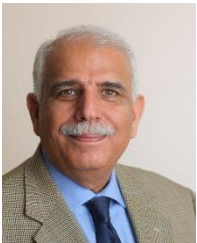


BelTrade



Economic & Commercial Representation – Embassy of Belgium in Islamabad

February 2020



The outgoing year 2019 was quite eventful in a positive way. A very successful Belgian Pavilion at the ITIF Pakistan Exhibition in Karachi, our Belgian Pavilions at the **Arab Health** and **GulFood** Exhibitions in Dubai resulting in new contacts established between Belgian and Pakistani

companies, a well-attended Belgian Business Contact Day & Catalogues Exhibition in Rawalpindi, growth in Walloon exports to Pakistan, Belgium moving up into the Top20 FDI Confidence Index and the arrival of the **new Ambassador of Belgium in Pakistan H E Mr Philippe Bronchain**.

As mentioned in our last edition, according to Ernst & Young European Investment Monitor 2019, the year 2018 was an **absolute record year for Belgium in attracting foreign direct investments (FDI)**. A total of 278 foreign investment projects were initiated, representing a 29% increase on the previous year and creating an all-time high number of jobs (7,363). With this increase, Belgium is going against the European trend doing noticeably better than the neighboring countries, taking Belgium from 8th position in Europe in 2017 to 5th in 2018. Over all the foreign direct investments in Europe declined by 4% in 2018 over the preceding year. Belgium continues to attract foreign investments from medium sized companies to global giants. According to a latest report published by A.T. Kearney, Belgium moved up 3 places to break into the coveted Top20 list at #18. On a maximum Confidence Scale of 3.0 Belgium scored 1.54 whereas the top position holder (the US) scored 2.10. The A.T. Kearney FDI Confidence Index is an annual survey of global business executives that ranks the markets likely to attract the most investment in the next three years.

While the Belgian exports to Pakistan remained stable, the **exports from the Walloon region registered an**

exceptional growth of +25% in the 1st half of 2019, which is all the more spectacular considering the Walloon exports to Pakistan in the same period in 2018 slid down by 20%. The institutional and economic reforms currently being put in place in Pakistan indicate even better prospects for Belgian companies wishing to export to Pakistan.

New Belgian Ambassador assumes office



The Economic & Commercial Representation of Belgium in Pakistan & Afghanistan welcomes the newly appointed Ambassador of Belgium in Pakistan, H E Mr Philippe Bronchain. Previously posted in Belgrade, Geneva, Bujumbura, Lubumbashi and Kinshasa,

Ambassador Bronchain brings with him rich experience of a seasoned diplomat. The Ambassador looks forward to strengthening bilateral relations, political and cultural ties and promoting mutual understanding between all sections of societies in Belgium and Pakistan.



Pakistan's Ambassador to Belgium, HE Zaheer Aslam Janjua calls on CEO AWEX Mrs. Pascale Delcomminette



Mr Zaheer Aslam Janjua, Ambassador of Pakistan in Belgium, visited AWEX (Wallonia Export-Investment Agency) and met with the CEO Mrs. Pascale Delcomminette.

During the meeting matters of bilateral interest were discussed, including trade relations between the two countries, particularly between Pakistan and the Walloon region of Belgium. Ideas were exchanged on further enhancing the trade relations between the two countries. It was agreed upon to share information and to jointly organize meetings and initiatives towards this goal.

Mrs. Delcomminette informed the Ambassador about the successful trade delegation to Pakistan comprised of 20+ Belgian companies which had encouraged other Walloon companies to look at the Pakistani market with renewed interest. She also reiterated the support of Walloon government through the Wallonia Export-Investment Agency platform to all Walloon companies striving to establish business relations with Pakistani companies.

Ambassador Janjua expressed his keen interest in the increasing collaboration between Walloon entrepreneurs and Pakistani companies particularly in hi-tech sectors like nutraceuticals and industrial plant and machinery. He also appreciated the fact the Walloon Region of Belgium is being considered as an attractive investment destination by Pakistani investors looking for an increased footprint in the European market.

Ambassador Zaheer Aslam Janjua visits the Walloon Parliament

HE Zaheer Aslam Janjua, Ambassador of Pakistan in Belgium, visited the Walloon Parliament and met with Mr. Jean-Claude Marcourt, the President of the Walloon

Parliament. It was Ambassador Janjua's first visit to the Parliament of a federating unit in Belgium.



Mr. Marcourt reaffirmed Belgian support to Pakistan through the EU notably through the GSP+ system. The Ambassador gave an overview of the current political situation in Pakistan, the social and environmental agenda of the government and the measures taken by the administration towards stable relations with its neighboring countries. The Ambassador also expressed his desire to enhance relations between the Belgian regions and provinces in Pakistan which enjoy certain autonomy in these matters. Mr. Jean-Claude Marcourt reiterated his commitment to improve inter-parliamentary relations and proposed the visit of a parliamentary delegation from the Walloon Region of Belgium to Pakistan.

Belgian Business Contact Day at the Rawalpindi Chamber of Commerce & Industry



In collaboration with the Rawalpindi Chamber of Commerce & Industry (RCCI) the Economic & Commercial Representation organized a Belgian Business Contact Day and Catalogues Exhibition on 19 December 2019. The event was jointly inaugurated by the Ambassador of Belgium in Islamabad HE Mr. Philippe Bronchain and the honorable President of the RCCI Mr. Saboor Malik. The event was attended by a large number of RCCI members. Before the inauguration

Belgian Stand at ICE Expo 2019



The 2019 International Conference & Exhibition on Environment (ICE) was held in Lahore with the collaboration of the World Bank, The Federal Ministry of Climate

Change and The Provincial Environmental Protection Department. The Economic & Commercial Representation participated in this event and setup a Belgian Stand at the Exhibition.



The Conference and the Exhibition was inaugurated by Mr. Muhammad Rizwan, Minister of Environment. During the Exhibition more than a dozen trade directories related to the alternative energy, renewable and environmental technologies were displayed. More than 15 trade leads from visitors interested in Belgian expertise in the field of environment were generated.



Pakistan-Belgium Bilateral Trade Stable trade flow

Following the global trend **Belgian exports to Pakistan** remained stable during the 1st half of the year 2019 (Jan-Jun) with practically no change. Compared to the -7.2% decline in Belgian exports to Pakistan in the same period in 2018, this is in itself a gain. While minor falls were registered in industrial plant and machinery (-2.8%),

ceremony of the catalogues' exhibition a detailed and comprehensive meeting was held between the Ambassador accompanied by the Trade Commissioner of the Embassy of Belgium and the executive committee of the RCCI led by the President. Matters of bilateral interest including ways to promote bilateral trade between the business community of the city and Belgian companies was discussed.



It was an opportunity to inform the business community of Rawalpindi about business and investment possibilities in or with Belgium. Ambassador Bronchain also visited the RCCI Women Entrepreneurs Incubation Centre and exchanged views with the participants on women entrepreneurship in Pakistan, as well as corporate social responsibility.



Catalogues and brochures of more than 120 Belgian companies, 70 trade directories both in print form and in CDs format were displayed during the day-long event for the consultation of the visitors. The interest that the event generated among the esteemed RCCI members is evident from the fact that more than 25 trade leads were registered during the day. Events like these are an excellent tool to bring together Pakistani companies and Belgian exporters.

transport machinery (-8%), mineral products (-5%) textile machinery and products (-12%), chemical products (+1.7%) and food processing sector (-0.1%) remained stable. Metals and metallic products (+44%) and wood and wood products (+74%) performed positively. On the other hand, **Pakistani exports to Belgium** declined marginally by almost -0.6% compared to a slight growth of 5.2% during the same period in 2018. While industrial and machinery sector exports declined, the textile and leather sectors managed to stabilize the Pakistani exports to Belgium.

Main Belgian exports to Pakistan	Value	Change
Chemical Products	74.0	+1.7
Industrial Plant & Machinery	43.5	-2.8
Metals & Metallic Products	52.3	+44.0
Plastics & Plastic Machinery	20.7	-39.2
Wood & Wood products	5.1	+74.9
Total Exports 6 months 2019	225.5	0.0

Main Pakistani exports to Belgium	Value	Change
Textiles & Textile Products	143.7	+5.8
Vegetables & Vegetable-based Products	21.7	+19.8
Metals and Metallic Products	1.5	-86.4
Skins, Hides & Leather Products	9.6	+12.8
Various / Miscellaneous	8.9	20.2
Total Exports 6 months 2019	211.4	-0.6

Source: Eurostat – Value: Million € - Change: % over same period last year

Globally, the **Walloon exports worldwide** in the 1st half of 2019 set a new record in value terms by reaching 24 billion Euros which represents a growth of 8.4% compared to 6.2% in same period in 2018.

Following the same pattern, **Walloon exports to Pakistan** showed exceptional growth of almost +25% rising from 52.7 Million Euros (1st half 2018) to 63.5 Million (1st half 2019). This excellent gain is all the more appreciable as the Walloon exports to Pakistan suffered a drop of almost 20% in the same period in 2018 over the preceding year 2017. Major contributors to the growth were Pharma & Chemical products, Animal Products, Industrial Plants and Machinery and Transport Machinery and Equipment. According to these figures **Pakistan is currently 33rd biggest client of Wallonia region.**

Belgian Embassy Team in Lahore

During a visit to Lahore, the Ambassador of Belgium H E M. Philippe Bronchain, accompanied by the Trade Commissioner, Mr. Abid Husain, paid a courtesy call on the Governor of the Punjab, H E Mr. Chaudhary Muhammad Sarwar at the iconic Governor's House.

During the meeting, matters of bilateral mutual interest came under discussion. The Trade Commissioner appraised the Governor of trade relations between the two countries.



The Ambassador and the Trade Commissioner visited the Lahore Chamber of Commerce & Industry (LCCI) and met with the Executive Committee of the LCCI led by the president of the Chamber.



Belgian Pavilion at Arab Health 2020



27 - 30 January, 2020
Dubai International
Convention & Exhibition Centre

As previously, the leading exhibition in the field of medical and healthcare and products and services, Arab Health 2020, held in Dubai in the last week of January, saw

a large number of Belgian innovative and hi-tech medical and healthcare companies participating as exhibitors. The Belgian Trade Commissioner, Mr. Abid Husain, was present at the Exhibition to arrange direct meetings between the exhibiting Belgian companies and Pakistani and Afghan companies attending as exhibitors and visitors. Numerous meetings were organized at the Belgian pavilion throughout the exhibition. A brief description of the Belgian companies (with their website) is given below. If any of our readers wishes to contact any of these companies, we would be happy to establish contact between the two.

AMB Ecostryl

www.ecosteryl.com

Medical Waste Treatment

Design, manufacture, installation, and maintenance of solutions for the treatment of biomedical waste - AMB Ecostryl is today a world leader in the design, manufacture, installation, and maintenance of solutions for the treatment of biomedical waste. **Their technology has been proven to effectively deal with the CORONAVIRUS waste.**



AuXin Surgery S.A.

www.auxin.eu

Medical devices

Mechanical surgical instruments - The CADISS® System is a novel line of medical devices for the selective dissection of pathological tissues and fibrosis. The system is able to facilitate many surgical procedures while preserving critical organs such as nerves, muscles or veins.



Belourthe

www.belourthe.be

Infant Nutrition

Baby cereals (organic or conventional, with or without gluten) - Infant formula (all stages and specifically formulation AR, AC and AD) are our main products - Belourthe is the European expert of baby nutrition and the ideal partner for your entire project in Baby food. Belourthe offers a large range of products especially formulated to meet the nutritional needs of babies.



Cerepharma

www.cerepharma.com

Development and manufacture of skin care products

Cosmeceuticals – Skin Care – Professional Chemical Peeling – Private Label - Anti-ageing - CEREPHARMA develops, manufactures and markets cosmeceutical skin care products with a scientific formulation: LONGIDERM & CONTRÂGE.



Droper

www.droper.be

Emergency/ Disaster

The Droper is the first portable and totally mechanical infusion pump, delivering a constant pressure and operating without external energy. This device is perfectly suitable for any disaster or emergency cases in which Doctors and rescuers are without electricity or limited in electricity. This patented device allows the doctor or rescuer to focus on health care by releasing his hands from all obligations related to the infusion;



Extense-Pharma

www.extense-pharma.be

Healthy food / nutrition / Medical device

Healthy food – High protein products – Nutritional supplements. Established in Belgium, EXTENSE PHARMA has, since 2007, specialised in research, development, production and distribution of health supporting products such as nutritional supplements, dietetic products, and products for wellness and for the medical sector



G-Flex

www.g-flex.com

Medical Device

Endoscopy, Gastroenterology, Endotherapy Devices simple to use, high quality products for the endoscopy field, made with a community involvement, and with the best solution for the patient...



Hauliga

www.floradyle.com

Cosmeceutics

Teeth Whitening products - Natural teeth whitening kit without peroxide - For the first time in the world, Floradyle® will put a revolutionary technology on the market that will use a special form of hydroxyapatite in the form of calcium crystal that reflects light.



H&O Equipments

www.ho-equipments.com

Medical equipment

Leading-edge cryosurgery medical instruments - H&O Equipments is a market-leading creator and manufacturer of leading-edge cryosurgery medical instruments, founded in 1998.



Intersysto

www.intersysto.eu

e-Health

Technical IT and telephonic data for nursing homes - The 3S HOMECARE is dedicated to elderly or hospitalized people. Everybody prefers to stay at home or at least to keep their stay at hospital as short as possible. The Software is designed to allow the supervision of medication, care-givers' service, beneficiary's tasks planning and other solutions. Moreover, an alarm system generates an alert in case of disturbing parameter or if a calling button is activated.



Labocreation

<http://labocreation.com>

Cosmetics

Cosmetics and Aromatic products :



LABOCREATION is a laboratory specialized in Luxury and Innovative cosmetics enrolling in compliance with GMP and ORGANIC standards practiced in Belgium and France. Our company is committed to offering services and "Premium quality" products to our customers.

Laboratoires Huckerts

www.huckerts.net

Medical Device

Disinfection and skin bio decontamination – Master in disinfection and skin bio decontamination since 1957, Laboratoires HUCKERT'S International develops and manufactures high level disinfectants for professionals in the medical and industrial fields - two product ranges: UMONIUM38® a complete range of safe and fast active medical disinfectant and PHYTOGEL a skin care program based on medical plants.



Lab. Pharmaceutiques Trenker

www.trenker.be

Pharmaceuticals, food supplements & medical devices (production and distribution)

High quality pharmaceuticals – Applications: food supplements – medical devices – Hair care – joint care segments –gastroenterology – dermatology – pediatrics



NATURAMedicatrix

www.naturamedicatrix.fr

Health Nutrition

Food supplement application for gynecologists and urologists :

Fertilhom® : male fertility.

Hyperplasia : good function of the prostate – reduces prostate size and urinary frequency.

Endoway : reduces pain associated with endometriosis - reduces oxidative stress - promotes hepatic detoxification of estrogens

LithoCalcium K+D : maintains healthy, strong bones.

AlphaFlex60 : decreases pain, increases joint function & articular cartilage thickness, improves mobility.

HarpagoForte : excellent anti-inflammatory, analgesic and anti-arthritis activities.



OneLife

www.onelife-biofilmfree.com

Medical Device

Decontamination solutions : OneLife S.A. is a biotech company specialized in enzymatic based decontamination solutions for the healthcare, dental care & animal care facilities. Innovative enzymatic detergent products, protocols & services that support high-level decontamination, including detection & treatment of BIOFILMS and bioburden.



SMI

www.sutures.be

Wound Closure & Haemostatics Medical Device

Sterile surgical sutures with and without needle
SMI is manufacturer of high quality absorbable and non-absorbable sterile surgical sutures with and without needle. Other products are surgical needles, meshes, skin staplers, blades and haemostatics like gelatin sponge and bone wax.



Trasis

www.trasis.com

Nuclear Medicine

Radiochemistry : AllinOne is a multiple purpose radiochemistry unit featuring synthesizer, HPLC & reformulation in a single compact box, able to efficiently produce the most complex compounds such as nucleophilic FDopa, Thyrosine, FMT as well as FDG in multiple runs. AllinOne's versatility also helps researchers address the growing need for new tracers.



Will-Pharma

www.willpharma.com

Wound Healing, Haemostatic Products

Legal manufacturer of gelatin sponges – oxidized regenerated – surgical mesh – Willospon – Willocell – Willomesh – Tempocol - WILL-PHARMA is the legal manufacturer of gelatin sponges, oxidized regenerated cellulose and surgical mesh.



Upcoming Events 2020 POGEE 2020 Lahore Expo Centre



The Economic & Commercial Representation, Embassy of Belgium shall be organizing a Belgian Pavilion at the upcoming trade exhibition **Pakistan Oil & Gas and Energy Exhibition** (<https://pogeepakistan.com>) to be held in Lahore soon. The Belgian pavilion at the POGEE 2020 shall comprise of an exhibition of trade directories, catalogues and brochures of Belgian companies offering state of the art equipment and expertise in the field of oil, gas, electricity, engineering, alternate and renewable energy and petrochemicals. The Economic & Commercial Representation team would also be present at the Belgian Pavilion throughout the event to answer any questions regarding Belgian technological offer in these fields.

Please consult the POGEE 2020 website for precise dates.