possibility of further studies in around seventy Master’s degree courses,” she explained. She followed

this up with a Master’s in Communication, Media, Culture and Education at UCL, her first job as communications officer at the Ferme du Biéreau, and then a similar position at the Atelier Théâtre Jean Villar.

“I wanted to come back to Namur. I applied for a job at BEP, as a project manager in innovation and business support.” Three years later, Laura took the short step from BEP to one of its








partners, TRAKK, a multi-disciplinary co-creation space which aims to encourage emerging creative projects from the whole Namur area. She liked that TRAKK “promoted networking and exchanges between people and organisations from the fields of art, business, science and new technologies.” Sounds familiar.

One move led to others: she went on to work at the Haute École Albert Jacquard, and finally at KIKK, as project manager, coordinator and then director. “In the meantime, I also launched La Boîte à Boîtes, which promotes artists at evening or afterwork events, and Balance ta course, a project which enables members of the public to donate their surplus home-grown vegetables to people in need, through existing organisations such as the Red Cross.”

Driving this atypical career path has always been the idea of breaking down silo mentality: “It makes me happy when an artist is able to work with a company, or when a researcher meets up with an entrepreneur. The KIKK Festival is a melting pot of all these things. It opens up a whole new world of possibilities, where people can meet and get inspired. I like the idea that everything is there in one place, available to everyone, for four days: you just have to turn up at the KIKK Festival to find business partners, people who will turn your business around, or just something to get you inspired!”



A (BUSY) DAY WITH LAURA LATOUR

-  Get up. A bit of exercise, then off to work on her bike (“if the weather’s nice!”)
-  Breakfast and checking emails
-  Meetings with teams, internal and external partners, local and international stakeholders. Time to reflect and develop strategies.
-  Checking emails before heading home and engaging in “a very active social life”
-  Time for bed!

NAMUR, EUROPEAN CAPITAL OF DESIGN AND DIGITAL TECHNOLOGY

For the past 12 years, the KIKK Festival, an international event for digital and creative cultures, has hosted Europe's top digital companies and artists. Join us from 26 to 29 October for KIKK 2023!

IMMERSIVE SPACES

12:50

“The KIKK Festival was set up by companies in Namur that wanted to bring together leading members of the creative and digital community,” said Laura Latour, the Festival’s director. Today it continues to rally, inspire and highlight the most innovative projects through conferences, meetings, exhibitions, workshops and demonstrations. “Our aim is to help everyone—businesses, artists, researchers and the general public—to find out what’s happening in this exciting, fast-moving world, so they can better understand its inner workings and question the issues it’s facing,” Laura Latour continued.

“Bringing all these people together, who aren’t necessarily looking for the same thing at KIKK, can be complicated. But it’s also a great strength: here, for a few hours or days, professionals can test out their projects and get direct feedback from specialists in the field, from the United States, Africa and elsewhere, and also from local children and families,” explained Laura Latour. “Elsewhere, the same people attend specific trade fairs. Here, their ideas are exposed to the general public, we listen to speakers from 40 different countries, and because the Festival is on a human scale, everybody gets together everywhere!”

This year’s (full) programme, based on the theme of “Bodies of Water”, can be found at www.kikk.be. Highlights include:

- The KIKK Market: a demonstration and sales area, with four themes this year: Music Tech, Ed Tech/Kids Tech, Design and Extended Reality (XR/VR/AR).
- The Creative Village: located at the heart of the Festival, a place for networking as well as international pavilions.
- KIKK your career (KIKK ta carrière): if there was ever a place for meeting up with recruiters or talents looking for collaborations or a job, it’s at the KIKK Festival!

The MiiL - a highly digital lab

The MiiL (Media innovation and intelligibility Lab) is UCLouvain's innovation platform for digital production and research: it offers an original set of equipment, techniques and scientific skills. Its experts (in information and communication, linguistics, computer engineering, law, and economics) offer tailored solutions to issues in the information and communication sectors, i.e. media, businesses, organisations, and the public and culture sectors. The MiiL is also active in the education sector.

XRintelligence - The art of immersion

XRintelligence is a high-performing integrator of immersive content. Since 2006, the company has excelled by understanding the importance of scalable continuity for success in business. By providing end-to-end turnkey solutions that support business needs from inception to completion, XRintelligence wants to "allow every organisation to gain a competitive advantage, today and tomorrow."





The Future Wave Design - bringing ideas to life

These 15 designers and engineers are working closely together to help companies create innovative products, from design to industrialisation, and then production. Their clients are many and varied, including Durobor, Adidas, Ernest and Skysun.

ONA - A game to wake up the world

What happens when a contemplative teenager is compelled to create a game that could wake up the world? ONA, an interactive journey around the world to discover the quest of Humanity! Released in June 2022, ONA is set to evolve over time, adding new content to impact its audience through meaningful messages.

WHEN?

From 26 to 29 October 2023.

WHERE?

In Namur, at 20 sites throughout the city.

MORE INFO

www.kikk.be

WORK I



€60 million



150



75% of production volume



Investment for this project:
€0, replaces the road transport equivalent

CHARLES LIÉGEOIS ROASTERY USES WATER FOR MORE THAN JUST ITS COFFEE

By adopting an alternative means of transport, the Walloon coffee roasting company is proving its commitment to providing sustainable coffee to all.



Benoît and Michel Liégeois,
Charles Liégeois Roastery CEOs

“In 2022, the Eco Team identified 4 Sustainable Development Goals (SDGs) that will help us to go even further in our social responsibilities between now and 2030.” Introducing a more sustainable mode of transport was one of the projects selected within this framework.

“Coffee that is generous in taste, generous to the planet, and generous to those who make a living from it.” A goal that the Charles Liégeois brand continues to strive towards. “Since 2008, when we launched our organic Fairtrade Mano Mano range, we have been reducing our ecological footprint by following the guidelines set out by our Eco Team: streamlining our production tools, recycling our waste, offering compostable or aluminium capsules (a metal that can be recycled multiple times),” said CEO Michel Liégeois. “In 2022, the Eco Team identified 4 Sustainable Development Goals (SDGs) that will help us to go even further in our social responsibilities between now and 2030.” Introducing a more sustainable mode of transport was one of the projects selected within this framework.

The company is based in the Liège region, and has already received around ten containers

of coffee, delivered by sea and via the Albert canal, with only 24 kilometres by road from the Liège Trilogiport.

While this approach “offers no financial savings (quite the opposite in fact), it does ease traffic congestion and reduce transport-related CO₂ emissions by almost half. The Antwerp-Battice-Antwerp journey for a road-transported container emits 120kg of CO₂; for a journey from Antwerp-Trilogiport-Battice-Trilogiport, the same container “costs” 62.07kg of CO₂,” he added.

The only drawback, apart from the cost of the operation, is that “we can only transport full containers from the producing country this way: if we buy our coffee from our trader in Antwerp, or if we want a smaller quantity, it will arrive in shipping pallets by road.” The company expects to ship around twenty containers by boat in 2023.



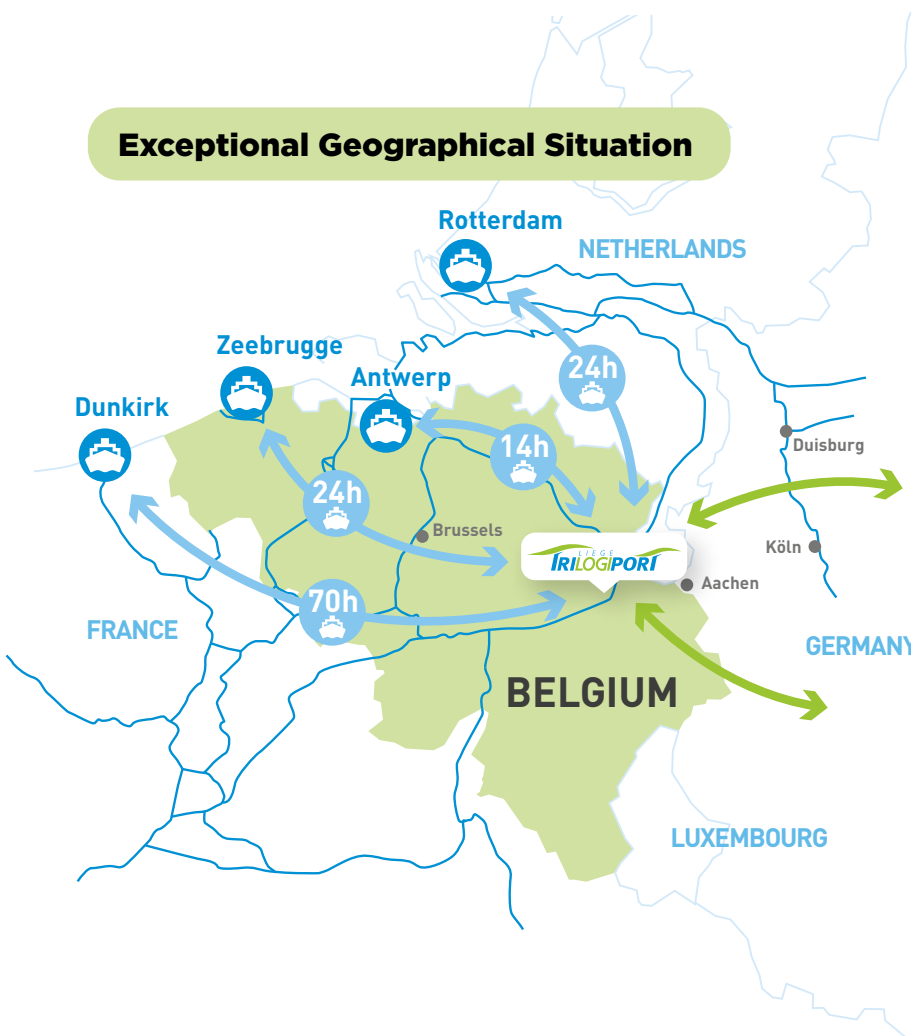


1 boat = 220 trucks!

Specialising in multimodal transport and the creation of logistics chains from Liège, Charleroi and Tournai, the Liège-based company Novandi deals mainly with trains and ships: “We only use trucks for the last few kilometres,” director Vincent Brassinne explained. “We group different client flows together to fill our 4 ships, which travel 24/7 between Liège and Antwerp with 2 departures a day. The larger vessels, which are up to 190 metres long, carry the equivalent freight of 220 trucks.”

The company is now working on developing hydrogen-powered boats, “to reach zero CO₂ by 2026.”

Exceptional Geographical Situation



Liège Trilogiport benefits from an exceptional geographical location, as it is situated at the heart of a multimodal network with excellent:

Port connections

Direct connections with Antwerp, Rotterdam, Zeebrugge and Dunkirk

Highway connections

Close proximity to the E25, E42, E40, E313
Proximity to the Netherlands, Germany, France and Luxembourg

Rail connections

Direct connections with the European network

Air connections

Proximity to Liege Airport, 8th European cargo airport





WATER TREATMENT **REGIONAL EXPERTISE!**

The H₂O Cluster consists of businesses, public sector organisations, and training and research stakeholders. It has two objectives: to unite Walloon stakeholders in the water sector in order to accelerate its development, and to promote innovation through partnerships and support for project development, both in Wallonia and internationally.

“For more than 40 years, Belgium and Wallonia in particular, has been developing expertise in water treatment, driven by European sanitation regulations. But this water treatment is not limited to purifying wastewater: our businesses are also active in water potabilisation and in producing process water for industrial purposes. Additionally, R&D design offices and companies are involved at every stage of the projects, from engineering to infrastructure construction, as well as the supply of equipment and the operation and maintenance of facilities,” said Franciane Wertz, Circular Water Wallonia coordinator for the H₂O Cluster.

In her view, Wallonia’s central location could partially explain how Walloon businesses are able to stay up-to-date with technological developments in Europe, thus facilitating the implementation of solutions that fit each situation. “Given the diversity of sectors and industries in the Walloon economy, our professional workforce can respond to highly varied configurations and processing needs thanks to their passion and agility,” she said. “In the current context of climate change and increasingly stringent European standards, the Walloon water treatment industry is rallying to guarantee water quality and to face the challenges of micropollutants and the reuse of water. Our businesses will keep on innovating!”



ANATIS: PURIFICATION AND BIOMETHANISATION

It was through working on the biomethanisation of effluent from agricultural operations that the founders of Anatis realised that their system could be used to treat industrial water from the agrifood and phytopharmaceutical sectors. “We have gone from a simple, small facility to something more complex, but the goal has stayed the same: thanks to our unique and patented Fluid-Anyole process, we can methanise the organic load of the industrial water. This is also how we treat the COD present in the water,” said Raphaël Anciaux, Business Developer at Anatis.

“We realised that the simplicity and robustness of our process was particularly suited to the treatment of greasy waste, which other competing processes struggle to treat. Many companies in the agrifood sector have to deal with this type of waste. At Anatis, not only do we treat it efficiently, we also turn it into a resource. As a result, Fluid-Anyole produces the energy needed for its own operation; the excess electricity and heat serve to power the industrial process. In other words: grease is life!”, said Raphaël Anciaux.

IDRABEL: BIOTECHNOLOGY FOR EVERYONE



IDRABEL develops, produces, markets and implements biotechnological products that treat organic, natural, domestic and industrial outputs and pollution.

“We understood, nearly 30 years ago, how important biology was and what its shortcomings were in how it was used to regulate pollution,” said Christian Gennaux, CEO. “Rather than offering liquid or solid products, which are carried away by the flow, we have a proprietary process which uses biofixation to bind micro-organisms to natural mineral carriers, such as limestone, shale or clay aggregates, in order to use them where they are needed.”

Intended for use by public authorities, companies and individuals, the various product ranges can clean up bodies of water, sewers and treatment plants. “A UCL study compared the carbon footprint of our solutions with that of mechanical dredging: ours is 12 to 15 times lower,” said Christian Gennaux.



HB DRILLING: FROM DRILLING TO POTABILISATION

Originally a specialist in drilling equipment for quarries, civil engineering and water wells, HB Drilling was contacted in 1993 by a client with a sludge issue. "That's how it all began," said Philippe Huvenne, Managing Director and Technical Director.

Twenty years later, HB Drilling is still a manufacturer and distributor of drilling equipment, but is also one of Belgium's experts in the treatment of industrial water and sludge, as well as surface water. "We have developed a water potabilisation container for Africa, mainly the DRC. This was the starting point for our work in treating surface water, as it requires approximately the same treatment before it can be discharged or reused within companies for different applications, such as watering," he emphasised.

When it comes to the treatment of industrial waste, HB Drilling now participates in circular economy: "We provide solutions to separate soil, sand, gravel, ferrous and non-ferrous metals, plastics, rubber etc., so that each element can be recycled separately. We also offer dewatering solutions for industrial sludge, whether it comes from settling or drainage."



Wallonia

THE POWERHOUSE OF BELGIUM'S ORGANIC SECTOR!

The organic sector in Wallonia is booming, largely thanks to to agriculture and livestock. On top of organic food produce, this sector encompasses many other areas such as cosmetics and cleaning products.

“ THE ORGANIC SECTOR IS UNDERGOING SPECTACULAR GROWTH, PROPELLING WALLONIA TO THE FOREFRONT OF ORGANIC FARMING.



Increasing numbers of companies in Wallonia are becoming involved in this sector, driven by the desire to be more sustainable, ecological, and respectful of the planet and of people's health. This expansion is also due to growing consumer awareness, along with the plan to develop organic production in Wallonia between now and 2030.

THE ORGANIC BOOM

The organic sector is undergoing spectacular growth, propelling Wallonia to the forefront of organic farming. By 31 December 2022, the region boasted 2,010 organically certified farms, a significant increase of 41 over the previous year. This figure represents 16% of total farms in Wallonia, solid evidence of the enthusiasm farmers feel towards organic farming. Over the last decade, 920 of them have opted for it.

"Going organic is not a trend. In fact, the groundswell has been well established for some years and, in Wallonia, we have developed much more strongly than other regions and other European countries, particularly in terms of the amount of farmland. We have a head start which we would do well to maintain, because competition is set to accelerate between now and 2030," warned Eric Lejeune, Agrifood Business Developer at the Wallonia Export & Investment Agency. The organic sector is clearly one of the Wallonia Export & Investment Agency's priorities in terms of agri-food. "We have a wide variety of companies in Wallonia. These include Flores, which specialises in dairy substitutes; Danatel, which has developed a range of lactose-free cheeses; Maison Lagneau, which produces kefir; the Rebel and Lucien crisp companies; and Meurens Natural (2022 Walloon company of the year). More and more upcoming companies are moving into the spirits sector, and some of them are including organic products in their range. In the Belgian market, as in France, we have observed declining demand in the food sector. This means we need to branch out to other markets, such as Scandinavia, for example. Even if the quantities are not as significant as in France or Germany, they have a more developed awareness of organic food there."



ORGANIC PRODUCTS INCLUDE NON-FOOD SECTORS TOO

Organic products aren't just limited to the food industry. They also cover a wide range of non-food products.

From textiles and cosmetics to personal hygiene products and cleaning products, consumers in Wallonia are becoming increasingly aware of the impact their purchases have on their own health and the environment. Walloon companies are also committed to developing eco-friendly alternatives, opting for sustainable materials, reducing the use of harmful chemical products, and supporting local distribution networks and environmentally responsible manufacturing processes.

“Several of our non-food Walloon start-ups are in a position to be certified organic, but certification costs remain relatively high. Alongside companies which are certified, such as Pranarôm-Herbalgem, Fairails, Bio-nutrilab, Biosolis, etc., or those companies that could get certified, we also have bio-sourced and sustainable products which are clearly part of the range of differentiation tools used by innovative companies in Wallonia. In the cosmetics sector, we have an entire value chain, which means that our companies don't have to rely on foreign subcontractors for production. A typical example of this is Maison Eole (a range of cosmetics made from grapes). Other Walloon start-ups in the detergents sector include Sopura, Chembo, Realco, etc.,” said Fabian Scuvie, Senior Industry Specialist Greentech at the Wallonia Export & Investment Agency.

“ IN THE COSMETICS SECTOR,
WE HAVE AN ENTIRE VALUE CHAIN,
WHICH MEANS THAT OUR COMPANIES
DON'T HAVE TO RELY ON FOREIGN
SUBCONTRACTORS FOR PRODUCTION.



The organic sector in Wallonia needs to broaden its vision. With the boom in non-food and non-certified bio-sourced products, Walloon consumers have access to a growing range of environmentally-friendly products in a variety of sectors. As demand for these products increases, Walloon companies have the opportunity to position themselves as key players in the green economy by contributing to a more sustainable and planet-friendly future well beyond our borders.

USING BIO-SOURCED MATERIALS TO BUILD ECO-INNOVATION IN WALLONIA'S INDUSTRIES

Bio-sourced materials are also an area of rapid growth, with strong potential to stimulate eco-innovation in industries. Companies in Wallonia are actively seeking to use raw materials sourced from animals or plants when manufacturing their products. There is a growing interest within the textile industry towards fibres such as organic cotton, flax and bamboo, grown responsibly without the use of chemicals. Similarly, the cosmetics and personal care industry is adopting ingredients derived from plants, essential oils and other natural sources. These offer healthier alternatives to conventional products, which often contain potentially harmful synthetic components. Several companies now supply these - sometimes unusual - natural ingredients, such as lanolin (wool fat - Lanolines Stella), "butters" (Green Frix and snail slime (Enzybel), among others.

“ BIO-SOURCED MATERIALS ARE ALSO AN AREA OF RAPID GROWTH.



THE CHALLENGES AHEAD

Despite the boom in the organic sector in Wallonia, some challenges still remain. First and foremost is the need to educate consumers about the benefits and properties of these products, as more information would encourage more people to adopt them. The potentially higher cost of these products compared with more traditional alternatives may also make consumers less likely to purchase them.

Nevertheless, the outlook remains positive for Wallonia. As awareness grows surrounding sustainability and ecology, demand should also increase. Consumers in Wallonia still have a vital role to play by purchasing sustainable options and supporting Walloon companies that are committed to sustainable production methods.

“CONSUMERS STILL HAVE A VITAL ROLE TO PLAY BY PURCHASING SUSTAINABLE OPTIONS AND SUPPORTING WALLOON COMPANIES COMMITTED TO SUSTAINABLE PRODUCTION METHODS.”

“ WALLOON COMPANIES HAVE THE OPPORTUNITY TO POSITION THEMSELVES AS KEY PLAYERS IN THE GREEN ECONOMY BY CONTRIBUTING TO A MORE SUSTAINABLE AND PLANET-FRIENDLY FUTURE WELL BEYOND OUR BORDERS.

THE WALLONIA EXPORT & INVESTMENT AGENCY IS COMMITTED TO CREATING A THRIVING ORGANIC SECTOR

Walloon companies must promote their expertise further afield. The Wallonia Export & Investment Agency has set up initiatives to encourage the development and

promotion of the organic sector. Its commitment plays a key role in the continued growth of this sector in Wallonia, specifically by inviting companies to take part in

international fairs and exhibitions such as Cosmetic 360, Biofach, Nordic Organic Food Fair or Natexpo.



ORGANIC AGRICULTURE IN WALLONIA IN FIGURES (2022)

- **A milestone of 2,000 organic farms has been reached**
- **1,518 additional hectares have been converted to organic farming**
- **The average area for agriculture on an organic farm is 46.5 ha**
- **Organic cereal production up by 9% in one year**
- **Oilseed cultivation has increased by 51%**
- **27% increase in fruit production**
- **A typical Walloon spends €115 a year on average on organic produce**

WALLONIA'S MUSEUMS WILL SURPRISE, AMAZE AND ENGAGE THIS AUTUMN.

Julie Decubber – Tessons Exquis – Kéramis La Louvière

From 09/09/23 to 21/01/24

This exhibition explores contemporary ceramics through the lens of jewellery. Tessons Exquis is, first and foremost, a human experience: Julie Decubber pays homage to the material world by reusing broken shards from the work of fifteen women ceramicists and transforming them into jewellery and intriguing, unique objects.



© Julie Decubber



© Musée du Louvre/
photo Raphaël Chipault

© Musée royal de Mariemont



© J.P. Rosenkranz

Archaeology in Syria – Musée Royal Mariemont Morlanwelz

From 16/09/23 to 07/01/24

In a co-production with the Louvre, the Royal Museum of Mariemont will present an exhibition dedicated to the ancient city of Mari, located in south-east Syria. Featured pieces include figurative statuary, cuneiform tablets, and unique panels that illustrate the power and wealth of Mari in the Bronze Age.

“Capture #2” – Pavilion Namur

From 23/09/23 to 14/01/24

A snapshot of Belgian artistic and digital creativity, where around twenty artists can capture and evoke the world through digital technologies. There are two powerful topics at the heart of this exhibition: the first is the way machines capture the environment; the second is the idea of nature, and the way in which humanity can sometimes destroy it.

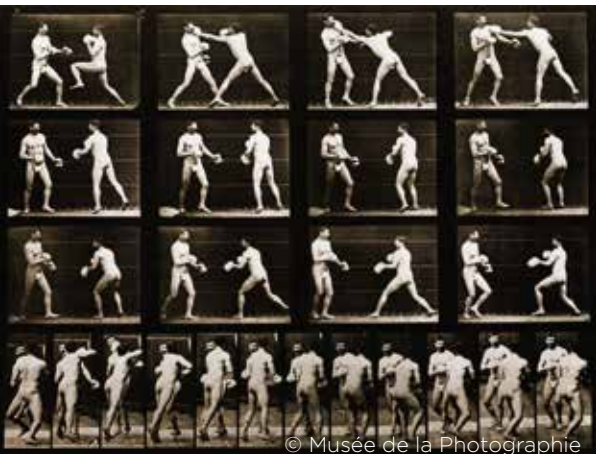


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© Maxime Van Roy





© Musée de la Photographie



© Blaise Adilon

The Grid Exhibition – Musée L
 Louvain la Neuve
 From 06/10/23 to 11/02/24

This exhibition offers an analysis of the use of the grid motif in art, focusing on pieces from the 1960s and 1970s. The selection of works highlights in particular geometric abstraction, minimalism, conceptual art, narrative art and performance.

BILL VIOLA – Sculptor of time – La Boverie Liège
 From 21/10/23 to March 2024

In partnership with Tempora and Studio Bill Viola, La Boverie is presenting the first Belgian exhibition of international scope celebrating the work of this unparalleled video artist, a major figure in contemporary art. With dazzling technique, his works can be grandiose or intimate, complex yet accessible, spectacular and deeply human.



© Bill Viola Studio



Didier Mahieu – Wool and water – Mons Memorial Museum
 Mons

From 30/09/23 to 14/04/24

At the heart of this exhibition is a little red jumper. It is shrunken, immersed in water. An alchemical piece, an urge, a pulsation of life. Didier Mahieu questions life's movements, its transitions and fragility. The story is androgynous: a man created it, but it is a woman who tells it. How can memory be transcended? How can it be made to run and rebound? Spectators must take their places: they are the actors.



ALL THE EXHIBITIONS, AND ALL THE OTHER ACTIVITIES THAT WALLONIA HAS ON OFFER THIS MAGNIFICENT SEASON, CAN BE FOUND ON VISITWALLONIA.BE/AUTUMN/

CUISINE SAUVAGE

A PASSION FOR FORAGING WITH A GOURMET TWIST

Over the last ten years, this not-for-profit organisation, based in Namur has been raising awareness about the environment - and making it fun.



“Our society is living more and more ‘away from the soil’, with a growing ignorance of nature. This means it’s easier for us to harm nature, because we don’t directly see the impact of our actions. However, once people recreate a link with the environment, they take better care of it.” As a teacher, naturalist, environmental consultant, caterer and restaurateur, it made sense for Lionel Raway to use cooking as a way to raise awareness about the environment.

After a walk in the countryside where they discover edible wild plants, participants take part in a cooking workshop worthy of the finest restaurants. For example: “For the starter, mixed vegetables with marinated mushrooms, foam of colewort root and tansy samosas. For the main course, lightly seared cod, diced ground elder and Parmesan tuile biscuits. For dessert, a burnet and lime sorbet with fleur de sel shortbread crumble.”

Available as one-off walks, courses or team-cooking events in Brussels, Namur, Ottignies, Liège and Mons, the concept is catching on and growing in popularity. “At the end of the day, is a dandelion a weed or one of the fundamentals of gastronomy?”





WALLONIA.BE: PUTTING WALLONIA IN THE INTERNATIONAL SPOTLIGHT

Wallonia has plenty to be proud of, and its iconic brand, Wallonia.be, is far more than just a marketing tool. It embodies a way of thinking and conveys the very essence of the region, in large part thanks to its hard working ambassadors. The brand is underpinned by powerful values such as openness, sharing, accessibility, technological innovation, good quality of life and a sense of being a part of Belgium. Thanks to these shared values, the brand attracts like-minded people and brings them together.

Wallonia, encouraging entrepreneurship

Often called the “land of entrepreneurs”, Wallonia is proud of its expertise, which is famous

around the world for its quality. This recognition is helping to make the region a force to be reckoned with in international markets.

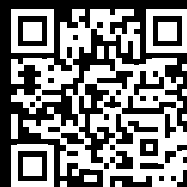
Flying the flag for Wallonia

Becoming a Wallonia.be brand ambassador means joining a diverse network of men and women from every sector. Whether they are native to Wallonia or not, they all share the same desire to highlight what Wallonia is capable of in their respective fields.

This year, the network has decided to focus on the space industry, which will be the common thread for meetings and knowledge-sharing opportunities, as well as on promoting Wallonia all around the world.

The Wallonia.be network of ambassadors in a few figures:

- The Wallonia.be brand was set up in 2013
- 3321 ambassadors to date
- Half of the ambassadors live abroad
- More than 300 new ambassadors each year
- More than 350 articles written by the ambassadors on the dedicated Wallonia.be blog



Feel inspired



JULIEN RENAULT

WINS 2023 DESIGNER OF THE YEAR AWARD



© Julien Renault



Since 2009, French designer Julien Renault has been creating objects that are in close connection with their environment. Based in the epicentre of Belgian design, Brussels, for nearly fourteen years, he defines his vision of design as an ongoing dialogue between his artistic sensibility, which he expresses in his approach to colours and shapes, and a measure of pragmatism, which he uses during the production process. He believes that each object has an influence on our daily lives, and produces designs with clean lines, which perfectly blend into a given space and are present in individual lives over the long-term.

Renault moved to Belgium to train with designers Sylvain Willenz and Alain Berteau, as well as with antique dealer Vincent Colet. In the Belgian capital, he has found a quality of life which is perfect for creative expression, and is enjoying the convenience of being close to national brands such as Cruso and Kewlox, with whom he collaborates: "I owe a lot to Belgium regarding the development of my work. Design here is very diverse and varied. When I arrived in Brussels, I felt that there was a lot to do, and that there was room for my ideas."

With his inquisitive nature and keen sense of observation, Julien photographs his products himself, drawing inspiration from the beauty of everyday life: the atmosphere of a café, the curve of a table, or the modernist architecture of Square Coghen in Uccle, where he has set up his studio. "I'm deeply interested in the history of design. I love delving into it. I tend to be more interested in what's been done in the past rather than what's being done now," he says.

This prize, which is awarded by magazines Le Vif Weekend & Knack Weekend and the Biennale Interieur, in partnership with the Design Museum Gent, the CID Grand-Hornu, the Design Museum Brussels and MAD Brussels, recognises Julien Renault's long-term work and many projects, which have helped to spread 'Made in Belgium' expertise well beyond our borders.





FRANÇOIS DEREMIENS, INNOVATOR
OF HIGH-QUALITY CHOCOLATE



François Deremiens creates award-winning bean-to-bar chocolate. He embodies the passion, innovation, expertise and determination that made the Deremiens factory a true Walloon success story. His ability to push back the boundaries and measure up to international competitors has made Wallonia a leading light in the worldwide chocolate sector. Combining tradition with modern methods, he recently launched the very first Belgian blond chocolate, called OKABO, which blends traditional Belgian cassonade for a new tasting experience. Colombia Antioquia Patiburru 70% chocolate, an exceptional grand cru from its MAYATA range of single-origin chocolate, was also awarded a silver medal at the European Bean-to-Bar Chocolate Awards in Valence in June 2023, qualifying it for the World Finals as an added bonus.

CAN **NFTs** CHANGE OUR RELATIONSHIP WITH ART?

At first glance, there's a world of difference between NOIR Artist and ARTTS. The former is a painter. The latter, a platform aimed at digital art aficionados. And yet...



“When the concept of NFTs was launched, at the time of the COVID crisis, the idea seemed relevant to us. Surrounded by cryptocurrency enthusiasts, we decided to launch our own project. We opened the first hybrid exhibition in the Liège region. We had fun and we learned a lot but, very quickly, we also discovered a world where speculation destroys everything. There were magnificent projects that didn't see the light of day, because it was always about making a profit. It just didn't make sense to us,” said Martin Gilson for NOIR.

“Coming from a traditional art background, we followed the advent of NFTs and we had a lot of questions. The idea seemed interesting to us, not only to verify the provenance of works (physical or digital) but also to provide contemporary digital artists with an appropriate medium to broadcast their creations. But multiple scandals involving forgeries and uncertified works have caused a lot of disillusionment,” said François Toussaint, CEO of ARTTS.

At a time when NOIR Artist was convinced that the interest

of NFTs lay “in the possibility of making works better known around the world, and, therefore, of offering better access to art and better art education,” ARTTS, alongside the King Baudouin Foundation and the publisher Casterman, is launching a project dedicated to the writer and illustrator Didier Comès. “His comic book ‘Silence’ caused a sensation! The original plates, kept at the Museum of the Grande Ardenne, are in need of restoration. We are proposing to turn them into NFTs, both to make their extraordinary author known and also to help finance this restoration: 80% of the income generated will be donated for this purpose,” said François Toussaint. Buyers who contribute to this project will also receive a physical, numbered copy of their purchase, as well as exclusive video content providing additional context. “The internet must be used to bring the memory of older artists to life, and to give visibility to contemporary artists,” the CEO said. Martin Gilson concluded: “This is how NFTs can change our relationship with art, with how we consume it.”



© Didier Comès/ARTTS

Belgian Beer World - Brussels: from 09/09 onwards

Formerly a temple to money, the Brussels Stock Exchange (la Bourse) is now, since 9 September, a temple to beer! You can expect to find some unusual stories, an introduction to the secrets behind the production of that most Belgian of beverages, some fascinating displays and unique tasting experiences. Not to be missed!



Pollutec - Lyon: 10-13/10

Every 2 years for the past 45 years, the POLLUTEC trade show in Lyon has welcomed suppliers of environmental and energy solutions for industry, local authorities as well as other key commercial interests. This international showcase also serves as a springboard for eco-innovative companies looking to expand outside their own countries.



Natexpo - Paris: 22-24/10

For nearly 30 years, NATEXPO has been the international trade show for organic products, and the event for shaping the organic world of tomorrow. Organised by and for professionals within the organic sector and supported by the entire industry, it welcomes 2,500 exhibitors and 200 exclusive conferences for 3 days of business that are guaranteed 100% organic.



Medica and Compamed - Dusseldorf: 13-16/11

The Medica trade fair showcases the full range of innovations in outpatient and clinical care. Held simultaneously, the Compamed trade fair has become a global nerve centre for complex high-tech solutions in micro- and nanotechnology.



COP 28 - Dubai: 08-09/12

From 30 November to 12 December 2023, the signatory countries of the United Nations Framework Convention on Climate Change (UNFCCC) and climate stakeholders will gather in Dubai for COP 28. The Walloon Export and Foreign Investment Agency (AWEX) will be offering an on-site information seminar on 8 and 9 December.



Anuga - Cologne: 7-11/10

As it moves towards a sustainable and equitable food system, the global food industry is undergoing dynamic change. As the world's leading food and drink trade show, Anuga is also your chance to find out about the latest trends and challenges.



Royal Trade Mission to Australia - Sydney-Melbourne: 19-28/10

This multi-sector trade mission to Australia will focus on 8 key areas: infrastructure, renewable energies, life sciences (with a focus on nuclear medicine and radiopharmaceuticals), medical equipment and devices, agriculture (supply), the service sector (in the broadest sense), financial services and European market access services, transport and logistics, and sports and entertainment technologies.



Rebuild Ukraine - Warsaw: 14-15/11

Although peace has yet to return to Ukraine, the Walloon Export and Foreign Investment Agency (AWEX) intends to show the extent of the current involvement of Wallonia's business community in the colossal task of rebuilding the country.



Slush 2023 - Helsinki: 30/11-01/12

Slush is a non-profit and the world's largest gathering of VC - delivering actionable company-building advice and bringing together the big names in startups.



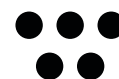
Wallonia, the land of **SUSTAINABLE INNOVATION**



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

CONTACT US TO EXPLORE GREEN OPPORTUNITIES IN WALLONIA

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Wallonia.be