

## Michael Labro's success

Trends  
MANAGER  
DE L'ANNÉE 2023

WAB 41 | SPRING 2024

### **BUSINESS**

Central Asia: a potential partner of choice for Wallonia?

### **FOCUS**

Wallonia goes for a different kind of mobility

### **DESIGN**

Daniel Henry: an ode to freedom

# WALLONIA ON THE MOVE!

It's no secret that our beautiful Wallonia is wonderfully positioned in Europe. In fact, it's right at the heart of what's known as the Blue Banana, a spatial concept describing the densely populated, highly industrialised area that stretches from North West England to Northern Italy, including the Benelux countries. Wallonia welcomes flights from all over the western hemisphere as well as farther afield, and offers offers all the multimodal facilities required for efficient travel onward across the continent. While this is a boon for freight carriers, they are also aware of future challenges. They are constantly coming up with practical solutions to reduce our carbon footprint by designing truly surprising alternatives!

Take a look at Rayon 9's 'cargo cyclos' delivery bikes and Protection UNIT's mounted patrols, discover Novandi's automated barges, and join us in finding out why Toyota is setting up its R&D centre in Wallonia and why the Weerts Group is increasing its storage space.

You'll also find all the ingredients for a sweet, savoury or surprising break! Recently voted Manager of the Year, and one of our youngest CEOs to hold the title, Michaël Labro shares his recipes for both macarons and management with equal gusto. Still hungry for more? Come along and take a new look at one of our finest museums, the Beaux-Arts Mons, or join me for an Invineo drink before enjoying Daniel Henry's multi-textured creations!

This is going to be a decidedly inventive spring!

*Pascale Delcomminette*

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**SUMMARY**

**WORK**

**04 NEWS**

**06 BIG PICTURE**

Michaël Labro  
The secret ingredients behind his success

**10 BUSINESS**

Central Asia: a potential partner of choice for Wallonia?

Casa Vallonia

**12 INVESTMENT**

Wallonia: Weerts is thinking big

**14 INNOVATION**

The challenges facing the Walloon timber industry

**FOCUS**

**16 FOCUS**

Wallonia goes for a different kind of mobility

**LIVE**

**22 TOURISM**

Wallonia: Instagrammable and on-trend

**24 GASTRONOMY**

Invineo raises a glass to hospitality professionals

**25 AMBASSADORS**

Victoria B. Lohay

**INSPIRE**

**26 DESIGN**

Daniel Henry: an ode to freedom

**28 PANORAMA**

16 Walloon memorial sites recognised by UNESCO

**30 CULTURE**

Reopening of the BAM

**31 FORTHCOMING EVENTS**

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**WAB contact**  
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**TWO NEW WALLOON STARS IN THE MICHELIN GUIDE**

Among the 9 Belgian and Luxembourg restaurants that have just been awarded their first Michelin star are La Roseraie, in Modave, Liège, and its chef, Marie Trignon, and Pré de chez vous in Bouge (Namur), whose chef Julien Malaisse, was also voted Young Chef of the Year.



**WALLONIA IS INVESTING 81 MILLION EUROS IN FIGHTING OCCUPATIONAL ACCIDENTS AND DISEASES**

Wallonia is creating an unprecedented technological-innovation partnership in the field of advanced therapy medicinal products (ATMPs). The project is bringing together 26 players from the worlds of research, academia, and business, and it will get funding to the tune of 81 million euros.



**THE WORLD'S FIRST "PET" BIORECYCLING PLANT TO BE BUILT IN WALLONIA**

CARBIOS and De Smet Engineers & Contractors are working together to build the world's first PET bio-recycling plant in Walloon Brabant. It will have the capacity to process 50,000 tonnes of PET waste a year (the equivalent of 2 billion coloured bottles, 2.5 billion food trays, or 300 million T-shirts), and will process waste that has little or no value today.

**SPACEBEL JOINS THE COMET INTERCEPTOR MISSION**

SPACEBEL, in Liège, will be designing the software that will manage the spacecraft for the Comet Interceptor mission, a programme funded by the European Space Agency. The aim is to observe as-yet-unknown comets at their genesis to learn more about the creation of the universe and the solar system.





CREATIVITY,  
DARING, AND  
CONFIDENCE: THE  
SECRET INGREDIENTS  
BEHIND  
**MICHAËL  
LABRO'S  
SUCCESS**



**The Founder of PM Sweet, and winner of the Trends Manager of the Year 2023 award at the ripe young age of 30, Michaël Labro powers through every challenge with passion, and of course, a love of good food.**

“As a child, I used to bake with my grandmother on Wednesday afternoons. Both my parents are engineers, so it wasn't really their cup of tea. But my grandmother helped me navigate the realm of baking: bread, cakes, tarts... you name it. I started baking on

weekends too, with my friend Antoine. We would sell our baked goods to buy the ingredients required for the next batch.”

Michaël Labro continued writing this Marcel Pagnol-esque story, opening a business specialising

# MICHAËL LABRO'S

in macarons at the age of just 16. "This trend hadn't yet caught on back in 2008, as there were very few macaron shops at the time. My first few attempts did not go down well", Labro admits. "Eventually, I contacted Mercotte (a well-known French blogger and food critic), who responded very kindly to me. With her guidance, I managed to create my first batch of decent macarons."

So "decent" that they were a hit with the neighbours, leading up to one fateful order of 1,000 macarons. "I accepted the order, but my parents didn't. Their response was quite clear: I was already taking over their kitchen every weekend to make 200 macarons, so they wanted no more of this. But I was committed to my venture, which is one of my company mantras: when I commit to something, I really go for it. So, I moved production to my grandfather's garage instead." Together with his friend Antoine, Michaël launched M&A Macarons while embarking upon a medical degree at the same time. "To keep up with demand, we would go to very few classes. And during holidays and revision time, we would basically study while the macarons were in the oven. We would sleep in the back room. Antoine held on until the third year, when med students choose their specialisation. Today, he is an ophthalmologist. Meanwhile, I dropped out after my fifth year. I decided to devote myself entirely to what really excited me: my small business. That said, it was my years at medical school and my chemistry classes that led me to invent savoury macarons,



by helping me figure out how to remove sugar from the shell!"

Labro's meeting with Philippe Lhoest was a key turning point, as they together founded PM Sweet (although PM stands for "Philippe and Michaël", it also works well to reference these afternoon treats). "During the COVID-19 pandemic, I designed a new production line that required a 3-million-euro investment, for which I had to convince Philippe and the banks. I sent out macarons all over the world, and received heaps of orders, but the new production line was delayed. I was so stressed that I had to be hospitalised. I managed to convince my doctors to discharge me in time to deliver the orders. As I may have mentioned, when I commit to something..." All of this was done in collaboration with Benjamin Nemayechi, who has been taking care of exports for the last 10 years.

Now associated with three names (Michaël Labro, Guillaume Vander Borgh and Arnaud Woitrin), PM Sweet has recently moved to a new location: a 17,000-m<sup>2</sup> factory dedicated to macaron production, also the "world's biggest macaron factory". Even given the factory's massive scale, Labro is committed to the "Happy Enterprise" mindset, encouraging everyone to grow professionally "despite, or thanks to, their mistakes. I encourage creativity, daring, confidence, and the desire to experiment with new ideas. As a team, we are pushing the boundaries of this ever-changing business, where today's reality might not even exist in 6 months' time."



€60 million



350 employees



10,000 to 1,000,000 macarons produced every day



12, 15 and 20 grammes: the weight of the macarons varies per order



17,000-m<sup>2</sup> production space



95% of production is exported to over 30 countries



## A DAY IN THE LIFE OF MICHAËL LABRO



Wake up, shower, breakfast



Visit production lines at different sites to supervise production pace and quality



Content improvement, meetings, interviews with employees and partners, R&D



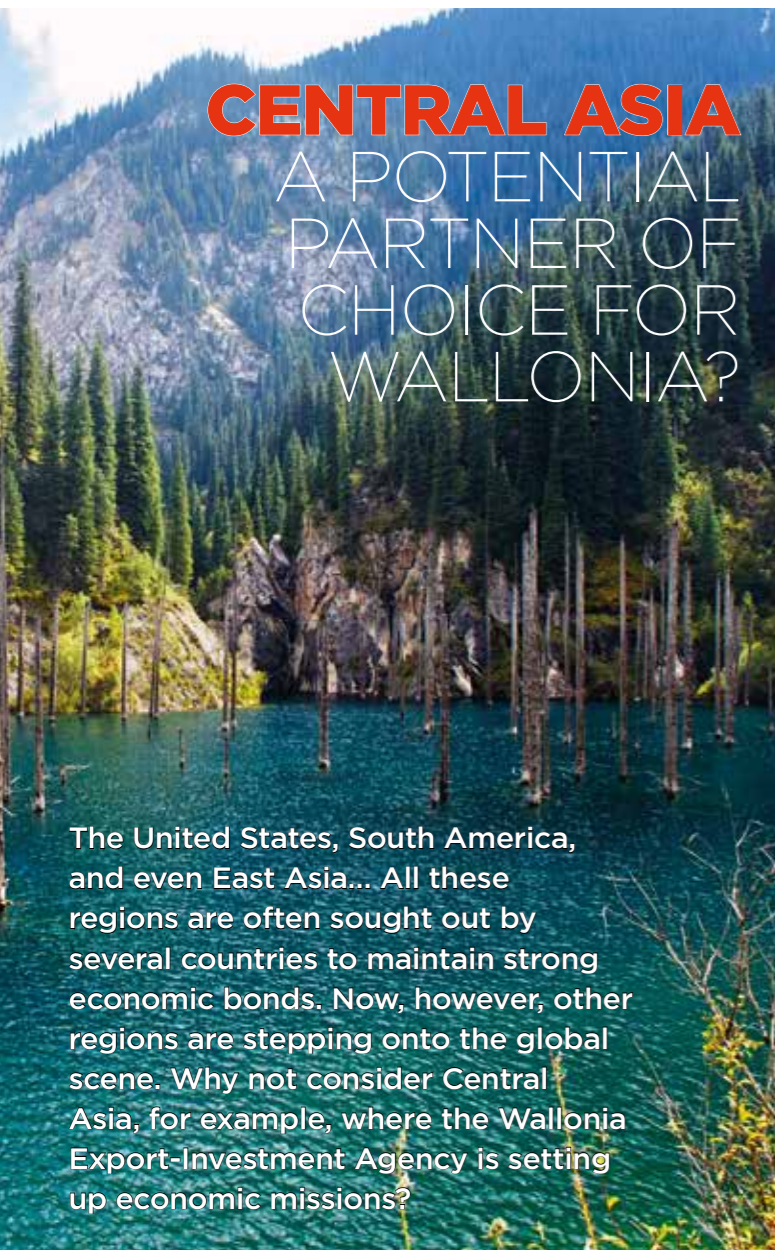
Another tour of the production lines



Personal-training session, 3 times a week



Return home for a (very) good night's sleep for 7 hours



# CENTRAL ASIA A POTENTIAL PARTNER OF CHOICE FOR WALLONIA?

The United States, South America, and even East Asia... All these regions are often sought out by several countries to maintain strong economic bonds. Now, however, other regions are stepping onto the global scene. Why not consider Central Asia, for example, where the Wallonia Export-Investment Agency is setting up economic missions?

Since 2007, the Wallonia Export-Investment Agency has been regularly leading missions to Kazakhstan, similar to the one organised jointly with Uzbekistan and Kyrgyzstan in early June last year. Yet another mission is scheduled for 27 to 31 May this year, this time to Kazakhstan and Uzbekistan. This is the chance for several Walloon companies to discover these countries' hidden secrets, and to forge new economic bonds. "We are inviting companies to organise as many meetings as possible, each one with a specific agenda, so that they can get a glimpse of the market", says Aizhan Mussakanova, Trade and Investment Counsellor of Belgium in Kazakhstan and Head of the Representative office of The Wallonia Export-Investment Agency.

This recent interest has started to gather steam. "The agricultural sector represents an opportunity in which Kazakhstan intends to invest. For example, they're interested in the Belgian blue cow", she adds. Walloon know-how is garnering interest, particularly when it comes to energy and waste processing. The same can be said about the research sector, especially in the medical field. "We organised a mission to Wallonia in 2022 to showcase our activities, inviting representatives of associations that specialise lobbying in Kyrgyzstan, Tajikistan and here in Kazakhstan."

These early connections have led to promising relationships with John Cockerill and Carmeuse, among others, as well as an agronomic project in the Hainaut region, known as the C.A.R.A.H. "There's fertile ground here for these partnerships, and I am looking forward to the future", says Aizhan.



## ITALIA ♥ VALLONIA

Wallonia and Italy have a long-standing love story, involving friendship, common interests, and investments. This love story will be proudly on display at Casa Vallonia, Turin, on 11 April this year.

"Casa Vallonia is a one-of-a-kind nomadic concept organised by AWEX, Wallonie-Bruxelles International and Visit Wallonia. It aims to showcase Wallonia in all its glory: as an economic, academic, cultural, touristic, and gastronomic powerhouse", says Cécile Flagothier, Wallonia Export Investment Agency's economic advisor for Italy.

As a hub of the aeronautics and aerospace industries in Italy, Turin will celebrate not only the companies, universities, researchers, and students who are hard at work in these fields, but also "the unbreakable bond between Wallonia and Italy, and all those who help strengthen it." This is pure B2B, *dolce vita* style, and quite intensive, too, as all work projects, academic seminars, and other meetings will be organised on the same day!

<https://casa-vallonia-2024.b2match.io/>



## WALLONIA WEERTS IS THINKING BIG

60,000 m<sup>2</sup> in La Louvière, 75,000 m<sup>2</sup> in Charleroi, and 250,000 m<sup>2</sup> at Liege Airport: Weerts, a Liège-based company, is expanding its real-estate projects in Wallonia with a focus on multimodal development. What's the big idea?

Nobert Dumoulin, Business Development Director, explains: "Wallonia is sorely lacking in warehouse capacity, and is facing a shortage of industrial land. It was with this in mind that we decided to focus on major property projects to support growth in the logistics sector, while minimising the environmental impact of storage infrastructure."

### ENVIRONMENTAL CONCERNS

"According to best practice in management, we should maximise the use of available land rather than increase the number of smaller buildings." By developing multimodal sites in Wallonia, and by

using different modes of transport (rail, river, air, and road), Weerts is using an approach geared towards sustainability and energy efficiency. "We encourage our customers to use rail and waterways whenever they can", Nobert adds. "We're going for a rating of 'Excellent' for the certification of buildings under the Building Research Establishment Environmental Assessment Method (BREAAAM). The buildings will thus benefit from the latest advances in environmental technology."

### JUST IN CASE

"When it comes to inventories, we have transitioned from a 'just in time, just in sequence' model to a 'just in time, just in case' model. The current

geopolitical situation is profoundly changing our consumption patterns, as well as the way we see globalisation. These days, everyone wants to have everything constantly at their disposal, even in the midst of unforeseeable events." The investments Weerts is making (to the tune of about EUR 250 million) in these Walloon multimodal projects is testament to their core belief that developing such sites is crucial. This, in turn, underscores the importance of resilience and adaptability in the logistics sector.



# THE CHALLENGES FACING THE WALLOON TIMBER INDUSTRY

The timber industry is an integral part of the Walloon economy. Today, the sector needs to think hard about its long-term future.



Filière  
Bois  
Wallonie

The timber industry has existed for decades in Wallonia, a region where forests cover 33% of its surface area. "After the war, there was a major replanting of softwoods for rebuilding our regions", explains Vincent Defays, head of development at Filière Bois Wallonie (FBW).

"At present, we are overexploiting our softwood forests, with a total softwood removal rate of 122%. This type of wood is widely used, particularly in the construction sector. On the other hand, hardwoods are under-exploited (65%), with a large proportion exported due to a lack of outlets for the wood in Belgium. When

you add factor in global warming, which is weakening trees and exacerbating the spread of parasites, what does the future hold for the sector?"

The core purpose of FBW is to increase the added value of sustainably produced wood during its processing and commercialisation in Wallonia, and to create cohesion among timber-industry operators.

The timber industry of the future will have to be able to withstand climate change by creating resilient forests and, as a result, exploiting a greater diversity of species. The government is also








on board with this, allocating €8 million through its Stimulus Plan to a programme that will promote the value of hardwood. This package will fund R&D via calls for projects "in industrial research and experimental development", and investment.

Another project planned is a showcase building. "Its intended purpose will be to demonstrate the use of hardwood, to promote wood, our companies' expertise and technological advances." It will also be an opportunity for key operators within the sector to meet and exchange information.

<https://www.filiereboiswallonie.be/>



## THE TIMBER INDUSTRY IN WALLONIA IN FIGURES (2021)

-  **563,000 hectares of forest (33% of the surface area of Wallonia)**
-  **480,300 hectares of commercially exploited forest (85% of forested areas in Wallonia)**
-  **208,600 hectares of softwood plantations (43% of productive forest)**
-  **271,700 hectares of hardwood plantations (57% of productive forest)**
-  **85% of oak, and 83% of beech, exported to China**
-  **49% publicly-owned forest**
-  **9,142 companies working within the sector**
-  **19,687 direct jobs**





# WALLONIA

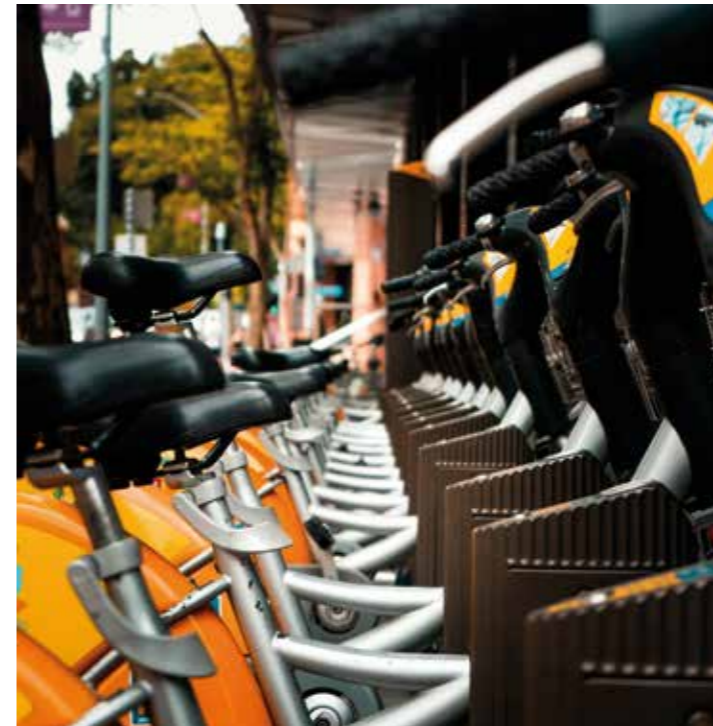
## GOING FOR A DIFFERENT KIND OF MOBILITY

Located at the heart of Europe's "Blue Banana", the crescent-shaped high-population corridor extending roughly from London to Milan, Wallonia is multiplying its assets as well as its means of transport. Ranked fourth-most attractive out of 49 European regions by PricewaterhouseCoopers (PwC), the British network of firms, how should Wallonia evolve further? Here are some ideas exchanged between Bernard Piette (Logistics in Wallonia), Aisin, Novandi, Rayon9 and Protection UNIT.



"Transport and connectivity are vital for getting an industry set up in any location", says Bernard Piette, Managing Director of Logistics in Wallonia. "When a multinational considers an investment project, many parameters are taken into consideration. Among these, the quality and the reliability of logistics and infrastructure play a key role despite countries like India, for example, having significantly lower salary costs."

Does that mean Wallonia performs well in terms of logistics? "We certainly do, but we need to change. We have undergone a succession of crises in the last four years that have turned the logistics sector upside down: we've seen planes pinned to the ground (COVID-19 pandemic), shipping traffic disrupted in the Suez canal, some freight companies driven to avoid the Red Sea and sail around the Cape of Good Hope instead, and finally, prices have literally exploded for energy sources that were, until recently, cheap and abundant", says Piette. "Although transport companies are more aware than ever of the need to reduce their environmental footprint, they still serve the current economic system, which demands profitability above all else."

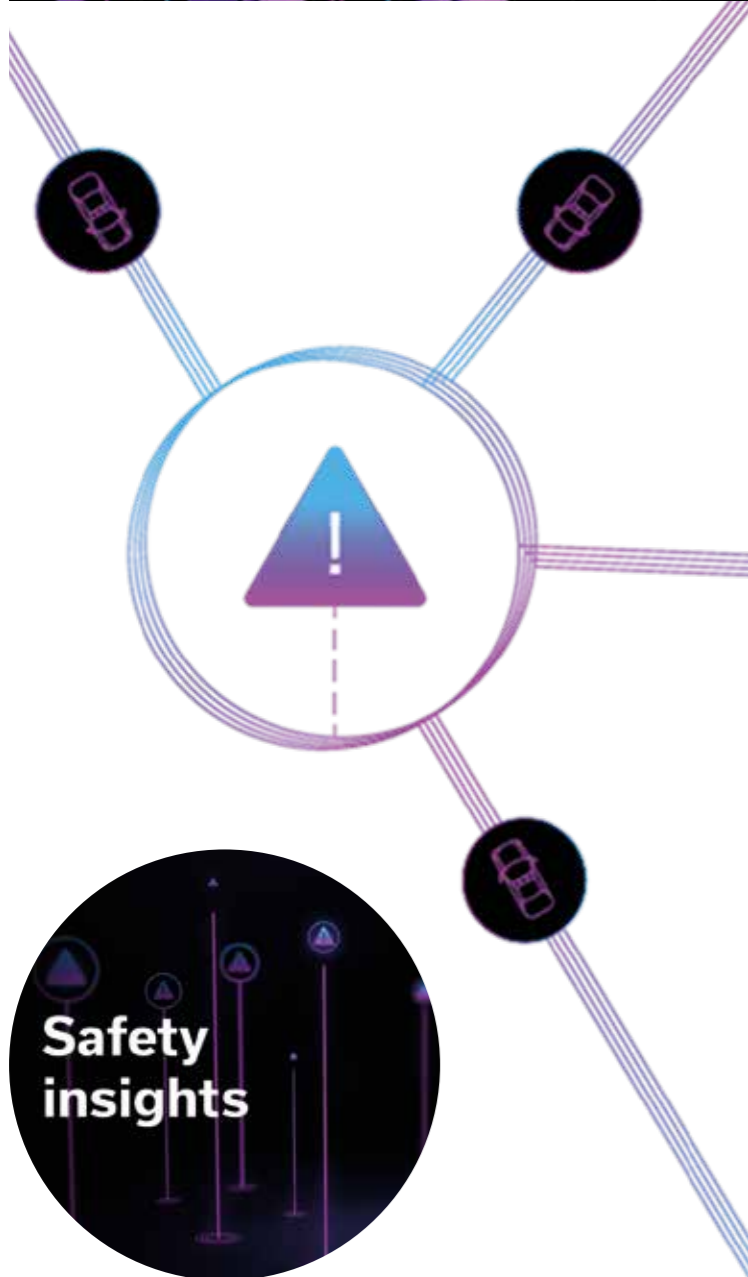


Based in Liège, the only European metropolis that brings together all four modes of transport (air, water, road, and rail), Logistics in Wallonia intends to reinforce Wallonia's attractiveness in terms of logistics and make it viable by assisting companies in several areas, such as technological, non-technological and environmental evolution, innovation, and activating resources that are essential for the creation of value and jobs. "Between 75% and 80% of goods are still transported by road, and it is estimated that these volumes are going to increase even further. How do we ensure that these goods are not just transported by road? How do we improve the modal aspect of other forms of transport?", says Piette. "The key lies in the economic side. Each mode of transport must do what it does best, and it should then be connected in the best manner possible, even if that means relying on automated transport."





Identifying high risk areas on roads before a crash occurs, using connected car data



**AISIN EUROPE: DRIVING INNOVATION**

**Wallonia is also a driving force for the mobility of the future. That's why Aisin Europe, the European subsidiary of Aisin Japan, chose to set up here over 35 years ago.**

Part of the Toyota family of automotive suppliers, Aisin Europe specialises in the electrification of cars, and in navigation and geolocation technologies. "Using its RoadTrace system, the data collected anonymously from cars gives us a better idea of what's happening on the roads", explains François Poncet, General Manager, Strategic Business Development. This saves time and money by "enabling us to better target the elements of the road network that need to be upgraded", for example when the road surface is in poor condition. A collaboration with Wallonia has just begun, with the aim of "making a proposal for the entire Belgian network, then Europe, then the world."



**NOVANDI AND REMOTE-CONTROLLED BARGES**

**"Novandi is the gerund of the Latin verb 'novare', and means 'while creating', explains Vincent Brassine, Director. "Innovation is our DNA."**

"We are involved in multimodal logistics, and we are halving our carbon footprint by turning to river transport. This has already enabled us to meet the 2030 objectives set by the Walloon Region and the European Union." This development also includes the use of remote-controlled barges, which are equipped with cameras and lidar. "They are operated by barge captains from a control centre, with a barge operator on board." The advantage of this system is that it makes the best use of personnel, the shortage of which is currently a major challenge for the sector: "Using this centre, three barge captains are able to operate an average of 5 boats and work normal 8-hour days, which could appeal to young people." This makes it a profession with a future in the Walloon Region, which has a rich river, rail and road network, and which has the capacity to accommodate additional traffic.



Safety insights

## RAYON9: LOGISTICS ON TWO WHEELS FOR CITIES

Rayon9, a cooperative company, aims to improve urban mobility by offering a cycle cycle-logistics service in Liège. “The city of the future needs to optimise the capabilities of all modes of transport”, explains Serge Mignonsin, co-founder.

“We wanted to offer deliveries with a reduced environmental impact and to guarantee good jobs”, he continued. “At Rayon9, we have 11 bikes that carry out 2,500 deliveries a month”, ranging from a small crate to a 180-kg pallet. This activity depends on cycling infrastructure: “33% of deliveries in the city could be handled by cycle logistics, compared with 1% right now.”

“Today, we are launching a drive to raise more capital to diversify and upscale our activities.”

<https://www.rayon9.be/>



## PROTECTION UNIT IS LOOKING AT HOW ITS AGENTS MOVE AROUND

Companies are also demonstrating innovations in terms of mobility when carrying out their business. This is certainly true of Protection UNIT, which is based in Liège, Brussels and Luxembourg and has been in the security business for the last 15 years.

One of the top-3 security companies in Belgium, and the first Belgian-owned company, Protection UNIT agents provide services at a wide range of sites and events, including the European Commission, airports, hospitals, football clubs and embassies. Nearly 3,000 agents are deployed in or around these locations. “Starting from this 2023 summer, our agents have been carrying out some of their rounds at Liege Airport on electric bikes”, says Nicolas van Ysendyck, Chief Executive. “At the Spa-Francorchamps circuit, we have deployed the Horse UNIT.” This is in addition to the company’s use of remote monitoring, which helps keep motorised travel to a minimum.

<https://www.protectionunit.com/>



## WALLONIA: INSTAGRAMMABLE AND ON-TREND

“We’ve designed tailor-made breaks for a very specific target group”, explains Aline Robert, who is the Products, Cultural and Remembrance Tourism Manager at VISITWallonia.



© J.P. Remy



© J.P. Remy

We’re talking about on-trend breaks for young couples who love art and culture, as well as great boutique hotel stays. “And who are also looking for an on-trend, Instagrammable stay, where they can discover some of our best-kept secrets.” How? Through tailor-made breaks based in some of Wallonia’s major cities: “We offer them a selection of

hotels that are in tune with the latest trends in the hospitality industry: they feature hybrid spaces, or put the focus on sustainability and the latest tech. These hotels also offer a choice of restaurants and bars, not to mention activities and top spots.”

[VISITWallonia.be/trendy](https://VISITWallonia.be/trendy)

pass  
VISIT  
Wallonia  
.be

[VISITWallonia.be/pass](https://VISITWallonia.be/pass)

## INVINEO

### RAISES A GLASS TO HOSPITALITY PROFESSIONALS

Imagine the perfect wine served by the glass: just the right amount of Chardonnay served quickly and at the perfect temperature. Imagine your wines being kept in ideal conditions for up to four weeks after they've been opened, without your having to lift another finger.

"Today, 80% of establishments serve wine by the glass", says Thierry Tacheney, the founder of Invineo. "That wine has to be selected, stored, brought to and kept at the right temperature, and then uncorked, served, preserved, and put away or thrown away. Invineo does away with all of this fuss and waste. Our two-litre containers are nothing less than revolutionary. They're reusable and recyclable, and they protect the wine from oxidation. They're also smart, and automatically convey the right serving temperature to our dispensers."

The system is practical, fast, eco-friendly, and connected, and can be deployed "wherever wine is enjoyed". Invineo offers 30 carefully selected wines to restaurants, brasseries, hotels, and events companies.

[https://invineo.com/fr\\_BE](https://invineo.com/fr_BE)



## VICTORIA B. LOHAY: A WANDERING SOUL WITH A WALLOON HEART

**From a life punctuated by moves from one country to another, this native of Liège has kept the desire to share her love of Wallonia and everything it has to offer.**

"I became a Wallonia Ambassador thanks to an Irish friend", she says, setting the scene for us. "I told him so much about my region that he wanted to discover it for himself. He said, 'You should be an ambassador'. And that was it. I applied on the spot, and was accepted."

A medical reiki practitioner, author, painter, and photographer, Victoria takes Wallonia with her wherever she goes—to exhibitions, conferences, and so on. But this granddaughter of immigrants, who grew up in Africa, always comes home in the end: "Wallonia is my home, and I want to show it off to travellers who are passing through," she says. Cities, museums, festivals—not to mention restaurants and local specialities. "My guests always leave carrying a few extra kilos..."



## DANIEL HENRY: AN ODE TO FREEDOM

He is a textile designer, a fibre artist, he ennobles fabric, and is a free-spirited and curious researcher: Daniel Henry doesn't fit into any particular box. In his studio-workshop in Tournai (Hainaut), on the French border, he creates exceptional fabrics by combining printing and embroidery, shadow and light. His skills and bold designs have appealed to Europe's leading fashion designers, starting with John Galliano for Maison Margiela, as well as set and costume designers and the automotive industry. Brussels, the capital of Europe, has chosen his work Velum Magneticus to adorn the wedding hall of the Hôtel de Ville.

"I love integrating, revisiting and modernising existing heritage", he says. Visitors to Brussels (along with brides and grooms) will find "an idea of the uplifting and magnetic attraction that underpins love: a work that is both meditative and abstract, a breath of fresh air in this richly decorated room." On display from April 2024!



<https://www.youtube.com/watch?v=hIEwORc0sAA>



# DANIEL HENRY

## BEAUTIFUL MEMORIAL SITES RECOGNISED BY UNESCO

**139 First World War cemeteries and memorial sites, including 16 in Wallonia, have made it onto the 2023 list.**

As well as promoting remembrance tourism and working to raise awareness in schools, “the UNESCO label involves conservation requirements for those maintaining the sites, and raises the visibility of these sites as witnesses of the French, Walloon and Flemish fronts”, explains Aline Robert, who is the Products, Cultural and Remembrance Tourism Manager at VISITWallonia. [VISITWallonia.be/memoire](https://VISITWallonia.be/memoire)



© WBT - M. Vander Linden - Saint-Symphorien - military Cemetery



© WBT - Fr. Mazy - Fort of Loncin

The snake, a wind instrument, early 17th century, wood. Jean Lescarts Collection, property of the City of Mons.



© MC Deldicque



© Lucile Soufflet



© VOID



Money-changer's scale, late 18th or early 19th century, wood, iron, and copper. Jean Lescarts Collection, property of the City of Mons.



© Ville de Mons/Oswald TLR

# REOPENING OF THE BAM FROM SIMPLE MUSEUM TO URBAN MUSEUM COMPLEX

After a complete redesign to offer a more community-oriented museum experience, the Musée des Beaux-Arts de Mons is set to open its doors on 13 April.

Reconceptualised in collaboration with the CAP (for Culture, Art and Heritage), the museum complex now focuses on three areas.

First, the Maison Jean Lescarts. Newly renovated, it is now known as the Maison des Collections, showcasing the history of Mons and its inhabitants.

Next, the Musée des Beaux-Arts, whose inaugural exhibition is

devoted to Auguste Rodin: "He was one of the first artists to understand the challenge of linking the space of sculpture to the space of the outside world", explains Xavier Roland, Head of the Museum Unit and Director of the BAM (Beaux-Arts Mons).

Finally, the "Poirier Beurré" garden links the two sites together and is home to sculptures and stones from architectural monuments such as

gargoyles, as well as a participatory permaculture garden and a guinguette, or open-air bar.

What is the significance of this renewal? "The visitors are no longer viewed as customers, but as citizens. The museum is no longer centred on itself, but is open to the world. It's all about a change of direction in how we look at the museum's place in society."



## Sweden/Wallonia: a vital economic mission - 3 June to 7 June 2024

What do corporate giants like IKEA, Spotify, Skype, H&M and Volvo have in common with Walloon companies?

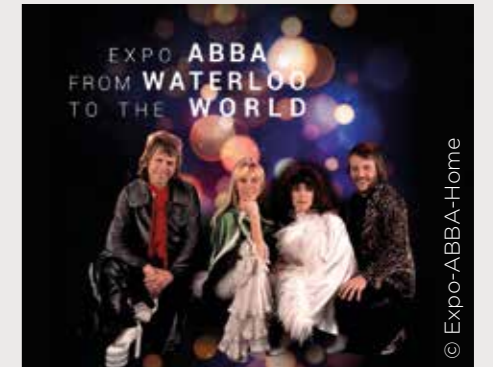
Well, they share a common history! It was Walloon emigration to Sweden in the 17th century that revolutionised the Scandinavian industrial sector. Around a tenth of the current Swedish population boasts Walloon ancestry. These ties will be strengthened further this year, with the commemoration of the 400th anniversary of this historic emigration, especially thanks to the Culturetech mission. It is a "creative industries" mission based in Stockholm and Helsinki (Finland), focusing on tech companies mainly active in the sectors of culture, heritage and tourism.

For registrations, please visit: <https://www.awex-export.be/fr/agenda/mission-culturetech-suede-finlande-2024>

## ABBA 1974-2024, From Waterloo to the World - until 18 May 2024

Europe discovered ABBA through "Waterloo" on 6 April, 1974. Not only was this a resounding Eurovision victory, it also marked the beginning of a long series of hits. The "ABBA 1974-2024" exhibition retraces the key milestones of the band's career, while also showcasing their extraordinary stage costumes and other unique ABBA artefacts.

[www.waterloo1815.be](http://www.waterloo1815.be)



© Expo-ABBA-Home



## The Martin Parr "Parrathon" Exhibition - Abbaye de Stavelot, until 19 May 2024

Martin Parr, part of the Magnum Photos agency, is a British photographer with a distinctive offbeat style. "Parrathon", the exhibition dedicated to Parr's work, is a feast for the eyes, with its main themes of irony, self-deprecation, kitsch and a typically British sense of humour.

[www.abbayedestavelot.be](http://www.abbayedestavelot.be)

## The Da Vinci Exhibition - Liège-Guillemins Train Station - Until 30 June 2024

Throughout his life, Da Vinci tried to understand the world around him by observing and experimenting. He was an inventor, architect, theorist, painter, anatomist, mathematician, and quite simply, one of history's greatest geniuses. The Da Vinci exhibition, covering an area of more than 2,000 m<sup>2</sup>, focuses on three aspects of his life: art, engineering and, more surprisingly, gastronomy!

[www.europaexpo.be](http://www.europaexpo.be)



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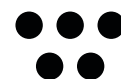
# Wallonia, the land of **SUSTAINABLE INNOVATION**



- ✓ **Circular materials** eco-design, industrial symbiosis, encouraging the reuse and repair of these materials within the economy, recycling innovation, etc.
- ✓ Innovations for **enhanced health** biotechnologies, medical equipment, eHealth, mHealth, silver economy, prevention, etc.
- ✓ Innovations for agile and safe **design** and **production methods** (IoT, 3D printing)
- ✓ Sustainable **energy** systems and **housing**
- ✓ **Agri-food** chains of the future and innovative management of the **environment**

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