



# BELGIUM Wallonia

@ PLMA CHICAGO 2023

November 12-14, 2023

Chicago

  
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# BELGIUM

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## Wallonia

@ PLMA CHICAGO 2023

Chicago - Donald E. Stephens Convention Center

Sky Hall, Booths: 7115 to 7314

November 12-14, 2023

Chicago

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## Wallonia, open to the world at the heart of Europe

To begin with, a little bit of geography is required... Wallonia is, with Brussels, the part of Belgium where French is spoken. But also, English, German and Dutch, since its privileged position in the heart of Europe – out of Europe's 500 million consumers, 60% are located within a 1,000-kilometer radius around Wallonia – makes it an economic crossroads of choice, naturally open to the world, offering a multitude of advantages to foreign investors.

By coming to Wallonia, you are locating your business in the direct vicinity of Brussels (1,700 European HQs, European Union, NATO, 2nd world journalistic center after Washington DC...), between Paris, Amsterdam, London, Luxembourg and Frankfurt. This ideal position gives you access to a market of 375 million consumers in four hours by road, with distribution facilitated by highly developed infrastructure, including five multi-modal platforms in particular on the borders of Germany, the Netherlands and France. In addition, a serious advantage in this part of Europe that is almost saturated, you have rapid access to infrastructure tailored to your needs. In effect, large spaces and buildings that are immediately available await you in more than two hundred business parks. Ideally located in Europe's major corridors of communication, they are equipped at a real estate cost that is amongst the lowest in Europe.

Then it should be noted that rates of corporation tax are amongst the lowest in Europe (between 26 and 28%), in addition to an attractive tax regime for shareholders and expatriate executives. In addition, the self-funded share of an investment is tax-deductible. In parallel with this attractive taxation regime, significant financial incentives are offered. In fact, European and regional financial support is particularly significant and completely tax exempt: in some parts of the region this financial support can amount to 30% of the investment for large companies and 35% for SMEs.

Finally, several strengths are a direct result of the region's human resources... Personnel you find in Wallonia are productive, competent and multilingual. In fact, its productivity is among the highest in the world and the supportive social consensus ensures a quality of business relationships without comparison. You should also be aware that Wallonia is one of the world's largest exporters on a per capita basis. By setting up your business here, you will benefit from an exceptional export culture that is open to the world, as well as financial incentives and a network of more than a hundred economic and commercial attachés throughout the world...

A few figures to support this export trend: while Wallonia represents approximately 0.1% of world GDP, Walloon companies are responsible for 0.3 % of world trade, and nearly 70% of the overall turnover of Walloon firms is derived from exports, one of the highest export rates in the world (EU average: 30%).



Wallonia has an excellent logistics infrastructure and «multimodality» is the keyword. **Liege Airport** was awarded the title of **best cargo airport in the world** for the year 2020. You will also find yourself well supported : the actors of the sector are gathered in the «Logistics in Wallonia» cluster.

  
Wallonia.be



# WALLONIA EXPORT & INVESTMENT AGENCY

The Wallonia Export & Investment Agency (AWEX) is the organization in charge of the development and management of Wallonia's domestic and international economic relations.

Through a personalized, innovative, and sustainable approach, AWEX supports Walloon companies - regardless of their size, sector, or target market - in every step of their international endeavors. This includes exports, technological partnerships, and development abroad.

The agency's vast network of connections ensures the best advisors are always by your side. Our local anchors and agents abroad are capable of providing unparalleled insight to take your company to the next level. In addition, our connections will help establish your business in the global marketplace and promote it throughout the world. Training, incentives, and international financing are also available.

AWEX is also committed to strengthening Wallonia's position as the premier gateway for international investors seeking success in the heart of Europe. We work closely with them to inform, convince, and advise at every stage of their development.

Feel free to get in touch with one of our local or international agents via our websites listed below. In our network of more than 400 employees in nearly 100 countries around the world, there is always someone ready and willing to support you in your approach.

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Phone: +32-2-421 87 45  
info@awex.be

Mrs Pascale DELCOMMINETTE | CEO

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



## USEFUL ADDRESSES



### BELGIUM AWEX

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# WWW.WALFOOD.BE

## A WEBSITE LINKING TO 300 BUSINESSES

If you are looking for one of the following production methods:  
**organic, Halal, Kosher ...**

If you are interested in **PRIVATE LABEL** (distributor branded products)  
If your activities are based on the type of packaging: **vacuum packed, frozen, smoked, preserved ...**

**WALFOOD PRESENTS BUSINESSES WORKING IN WALLONIA IN THE FOLLOWING SECTORS:**

- Bakery, confectionery and waffles
- Beers and spirits with character
- Chocolate and confectionery
- Commercial and collective catering
- Dairy and egg products and derivatives
- Delicatessen products
- Fish, crustaceans and shellfish
- Ingredients and Food Supplements
- Fruits and vegetables, Belgian fries
- Meat and cold cuts
- Spices and condiments
- Water and non-alcoholic drinks
- Miscellaneous

FOR INFORMATION ON THESE BUSINESSES OR  
THE POTENTIAL OF THE  
WALLOON AGRIFOOD SECTOR,

YOU ONLY NEED ONE ADDRESS :

[AGRIFOOD@AWEX.BE](mailto:AGRIFOOD@AWEX.BE)



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# EXHIBITORS

10	BISCUITERIE DESTRÉE	7316
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26	PM SWEET	7314



# BISCUITERIE DESTRÉE



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## ACTIVITIES, PRODUCTS AND BRANDS

Stephen Destrée was originally a baker and has specialised in biscuits for 14 years. The Biscuiterie’s keywords are quality, respect for local ingredients and flexibility. Our brand features a traditional sweet assortment and an organic sweet-and-savoury range. We are always delighted to listen to new ideas from our customers and develop a proprietary brand with them.

## CERTIFICATION

Certisys, Maitre artisan and IFS



# BOSTANI CHOCOLATE BELGIUM



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Website: <https://www.bostanichocolate.com/en-eu>

**CONTACT**  
Houdhek Nadia, Sales representative  
Mobile: +32 470 95 30 98  
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## ACTIVITIES, PRODUCTS AND BRANDS

Bostani Chocolate Belgium specialises in premium chocolates for every occasion. We offer different collections: the Rose Collection, the Classic Belgian Collection, the Truffles Collection and the Thin & Filled Collection... All of these are included on our website, which has recently been enriched by the Sablon, a versatile collection of chocolate drops.

## CERTIFICATION

Rainforest Alliance certification + Kosher certification





# CONFITURE L'ARDEENNAISE



Route de Marche, 2  
B - 4190 XHORIS  
Tel: +32 4 228 91 59  
Website: [www.confiturelardennaise.com](http://www.confiturelardennaise.com)

**CONTACT**  
Amélie LAMALLE, Sales Manager  
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E-mail: [amelie@confiturelardennaise.com](mailto:amelie@confiturelardennaise.com)

## ACTIVITIES, PRODUCTS AND BRANDS

Existing for more than 50 years, situated in the south of Belgium, our key words are: production of organic and traditionnal jams, Belgian family business, small structure meaning flexibility. Product is pasteurized and controlled by an online metal detection system, 100% natural products - no additive and/ or color added. In our range we have:

1. Pur natur, organic jam, available in various formats.
2. Vallée de l'Ourthe, traditional jam, available in various formats.

## CERTIFICATION

IFS certified with high level, organic certified by Certysis (BE), kosher, kosher for Passover, FDA certified.





# DELY WAFFELS



Porte des Bâtisseurs, 166  
B-7730 - ESTAIMPUIS  
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Website: [www.dely.be](http://www.dely.be)

**CONTACT**  
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## ACTIVITIES, PRODUCTS AND BRANDS

Treat your taste buds to the exquisite flavors of DELY Waffles. Our collection of Brussels Waffles & Toaster Waffles offers a journey through the authentic Belgian waffle experience. Made with precision & premium ingredients, each bite embodies the perfect balance of crispy exterior & fluffy interior. Whether you prefer a traditional Brussels Waffle or the convenient Toaster/Breakfast Waffles, DELY Waffles guarantees a moment of pure indulgence.

## CERTIFICATION

BRC AA and IFS Higher Level





# DESOBRY



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B-7500 TOURNAI  
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Website: [www.desobry.be](http://www.desobry.be)

**CONTACT**  
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## ACTIVITIES, PRODUCTS AND BRANDS

DESOBRY is a specialist in global private labels and has a large product range with 45 different biscuits packed in all different kinds of boxes: tin boxes, trendy gift boxes or more classic cardboard boxes or biscuits in trays. For single biscuit consumption, we also produce single flow-packed wrapped biscuits. Markets: Europe, USA and Canada, Australia, Asia, South America (more than 45 countries around the world)

## CERTIFICATION

BRC and IFS: A-level for all conducted audits





# LA CHOCOLATERIE GALLER



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B-4041 HERSTAL  
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## ACTIVITIES, PRODUCTS AND BRANDS

For many years, GC GROUP has been relying on its know-how in the production of high-quality chocolates. Our creations are synonymous of delicacy and moments of pleasure for a wide client base. Our strength lies in mastering manufacturing processes, but also in our in-depth knowledge of the market. What about taking advantage of this experience to develop your own chocolate products? This is what we propose to you today through our private label.

## CERTIFICATION

BRC Certified  
Warrant Holder of the Royal Court of Belgium  
100% Fairtrade cocoa  
100% pure cocoa butter  
No palm oil





# LUTOSA



ZI du Vieux Pont 5  
B - 7900 Leuze-en-Hainaut (Belgium)  
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E-Mail: [headoffice@lutosa.com](mailto:headoffice@lutosa.com)  
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**CONTACT**  
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**ACTIVITIES, PRODUCTS AND BRANDS**

Lutosa, a Belgian company active for over 40 years, offers a variety of products: frozen, refrigerated fries, frozen specialties, and dehydrated potato flakes. With a presence in 141 countries through 24 subsidiaries and offices, we export 95% of our production. Our goal: to share the joy of potatoes in all their delightful forms with the whole world.

**CERTIFICATION**

ISO 14001:2015 ; ISO 50001:2011 ; Accreditation ISO17025 - Leuze-en-Hainaut - Lab. : 069-TEST ; BRC ; IFS (higher level) ; ACG ; BIO ; RSPO ; FCA (Feed Chain Alliance - sous-produits) ; Smeta





# MILLESIME CHOCOLAT



Rue du Cygne,2  
B-4020 LIEGE  
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CONTACT  
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## ACTIVITIES, PRODUCTS AND BRANDS

Our chocolate from a specific terroir is vintage and therefore produced in limited quantities. The heart of our approach is to work exclusively with beans from exceptional plantations and soils. Our production is certified as organic. We have complete control over the process of transforming raw cocoa beans, from roasting to making finished products according to the manufacturing processes of yesteryear.

## CERTIFICATION

Haccp - ORGANIC - Fair Trade





# PMSWEET



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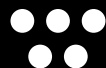
## ACTIVITIES, PRODUCTS AND BRANDS

PMSweet, a Belgian company specialised in producing artisan-crafted macarons, shares and exports its expertise to professionals in the sweet treat domain.  
Our two certified production sites, one partially manual, the other entirely automated, mean we can meet all requests, even the most insane!

## CERTIFICATION

BRC, UTZ, Fairtrade Cocoa & IFS





Wallonia.be

EXPORT  
INVESTMENT

## WALLONIA EXPORT & INVESTMENT AGENCY

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Feel inspired

