

# Wallonia Agrofood Industry in a nutshell

Knowhow and diversified technologies at your doorstep. Huge network of opportunities.



KEY FIGURES (2018)



## Your partners

Joint collaboration to ensure quality.

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# Wallonia Agrofood Industry in a Nutshell



**1.569**

**Employers**



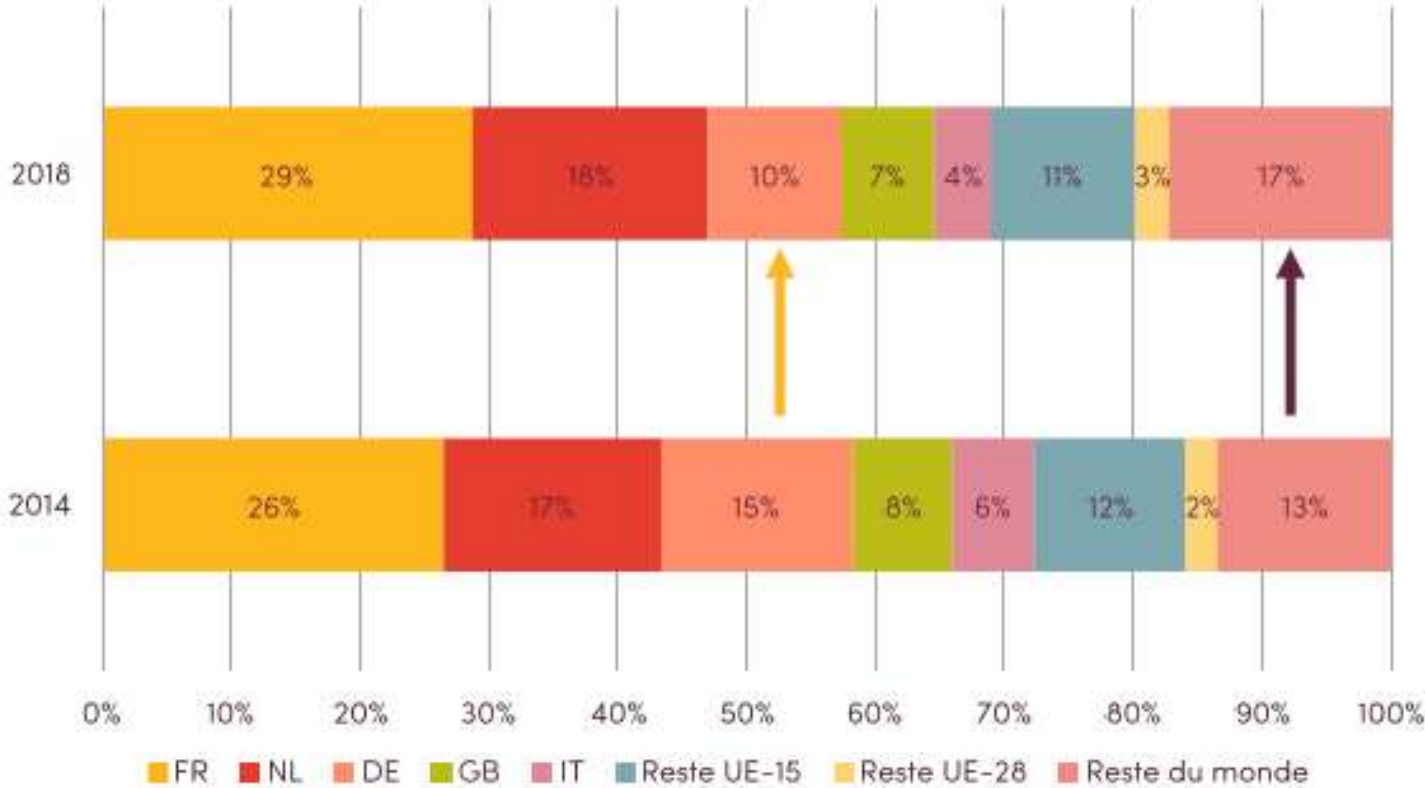
**FTE / Employer**

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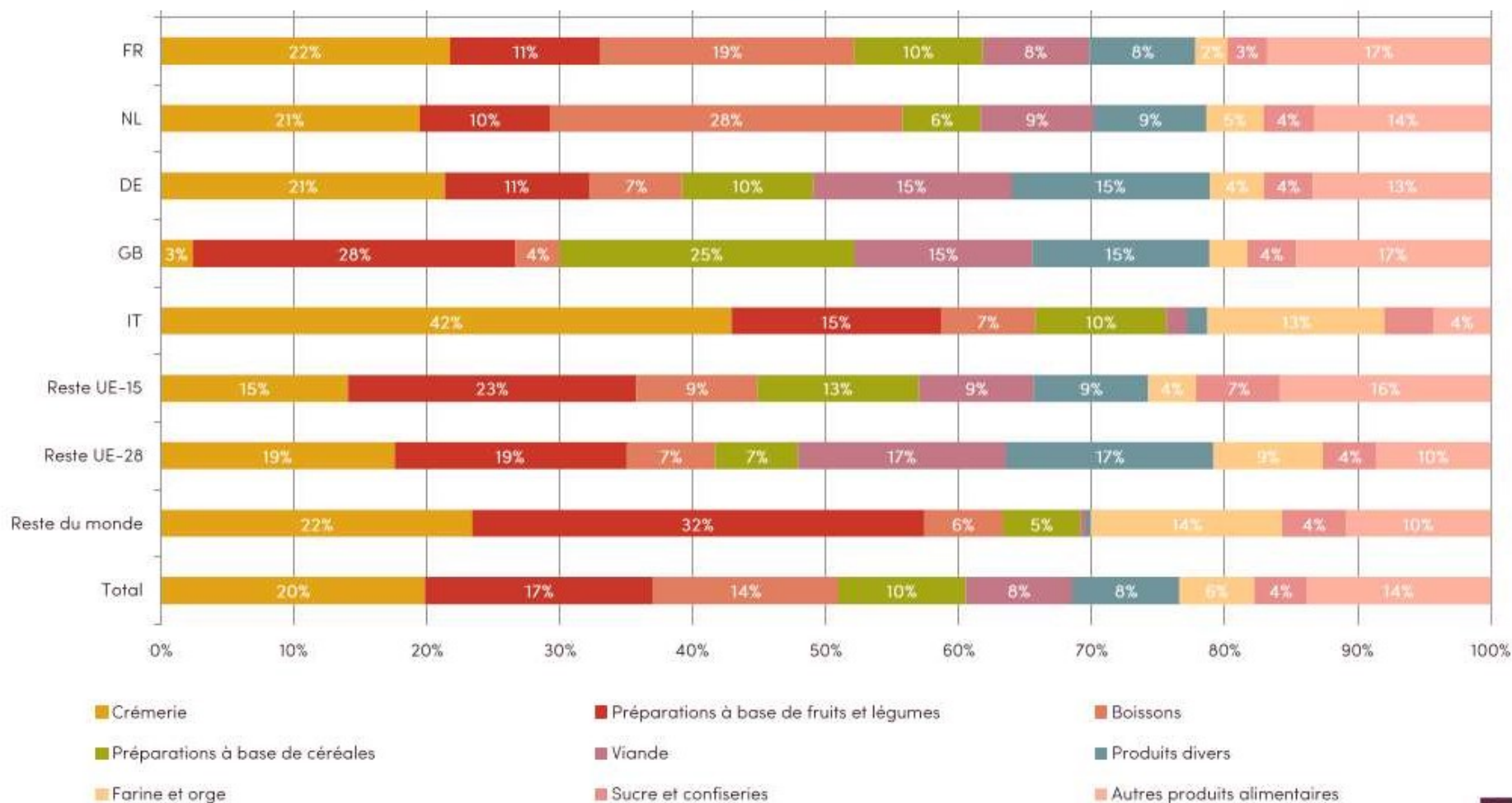
**NETWORK OF SME**

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### Répartition géographique des exportations wallonnes (2014 vs 2018)



## Répartition des exportations par groupe de produits et par marché d'exportation Wallonie (2018)



# Our 8 key assets

- Availability of land, logistics and manpower (qualified and multilingual).
- Availability of raw materials and PAI (intermediate products).
- Good knowledge of quality products. Culinary tradition.
- Dynamic and scientific environment.
- Knowhow and diversified technologies at your doorstep. Huge network of opportunities.
- Test market. Export facilities.
- Specific welcome structures.
- Regional support, investment aids, R&D subsidies.

**Trendy segments :**  
 Production of vegetable proteins / Health ingredients / Organic products / E-commerce for food / Dairy products / Quality meat

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## Agrofood in Wallonia





# The locations

Specific  
Welcome Structures



Liège Market



Geothermia  
in Mons



MIM  
in Mouscron



Agrofood zoning  
of Baileux (Chimay)



Railway port  
of Athus (Luxembourg)

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# Food Logistics

- **Transport segments** : raw materials, processing, distribution.
- **Types of products** : perishables, limited conservation, special equipments for storage locations, manpower and trucks, technological investments.
- **Mandatory controls** : high sanitary risks, quality maintenance during all the logistic chain, timing.

# Barriers to export outside EU

- No strong export culture.
- Administration, paperwork, customs formalities.
- Lack of knowledge about foreign markets.
- No local contact / distributor.
- High production costs.
- Low world market prices.
- Difficulties to value quality and sustainable production.
- Lack of innovation support.
- Foreign language skills...



# Focus Canada

- Compliance with Health Canada requirements.
- Specific demands per province.
- CETA agreement.
- SME exportations to Canada : + 118,5 % in 2017, + 52,4 % in 2018 (all segments of business, not only due to CETA).

# Focus Canada

## La segmentation des habitudes alimentaires au pays Québec / Reste du Canada

	CANADA	QUÉBEC	CANADA SANS LE QUÉBEC
Le Sophistiqué santé	14%	21%	12%
Le <i>Foodie</i>	22%	25%	21%
Le Déstructurés curieux	23%	17%	25%
Le Gourmand nonchalant	18%	15%	20%
Le Traditionnel	22%	23%	22%

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# Focus USA

- Compliance with FDA requirements.
- Anglo saxon business model. Different marketing strategies (financial investments).
- Distribution networks in the US vary from one region to another, mainly because of *different consumption patterns*.
- Different packagings.
- Difficulty to follow sales development correctly.
- Protectionism.
- Trump's unpredictable management.

# Focus China

- Huge market potential, difficult to identify the best partner.
- Compliance with AQSIQ (Administration of Quality Supervision, Inspection and Quarantine) requirements.
- Some conflicts between AQSIQ and MoA (Ministry of Agriculture).
- Alibaba.
- Railway connection Liège - Zhengzhou.
- Power of marketing. Promotion by local celebrities.
- Six Awex representatives based locally.
- AFSCA permanent representative expected early 2020.

# Focus Middle East

- Halal context.
- Halal club Awex.
- *Free from* and *bio* segments are strongly growing.
- Opportunities 2020 (Dubai) and 2022 (Qatar).
- Big potential for sweets (need to replace pork gelatin by vegetal gelatin).
- Demand for differentiated / premium products.
- Interested in nice marketing stories.



Partnership Logistics in Wallonia / Wagrallim.  
Innovation in transport, logistics & food production.



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## RECENT ISSUES



October  
2019



September  
2019



August 2019



  
**Wallonia.be**  
 EXPORT  
 INVESTMENT

Each year *Food Logistics* showcases software and technology companies that are leaders within the food and beverage industry. Their solutions and services provide companies the opportunity to improve productivity and gain efficiencies within their enterprise.

Now in its 15th year, the FL100+ showcases software and technology companies that specialize in products designed to address the unique challenges of the food and beverage supply chain. This list offers an inside look at companies whose products and services ensure efficient transportation and warehousing, minimize operational waste, facilitate safe operations and assure regulatory compliance.

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# Summary

- Share contacts and innovations.
- Partnership Logistics in Wallonia / Wagralim. Discuss and develop common projects.
- Match long term trends in mutual sectors.
- Not discussed today : Awex tools to support SME at export.