



ASSOCIATIONS

VISIT.BRUSSELS CARES FOR INTERNATIONAL ASSOCIATIONS

28/09/2022


CONVENTION
ASSOCIATION
BUREAU



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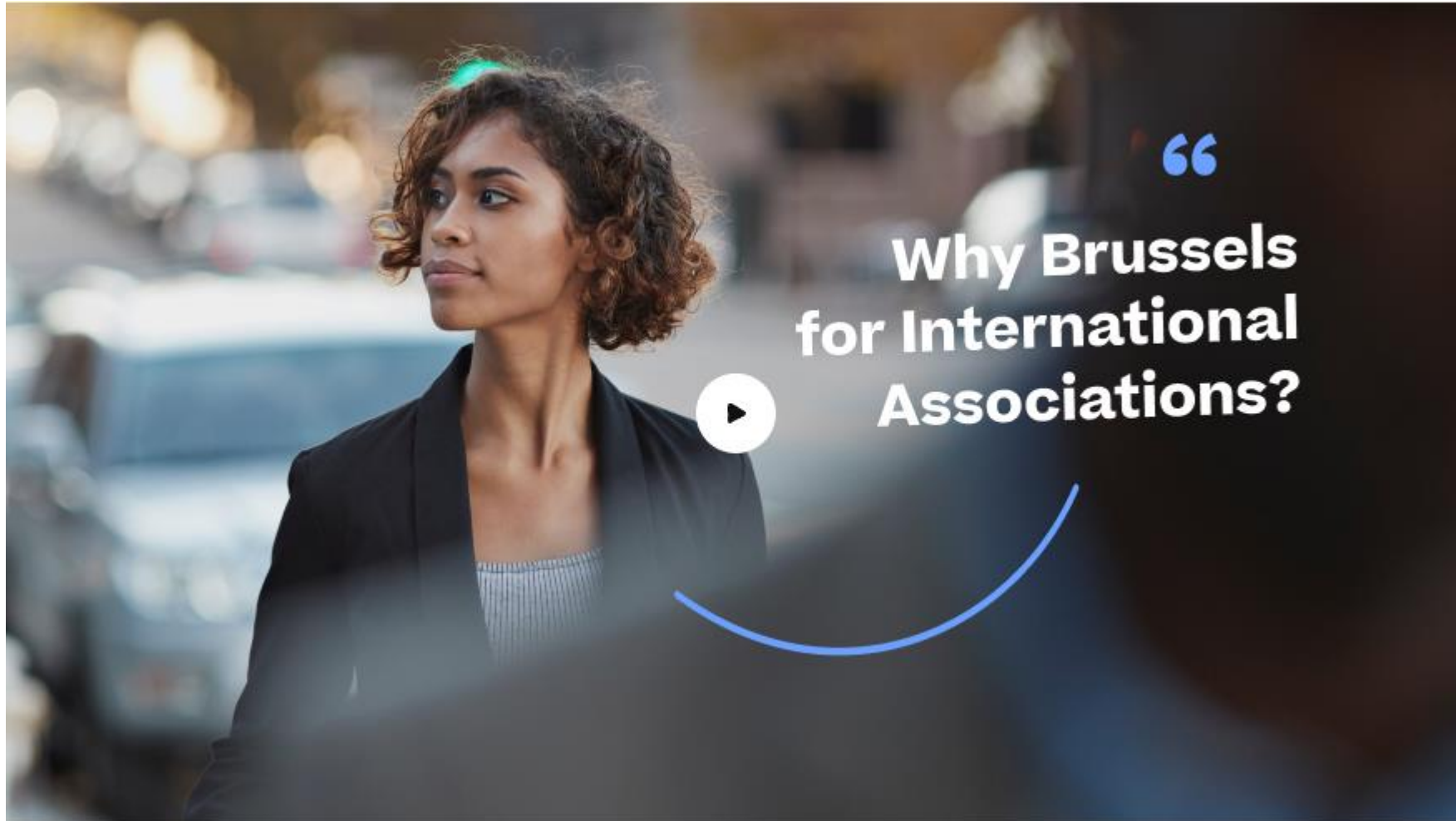
**M.I.C.E & BRUSSELS
MEETINGS AMBASSADORS
PROGRAM**



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**INTERNATIONAL
ASSOCIATIONS & STRATEGIC
BUSINESS SECTORS**



Why Brussels for International Associations?

WHY BRUSSELS?



An historical association destination with over 100 years of experience

A unique concentration of international associations

The centre of democracy and advocacy – full access to stakeholders

NATURAL HOME FOR ASSOCIATIONS

World's primary host city for international association meetings*

An international hub in the very heart of Europe – a great place to travel to and from

The second most cosmopolitan city in the world with highly skilled multilingual workforce

More than
2.400
international associations
in Brussels

Estimated direct employment
36.082
persons, including volunteers

Total estimated expenditure
€ 3.5 billion
of which 84% is spent in Belgium

Indirect employment
(hotel, restaurant, service
providers, etc.) +/-
1.191
per assoc / year

Organising conferences, seminars,
congresses and meetings represents
80% of their activities

998 association meetings
in Brussels in 2019 (v.s. 319 in 2021)

71% of INPAs have
been operating in Belgium between
10 and 50 years and 18% for more
than 50 years

Office space occupied by INPAs
637.000 m² representing
247 m² per association

70% of meetings include
one or more overnight stays

Ideally located in the center of Europe for their regular meetings

Connect with the right stakeholders and give exposure to their activities

Celebrate the European ideal of being stronger together

WHAT'S IN THERE FOR THEM?

Meet, converse and exchange information with other associations in their ecosystem

Extend the reach of their message and strengthen their global position

Put their association on the map!



visit.brussels 

FOR ASSOCIATIONS



FREE TAILOR-MADE SERVICES

- Full set-up guide
 - Legal, Finances, Human Ressources
- Summary sheets by topic
 - Notary, Banking, Workspace, Labour, ...
- List of association service providers
 - Brussels-based professionals
- Convention & Association Team
 - Gateway to the community



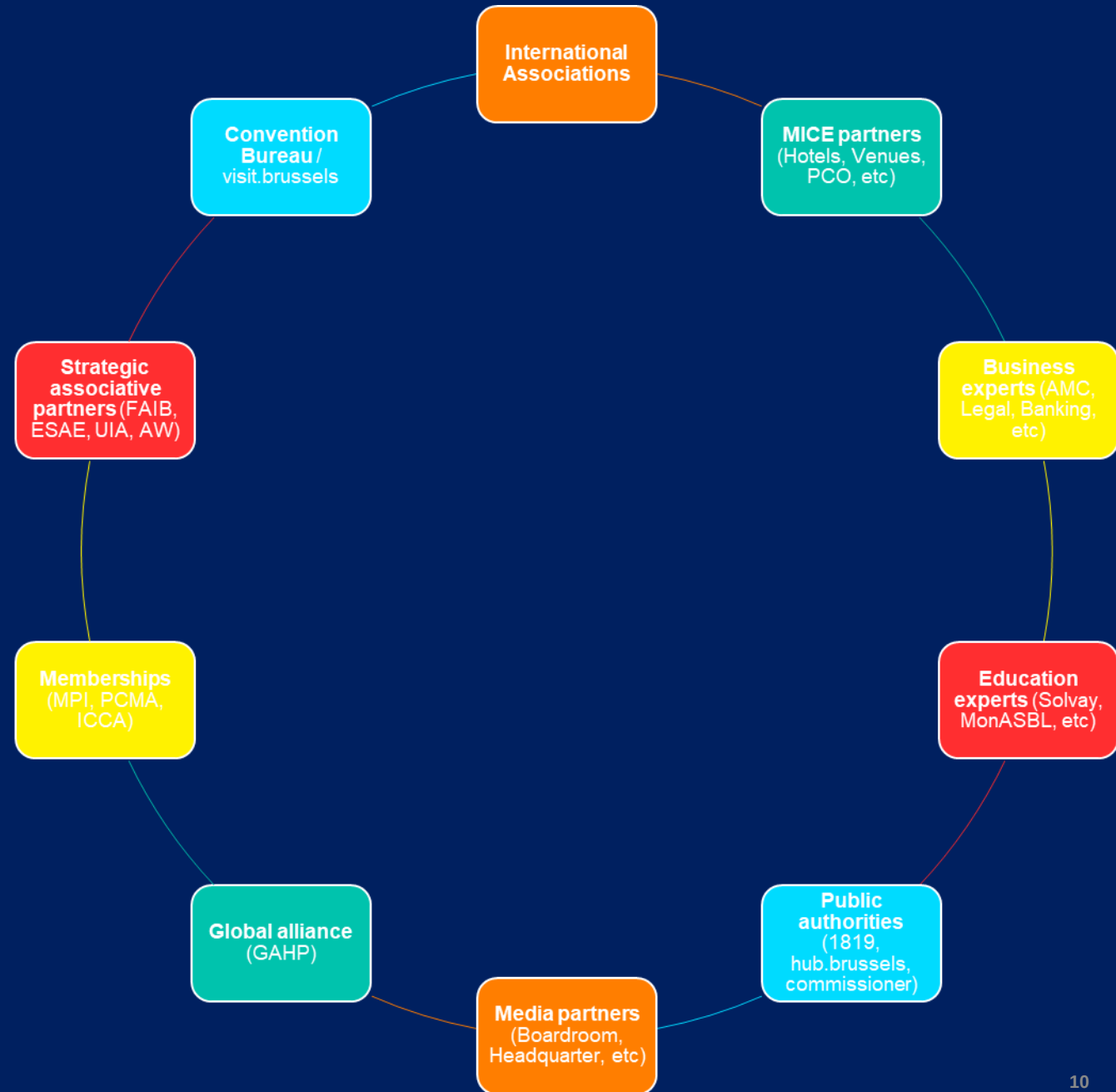
LARGE NETWORK

- **Diverse Partners :**

- OIP (hub.brussels, expat.desk, 1819, etc)
- Associations (ESAE, FAIB, UIA, etc)
- Business (EY, ING, SD Worx, Mavence, etc)
- Media (Boardroom, Brussels Times, etc)
- Education (Solvay Business School)
- MICE sector

- **Global Alliance with :**

- Washington
- Dubai
- Singapore





TAILOR MADE EVENTS

EUROPEAN ASSOCIATION SUMMIT

be.better together in Brussels!

- ✓ Annual event since 2012
- ✓ Participation of 150-200 pax
- ✓ BEST networking opportunity
- ✓ Educational content by experts
- ✓ Bxl associations case studies
- ✓ Sponsorship opportunities

→ Save the date : 27 - 28 April 2023

PROJECT SUPPORTED BY

**BREXIT
ADJUSTMENT
RESERVE**

 BRUSSELS-CAPITAL REGION

 Funded by
the European Union



BRUSSELS INSIGHTS

A preamble to the EAS

- ✓ Cycle of 4 webinars / year
- ✓ “Ask Me Anything” format
- ✓ 4 EAS track topics :
 - ❑ BE.BRIGHTER – *stand out through positive advocacy & social communication*
 - ❑ BE.SMARTER – *lead efficient, strategy-focussed and impactful associations*
 - ❑ BE.CLOSER – *deliver member value and shape vibrant communities of practice*
 - ❑ BE.FRESHER – *create engaging association events in the area of hybrid*

→ Save the date : 13th October 2022



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SEASONAL EVENTS

Around Brussels, around the year!

- ✓ Cycle of 4 guided tours
- ✓ Dedicated to Bxl meeting planners
- ✓ FREE but limited to 40 pax
- ✓ Discover & be inspired !

→ Next edition December 2022

"Thank you very much for organizing a great event and afternoon! It was immensely helpful and we got to see "hidden" places we didn't know were available."

"The atmosphere, the sight seeing, the nice venues,.. actually the combination between enjoying the day, learning about locations but in a relaxed way not to pushy."



21.09.2022



FUTURE PROJECTS

BUSINESS SECTORS STRATEGY

- ✓ Review of the 5 centres of excellence
- ✓ Intellectual capital study (Associations representatives)
- ✓ Major Bxl sectors in terms of events
- ✓ Focusing business development efforts
- ✓ Mapping stakeholders & opportunities
- ✓ New prospection tools

→ End of year 2022

Facts and figures

Brussels

Major international ICT Companies : SAP, Orange, Amazon Web Services, Google, Twitter, Altran, Sogeti, Phillips, Huawei, Proximus, SMALS, Numeca, Famoco ...

- 25% or 30,000 of Belgian ICT jobs are in Brussels
- 33% of Belgian tech start-ups are created in Brussels
- 2,000 ICT companies in Brussels

Belgium

- € 129 billion value of the Belgian digital industry
- € 18 billion value of the Belgian ICT industry • 300,000 jobs in the Belgian tech industry
- 26,000 ICT companies in Belgium
- Belgium is in the **top 10** of the most advanced digital economies in the EU (DESI 2018)
- **5th country in the EU** in terms of Connectivity & Integration of Digital Technology

Opportunities

- **Oncology** – 19% of all clinical trials related to cancer worldwide are conducted in Brussels.
- **Pfizer** – Located one of their two global Phase 1 clinical trial units in Brussels.
- **International trials** – BIG, Bordet Institute, De Duve Institute, EORTC and Ludwig Institute for Cancer Research run clinical trials in Brussels.
- Key sectors supported by the Brussels-Capital Region are **Digital health and Medical technologies**.

Ecosystem

Cluster circlemade.brussels

- Gathering **75+ members**
- **Vision:** stimulating innovation to develop the regional circular economy offer and maximizing the impact of its members' initiatives
- **Services:**
 - Networking and generating visibility
 - Skills acquisition
 - Collective guidance for working groups and multi-player projects

Accelerator programme

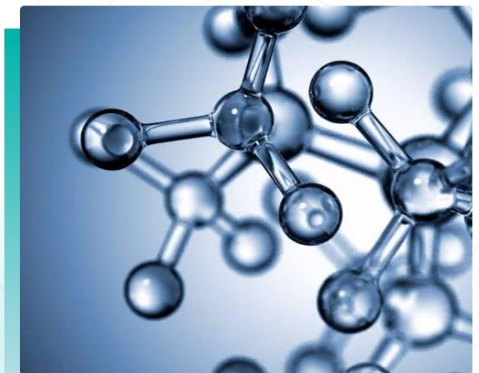
- greenlab.brussels is a 6 month start-up accelerator programme, providing all the tools needed to turn your sustainable solutions into a product and business
- 120 projects and startups helped since 2012

Cluster ecobuild.brussels

- Gathering **150+ members**
- **Vision:** developing and structuring the regional offer in sustainable construction to help companies become more competitive and win new markets with a focus on renovation of the building stock and the circular aspects of construction
- **Services:**
 - Connecting and fostering collaborations
 - Showcasing members' activities, work and solutions
 - Highlighting innovative practices and new business models
 - Orienting and supporting companies in their development

Incubators

- greenbizz.brussels – an ecosystem specially designed for innovation in the sustainable economy with flexible office spaces, workshops for prototyping & production & tailor-made support
- transformabell – a creative and collaborative environment that provides the resources and tools to innovate, transform ideas into action and drive forward entrepreneurial projects
- Lab Box – a startup studio focusing on the future of mobility promoting and developing new mobility solutions that will make cities more liveable and enjoyable



NEW OFFICES IN THE EU QUARTER

- ✓ Meeting place in Avenue d'Auderghem 63
- ✓ International Assoc & Meeting Ambassadors
- ✓ September 2022 : Open Call for tender
- ✓ Supporting visit.brussels in welcoming and animating the community
 - ✓ Business-model, Calendar of activities and Office management

→ Opening : Early 2023



BREXIT ADJUSTEMENT RESERVE

- Mitigate the negative (economic, social, territorial, environmental) consequences of the withdrawal of the United Kingdom from the Union
- Between January 1, 2020 and December 31, 2023
- visit.brussels will use the reserve for promotion, sales missions, The Meeting Show, and many more actions in the UK



BREXIT ADJUSTEMENT RESERVE

Has your business been, is it or could it be impacted by Brexit in any way?

Incentives for companies impacted by the Brexit

- ✓ To support Brussels VSEs/SMEs active in importing/exporting to the United Kingdom
- ✓ To support Brussels-based neo-exporting companies entering the UK market

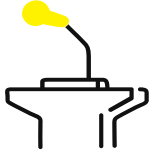


BRUSSELS MEETINGS

AM BASSA DORS

PROGRAMME

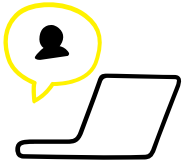
AN HONORARY PROGRAMME



Activities, tools and support services to assist individuals in attracting and organizing professional meetings in Brussels.



Establishing greater collaboration between visit.brussels, local experts and event suppliers will serve to create competitive bids.



Identify and bring together local specialists to support the bidding process of large/rotating international conferences.



BENEFITS FOR...

- **The sector**
 - Shape the future of a sector in a positive way
- **The destination**
 - Reinforce Brussels' international reputation
- **The individual**
 - Professionally, a most rewarding experience



BIG POTENTIAL



OPPORTUNITIES FOR YOU ?

- UNIQUE situation in Brussels
- 2400 int. associations NEXT DOOR
- Large annual congresses
- Numerous association meetings
- Possibilities of long-term relations
- International participation / reputation
- Sponsorship opportunities



STAY UP TO DATE !

- [Subscribe](#) to our monthly Associations Newsletter
- Association web pages <https://www.visit.brussels/en/professionals/associations>

[in](#) [Association Bureau Brussels](#)

[@AssociationBru](#)

Association Bureau Brussels
800 followers
2d

Plan your agenda for next Monday!
1 week to go to learn about financial audit for associations in Belgium.
Take the opportunity of the upcoming **ESAE - European Society of Association Executives** session prepared with **EY Law Belgium** to enhance your knowledge on this important aspect of an association's duty.

#finance #associations #audit #Brusselscares4Associations

<https://lnkd.in/eHA2UNCG>

ESAE - European Society of Association Executives
2,795 followers
6d

Ready to go back to #learning after the summer break? Join September for an interactive session in Brussels, to cover fin. Associations. Who best to moderate this than ESAE's Honor and European Issuers Secretary General, Florence Bindelle!

The session is designed and developed with EY Law Belgium feature experts Antoine Druetz, Eef Naessens and Didier Be to register and secure your place at <https://lnkd.in/dG3SdSI> Hélène Merten Boardroom Magazine, Welkin and Meraki. #financialmanagement #ESAEEvents

lnkd.in/dG3SdSI



visitbrussels
9 161 abonnés
5 j •

t is vrijdag! Stop met werken en begin te feesten. 🍷

[Voir la traduction](#)

Nightlife - agenda.brussels
agenda.brussels • Lecture de 1 min

Jan Lichota et 4 autres personnes



INTERNATIONAL ASSOCIATIONS NEWSLETTER

Dear Milena Zandona,

The end of August invites you to enjoy Brussels' numerous open-air concerts and gatherings in parks and at squares. After the return of the **Flower Carpet** in August, comes the return of **Belgian Beer Weekend** on Brussels' Grand-Place, on the first weekend of September.

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1 sem. •

These 5 hotels are the ideal base for a cultural city break in

[Voir la traduction](#)



48 hours in Brussels: a cultural outing
agenda.brussels • Lecture de 1 min

visit.brussels
CONVENTION ASSOCIATION BUREAU

A new look for our web portal
Launched this month, the visit.brussels web portal has been entirely revamped. Have you already checked it out? Browse the different sections with information for international associations, view our partners' events calendar and discover various tools to plan your activities in Brussels.

BREXIT ADJUSTMENT RESERVE
Brexit Adjustments Reserve for Brussels-based organisations
Following Brexit, the European Union has set up a special

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2 mois •

Retour sur la cérémonie des **visit.brussels Awards 2022** à **Train World** ceux qui ont marqué l'histoire de Bruxelles. À l'année prochaine !



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2 sem. • Modifié •

LGBTQ+ tourism in Brussels
A 10-year experience to be proud of!

[Voir la traduction](#)

Meeting de Turismo LGBTQ+
ME Madrid
8 de Julio
10h à 12h



Céline Batteauw et 25 autres personnes
2 commentaires • 7 partages

Association Bureau
2,368 Tweets

We care for international ASSOCIATIONS

visit.brussels
CONVENTION ASSOCIATION BUREAU

Association Bureau
@AssociationsBru

The Convention & Association Bureau is your single point of contact, providing you with a free first-hand information about available services and stakeholders.

Brussels, BE [visit.brussels/en/professiona...](#) Joined May 2014

949 Following 1,836 Followers

Tweets Tweets & replies Media Likes

Association Bureau Retweeted
European Commission @EU_Commission · 28 Aug
Last chance to apply for **#EUTraineeship**: Applications for the March 2023



THANK you

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