

INTELLECTUAL CAPITAL



ANALYSIS OF BELGIUM'S INTELLECTUAL CAPITAL IN INTERNATIONAL MICE MARKET

15 September 2022



DESTINATION INTELLECTUAL CAPITAL

Intellectual Capital Analysis & Research

- Analysis of Belgium`s Intellectual Capital in International MICE market has been conducted according to the GainingEdge methodology published in the global report “Leveraging Intellectual Capital of
- Convention destinations” which is prepared by the GainingEdge Analysis & Research (GEAR).
- Since 2020, GEAR has researched the intellectual capital of destinations around the globe, based on a comprehensive survey of the ICCA database and available data on websites of international associations.
- The main goal of the intellectual capital research is to analyze international association leadership and identify the relative strengths of meetings destinations in terms of the presence of their local leaders in the governing bodies of international associations that organize meetings and conventions.
- It is assumed more advanced conference destinations will have local thought leaders active in more governing bodies (executive boards, committees) of international associations and that these leaders can use their mandate to present the city as a potential convention host and influence the selection decision.
- The key analytical information is total number of boards and committees of international associations where a particular destination has active members.

DESTINATION INTELLECTUAL CAPITAL

Concept of Harnessing Ratio

$$\text{Harnessing Ratio} = \frac{\text{Number of international conventions hosted or booked for the destination}}{\text{Number of boards of international associations with members from the destination}}$$

- Using a consistent methodology, GEAR has developed a several analytical tools, which may help destinations to understand their competitive position in terms of leveraging available intellectual capital.
- A **Harnessing Ratio** is key among them and it shows the correlation between the number of international association meetings hosted or booked in the destination with the number of board members in these associations over the last four years.
- Based on its Harnessing Ratio, a destination can understand the available business potential and strategize on how this could be activated. Overall, over 50% is considered a strong Harnessing Ratio while under 20% indicates there much room for improvement.
- A high Harnessing Ratio can also indicate upcoming challenges as the available intellectual capital is depleted or 'locked up' and so it is necessary to take strategic actions to renew it.
- A low Harnessing Ratio can point to strong market potential the destination may have not harnessed in the previous period.

DESTINATION INTELLECTUAL CAPITAL

Belgium`s Intellectual Capital Analysis & Research

- The visit. Brussels Convention & Association Bureau aims to identify local leaders from Brussels and other Belgium`s meeting cities (regions) who are members in the governing bodies of international associations and to obtain valuable insights, such as:
 - **Priority Business Leads** – by learning who the influential knowledge leaders are within international associations in order to engage them in the process of bidding.
 - **Key industry sectors** – knowing the internationally recognized local leaders from Brussels or other Belgium`s cities.
 - **Destination Competitiveness** – in terms of available intellectual capital by comparing the number of internationally active intellectual leaders in Brussels against competing destinations, as well as their Harnessing ratios.
- By identifying key industry sectors, the Bureau plans to bid for meetings of associations that strongly contribute to the development of these sectors. Thus, the meeting business will take a role in the strategic implementation of the city`s economic development.
- Also, the analysis of intellectual capital should indicate key leaders who will be engaged in order to improve a current Ambassador Program and to make it more effective.

BELGIUM INTELLECTUAL CAPITAL

Belgium: Intellectual Capital Overview

Belgium is one of leading countries regarding available intellectual capital and ranks 8th in Europe and 15th globally. According to the latest data, the country has local intellectual leaders presented in governing bodies of 536 international associations which organize large conventions for over 500 participants. With a total of 163 international association meetings (with over 500 participants) hosted or booked since January 2018 (including virtual, postponed and cancelled events), Belgium has a solid Harnessing Ratio of 30.0%.

Intellectual Capital Overview (*large meetings with >500 pax)

- Number of boards of international associations which organize large conventions for over 500 participants with presented local leaders from Belgium = **536**
- Total number of international conventions with over 500 participants hosted or booked in Belgium since January 2018 = **161** (including virtual, postponed and canceled events)

Harnessing Ratio = 30.4%

Indicator	Number
Number of boards of international associations which organize large conventions for over 500 pax with local leaders from Belgium	536
International conventions with over 500 pax, hosted or booked in Belgium, January 2018	161
Harnessing Ration (500+ pax)	30 %

BELGIUM INTELLECTUAL CAPITAL

Belgium: Intellectual Capital Overview

According to this data, Belgium boasts local leaders in governing bodies of 848 international associations which organize mid-size conferences (200-499 participants). With a total of 322 international conventions hosted or booked since January 2018 (including virtual, postponed and cancelled events), in this business segment Belgium has a higher Harnessing Ratio of 37.9% (still indicating a strong potential in the segment of mid-size conferences).

Intellectual Capital Overview (*meetings with 200-499 pax)

- Number of boards of international associations which organize mid-size conferences for 200-499 participants with presented local leaders from Belgium = **848**
- Total number of international conventions with 200-499 participants hosted or booked in Belgium since January 2018 = **322** (including virtual, postponed and canceled events)

Harnessing Ratio = 37.9%

Indicator	Number
Number of boards of international associations which organize large conventions for 200-499 pax with local leaders from Belgium	848
International conventions with 200-499 pax, hosted or booked in Belgium, since January 2018	322
Harnessing Ration (200-499 pax)	37,9 %

BELGIUM INTELLECTUAL CAPITAL

Belgium: Intellectual Capital Overview

Belgium meetings destinations have relatively more success in attracting smaller congresses for 200 to 500 participants, achieving a Harnessing ratio of **37.9%**, then in the segment from 500 to 999 participants with **34.6%**, while in segment of larger conferences a Harnessing Ratio is proportionally lower.

This is because Belgian cities, with the exception of Brussels, are focused mainly on small and medium-sized conferences due the lack of meetings facilities. However, there is a potential in the segment of large events, which have not been used.

Indicator per size of conventions (segmentation)	Number of boards with presence of local leaders	Share within the total intellectual capital (200+)	Number of meetings hosted or booked since 2018	Share within total number of conventions (200+)	Harnessing Ratio
Conventions for over 2,000 participants	90	6.5%	13	2.7%	14.4%
Conventions for 1,000-1,999 participants	134	9.7%	40	8.3%	29.8%
Conventions for 500-999 participants	312	22.5%	108	22.3%	34.6%
Conventions for 200-499 participants	848	61.3%	322	66.7%	37.9%
Total conventions (200+ participants)	1,384	100%	483	100%	34.9%

BRUSSELS INTELLECTUAL CAPITAL

Brussels: Intellectual Capital Overview

Brussels's intellectual capital is mostly related to international associations which organize smaller conferences (200-499 participants). The city boasts local intellectual leaders present in boards of 422 international associations in this segment or 62.2%. There are total of 256 boards of international associations which organize conferences for over 500 participants (147 in segment 500-999, then 65 in segment 1,000-1,999 and 44 in segment of very large congresses for over 2,000 participants).

A Harnessing Ratio is the highest in the segment of conventions with 1,000 to 1,999 participants, while it is the lowest in the segment 500-999, which should be considered.

Indicator per size of conventions (segmentation)	Number of boards with presence of local leaders	Share within the total intellectual capital (200+)	Number of meetings hosted or booked since 2018	Harnessing Ratio
Conventions for over 2,000 participants	44	6,5%	11	25%
Conventions for 1,000-1,999 participants	65	9,6%	21	32,3%
Conventions for 500-999 participants	147	21,7%	32	21,8%
Conventions for 200-499 participants	422	62,2%	112	25,6%
Total conventions (200+ participants)	678	100%	176	30%

KEY INDUSTRY SECTORS

Key Industry Sectors for Brussels

- According to the latest research data (from mid-2022), the total quantum of the intellectual capital in Brussels includes local thought leaders who are presented in governing bodies of **678 international associations** which organize meetings with over 200 participants.
- Deep insights in all of these associations provide the data about the **scientific fields and industry sectors** that their meetings are related to, which helps Brussels to understand sectors where its local leaders have the greatest presence and influence.
- Based on this data, Brussels has identified key industry sectors and scientific fields where the most of local intellectual leaders come from, but also a set of specialties (subsectors) that are related to these sectors.

The study indicates that the key industry sectors and scientific fields for Brussels are:

- **Healthcare:**
Cancer Study, Neurology, Public Health, Psychology, Gastroenterology
- **Sustainable Economy:**
Environment, Nuclear Technology, Clean Energy
- **Digital Economy:**
Computer Sciences, Information & Communication Technology, Software & Data
- **Biosciences:**
Biopharming, Biotechnology, Pharmacology
- **Finance & Trade:**
Financial Services, Commerce & Trade, Business & Services

KEY INDUSTRY SECTORS

Key Industry Sectors for Brussels



The Healthcare sector is probably the most presented in the world of associations and the largest in most destinations around the world. The Healthcare sector predominantly includes Medical Sciences, but also there are some other related fields, such as Social Sciences, Medical Technology, etc.



The Sustainable Economy is very strong in Brussels and Belgium, which indicates the commitment of the community to the principles of sustainability. However, the reason is also the fact that Brussels is the administrative capital of the EU, so many supranational institutions are connected to associations active in the field of sustainability.

Most of them refer to the Environment and issues of ecology, pollution, recycling, natural resources. Also, there are specializations related to the Nuclear energy as well as Clean Energies, such as solar, wind, etc.



The Digital Economy is a growing sector which is related to the local academic and Research & Development institutions as well as a vibrant startup community, which makes Brussels one of technologically advanced destinations.

The sector includes Computer Sciences with many specialties that are well developed in local academic and research institutions, especially Software and Data Science, Artificial Intelligence and its applications. This is a strong foundation for well-developed ICT sector and many companies from this business have strong influence within society and at international level.

KEY INDUSTRY SECTORS

Key Industry Sectors for Brussels



The Biosciences is a very developed sector in Brussels with many academic and business institutions active in various scientific fields. Most of them are related to various activities related to Biopharming and Biotechnology. However, it should be noted that it is not easy to make distinction among these specialties and often there are overlapping between them. Also, the pharmacology is well-developed and there are many global pharma corporations with their development and production centers based in the Brussels region.



Brussels is a capital of European Union and host city for many institutions responsible to regulate different markets, so the sector of **Finance & Trade** is very developed. Mostly it is related to the Financial Services, as well as Business Services and Commerce & Trade.

Bearing in mind the enormous needs of the business community, Brussels has developed strong curricula in its academic institutions and business schools, and many professors from these institutions are recognized as leaders of international associations.

THANK YOU

A yellow decorative swirl or flourish that starts near the word 'THANK' and curves upwards and to the right, ending near the word 'YOU'.

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