

## BRUSSELS EXPORT

### “DOING BUSINESS IN ASIA”



Seminar with Brussels Export's Asian economic and commercial attachés from **Shanghai – Tokyo – Hanoi – Singapore**



On April 8<sup>th</sup>, 2011 in Tour & Taxis  
Av. Du Port 86c, 1000 Brussels

**Brussels Export**, the Brussels Foreign Trade Organization, organise a seminar on the Asian market on **Friday April 8<sup>th</sup>, from 10 a.m.**

In preparation of the Belgian trade missions to **China (October 2011)**, **Vietnam (March 2012)** and **Japan (June 2012)**, we offer you a joint approach on the market situation and opportunities in the Far East, with **Singapore as the fourth pole and gateway to the Asean market.**

This meeting will be staged in the beautiful surroundings of the exhibition **“From Brussels – Xiè Xiè (Thank you) Shanghai”**, organised by the Brussels-Capital Region in Tour & Taxis. You will see the Umicore Solar Car and the Solar Impulse airplane of Bertrand Piccard (scale model), as well as an impression of the **Belgian-EU pavilion and the Brussels days at Expo Shanghai 2010.**

The programme :

#### **09.30 Welcoming**

10.00 Introduction

10.05 Interventions of the 4 economic and commercial attachés on the specificities of their market (China, Japan, Vietnam, Singapore)

11.45 Comparative study by Stefano Missir di Lusignano (Shanghai)

11.00 Presentation by Michel Noël (BP Solutions – Singapore) on doing business in South-East Asia

11.15 Presentation by ONDD (Belgian Export Credit Agency) on their products and approach of Asian markets

11.30 Question time

12.00 Sandwich lunch (networking)

13.30 End of the meeting + possibility of booking an individual meeting with each attaché (upon availability)

**Presentations will be held in English.**

All info & registrations : Mr. Willy Van Waeyenberge,  
[wvanwaeyenberge@mrbc.irisnet.be](mailto:wvanwaeyenberge@mrbc.irisnet.be) , before **April 6<sup>th</sup>, 2011.**