



ПОСОЛСТВО НА КРАЛСТВО БЕЛГИЯ
EMBASSY OF THE KINGDOM OF BELGIUM

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BUSINESS NEWSLETTER
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Dear Friends,

It is time now to highlight the last week of October in black, gold and red in your agendas. This year's Belgian Week caters to your culinary, musical and literary tastes under the motto: "Belgian Essentials, Chocolate and Beer".

On Monday 24 October the winner of the 2011 Primus Inter Pares Award will be announced at the opening reception at the Hilton.

On Wednesday 26 October you are invited for a literary encounter with Koen Peeters and a Belgo-Bulgarian jazz night with Bernard Guyot and Sabin Todorov (Studio 5, NDK).

On 27 October, do not miss the Night of Culinary Temptations with a Belgian dinner featuring the best of Belgian's regional delights prepared by the chef from the Antwerp Hilton.

Bring along the people you like and I hope to see you in large numbers, having a good time.

Marc Michielsen,
Ambassador

iBeaken comes to Bulgaria



iBeaken is a company created by Belgian entrepreneur Jo Van Hove. Its mission is to make touristic information available on the spot through a device we all will have in our pocket in a short time: the smartphone. The idea is carried by the growing number of smartphone subscriptions in Europe and today iBeaken is already being deployed in 8 countries, among which Bulgaria.

An iBeaken (of "Interactive beacon") is a small story about a location, object, work of art or monument that can be accessed with a smartphone in the language of the user. To access the information, the smartphone has to scan a little black and white box displayed next to the item of touristic interest. Working with smartphones gives the tourist operator the chance to dematerialize information, thus creating a more sustainable and ecological offer. And at the same time it is possible to track the effectiveness of a campaign and to attract more people to the location. M. Emil Tsankov, mayor of Belogradchik, met the founder of iBeaken in Belgium during a visit to the twin city Jodoigne and was immediately seduced by this simple, innovative but economic mobile idea that is widely deployed in Belgium. Four labels are already displayed around Belogradchik Rocks and Magura cave, one of the Ten Wonders of Bulgaria.

For further details feel free to contact Jo Van Hove jvh@ibeaken.com www.ibeaken.com tel +32 475 44 04 54 or Svetlana Antova, Belogradchik, tel +359 884 39 17 80 svetlinata@abv.bg.

URSIT
Services in Information Technology

URSIT, a new member to the BBL Business Club

URSIT Ltd. is a company based in Sofia that offers consulting services in the area of Information Technologies. It was created in 2000 by Ulrich Boes, a German expatriate and Bulgarian national Raina Pavlova. Now is operating in Bulgaria, the Western Balkans and Greece.

URSIT is specialised in Geographic Information and Web Technology. Interoperability and open standards are major values and URSIT is representative of the Open GeoSpatial Consortium (OGC, www.opengeospatial.org), the world-wide organization for geospatial technology standards. URSIT is also a partner of the Turkish GIS company NETCAD (<http://www.netcad.com.tr/>) and has a long-standing collaboration with the Belgian GIS and remote sensing company Eurosense (<http://www.eurosense.com/>).

The company worked as a consultant for the European Commission and has expert knowledge on the European Directive INSPIRE: Infrastructure for Spatial Information in Europe.

URSIT also strongly supports AGISEE (www.agisee.org), a non-profit organization which aims at promoting geospatial data use and building Spatial Data Infrastructures in the region of South-East Europe.

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Five Belgian companies at Plovdiv Technical Fair

Five Belgian companies participated in the Autumn Technical Fair in Plovdiv. MEFACO bvba, a specialist in fastening and assembly techniques, presented with its own stand in Pavilion 21. Four other companies were represented by their Bulgarian agent. Van Wezel Autoparts was represented by "Evro 07 AD" and LVD Company NV by "Evromarket Group AD". The Bulgarian "Evromarket Construction" represented two Belgian companies: Carbodam and Faymonville.



Belgium ranks as fourth most attractive country in the world for foreign investors

According to a recent report by UNCTAD (United Nations Conference on Trade and Development), foreign direct investment in Belgium rose by more than 50% from 2009 to almost \$62 billion (about EUR 43 billion) in 2010.

Belgium is ranked as the fourth most attractive country for foreign direct investment, after the United States (\$228 billion), China (\$106 billion) and Hong Kong (\$69 billion). Again in 2010, Belgium was 10th in the world ranking for outgoing direct investment at \$38 billion (~ EUR 27 billion).

www.unctad.org/Templates/Webflyer.asp?docID=15189&intItemID=2068&lang=1

The OECD ranks Belgium highly



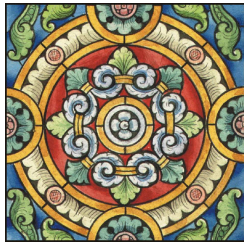
The Secretary-General of the Organisation for Economic Cooperation and Development (OECD), Angel Gurría, issued the biannual report on the Belgian economy during a press conference on 12 July last. He congratulated Belgium for the results achieved by the government over the past two years.

According to the report's conclusions, Belgium weathered the storm of the financial crisis: *'the economy is recovering well'*.

An *economic study* is published for each OECD member state approximately every two years. It surveys the country's main economic challenges, provides an in-depth analysis and makes recommendations on economic policy for each of the challenges identified.

According to the OECD, Belgium has shown resilience to the crisis with a relatively modest increase in unemployment. The country's economy is recovering at a faster pace than the rest of the Euro zone and its budget deficit is reducing rapidly.

The OECD encourages Belgium to continue restructuring its public finances, to focus on green growth alternatives and to widen access to the employment market.
www.oecd.org/eco/surveys/belgium.



Soprano Dorotea Doroteeva wins "Euterpe Rose of Karlovo"

Bulgarian soprano Dorotea Doroteeva won the first prize at the second edition of the singing contest "Euterpe Rose of Karlovo", organised by Belgian national Veronique Steeno in Karlovo. Doroteeva also was awarded the special Baroque Prize from the "Handel Society of Music in Bulgaria". The second prize in the overall contest went to Kim Boram, the baritone from South-Korea, who also received the prize of the public. Another Bulgarian, Raina Tsankova Hincheva, finished third.

Newly arrived in Bulgaria

Name: Boeren, Ferdy
Activity: Independent
Company: Riverside Bulgaria
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Name: Potell, Olivier
Activity: Technical coordinator Renault Dacia Nissan
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Name: Neyes, Stephane
Activity: employee
Company: Euroccor
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.....Agenda.....

EVENTS IN BELGIUM

<http://www.visitbelgium.com/>
<http://www.agenda.be>
<http://www.opt.be/accueil/fr/index.html>

*** Europalia.Brasil**

4th of October – 15th of January 2012
The diversity of Brazil in the heart of Europe
www.europalia.eu

*** Festival of the Five Seasons**

A happy marriage of culture and nature
16th of October – 31th of December
Chaufontaine
www.festival5saisons.org

*** Palazzo Rubens. The Master as Architect**

10th of September – 11th of December
Rubenhuis – Antwerp
www.rubenshuis.be

*** Festival de Wallonie**

5th of June – 16th of October 2011
Classical music
www.festivaldewallonie.be

*** Horta, a Lost World**

8th of April – 31st of December 2011
Autriquehouse, Schaarbeek
www.autrique.be

*** Tutankhamen**

20th of April – 6th of November 2011
Place de Belgique, Brussels
www.kingtutbrussels.be

*** Walter van Beirendonck : Dream the world awake**

La première grande rétrospective du créateur de mode Walter Van Beirendonck
14 septembre - 19 février 2012
MOMeMuseum - www.momu.be

*** From Pablo Picasso to Joan Miro**

1st of May – December 2011
Oud Sint Jan, Bruges - www.oudsintjan.eu