



Embassy of the Kingdom of Belgium

Bucharest, Romania

Business Newsletter

Year VI – 2/16 26 February 2016



Like us on
Facebook

Bekaert Textiles and DesleeClama become BekaertDeslee Textiles



The Belgian companies Bekaert Textiles and DesleeClama, which also has a production unit in Miercurea Sibiuului, Romania, have reached an agreement under which Bekaert Textiles will acquire DesleeClama to become the world's leading mattress fabric supplier.



Both organizations will merge as equals to strengthen their position as a relevant business partner in an increasingly professional and demanding market. Combining their strengths will create a customer-centered company with a unique global footprint, higher speed of delivery and a comprehensive product portfolio.

The deal between Bekaert Textiles and DesleeClama is part of their growth strategies and an answer to great market opportunities fueled by the increased awareness about the importance of sleep and the acceleration of the global mattress market.

"This transaction is the realization of a longstanding ambition," says Dirk Vandepancke, CEO of Bekaert Textiles. "We quickly found common ground and I am pleased that both Jos Deslee and Hans Dewaele commit to shape our future together as members of the management team of BekaertDeslee Textiles."

"BekaertDeslee Textiles is the right industrial project that will deliver accelerated growth for the combined organization," says Jos Deslee, co-CEO of DesleeClama. Co-CEO Hans Dewaele adds, "We each have our distinct design signature when it comes to product development and innovation. We are very serious about continuing to offer the value that made our customers choose for both of us."

More info at: www.bekaerttextiles.com and www.desleeclama.com

Recent study shows 86.1% increase in the trade of Belgian agri-products



Between 2000 and 2014 the trade in Belgian agri-food products has increased by 86.1% and more than doubled with countries outside of the European Union. This is shown by a study carried out by the FPS Economy. The agri-food industry accounts for 2.2% of the Belgian gross domestic product (GDP) and 8.2% of the total value of Belgian export.

"The increase of the export within this sector was even stronger than the increase of the Belgian economy as a whole", the press release of the FPS Economy says. "These numbers show that the Belgian agri-food industry really is an economic superpower: 95,000 jobs and 7,700 companies. Beer, chocolate and fries are only the tip of a gigantic iceberg. It's a good development that more and more consumers all over the world are also discovering our hidden champions such as *speculoos* or vegetable-based drinks." It also points out that time and time again the Belgian food industry proves its innovative character: "Ever since 2010 the sector has reached the EU 2020 objective to invest over 2% in research and development. No less than 17.5% of their turnover is from new products."

Federal Minister for Agriculture Borsus adds: "We should also point out that the hygiene and quality, the traceability and the excellent reputation of our products are positive factors for our export. The same applies to the credibility of the Belgian system and the Belgian certifications."

Source: www.food.be

March agenda of the Delegation Wallonie-Bruxelles



March 1-31: Writing contest of polar literature addressed to Romanian highschool students. Texts can be written in French or Romanian and prizes will be offered to the three best French papers and the top three Romanian texts. The contest rules and more information will be available at: www.cernealaneagra.com

March 3-27: Presentation of the exhibition "The Universe, side A, side B" at the Cultural Center "Alexandru Marghiloman" in Buzău, in partnership with the Francophone Cultural Centre of Buzău.

March 21-27: "One World" Documentary Film Festival in Bucharest. The Wallonia-Brussels Delegation is partner for the screening of the film "I for Iran" (2014, 50 ') and the participation of the film director Sanaz Azari, who will present his film and attend the ensuing discussions. A second film of Wallonia-Brussels will be presented during the festival "Coups de Foudre" (2014, 51'), directed by Christophe Reyners.

March 28-April 2: Alain Berenboom, renowned Belgian writer of polar novels but also lawyer and professor at the Free University of Brussels, will come to Bucharest and Iași to present his latest novel translated into Romanian and published by Crime Scene Press: *Fortune Gutmeyer / Avereia Gutmeyer*, next to its book *Perils in this kingdom / Primejdii în regat*, published in 2014 by the same publishing house. He will also deliver a conference on *Copyright and the Internet* on March 31 at the Central University Library in Bucharest and will host a French polar evening on April 1 at Kyralina Bookstore in Bucharest.

Further info: walbru.bucharest@rdsmail.ro

ADR-Vlaanderen at Thomas More International Days



Between 7th and 11th March, ADR-Vlaanderen will take part in the 12th edition of Thomas More International Days in Geel, Belgium. The theme of this year is *Sustainable Development Goals: Answers from the North and the South*. Seven campuses of Thomas More are joining forces to create an international atmosphere for all students and personnel.

Lecturers and staff members from partner institutes in the framework of the Erasmus+ will cover contributes to the theme by covering fields such as: education, health care, social inclusion, poverty, gender equality, climate change, ecosystems, economic growth, sustainable energy and infrastructure. The program will consist of teaching sessions, lectures, training or workshops delivered by the organizers and by the international guests. Sessions are open to students, colleagues and interested representatives in the field. The lessons and presentations can tackle the overall theme, but also with the speakers' own field of expertise.

During the event, ADR-Vlaanderen will present their activities and those of The Open Network for Community development in Romania to the students and will give 3 lessons on their activities in Flanders and Romania, as well as on the project *ReInvest* which deals with the theme of the international days. Worth mentioning is an Erasmus+ cooperation between Thomas More Turnhout and Vasile Goldiș University of Arad on nursery and midwives and another one between Thomas More Geel and Eftimie Murgu University in Reșița on social studies. Moreover, in the past students of Thomas More have come to Romania for different internships. For this purpose, ADR-TON developed an Internship Brochure for Belgian students.

Further info: www.thomasmore.be

Van Moer Logistics took over ambient logistics from Dumagas



As from the 1st of January 2016, Van Moer Logistics took over the ambient logistics from the local Transport and Logistics Company Dumagas, owned by the Investment fund Bancroft.

With a Business Trade Agreement the whole ambient logistic operations of Dumagas in Bucharest were taken over. The deal also includes the management of all employed staff (25), all commercial clients/ contracts (19), all assets and all financial contracts, to be tailored to the needs of Van Moer Logistics.

Following this take over, Van Moer Logistics is positioning itself on the Romanian market as a key player in local warehousing and logistic activities all over Romania, as next to Bucharest Van Moer Logistics has already other branches in Sibiu and Timișoara, and is planning to open also branches in Cluj, Craiova, Oradea and Constanța this year.

Van Moer Logistics employs now on the Romanian market up to 140 people and had a turnover in 2015 of 7.150.000 Euro. An increase of 20 % in turnover is budgeted up to 9.000.000 Euro for 2016.

Further info: www.vanmoer.com

.....Flash & Agenda.....

CIBR celebrates 10 years of existence in Gent during the end of February and the beginning of March; those interested will have the chance for a personal meet and greet with the president of the Belgian Romanian Chamber in Gent and will also admire an exposition of Belgian and Romanian artists and musicians. More information on the programme here: http://www.investromania.be/nl/events/invitation-personal-meeting-gent-discuss-business-and-cooperation-possibilities-romania*

February 28: The Belgian National Orchestra directed by Lawrence Foster and the Serbian violonist Nemanja Radulović will give an Enescu concert in Bozar, Henry le Boeuf Hall,

Brussels at 15h00. The Romanian Cultural Institute in Brussels is partner of the event aimed at celebrating 135 years since the birth of the Romanian violinist. For information: www.icr.ro*

The theater play Tigern based on a text written by Gianinei Cărbunariu and directed by Swedish director Sofia Jupither will be played at the National Theater in Brussels during March 1-4. Info at www.icr.ro*

February 27: Theater play to the benefit of Chiro Homorod in Sint-Annazaal, Bambrugedorp 44 – 9420 Erpe Mere, organised by vzw ROCA Aalst*

March 19: Muzic Quiz in HUT Herselt-Berbești to the benefit of the ADR Romanian Project. For registration: <http://hutroemenie.be/inschrijvingen/inschrijvingen.aspx>*

March 24: General assembly ADR-Vlaanderen in Kuurne. For subscriptions mail to administratie@adrvlaanderen.be*

Mega Image headquarters will be relocated to Plaza Romania effective July 2016 following a contract concluded with Anchor group. For more details: www.mega-image.ro*