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the wallonia patrika

News and updates from the Wallonia region of Belgium

VOLUME 2 | ISSUE 1 |

INTERVIEW WITH H.E. PIERRE VAESEN

Ambassador of Belgium to India

WALLONIA TECH INDIA

Teaming up to create global innovative companies



VAL SAINT LAMBERT

BELGIAN GLASS

IN ALL ITS

GLORY!

MAGOTTEAUX

Shaping a world of performance

THE EURO SPACE CENTRE

Becoming an astronaut for a short time
in Belgium



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Wallonia : You are more than welcome...

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Editor's Note

Dear Reader,

Welcome to the second edition of the
"Wallonia Patrika"!

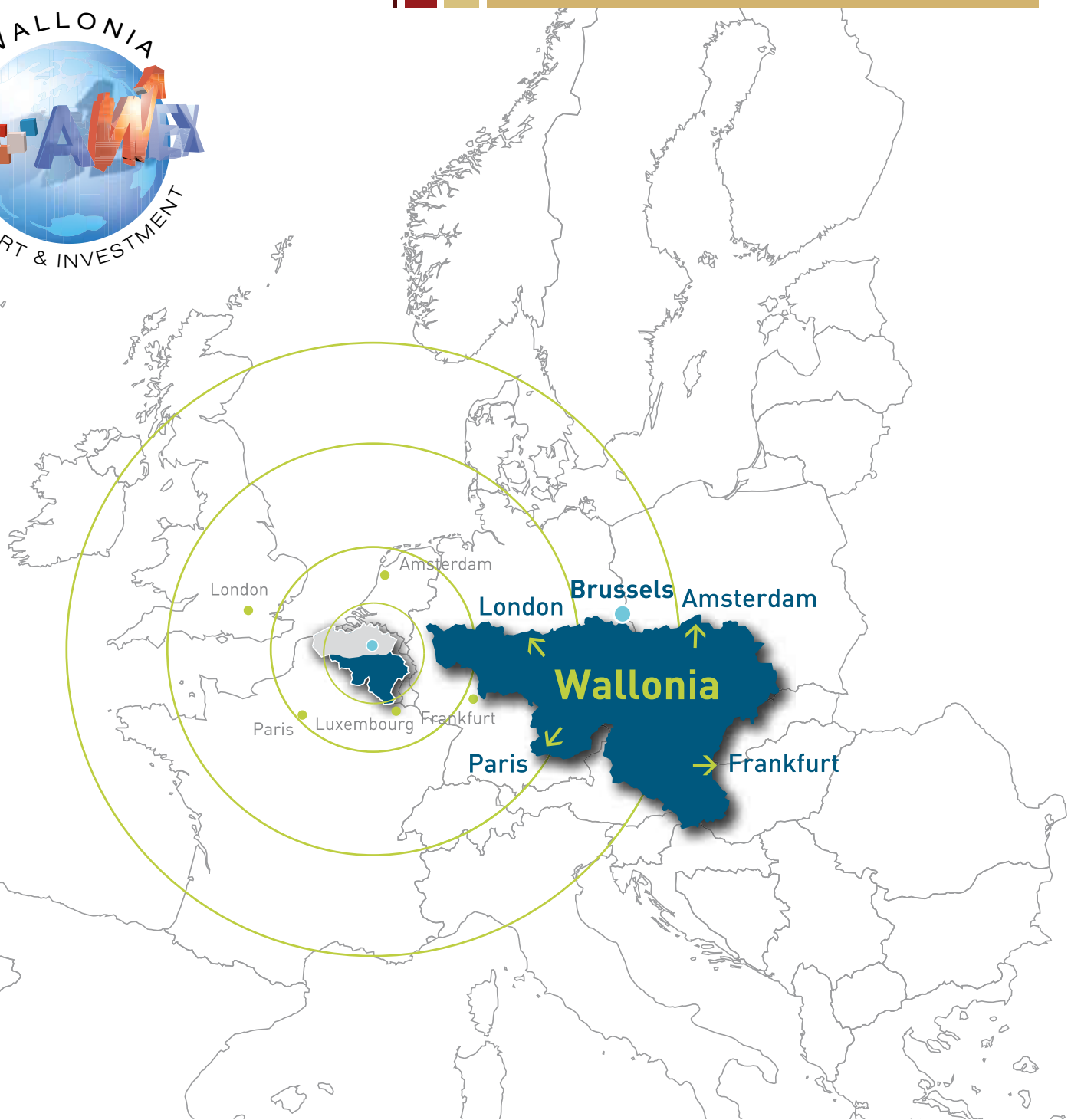
If you ask any rickshaw-wala in Old Delhi what does he associate with Belgium, there is a good chance that he will answer "*Belgium ka sheesha*" (Belgian Glass). So, it should come as no surprise that in the current issue we have chosen to showcase **Val Saint Lambert**, probably the best reference in the world for crystal glass. But, we also focus on a number of Wallonian success stories in India, for instance **Magotteaux**, a world leader of wear-resistant castings for the cement industry, power plants, and mining, present in India since 1989 with its own factory in Rajkot, Gujarat, and **AMOS**, a top specialist of huge telescopes and thermal vacuum space simulators, for whom India is by far the largest market in the world. On the Indian foreign investment side, the last couple of months have seen several Indian companies choose Wallonia. This is the case, for instance, of the **Braj Binani Group** which acquired **3B**, European fibreglass major located near Liege, in Wallonia.

We have also talked about a couple of cultural events in this magazine. For instance, a full-day celebration in Delhi dedicated to **Tintin**, the immortal hero with strong Belgian roots, and a recital given in Delhi by a Belgian soprano with Indian roots.... These stories and many more are presented in the next pages. I hope you will enjoy reading them.

On a more personal note, this column offers me the opportunity to say "**Phir milenge**" and "**Khuda hafiz**" to India and to the many great people I have met here. It is time for me to move on and take up a new challenge in South Africa. It was a privilege for me to call Delhi home for almost five years which were by and large enriching, at times frustrating, yet always incredible! My team and I have been working very hard all these years to help tiny Wallonia position itself in India. It is a daunting task. The job is still incomplete and it will be continued after my departure by my successor. So, please keep Wallonia in mind for sourcing your products and technologies, or for setting up office in the EU.

Yours sincerely,

Jean-Pierre Muller
First Secretary, Embassy of Belgium
and Head of AWEX, New Delhi



Wallonia is...

- ☐ A welcoming and successful region that has taken control of its future and welcomes you with open arms!
- ☐ Located in the backyard of the capital of Europe, at the heart of a market of 400 million consumers, where businesses can set up and develop in a favourable setting.
- ☐ A place of innovation and competitiveness where men and women can develop their abilities, deploy their skills and flourish professionally.
- ☐ A highly attractive and competitive region offering businesses smart tax regulations and a broad system of financial assistance customised to meet their requirements.
- ☐ A quality area open and welcoming to the world where authorities promote creativity and initiative; a land of warmth, friendliness, culture and traditions.

INTERVIEW WITH THE BELGIAN AMBASSADOR...

H.E. Pierre Vaesen has been the Ambassador of Belgium to India for the past one and a half years. He has a legal background, having graduated in Law and International Law from the University of Brussels and Cambridge University, respectively. He has served in many countries including Poland, Senegal, United Kingdom, and Morocco. He was appointed Head of Mission in Togo, Ukraine, Thailand, Greece, and at present in India. At the Ministry's Headquarters in Brussels, he served as Director of the Training Department, and later became Chief of Staff of the Minister for International Cooperation and Aid programs.

Mr. Vaesen speaks to the Wallonia Patrika about the friendly, dynamic, and long-lasting bilateral relations between Belgium and India.

Can you describe the historical background of belgo-Indian relations in a few words?

Diplomatic relations between the Republic of India and the Kingdom of Belgium were established 64 years ago, in 1948, and have remained excellent ever since. But the relations between our nations are much older than that. They started in Bengal, with a venture of the Ostend Company, authorised by the Austrian Emperor Charles VI, who then ruled the Low Countries. When subscription lists for the venture were opened in Brussels in August 1723, the required capital, six millions of florins, was raised in less than two days. The list of shareholders reads like the

Diplomatic relations between the Republic of India and the Kingdom of Belgium were established 64 years ago, in 1948, and have remained excellent ever since.

Gotha of the time: the Prince of Ligne, the Prince of Rubempré, the Duke of



Aremberg, the Count of Windisch-Gratz, and the Count of Lalaing.

In December 1725 the general meeting of the Ostend Company sent out two ships, under Alexander Hume, with the beautiful names "L'Espérance" (Hope) and "La Paix" (Peace), which arrived in August, 1726. After a year of negotiations with the Nawab, Hume settled a factory at Bankibazar, and another at Qasimbazar.

In the 19th century, Belgium became famous in India for its manufacturing excellence, especially for its quality glass. Maharajas and merchants would always bring back huge and sumptuous Belgian cut-glass or crystal chandeliers and mirrors, from their visits to Europe. These pieces can still be admired alongside works of the great Flemish masters in such places as the Marble Palace in Calcutta, the Residence of the Prime Minister, the Presidential Palace, and in museums across the country.

Also, what were the most salient events in the bilateral relations between Belgium and India over the last decade?

In the last decade itself, no less than ten Belgian political or economic missions took place in India. This series culminated in the State visit of Their Majesties King Albert II and Queen Paola to India in November 2008, at the invitation of the Indian President Pratibha Patil, and less than a year later, in March 2010, in the economic mission headed by their son, His Royal Highness Prince Philippe of Belgium, on the invitation of the Vice President of India, HE M. Hamid Ansari. HRH Prince Philippe headed a 340 person strong economic mission across four key cities – New Delhi, Pune, Mumbai, and Bengaluru. He was joined by Her Royal Highness Princess Mathilde and Mr. Steven Vanackere, Deputy Prime Minister and Minister of Foreign Affairs. This was HRH Prince Philippe's fourth economic mission to India.

How important, for the two countries, are activities like cultural exchanges, cooperation on education, and S&T, etc?

Our cultural relations will reach a peak next year at the occasion of the Europalia festival in Belgium in 2013, a four-month long program of

exhibitions, concerts, movies, dance, and theatre that will give the Belgian and the European public a unique opportunity to get to know the Indian culture. Hundreds of Indian artists – dancers, actors, painters, etc – are expected to travel to Belgium, for a truly majestic event, worthy of the Indian subcontinent. And of course, Belgium also promotes its artistic talents in India. Recently, a Belgian soprano from Indian descent adopted by a Belgian family, gave a remarkable recital in Delhi. Another recent event was the celebration of the translation of the adventures of Tintin, the famous Belgian reporter, in Hindi. Besides, there are many exchanges happening with respect to education and S&T. The DY Patil Group announced last year the establishment of an Indian International School in Belgium. Top Belgian research institutions like IMEC and VITO are very

There are about 150 Belgian companies established in India, representing a total investment of USD 550 million approximately. Belgium is currently the 20th biggest foreign investor in India, at more or less the same level as Canada, Australia, and Russia. On the other hand, my country is home to about 75 Indian establishments representing a total investment of USD 1 billion approximately. The figure is growing fast: a couple of months ago, the reputed Binani group announced the acquisition of the Belgian company 3D located in Wallonia, for a whopping amount of 275 million Euros.

What are the major trump cards of Belgium with regard to attracting Indian investment? And what are the major incentives offered by Belgium to that effect?

Thanks to its central location, Belgium is a gateway to Europe. A highly integrated

The two-way trade has reached an equivalent of USD 13 billion in 2011.

Belgium has made it among the top 10 most important trading partners of India. We are currently India's second most important EU trading partner, after Germany and just ahead of the UK.

active in India, partnering with WIPRO and TERI respectively.

Belgium has also been very much present in the field of education. Belgian missionaries have established renowned schools and colleges all over the country. We have also supported vocational training among others, through the network of the Don Bosco schools in India. In the future, we would like to encourage more university cooperation and student-exchange programmes.

Can you give us an idea of the number of Belgian companies already present in India and Indian companies that already have a foothold in Belgium? According to you, how many jobs have these investments generated for either economy?

infrastructure explains why numerous distribution centres are located in Belgium. My country offers a unique combination of ports, airports, railways, and roads. Moreover, an investor-friendly tax regime and particularly, transparent business regulations especially in employment matters, explain Belgium's attractiveness for foreign investors. From cost point of view, we can also point out the low cost of office rents in particular, in Europe's capital. As you know, key institutions of the European Union are located in or near Brussels. R&D companies are also well represented because they can benefit from a long-established cooperation between enterprise and scientific research institutions, with regional and national fiscal incentives and a strongly performing education



system. Belgium offers a highly skilled multi-lingual workforce, one of the world's most productive.

Do you think that the present Euro debt crisis might seriously impact Belgium as an attraction for inward Indian investment?

European leaders are actively working on a lasting solution for the Euro zone challenges. Currently, analysts expect the Euro zone to stagnate in 2012, but they predict a decent growth for 2013. As European companies are at present

We are currently India's second most important EU trading partner, after Germany.

undervalued, I believe it is the right time for Indian companies to make strategic investments in Europe, particularly in Belgium. At the moment, there are many Indian companies looking for bargains in Europe.

What is the present level of bilateral trade between Belgium and India? And what are the major Belgian economic interests in India?

The two-way trade has reached an equivalent of USD 13 billion in 2011.

Belgium has made it among the top 10 most important trading partners of India. We are currently India's second most important EU trading partner, after Germany and just ahead of the UK. I always say, 'Diamonds are our best friends', as they make up the biggest part of our mutual trade flows. Over 60% of rough diamonds worldwide are traded in Antwerp, and are shipped to India for further polishing and cutting, before being sold in India or re-exported to the world markets. But our trade consists of more than diamonds alone, since Belgium - at the heart of Europe - truly is India's gateway to the European continent. We have important trade flows in sectors like machinery, steel products, vehicles, pharmaceuticals, and chemicals, and huge potential in clean technology and logistics.

Over and above our investments and commercial exchanges, I would like to add that there is also a huge potential in the tourism sector. More and more Indians are travelling abroad, particularly to European countries. Tourism is also an important sector for the Belgian economy and I am convinced that we should encourage more Indians to visit our country.

Can you tell us about the major bilateral events in the pipeline in 2012 and 2013?

The next important event will be the visit of the Minister of Commerce

and Industry Shri Anand Sharma, accompanied by a business delegation lead by FICCI, to the Global India Business Meeting in Antwerp and Brussels. 2013 will see two major events: the cultural exhibition series Europalia and another Belgian business delegation headed by HRH Crown Prince Philippe. In between, there will be many Belgian sectorial trade delegations visiting India, and group participations at local exhibitions. We will not be short of work before the end of 2013!

And to conclude on a more personal note, what has impressed you the most here since you have settled in Delhi one and a half years ago?

The most impressive thing for somebody like me coming to India from a relatively small country like Belgium (I say "relatively" because Belgium has a significant role in international relations and international trade) are the numbers: dimension of the territory, density of the population, etc. And the second most impressive aspect of Indian life is the enormous diversity of this country, in terms of culture, lifestyle, languages, customs, and habits. It is definitely one of the most fascinating countries where I have been posted in my fairly long career... It is also a daily but rewarding challenge.



Some of the 19 chandeliers from Val Saint Lambert in the Durbar hall of the Chawahalla Palace, Hyderabad

VAL SAINT LAMBERT : BELGIAN GLASS IN ALL ITS GLORY

The very name of Val Saint Lambert (VSL) brings to mind a fascinating and glittering world, dazzling and delicate all at once, a world of shiny lights and sheer luxury. For nearly two centuries, the Cristalleries du Val St Lambert (Val Saint Lambert Crystal Glassworks) have developed and nurtured a rich tradition of craftsmanship, pure clarity, and intense colours. Masters of the “art of crystal” handed down at Val St Lambert from father to son and son to grandson, their luminous creations have become a compelling benchmark of the cultural and aesthetic landscape of Wallonia. Their fame has spread way beyond the Belgian borders, India being one of the many places where the mention of Belgian glass doesn’t require an explanation. “Ask any Bangalore tricycle driver or Kolkata taxi driver what they associate with Belgium and the immediate reply is Belgian glass...”, says Philippe Falisse in his inspiring book “Belgian Heritage in India.”

The pure Val Saint Lambert (VSL) crystal is known to be one of the clearest in the world. Mouth blown and hand cut, its perfect design lies in the refined techniques that bring out its sheer glimmer. The distinct colour spectrum of Val Saint Lambert comprises cobalt blue, sapphire blue, royal blue, petroleum blue, green, Chinese green, Japanese yellow, pink, amethyst, fuchsia, violet, morning red, quartz and black. Using one of the oldest techniques in glass art, glassblowing, and specialised cutting techniques that determine the specific incidences of light and look, the fascinating work taking place at VSL produces a harmonious blend of the four natural elements (earth: sand; air: blowing; fire: furnace; water: cooling) and turns them into wondrous pieces of art, each dazzlingly unique and handmade. In the end, it all boils down to playing with light. The tricky part rests with knowing exactly how to do that because the magic doesn't just happen. Other manufacturers have attempted to match the unmistakable

quality of Belgian glass, but to no avail. Chinese crystal, for example, is cheaper, has a lesser glow and is machine-cut. And it is not that many can be fooled...

Hirendra Mullick, a descendent of Maharajah Mullick who built the marble palace in Kolkata, says Belgian cut glass has several distinctive features. *"Glass in general, and chandeliers in particular have two characteristics: first, they have a luminous quality, on account of the concentration of light; second, they have a strong emotive quality. In the case of Belgian glass ware, shades and light are more romantic and more concentrated. Moreover, the tint, glaze and outlet of the illumination have not been spread totally on the entire hall. It is concentrated over a particular dimension of the area. In other cut glass like the English Osler, for instance, the illumination and concentration are dimensionally broader and larger. The glaze and reflection of the light are not so romantic due to the more powerful light that is being spread through the particular glass."* (1)

A bit of history...

Nearly two centuries ago, in 1826, smoke began to rise from the chimney of a Cistercian abbey in Seraing, near Liège in Belgium: the workers had just fired up the first furnace of the Val Saint Lambert crystal works. Before long, it became the epicentre of the Belgian crystal industry. The end of the 19th century brought upon a golden age for VSL. The site around the former abbey grew into an entire village with more than 180 workers' dwellings and all the required amenities: small gardens, a school, a shop and even a hospital... In crystal glassworks, an impressive 120,000 unique creations were produced each day by 5000 skilled and dedicated employees. Three quarters of those creations were exported to the palaces and mansions of the wealthy around the world. The tsars of Russia and the Maharajas of India became prime customers. In his book "Le Val Saint Lambert – Ses cristalleries et l'art du verre en Belgique", Joseph Philippe recounted that the crystals of VSL "graced the sumptuous tables of the five continents." (1)

¹ In *Belgian Heritage in India*, Philippe Falisse, Ed. Versant Sud, Louvain-la-Neuve 2010.



Val Saint Lambert Shop in Bombay (circa 1900)

VISIT THE MUSEUM!

When you travel to Belgium, one thing you do not want to miss is the Val Saint Lambert museum. Come and discover the wonderful work of crystal and the century-old history of the Val Saint Lambert. We are the only Crystal Manufacturer in Europe, open to the public! Live the magic of transforming this captivating material with our craftsmen. You will not be disappointed. The museum displays a unique collection of about 250 pieces in a modern, original, and dynamic environment. Computers are put up to give you a whole array of information about products and techniques. From glass blowing to hand cutting, you can witness the creation of various pieces (for more information, visit www.cristaldiscovery.com). Come and have a look!

Factory demonstration of glassblowing

Discover the work of our glass craftsmen in their very own workshops. Witness the making of a unique masterpiece, starting from collecting molten glass from the crystal furnace to beautifully handcrafting and finishing it.

Museum

From contemporary to traditional, from exceptional to monumental, come and see the richness of this prestigious collection retracing the story of Val Saint Lambert through the years.

Movie: "Mémoires de Verriers"

Dive into the heart of the craftsmen's work and learn about the century-old story of the site.

Ludic tour

See, touch, listen, and experience the magical universe of Bernard Tirtiaux's monumental creations. Enter the world of the artist!

Show tour

Embark on a journey into time and space; rediscover the communication between man and glass from ancient to the present times.

The site of Val Saint Lambert

Also visit the Cistercian Abbey, the ponds, "Maison des étrangers", "Cour du val"...

Crystal shop

Come and admire the latest collections of Val Saint Lambert Crystals. Your dream piece may be waiting for you...

For information, please visit
www.cristaldiscovery.be
or write to info@cristaldiscovery.be.





Kaleido blue amethyst vases



**VAL
SAINT
LAMBERT**
Handmade in Belgium since 1826

VSL also began selling a great deal of its wares to Japan and China. "Amongst the 38 countries in which VSL sold most of its products, the Indian continent ranked sixth", wrote Philippe Joseph. They had permanent agents in Mumbai, Kolkata, and Chennai. VSL representatives also visited India regularly. In the Chowahalla Palace in Hyderabad, nineteen impressive chandeliers of Belgian crystal embellish the Durbar Hall. Palaces in Bhuj, Bikaner, and Varanasi still display collections of VSL products including crystal ware, mirrors, and chandeliers.

However, World War I brought an abrupt end to the steady expansion VSL had been experiencing all through the 19th and early 20th centuries. The depression of 1929 and World War II to which VSL was not immune, meant further decline for the company's key markets. The situation lasted up to the 1970s. Since then, major innovations have started to breathe a new life back into VSL. The Onclin family, who

now owns VSL and is committed to reinstating the brand on a global level, aspires to cast a new light on the product lines and has designed a whole new trend and a new range of collections that intend to dust the name and bring back its original shine. Special new designs supplement traditional collections with contemporary objects. The challenge though, is to revive and reassert VSL's identity, after becoming almost a legend.

In March 2011, VSL's CEO spent ten days in India in order to reconnect with some of its oldest and most appreciative customers. Indian people know crystal well. With light and colour so deeply engrained in the making of their culture, they recognize and enjoy its delicate beauty. The crystal makers of today continue to have an understanding of what Indian customers look for – all the way to the almost genetic urge to haggle, which they do not fail to act upon when they visit the showroom of the company. Belgian glass, in any case, remains synonymous with luxury and quality in India, and is still considered an exquisitely luminous, transparent, and beautiful piece of art. During these ten days in India, a VIP gala dinner was organised with 450 top-ranking guests

– including the Prince and Princess of Belgium - a unique opportunity for VSL to show off the spark of its new collection. Surrounded with thousands of multicoloured rays, crystal makers and crystal lovers vowed together to find new ways of bringing the crystal tradition back into modern markets. VSL is looking for traders and agents eager to represent their brand. India's anchoring in tradition while striving to match the most advanced developments shows an uncanny kinship with VSL.

The Onclin family also wishes to expand and develop contacts and partnerships with other emerging economies such as China, Russia, and the Middle-East, even though Belgium remains their biggest market to this date.

Today, VSL's ambition is to "continue producing glittering beauty with centuries-old craftsmanship, enriched with a contemporary twist." The vision is, as it should be, crystal clear.

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Event Report

AWEX AT PLASTINDIA 2012

Between the 1st and the 6th of February 2012, one of the largest international plastics exhibition and conference in the world took place on Delhi's Pragati Maidan fair ground. With a total of over 55,000 square meters hosting more than 1,600 exhibitors, including almost 600 international participants and drawing in 125,000 visitors all spread out over all 18 halls filled to capacity, it's no wonder the trade show was a huge success. There was no way that AWEX would let this unique chance to showcase its best companies slip by and miss the occasion. Here is a short report of the participation.

AWEX could not have been more proud to showcase its plastics industry with such quality and cutting edge representatives of Wallonia's plastics industry including **François Compressors** (oil free PET compressors), **BKS** (knives for shredding and recycling), **Lisam Systems** (software solutions as per Reach, GHS and Clp regulations) **Pierret Industries** (Cutting Equipment for Recycling of Textile Fibres and Plastics), **Sovitec** (glass microbeads designed for horizontal road markings, impact treatment of surfaces, reinforcement of synthetic resins), and **X-stream** (software and engineering services company focused on multi-scale modelling of complex multi-phase composites materials and structures: PMC, RMC, MMC, nanocomposites, hard metals, ...)

Thanks to its prime site within the international hall, amongst other factors, the AWEX pavilion saw a

steady flow of visitors throughout the 6 days of exhibition. Jean-Pierre Muller, First secretary at the Embassy of Belgium in Delhi, and head of AWEX New Delhi, explains: "Quite a good number of Indian businessmen visited the AWEX stand during the show and there was a massive amount of interest in our companies' activities. The market here seems very healthy despite the slowdown in the global economy. Consumption levels are still growing and there is a major need for high-tech equipment and materials that our companies can provide." The appeal of AWEX's stand to the business people is far from surprising when you consider that the AWEX pavilion hosted such talented companies as François compressors, BKS and Lisam Systems.

The AWEX pavilion hosted François compressors, BKS and Lisam Systems, while the other three companies, Pierret, Sovitec and X-Stream exhibited on the booths of their local

representatives. The AWEX pavilion's comfortable hospitality area was at the disposal of all the Wallonian companies. The experience proved quite positive for most of the participants. "It was my first participation at PlastIndia", says **Bengt Johansson**, General Manager of **François Compressors India Pvt Ltd.**, manufacturer of oil free PET compressors. "From what I heard, most participants and visitors saw this as a bigger and more fruitful event than the earlier editions. I was quite impressed by the industrial focus of PlastIndia. Trade fairs in India have a tendency to be filled up with 'popcorn machine vendors' if they don't manage to sell their space. This trade fair had a clear industrial focus and most exhibitors were relevant".

In fact, François Compressors would have missed an incredibly fruitful opportunity had they not attended PlastIndia 2012. "Today, India is our second largest individual market

and our third largest production base", says Johansson. "It is also our second largest sourcing market, so we will continue to aspire for growth here." Johansson, an experienced observer of the Indian market, first as the Deputy Trade commissioner of Sweden to India, and later as the GM of Francois Compressors India, has a clear perception of the Indian market: "Companies need two things, presence and perseverance. You cannot succeed in India without having a credible and professional presence here. You also need to arm yourself with patience and persistence to succeed, but the rewards are tremendous both in the mid and long term."

Plastindia proved to be a good experience for all of the Wallonian companies including **BKS**, who was just as satisfied by their participation at the fair despite working in a totally different market and in a much smaller scale than François Compressors. BKS is a company which operates in the sale of industrial knives for shredding and recycling. "We have been operating from Lambermont, near Liège, since 1983", says **Mr. Nicolas Jacquemin**, the ASEAN Regional Manager of the company. "We have recently opened a representative office in Kuala Lumpur with the aim to cover the ASEAN market as our first target. We had not prospected the Indian market until now and seized the opportunity offered to us by AWEX to participate at Plastindia. We are very satisfied with this first experience. The Indian market being totally new for BKS, we came here without any prejudices and assumption, but also without much experience", admits Mr. Jacquemin. "I quickly realised that a good deal of our international customers operate in India, in most cases around Mumbai, Hyderabad, Pune and Delhi. Some of the big names are: Sabic, Indorama, DSM, Clariant, Ampacet, Dupont, Toray ... We met all of them at the exhibition, and they are all interested in quality service at a reduced price. But the challenge for a small company like us is to establish a prosper distribution network in India. There is a huge potential here, but a strong presence is required. How to do that with a small team like ours? I do not have the answer right now..."

The Sharma family, of VIN Industries, proudly posing at Plastindia 2012

And another challenge will be the stiff competition on the price. We do not want to compromise on quality. But I am optimistic about the potential and certainly do not regret the trip! There were some very promising calls, and we met quite a few potential representatives for the future. We are presently reviewing all these contacts."

Pierret Industries, another Wallonian exhibitor, might be facing certain hardships due to the low ebb of their primary focus, the recycling market in the textile industry. But Plastindia 2012 gave them an opportunity to explore recycling in the plastics industry in order to compensate for this loss: "Some of the customers who were really interested in investing in a recycling line have now dropped the idea", says **Mr. Picard**, Sales & marketing Manager. "This is because of the fluctuation in the Indian cotton market, change in Government Policies, strict regulations and indefinite banning on cotton exports due to scarcity in local supplies and the increased bank interest rates. The plastics market is fortunately offering better prospect so our participation at Plastindia was relatively positive, especially in the future, if we manage to compensate a drop in our textile business with a rebound in the plastic one."

Plastindia also gave the AWEX team the opportunity to meet up with old friends in the plastic industry who are currently considering Wallonia as a potential hub for their logistics operation in Europe. Among them **VIN Industries**, a Delhi based manufacturer and distributor of additives for the

plastic and rubber industries who have already started their logistics operations in Wallonia. VIN Industries cannot overlook the huge potential offered by the European recycling business. Although they have headquartered their European subsidiary in the UK, their operations are completely coordinated from the Liege province, in the heart of Wallonia. "We have established business with a local 3PL company. For us, Wallonia emerged as the number 1 choice due to the combination of three major factors: connections, location and relatively low cost of operations", says Rohit Sharma, Commercial Manager of VIN Industries.

Not only did the exhibition and conference allow AWEX to work with top quality, Wallonian companies in the plastic industry and help them establish themselves in India, but also come into contact with Indian companies wishing to expand into Europe with Wallonia as their base. All of this year's participants have made their raving reviews of the conference known, which indicates their deep positive reaction to being able to interact with so many potential partners here in India over the course of Plastindia. Considering the success of AWEX and the participating companies, it is more than likely that the team will be back the next time Plastindia is held, in 2015.



Legal column

INDIA-BELGIUM

SOCIAL SECURITY AGREEMENT

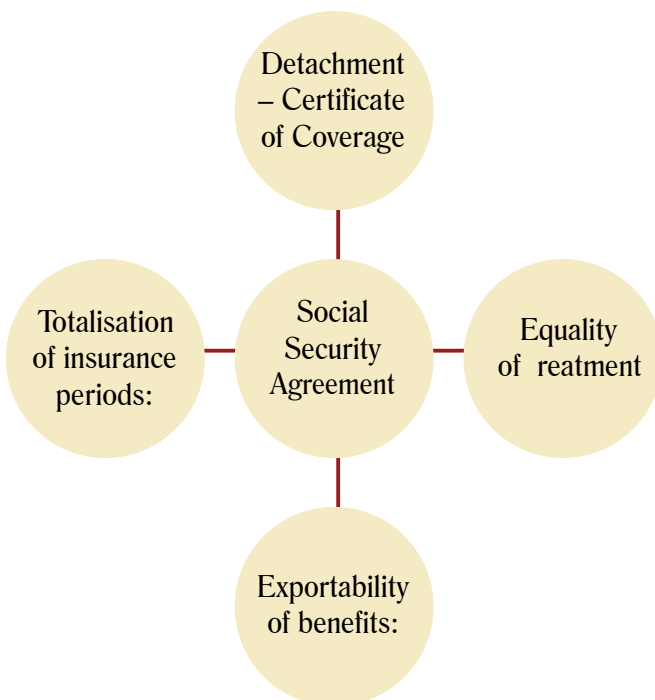
An effective tax planning tool for international companies
for expatriates and their organisations

Belgium was the first country to sign a bilateral social security agreement with India.

In a nutshell, this agreement will secure exemption from social security contribution in Belgium/India in case of short-term contracts, and exportability of benefits in case of relocation, provided social security payments are still being made in the home countries. The Wallonia Patrika believes that the SSA can be an effective international tax planning tool, which could result in minimisation of the overall international assignment costs and an increase in the expatriate's after tax take-home salary – a win-win situation for the organisation as well as the expatriate!

Why the need for a Social Security Agreement between India and Belgium?

The way the Indian Social Security Scheme applicable for local and international workers had been designed, it resulted in additional compliance and additional costs for the expatriates, since contributions were required to be made in both home and host countries. Social Security Agreements have been signed to avoid situations of double coverage or no coverage under social security schemes.



How it all began:

“Belgian people were pioneers in opening up discussions with the Indians”, explains Mr. Hendrik Hermans, Bilateral Relations Adviser at the Directorate General Strategy, International Affairs & Research of the Belgian Ministry for Social Security. “I went to India twice to negotiate the Agreement and received a warm welcome from Mr. G. Gurucharan (Joint Secretary of the Ministry of Overseas Indian Affairs); the negotiations went very smoothly and the Agreement became effective in September 2009. Other European countries have since shown interest in signing similar social security agreements. Some of them have been notified, some are still in the process of becoming effective.”

What is the India-Belgium SSA?

As mentioned above, the Republic of India and the Kingdom of Belgium, wishing to facilitate mutual relations between the two countries in the field of social security, decided to sign an Agreement. They designed and implemented a bilateral instrument whose aim was to protect the interests of workers in the host country, allow for equality of treatment in line with host country nationals, and prevent no/double coverage of contributions.

1/ Detachment – Certificate of Coverage:

What does this actually mean in terms of contribution?

- Under article 7 of the Social Security Agreement, a person who works as an employee in one country is required to contribute towards Social Security of that country.
- However, under Article 8 of the Social Security Agreement, an employee may continue to contribute towards social security of home country and obtain exemption from social security if the “detachment” conditions prescribed

therein are satisfied (see table below for an overview of the situation).

Nature of employment	Social Security System
Indian National working in Belgium	
Short term posting by an Indian employer for a period of up to 5 years	Indian System
Long term posting for a period of more than 5 years	Belgian System
Local employment by an Indian or Non-Indian employer directly in Belgium	Belgian System
Belgian National working in India	
Short term posting by a Belgian employer for a period of up to 5 years	Belgian System
Long term posting for a period of more than 5 years	Indian System
Local employment by a Belgian or Non-Belgian employer directly in India	Indian System

Table 1: India-Belgium Social Security Agreement, Ernst & Young, Power Point, 11 April 2011

The employee who continues to make contributions to home country social security is required to obtain a Certificate of Coverage from home country social security authorities. Since 2009, 1850 Indian nationals asked for a CoC and 290 Belgian nationals made the same request.

2/ Equality of treatment:

Two persons who ordinarily reside in either country are to receive the same treatment as the nationals of that country in case of application of the social security legislation. The purpose of this is to encourage movement of cross-border employees.

3/ Exportability of benefits:

Provision for payment of benefits to International workers is irrespective of the location, i.e. an Indian/Belgian national has the right to receive benefits/pension in the country where he/she chooses to finally reside.

4/ Totalisation of insurance periods:

International workers who have contributed to social security in both countries are eligible to aggregate periods covered

Since 2009, 1850 Indian nationals asked for a Certificate of Coverage and 290 Belgian nationals made the same request

in both countries to determine eligibility towards pension benefits in either country.

Let us take the example of a certain Mr. X. He has worked

for 30 years in Belgium and for 10 years in India. When he retires, he will be able to benefit from a 40-year pension (without this Agreement, he would have received retirement benefits for only 30 working years in Belgium). Now, 30/40 of his pension will be paid by Belgium and 10/40 will be covered by India.

Other SSAs have been made effective since September 2009 (India-Belgium SSA). The following table shows how much has already been done:

Country	Detachment	Exportability of pension	Totalisation of periods
Belgium	Yes	Yes	Yes
Germany	Yes	No	No
France	Yes	Yes	Yes
Luxembourg	Yes	Yes	Yes
Switzerland	Yes	Yes	No
Netherlands	Yes	Yes	No

Table 2: Benefits under various SSAs

Perspectives for the future:

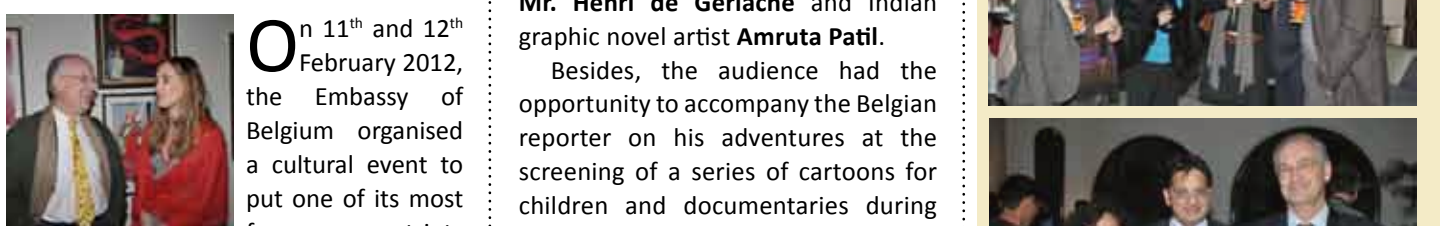
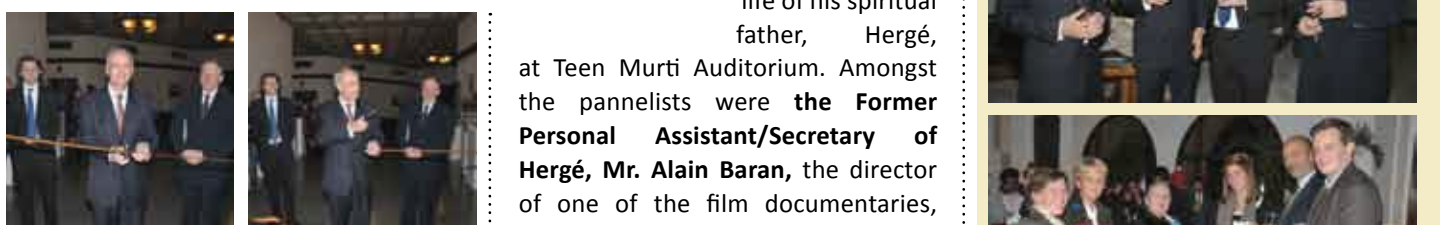
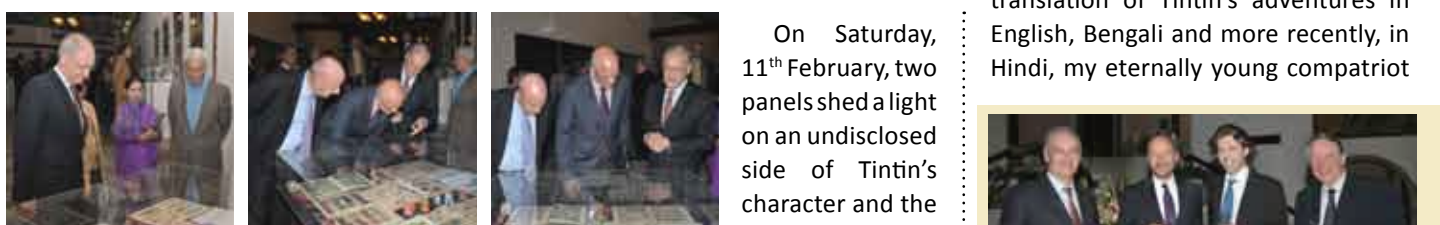
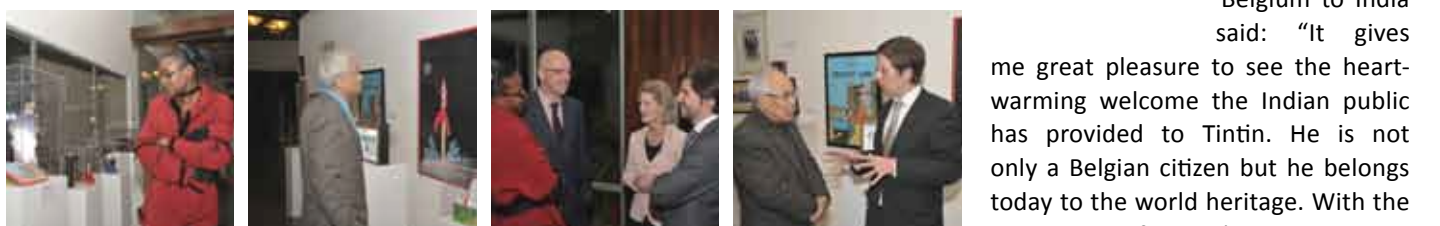
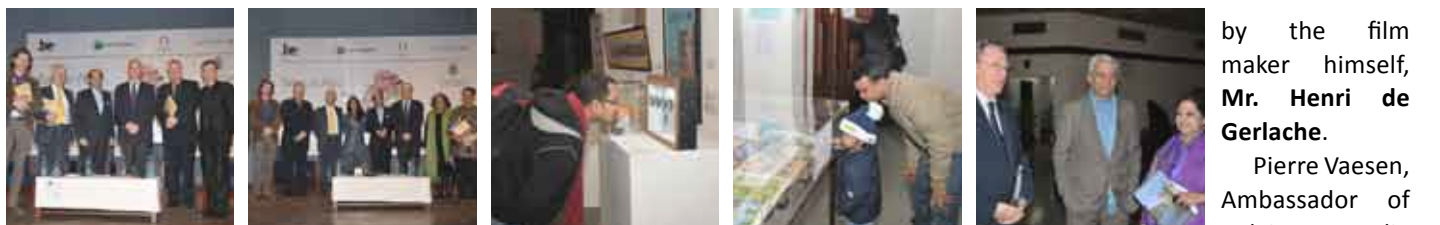
India is in talks with the USA and various other countries to sign a similar deal. This should encourage workers to move more freely from one country to the other and share resources and expertise. "We believe that the SSA can be an effective international tax planning tool", writes Sudit K Parekh & Co in the September 2009 issue of Business Alert. "If used with the help of expert professionals, it could result in minimisation of the overall international assignment costs and an increase in the expatriate's after-tax take-home salary, a win-win situation for the organisation as well as the expatriate!", they add.



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IN THE FOOTSTEPS OF TINTIN

The Young reporter visited Delhi to reveal some secrets about his life and that of his creator, Hergé ...



On 11th and 12th February 2012, the Embassy of Belgium organised a cultural event to put one of its most famous compatriots in the limelight: the young reporter Tintin.

On Saturday, 11th February, two panels shed a light on an undisclosed side of Tintin's character and the life of his spiritual father, Hergé, at Teen Murti Auditorium. Amongst the pannelists were **the Former Personal Assistant/Secretary of Hergé, Mr. Alain Baran**, the director of one of the film documentaries, **Mr. Henri de Gerlache** and Indian graphic novel artist **Amruta Patil**.

Besides, the audience had the opportunity to accompany the Belgian reporter on his adventures at the screening of a series of cartoons for children and documentaries during the weekend. The highlight of Saturday evening was **the premiere screening of the documentary 'The Prisoners of the Sun'**, which was introduced

by the film maker himself, **Mr. Henri de Gerlache**.

Pierre Vaesen, Ambassador of Belgium to India said: "It gives

me great pleasure to see the heart-warming welcome the Indian public has provided to Tintin. He is not only a Belgian citizen but he belongs today to the world heritage. With the translation of Tintin's adventures in English, Bengali and more recently, in Hindi, my eternally young compatriot





has over time been adopted by India”.

The response of the public was overwhelming. Schools and children's NGOs, fathers and children packed the auditorium. The attendance at the panel discussion and the premiere showed that Delhi counts a vast number of Tintin lovers, the so called “Tintinologists”.





Soprano Recital Renouprez-Reyes

DELHI ENCHANTED

The Indian-born Anne Renouprez (Soprano), and Eliane Reyes (pianist), performed a single recital on Sunday, 25 March 2012, at M.L. Bhartia Auditorium, Alliance Française de Delhi, Lodi Estate. This recital was the contribution of **Wallonia Brussels International (WBI)** in the “Francophonie week 2012” in Delhi.

Anne is of Indian descent. She was adopted by a Belgian family and grew up in Belgium, but she has always felt deeply attached to her country of origin: India. She has returned to India several times in the past, but has never had the chance to perform here earlier. Therefore, the recital on the 25th of March was her “India premiere”, a truly special moment that she had long waited for, with patience and fervour!

For Eliane too, the Delhi recital marked her première in India. Eliane is very precociously talented. She began piano lessons with her mother at the age of 3 and gave her first recital at the age of 5! She is now listed among the most renowned pianists on the

contemporary scene in Europe. The two grew up together as friends and musical partners in a small suburban town of Wallonia, before they literally thrived internationally.

During the performance in Delhi, the audience was totally captivated by the talent and strong presence of

the two artists. The auditorium was filled to capacity. The public comprised of a congenial crowd of Indians and Foreigners, be they enthusiasts or interested amateurs. But at the end of the performance, everyone had just one word to say: *encore*[1]!

¹ French for ‘one more!’



WALLONIA AND INDIA

PARTNERS IN THE CREATION OF GLOBAL INNOVATIVE COMPANIES.

As we speak, AWEX, the economic development agency of the Wallonia region of Belgium, is actively preparing the second edition of its flagship programme "WalloniaTech India." The programme itself is aimed at identifying the brightest entrepreneurial talents in India and connecting them with investors and technical partners in Belgium and Europe in order to turn their innovations into a global success. The Wallonia Patrika has the story...

Once upon a time, Wallonia was among the most advanced regions of Western Europe trailing only the United Kingdom during the industrial revolution. The deep Wallonian name branded across the world as a benchmark for European excellence was built off the exploitation of its extensive deposits of coal and talent of its engineers and workers in the steel, glass and textile production industries. Unfortunately in the last few decades of the 20th century the region and its industrial base were beaten down hard by forces of globalization. Backed up in a corner, Wallonia was suddenly forced to re-invent its future by turning to more modern solutions for this new world. Above all, the key to its economic

the ability to translate their creativity into creative economic outcomes in the form of new ideas and new high tech businesses.

Today Wallonia is deeply involved in this process and is redeveloping itself as a central pillar of Western European innovation. The Wallonian Government's policy has completely recreated a stronger and more modern region by promoting a conglomeration of resources and attitudes which stimulate emerging enterprises and global innovative companies in particular. "This is what we call *the ecosystem of innovation of Wallonia*" says Jean-Pierre Muller, the head of the New Delhi office of AWEX. "The dynamic alliance of major international corporations (Google, GSK, Microsoft, Pfizer, Baxter Pharmaceuticals, Johnson & Johnson, etc.) and thousands of local small and medium size innovative companies with Universities, R&D centres, and Government bodies have turned Wallonia into one of the world's hottest markets for technology commercialisation. Today we can boast about our six major Science Parks, 9 University Centres, 6 technology business incubators, 300 public and private R&D Centres and more than 11,000 researchers who are actively working on creating a new future for Wallonia. In just this last decade almost 200 universities spin-offs have seen the light". Not bad for 3.5 million people and their small home of Wallonia.

"Yes, it's not bad at all, but it's still not enough!" says Muller. "We need more Venture Capital to bring our region amid the top European hubs for emerging technology companies.

And to attract more VC, we need more innovative companies to invest in. So we have decided to roll out the red carpet to global innovative companies. This is the essence of the WalloniaTech programme. I had the privilege of working with such a programme, WalloniaTech India, since its very inception. The first experiment was launched in 2006 when I was posted in Texas, in collaboration with my colleague Philippe Lachapelle, Director of Strategic Partnerships at AWEX HQ's", says JP Muller. "And when I moved to Delhi after 6 years in the US, Philippe and I decided to extend the programme to India. We were really impressed by the large number of PIO's (Persons of Indian Origin) who were playing a major role in the

The Wallonian Government's policy has completely recreated a stronger and more modern region by promoting a conglomeration of resources and attitudes which stimulate emerging enterprises and global innovative companies in particular.

redeployment rested in the creativity of its people and enterprises, and in





Mr. Philippe Suinen, CEO of AWEX, celebrates the partnership agreement signed with Dr. Anil Wali, Managing Director of FITT-IIT Delhi, and Mr. Chandrajit Banerjee, Director General of CII-New Ventures India, on 23 May 2010 in Delhi, while His Royal Highness Prince Philippe of Belgium, His Excellency Steven Vanackere, Minister of Foreign Affairs of the Kingdom of Belgium, and H.E. Jean- Marie Deboutte, Ambassador of Belgium to India witness the scene.

development of the high tech hubs in the US, like Silicon Valley. So when I was transferred to India, we naturally decided to extend this program to India as well.

The programme's success in 2011 was significant with initiation of multiple negotiations between Wallonian companies and Indian participants.

However, our first approach was rather disappointing. We visited many teaching institutions and organisations involved in applied research and the development of technologies, but soon realised that India was trailing behind many countries, including the other BRICS nations, in the fields of innovations and entrepreneurship. One of the biggest problems is that most Indian engineering faculties continue to focus on science rather than technology. Furthermore, we realised that entrepreneurship was poorly

promoted overall and we had the impression that the brightest talents in India were only dreaming of finding a golden job with a large company with whom they would stay till retirement. They would not even think about creating their own venture."

However, as everyone knows, India is moving fast and what is true for general economic development also applies to the world of innovation. Recently business plan competitions have blossomed, such as the "DFT-Lockheed Martin Innovation growth programme" (with the support of the University of Texas), the "EmTech India TR 35" (with the support of MIT) and many others. The TiE network, created by Silicon Valley Indians, has gone a long way to promote entrepreneurship, within India as well, with new chapters opening almost every month. Grassroots innovations are becoming a major phenomenon in India, as is business angels investing and venture capital. The changing business climate of India can be judged by its new high ranking amongst the top investment destinations in the world. Many international VC firms are now seeking to invest heavily in start-ups and early-stage Indian companies. The various elements of the ecosystem for commercialisation have gradually

come together, from venture capitalists to government schemes to support emerging clusters and rural economy, technology business incubators and academia industry linkages.

With Indian innovation on the rise, the WalloniaTech programme was able to set its foundations and really start though it did face certain obstacles. Factors such as the immensity of the country and the scattered spread of the innovators within it all made WalloniaTech difficult to start. "To tap into this high value potential, we had to identify partners who would assist us in identifying and recommending to us the most innovative companies with groundbreaking technologies and global market potential among their communities", says Muller. The first three partners who decided to team up with AWEX were **the Foundation for Innovation and Technology Transfer (FITT)** in IIT Delhi, **New Ventures India** in Hyderabad and **The Science & Technology Park**, University of Pune. They chose to have faith in us and work with us on a trial experience in 2011. This collaboration was purely non profitable and based on a mutual trust and interest. The partners support our programme because they believe that it can be beneficial to the companies belonging to their community."

As a result of the cooperation, eleven innovative Indian companies with groundbreaking technologies were identified and invited to come to Wallonia and participate, free of charge, in a special programme during August and September 2011. While four companies were forced to withdraw due to scheduling conflicts, the remaining seven seized this opportunity without hesitation. Each of the participants was able to learn and work with Wallonian counterparts despite a significantly differing focus for each company, encompassing aquaculture equipment, medical devices, renewable energy from wind, solar and biomass, temperature regulating apparel, waste and water disposal technology, and software applications. They took part in an entrepreneurship boot camp, B2B meetings, visits to University R&D centres, science parks, technology business incubators, etc., and culminated in a "Technology Commercialisation conference and Investment forum" where the participants had the opportunity to pitch their business plans to an audience mainly comprising public and private investors and technical partners.

"I was positively surprised at the warmth and thoughtfulness of the arrangement", says **Anupam Kunwar**, Technology Manager of **SuRe Energy Systems Pvt. Ltd.**, a company involved in the development of a third generation of photovoltaic technology called "Dye Solar Cells (DSC), and one of the participants. "I thoroughly enjoyed the programme: the suitability of the content, the quality of the presentations, the quality of the speakers, the quality and appropriateness of the B2B meetings and the investor's forum... It was all very well-conceived and chosen, given the diversity of companies which had come... It had both the required breadth and depth and was very successful in conveying the attractiveness of Wallonia as a region and the support from various agencies."

Also among the participants was **Nishith Chasmawala**, Co-founder of **Consure Medical**, presenting a novel medical device for managing

faecal incontinence. Chasmawala emphatically praised the programme: "Consure Medical participated in the first 'Wallonia Tech India programme' beginning on August 28th, 2011. During this visit, I had an opportunity to hear and meet many individuals that were knowledgeable, had unique vision and were astutely attuned to the needs of the global businesses today. AWEX team in India needs to be applauded on the selection of the companies for this delegation. This was one of the best selections of high growth companies/entrepreneurs I have met over the last 2-3 years. Even if the up-take of this initiative is slow, I am confident that as these companies grow, they will consider Belgium as a hub as part of their EU expansion strategy."

"The primary selection criteria of the chosen participants were the uniqueness of their technology, their market viability, and their global market potential", explains Jean-Pierre Muller. "This includes companies with sustainable or disruptive technologies and, in fact, the two most successful participants from the last year edition of the programme offered such disruptive technologies. Both are engaged in advanced negotiations with technical partners in Wallonia for a major breakthrough on the European market as we speak."

"In March 2012, we were invited to present our programme at the 6th ISBA conference in Pune. On the occasion,

we were given the opportunity to sign a letter of Intent with ISBA, in relation with the 'WalloniaTech India programme'. It came to us by surprise and, honestly, we were overjoyed", adds Muller. "We had been in contact with ISBA for a couple of years, but still we were not expecting such a positive outcome at this very moment."

After years of work and planning, AWEX has put together a programme which accurately targets innovative companies with a high potential and allows them to work with established European companies and facilities in Europe in order to better themselves and to aid the process of establishing a working base in the heart of Europe, Wallonia. When ISBA became the 4th partner of AWEX in India for the development of its flagship program, the overall success of the initiative could not be better represented. ISBA, the Indian Science and Technology parks and Business Incubators' Association, the largest congregation of Indian Science Parks and Technology Business Incubators community in India and is exactly the partner WalloniaTech needs to continue as well as it has. The success of the programme in 2011 was already significant with a general positive review and initiation of multiple negotiations between Wallonian companies and the participants, and with ISBA on the team, WalloniaTech India 2012 seems like an inevitable success...



From left to right : Ines Jurisic (Awex Brussels), Jean-Pierre Muller (Awex Delhi), Philippe Lachapelle (Awex Brussels), R.M.P. Jawahar (TREC STEP Tiruchirappalli and President ISBA), Deepanwita Chattopadhyay (IKP knowledge Park Hyderabad and President Designate ISBA), Rajendra Jagdale (S&T Park Pune and Secretary General ISBA)



Aerial view of the "Liege trilogiport" project, a multimodal platform of 700 metres of quayside along the Albert Canal, spread over more than 100 ha (250 acres)

Event Report

BELGIUM: THE GATEWAY TO EUROPE FOR INDIAN EXPORTS

New Delhi, 22 February 2012

The **Belgian-Luxembourg Business Association (BLBA)** in partnership with the **Federation of Indian Export Organisations (FIEO)**, with the support of the **Embassy of Belgium**, the **Wallonia Foreign Trade & Investment Agency (AWEX)**, and **Flanders Investment and Trade (FIT)**, organised a seminar on logistics in Belgium. The event took place at the Lalit Hotel, New Delhi from 9.30am onwards, followed by a networking lunch.

Belgium boasts of a unique location at the crossroads of European trade. The country has one of the most dynamic and open economies in the world. Foreign trade is the lifeblood of the Belgian economy. Exports and imports account for more than 80% of its GDP; Belgium is the 10th largest exporter of goods worldwide and the 13th largest exporter of services, and is also among the top 10 destinations for foreign direct investment in the world. In view of this, it comes as no surprise that Belgium was again recognised in 2010 as the most globalised country in the world, for the fourth year in a row.

Business relations between Belgium

and India are flourishing. Belgium is currently India's 10th most important trading partner with total bilateral import and export which has reached USD 15 billion in 2010-2011, showing a dramatic increase of 50% over that of the fiscal year 2009-2010. Within the European Union, Belgium is India's 2nd largest trading partner, preceded only by Germany. There are close to 150 Belgian companies formally established in India and several of the most distinguished international Indian companies are active in Belgium. For six consecutive years, Belgium has been considered as the most suitable location for investments in logistics and distribution (Cushman & Wakefield, European

distribution report). The country lies at the heart of the biggest concentration of purchasing power in the world, and is world-renowned for its logistics facilities and expertise.

The seminar showcased the advantages of using Belgium as a European hub for warehousing and distribution. The event especially targeted Indians exporting to the EU who want to streamline their operations in Europe either by setting up a distribution centre in Belgium or by partnering with local logistics players. The aim was to explore the advantages of Belgium and its regions, as a gateway for Indian companies to do business with Europe.



Ms. Sonu Malik
Executive Director, Belgium
Luxembourg Business Association (BLBA)



H.E. Mr. Pierre Vaesen,
Ambassador of
Belgium to India



Mr. Peter Vandereet
Senior Global Logistics
Expert, Logistics in Wallonia



Mr. Ajay Sahai
CEO, Federation of Indian
Export Organisations (FIEO)



Mr. Jean-Pierre Muller
Head of Awex New Delhi,
representing the Port of Liège



Mr. Jay Shelat,
Vice-President Cargo,
Jet Airways

The seminar was addressed by H.E. Mr. Pierre Vaesen, Ambassador of Belgium to India, Mr Ajay Sahai, Director General & CEO, FIEO, and Mr. P. Ratna Rao, Vice President, BLBA. Other prominent speakers included senior global logistics experts from the Belgian Ports of Antwerp, Zeebrugge and Liege. About one hundred senior representatives from leading SMEs and logistics companies attended the event.

H.E. Mr. Pierre Vaesen, Ambassador of the Kingdom of Belgium said, "Belgium is located at the very centre of

Belgium is ranked the most suitable location for investments in logistics

purchasing power in Europe, and acts as the access gate to Europe for Indian goods." He invited Indian companies looking to invest in Belgium to make use of the new trade opportunities as "the Broad-based Trade and

Investment Agreement between India and the EU will be concluded by the end of this year."

In his address, Mr Ajay Sahai from FIEO observed that EU is India's 3rd largest trading partner in the world. India's trade with EU grew at a CAGR of over 15% during the last decade from USD 21 billion in 2000-01 to over USD 91 billion in 2010-11. Today, EU has a share of nearly 15% in India's total trade of USD 620 billion. Although the growth of trade has been sluggish in comparison with India's trade with regions like Latin America and the Caribbean (LAC), West Africa, and West Asia and North Africa (WANA) where trade with India recorded a Compound Annual Growth Rate (CAGR) of over 30% in the last decade, the trade consistency and rising trade volumes between India and the EU pledge for a deeper trade partnership between the two in future.

Referring to the FTA (Free trade Agreement) presently being negotiated between India and the EU, Mr. Sahai informed that over 14 rounds of discussions have already taken place

since 2007 and expressed confidence that the agreement may be signed during 2012. He said that the FTA, officially known as Broad Based Trade and Investment Agreement (BTIA), could be one of the world's largest Free Trade Agreement ever signed.

Senior global logistics experts from Belgian ports gave detailed presentations on their world class facilities for multimodal transportation, warehousing, and distribution. Among them was the representative of the Port of Liège in Wallonia, the 1st Belgian inland port, that unveiled its flagship multimodal platform "the Liège Trilogiport" (picture) which will be fully operational by the end of 2015 thanks to a combined investment of €43 million from public funding and €115 million from private partners.

Success stories of Belgian 3PL companies serving Indian exporters, like Interlogistics S.A. which presented their dedicated chemical supply chain solution, were also showcased.

The meeting was followed by a nice networking lunch with some delicious Indian dishes!



BELGIAN BEER ANYONE?

Belgium is home to a legendary beer culture with more than 800 brands of beer. Every three months since 2011, Delhiites are invited to celebrate that very beer culture at the casual and trendy "Belgian beer Fridays" along the pool side of the Royal Plaza hotel, Connaught Place, New Delhi.

"Belgian Beer Fridays" is a series of "happy hour" events featuring a great selection of Belgian beers offered at a discount price at the incentive of the Embassy of Belgium, the Wallonia Foreign Trade & Investment (AWEX), Flanders Investment and Trade (FIT), the Belgian-Luxembourg Business Association (BLBA), and Cerana imports (the local importer of Chimay, Duvel, Liefmans, Saison Dupont and many other brands).

"Belgian beer Fridays" are open to everyone, even those who do not drink beer! There are plenty of other drinks and snacks to choose from. The more, the merrier! No confirmation or registration is required.

Here are some snapshots of the last session. The next one is scheduled to take place on the 20th of July, on the eve on the Belgian national day.

For more details, please log on to www.awex.in or www.blbanewdelhi.org/. Cheers!



Corporate profile

MAGOTTEAUX: SHAPING A WORLD OF PERFORMANCE

Magotteaux defines itself as “a group that never sleeps.” With 13 production units worldwide, 27 sales offices with local teams, and 2 R&D centres, Magotteaux truly lives up to its motto: shaping a world of performance. As part of its mission, the Magotteaux group has grown into a worldwide structure. India is an important part of its strategy.

Magotteaux excels in mastering and countering against wear mechanisms met in grinding, crushing and pyroprocessing applications. It provides solutions including products and services where comminution (crushing, grinding; breaking into small pieces) processes are essential in the manufacturing of finished products. The group also delivers products and services to the dredging industry.

A pioneer in its field, Magotteaux developed a patented technology that combines metal and ceramics, allowing the manufacturing of products that are both shock resistant and wear resistant, physical properties that are usually mutually exclusive. Magotteaux employs about 2,400 people and has a market footprint of over 450,000 tons of grinding media and casting.

Magotteaux: an ever-growing business in constant evolution.

Since its beginnings in 1914, when engineer Lucien Magotteaux bought a small iron foundry located in Vaux-

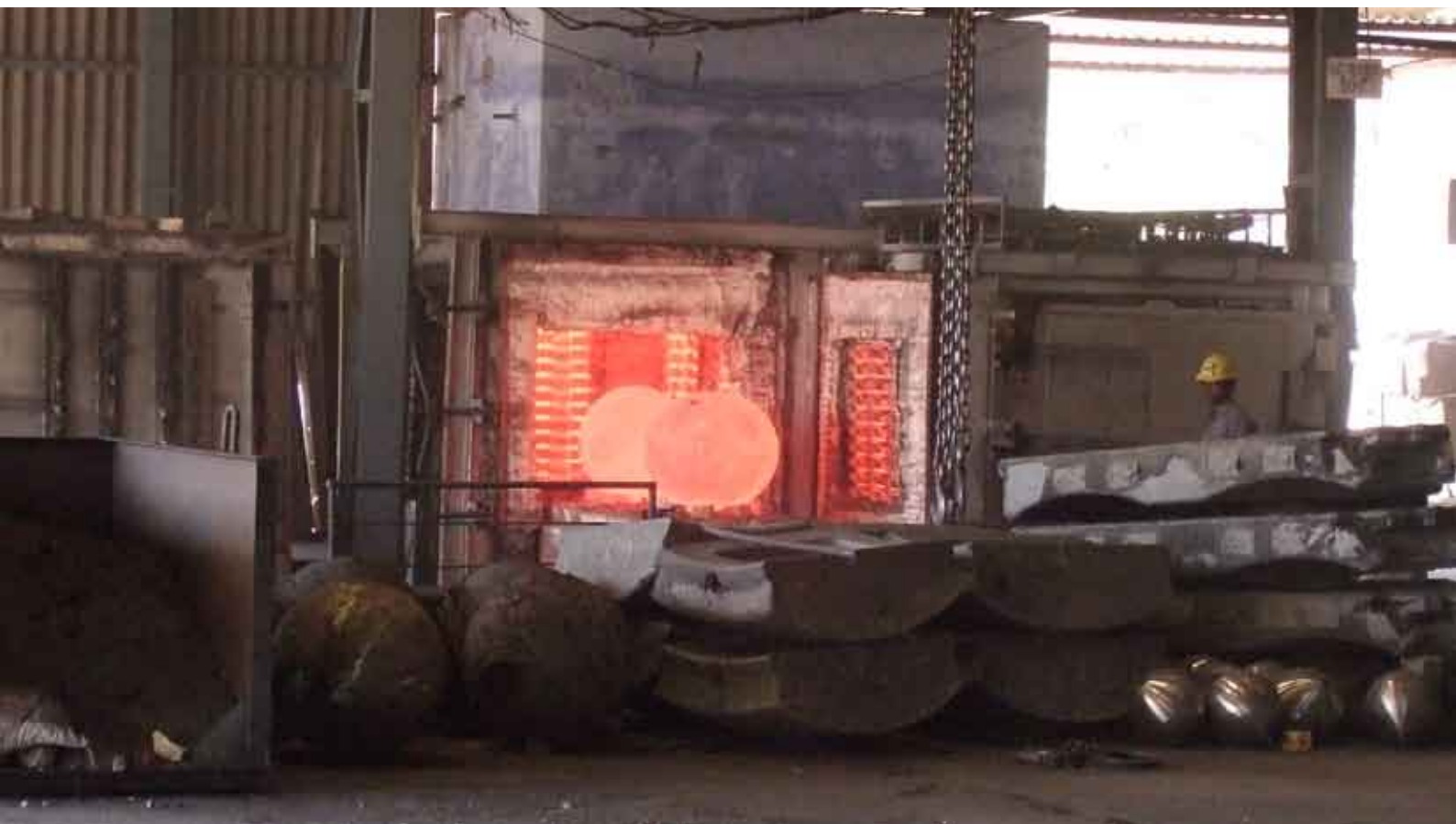
Magotteaux's patented technology combines metal and ceramics, giving products that are both shock and wear resistant

sous-Chèvremont, Belgium, the Group has never ceased to expand. From Belgium to Europe and from Europe

to the world, Magotteaux has been able to anticipate and adapt to the demands of a rapidly evolving market. Being two steps ahead has always been the cornerstone of the Magotteaux philosophy. In being fully dedicated to customer satisfaction, Magotteaux has developed strong relationships with its clients. Making their need a priority, it has constantly adapted its products and services approach by offering comprehensive solutions. Magotteaux's main customers are the following:

- cement industry,
- mining industry,
- aggregates and recycling,
- power stations,
- dredging industry.

Although these industries can be very different in the nature of their





business, they all share common goals of increased production, increased profitability, and higher technical performance. Genuine focus on customer's particular requirements, together with innovation and technology – ever present at the very heart of the Group - has shaped Magotteaux into a state-of-the-art world leader in differentiated solutions for material size reduction.

Setting foot in India:

Magotteaux's first gateway to India consisted of a partnership in Rajkot (Gujarat). In 1991, Magotteaux acquired a factory which mainly produced steel bars. The factory had to be adapted to their required foundry type of products. One of the main adjustments required to be made was related to the environment. First, the site had to be sanitised. A dedicated, fully waterproof place had to be built for discharges in order to avoid any type of contamination. Health and safety issues had to be tackled with to meet international standards. This particular point hasn't been an easy battle due to anchored cultural differences in the way those issues are viewed by the various parties involved. Although both have a different but valuable vision of the world, it is mandatory for an international company to meet those requirements in order to thrive in the global arena. The company is proud

to declare that they have achieved better credibility and competitiveness through meeting some of those standards: ISO 14001 (environmental management) and OHSAS 18001 (international occupational health and safety management). Improvements in these areas are numerous, although not entirely sufficient yet, and include the following among others:

- No person under the age of sixteen is allowed to work for the company anymore,
- Every worker has to wear safety shoes and helmet provided by the company, as well as the adapted gear,
- Regarding wages, every hour started is paid for,
- Workers enjoy accommodation in the compound; they have access to drinking water, and landscaping work has been carried out.

Needless to say that these improvements, necessary as they are, do not come without a cost. Short term profitability is to some extent decreased, but these changes are bound to make the Rajkot factory more competitive in the future. Part of Magotteaux's mission is also to educate minds so that staff members are able to envision the benefits, embrace the accompanying constraints, and incorporate them into daily work ethics.

Another issue is training of skilled and reliable workers. High staff turnover rate makes it difficult to implement a 100% safe and smooth running of the factory, but Magotteaux is up to the challenge and is steadily building a staff that is fully trained and able to provide guidance to subcontractors as well. Manpower is available and holds great potential; Magotteaux is eager to seize this opportunity. This lays the grounds for a win-win situation. Changes take place one at a time, gradually but steadily, as has been with Magotteaux over the course of its impressive development from local to global. If Magotteaux and the factory are given the means to share their respective resources, they have much to offer each other. "Shaping a world of performance" takes both skills and dedication, and the necessary growing pains metaphorically embodied in Magotteaux's field of excellence: grinding and crushing, for the better.

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The Euro Space Centre

BECOMING AN ASTRONAUT FOR A SHORT TIME IN BELGIUM

In the 70s, Belgian local authorities dreamt of building a centre where kids and parents could experience astronaut training. A place that would help everyone understand the stakes about space and the role of Europe in space conquest. The Euro Space Center was built in 1991. Since its opening, this space designed centre has attracted millions of visitors from all parts of the world.

The complex, unique in Europe, still has the same goals today. Let's have a closer look at this educational space centre which led numerous children & young people to follow the steps of scientists or astronauts.



Historical background

Located in the heart of Europe, the Euro Space Center, Belgium, is a recreational and educational discovery centre about space, related sciences and technologies. The only place in Europe where astronaut training can be simulated!

It all began in 1968 when the European Space Agency (ESA) opened a satellite tracking center in Redu, Belgium. In order to have the public understand the workings of the station and the importance for Europe to invest in space, local authorities got in contact with the US Space Camp Foundation in Huntsville (Alabama). They decided to build an educational centre dedicated to space & its conquest. A new centre was born: the Euro Space Center. Space camps have been organized in Europe since 1991.

Today the Euro Space Centre no longer works under American licence, but has kept its basic **educational vocation**: i.e. to stimulate interest in sciences and technological careers through an original & educational trip in a multicultural environment.

Space, astronomy and rockets

The Euro Space Center focuses on

giving a **hands-on experience** in the fields of **space, astronomy and rockets**. Through original activities, simulators, workshops and experiments, the centre helps develop science knowledge while having fun and taking actively part in the space discovery.

The centre offers three main camps: astronaut camp, astronomy camp and rocket camp.

The astronaut camp is probably the most original and favourite camp. Kids put themselves in astronauts' shoes for one week. They discover a new world, the one of astronauts! How do astronauts live, sleep and work in space? What are the outcomes and consequences of living in space in our everyday lives? How do we get into space? This camp offers them, for 24 hours a day, the life of actual astronaut team members. They have the unique opportunity to experience something very close to their reality:

- They simulate a space mission in a cockpit and in a control room based on reality: onboard the US Space Shuttle, they participate in the lift-off, the orbiting and the satellite launch. Then they dock onto the International Space Station, return into the atmosphere and eventually land
- They train as astronauts on various simulators: they practise on the multi-axis chair, the moon walk (Moon gravity simulator), the 5DF chair (chair with 5° of freedom), the Manned Manoeuvring Unit (MMU), zero gravity wall

- They take part in scientific workshops such as building and launching of a micro - rocket and integration of a satellite in a clean room ;
- They learn more about our solar system, the history of space exploration, the International Space Station (ISS), the everyday life and work of astronauts and much more thanks to the movies and presentations displayed at the centre.

Should children be more fascinated with our solar system, the life beyond it, exoplanets, the life of stars, etc., then the most appropriate camp would be the Astronomy camp.

Would they like to become a space engineer? The Rocket camp will help them learn everything about the Ariane launcher, the principles of propulsion and stability of rockets, powder engines,...

These camps are available to all children, starting at eight years old, either with a school group or individually during school holidays. Adults and families can also experience such programmes on request.

All-in programmes

The Euro Space Center also provides necessary accommodation and catering. The **boarding school** located in this spatial unusual setting can welcome up to 200 people for 2 to 10 days.

International reputation

Since the day it opened in June 1991, the Euro Space Center has achieved great fame in the fields of both space

and socio-education. It has become a reference as far as the divulgation of space technologies and sciences in Belgium are concerned.

The complex lives up to its **international reputation** of being a reference in science and space technology teaching. Each year, over 12,000 young people from all around the world take part in these incredible

New vision of the Earth

Such immersion experiences have encouraged lots of kids to follow science careers for 21 years.

Unique in Europe, this place is a beautiful tool to inform and encourage youth about the stakes of space, as well as the improvements in our everyday life we need to thank space technology

for. They now have a new vision of our planet. For sure the Euro Space Center is a **must in a curriculum**.

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adventures! More than 25 nationalities meet at Euro Space Center every year.

Indian-friendly centre

Indian businessmen have understood the educational potential of such a unique centre. More than 15 Indian tour operators or travel agents have introduced the Euro Space Center to Indian schools.

The Euro Space Center pays special attention to the food. To welcome Indian groups at best, the staff has adapted the traditional continental menus to Indian flavours.





WALLONIA

Most recent

AMOS, an acronym for "ADVANCED MECHANICAL AND OPTICAL SYSTEMS", has recently been awarded a 9 million Euros contract for the design and manufacturing of an advanced thermo-vacuum test facility at the Vikram Sarabhai Space Center (VSSC) in Trivandrum (Kerala).

This 65-tonne space simulator measuring 6 meters long and 5 meters in diameter will be the largest of the VSSC and will be used for testing the future telecommunication satellites of ISRO (India Space Research Organisation). Its purpose is to recreate the exact same conditions of vacuum and temperature under which the satellites evolve when they reach their orbit. The delivery of the simulator to VSSC is scheduled for December 2013.

The VSSC contract is already the 5th project awarded to Amos in India in the recent years. The most prestigious project to date bagged by the Wallonian Company was the design, development and installation of a 3.6 meters optical telescope at Devasthal, Nainital. The 20 meter high telescope, weighing 150 t, will be commissioned by the end of the present year. It took 6 years to complete and will be the largest optical telescope in India.



Binani

Binani Industries Limited (BIL), the holding company of the \$1.6-billion Braj Binani Group, has acquired 3B, a Belgian fibreglass major, for euro 275 million. 3B has its headquarters in Battice, in the Wallonia region of Belgium.

3B is Europe's leading manufacturer of fibreglass for reinforcement of thermoplastics and thermoset polymer applications, and is a preferred supplier to global leaders in industries, including automotive and wind energy. The acquisition of 3B, will open up the gates of the developed markets in Europe for the Binani group.

The Belgian company has two manufacturing units, one in Belgium and the other in Norway, with the total operating capacity at 1.5 lakh tonnes per annum. 45% of its 3B's customers are in Germany, while The Netherlands and Belgium has 14% each.

Binani will now become a prominent supplier to industries such as automotive, wind energy, electrical, electronics, marine, infrastructure and transportation, primarily in Europe, where approximately 90 per cent of 3B's customers are based.



AND INDIA

success Stories...



Wallonia is pleased to welcome to Liège "Leading Expo Design", a 100% owned company of "LED Concepts and Design Pvt. Ltd." based in New Delhi, India. The parent company is a complete publicity solution company with in-house design and fabrication facility.

Main focus of the Belgian entity is on handling projects for companies based in India that participate in European exhibitions.

After exploring several options for their European base, the partners zeroed in on Belgium keeping in mind their customer-base. Wallonia was their first and only choice because of its strategic geographic location. They found Liege best suited for their purpose as it was in easy reach of France and Germany, their target areas of operations. Moreover, they found the region to be economically viable with costs of rentals, staff, transportation etc. lower as compared to the neighbouring regions.

The founder of the company Mr. Surinder Kumar said that "the personal attention given to the partners during their reconnaissance visit and the subsequent handholding by the AWEX team played a big part in the formation of **Leading Expo Design**".

The company will initially operate out of the India Welcome Office, a free business incubator for Indian companies based in Liege.

Headquartered in Belgium, the TPF Group started in 1991 with interests primarily in energy. Today, TPF has a formidable reputation as a multidisciplinary engineering, architecture, and project management consultancy with a presence in 17 countries, including India.

In 2006, TPF acquired a majority stake in S.N. Bhole and Associates Pvt. Ltd. <http://www.snbnpl.com/>, headquartered in Mumbai, allowing the Indian company to offer engineering & consulting services with a global perspective. Additionally, at the end of 2011, TPF completed the acquisition of two sister companies in Kolkata: C.E. Testing Company Pvt. Ltd. www.cetestindia.com and Survtech Pvt. Ltd. www.survtech.in.

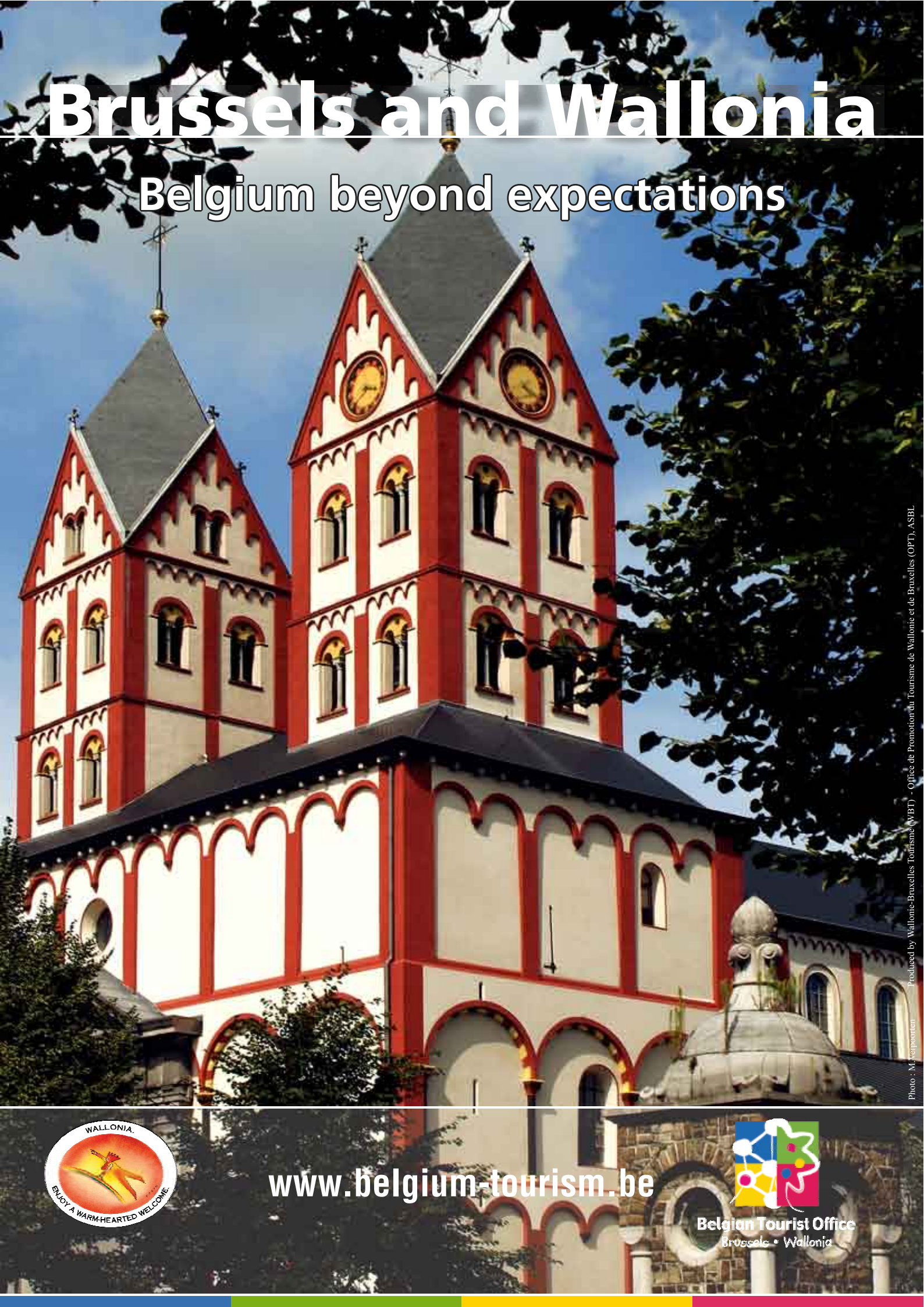
Thanks to those additional acquisitions, TPF targets 100 crores Indian rupee as Indian turnover with 1,000 employees by the end of Indian fiscal year 2013-14.

Among the latest projects awarded to TPF's Indian subsidiaries, we can mention the execution of the Bangalore metro stations, a large architectural projects like the Rajasthan Bhavan and the 400 km+ detailed project report (DPR) for highways for the Maharashtra government.



Brussels and Wallonia

Belgium beyond expectations



Produced by Wallonie-Bruxelles Tourisme (WBT) - Office de Promotion du Tourisme de Wallonie et de Bruxelles (OPT), ASBL
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