



➤ EXPORT ASSISTANCE

The Wallonia Region has always based its development on trade, both with its neighbors and with more distant countries: over the last ten years or so, exports have posted constant, vigorous growth averaging almost 10% per year. Truly impressive performance, especially when one considers that exports generate over half its GDP – and the wide range of sectors attests to great diversity in the productive output of our companies.

The Wallonia Export and Investment Agency is a very effective partner for all exporting companies. It has 105 commercial offices throughout the world to help you analyze, research and develop your international markets.

Numerous experts in all sectors provide you with advice and support to help you prospect for foreign customers. Financial aid may be granted for certain purposes.

All of these forms of assistance are designed both for companies and for the other players – of all sizes – in the economic life of the Wallonia Region: professional associations and groups, freelancers, company networks. For example they help businesses:

- to communicate better with foreign markets (in particular via the internet or using audio-visual media)
- to prospect foreign markets
- to take part in economic delegations, exhibitions and trade fairs abroad
- to gather information and educate foreign users of their products
- to benefit from expert advice
- to improve the design of products and services
- to share joint representative offices abroad.
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GOOD TO KNOW

Advice and assistance are available at each stage of your international development, regardless of the stage your project has reached. Whether simply providing you with information about foreign markets or analyzing certain countries in particular, AWEX can help you step by step to define your prospecting policy, set up your service, train your staff, develop your marketing and your

communication tools, prospect markets effectively, establish international partnerships, develop representative offices – and even to obtain bank guarantees, find new funding sources, insure and guarantee your exports, work with international organizations and much more besides.

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EXPORT ASSISTANCE

Assistance in prospecting foreign markets

Representative office

- Individual office: this subsidy covers part of the operating costs of a commercial representative office in a new export market outside the European Union.
- Joint representative office: in this case, three Wallonia partners have part of their operating costs covered for a joint office outside the European Union.

Participating in delegations, exhibitions and trade fairs

- Participating in exhibitions or trade fairs, in a delegation or a joint stand coordinated by AWEX
- Participating in subsidized exhibitions: this form of assistance covers the cost of renting a stand area in the individual company's own name when it participates in international exhibitions and trade fairs of a specialist nature held abroad.
- Inviting potential foreign buyers to international trade fairs in Belgium: subsidization of their travel and accommodation expenses.

Assistance with market studies

When a Wallonia company researches or prospects new markets outside the European Union, part of the travel costs involved can be met. So can part of the costs of conducting feasibility studies abroad for projects of an unusual nature aimed at supplying goods and services outside the European Union.

In the same way, funding is available for approved external experts – perhaps providing specialist advice or interim management services – to a maximum of €750 Euros per day for a limited period.

Communication, promotion and design

Various forms of funding are available to help companies promote themselves in foreign markets. Examples include:

- company business cards
- specialist design assistance
- creating an internet site.

Other forms of support and advice

- The SIEx, Export Administration Secretariats
- Training non-resident users in the advantages of equipment or services of Walloon origin and increasing the awareness of potential foreign buyers

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