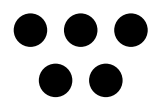


BELGIUM - WALLONIA

SFFS 2017

Hall 1.E



Wallonia.be

EXPORT
INVESTMENT



BELGIUM - WALLONIA

SUMMER FANCY FOOD SHOW 2017

New York, 25-27 June 2017

**Jacob Javits Convention Center
Hall 1E Booths : 3425 - 3431**



WALLONIA EXPORT-INVESTMENT AGENCY (AWEX)

Place Saintelette 2

B-1080 BRUSSELS

BELGIUM

Phone : +32-2-421 82 11

Fax : +32-2-421 87 87

E-mail : mail@awex.be

Website : www.wallonia.be and www.wallonia-international.be



The Wallonia Export-Investment Agency (AWEX) is the Wallonia Region of Belgium's government agency in charge of foreign trade promotion and foreign investment attraction.

The agency has a worldwide network of 100 Economic and Trade Attachés.

AWEX has been certified ISO 9001 since April 2002.

As a foreign trade agency, AWEX carries out a mission of promotion and information for the benefit of both Wallonia and the foreign business community.

Upon request, AWEX assists buyers, decision-makers, importers and foreign prospects by:

- Providing economic data on Wallonia and its export potential
- Disseminating information on products and services from companies located in Wallonia
- Identifying companies in Wallonia for international partnerships
- Distributing lists of exporters from Wallonia

As an export partner for Wallonia-based companies, Awex offers a wide range of export-oriented services and activities:

- General and commercial information on foreign markets
- Market studies tailored to specific areas upon request
- Organization and planning of marketing activities (international trade shows, economic missions, sector-based contact days...)
- Establishing contacts with international organizations
- Promoting Wallonia's export potential abroad
- Financial support and export financing
- Training in international careers

As a foreign investment agency, AWEX - via its Office for Foreign Investors - has an overall responsibility for the attraction of foreign investment in Wallonia. This includes seeking out and providing information to potential foreign investors. The Agency also offers a pro-active follow-up service to investors already established in Wallonia. In addition, it is in charge of identifying new foreign investors for the acquisition of industrial sites under restructuring process.

Useful addresses

BELGIUM

AWEX

Espace International Wallonie-Bruxelles
Place Sainctelette, 2
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Fax : +32 2 421 87 87
Website : www.walfood.be
E-mail : agro-overseas@awex.be
Mrs Pascale DELCOMMINETTE, CEO

DIRECTOR AMERICAS

Mr Francis KANIA
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AGRO-FOOD DEPARTMENT

Mrs Dominique HOUET
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Trade and Investment Commissioners in the USA

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Mrs Edith MAYEUX
Wallonia Trade & Investment
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885 Second Avenue, 41 FL
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CHICAGO

Mr Gilles PHILIPPART DE FOY
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HOUSTON

Mr Yves DUBUS
Belgian Trade Commission
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5300 Memorial Drive, Suite 625
Houston TX 77007
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Fax : 1-713-.863.11.12
E-mail : houston@awex-wallonia.com
Website : www.wallonia.us

WASHINGTON

Mr Bernard GEENEN
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Website : www.wallonia.us

SAN FRANCISCO

Mr Baudouin de HEMPTINNE
Belgian Trade Commission
155 Montgomery Street - # 207
San Francisco CA 94104
Tel. : 1-415-546.52.55
Fax : 1-415-546.31.44
E-mail : sanfrancisco@awex-wallonia.com
Website : www.wallonia.us



WWW.WALFOOD.BE: A WEBSITE LINKING TO 240 BUSINESSES

If you are looking for one of the following production methods: **organic, Halal, Kosher ...**

If you are interested in **PRIVATE LABEL** (distributor branded products)

If your activities are based on the type of packaging: **vacuum packed, frozen, smoked, preserved ...**

WALFOOD PRESENTS BUSINESSES WORKING IN WALLONIA IN THE FOLLOWING SECTORS:

Bakery and confectionery
Beers and spirits with character
Chocolate and confectionery
Commercial and collective catering
Dairy and egg products and derivatives
Delicatessen products
Fish, crustaceans and shellfish
Food Ingredients
Fruits and vegetables
Meat and cold cuts
Spices and condiments
Water and non-alcoholic drinks
Miscellaneous

**FOR INFORMATION ON THESE BUSINESSES OR THE POTENTIAL OF THE
WALLOON AGRIFOOD SECTOR, YOU ONLY NEED ONE ADDRESS:
AGRO-OVERSEAS@AWEX.BE**



EXHIBITORS

ALIMAD FOOD	6
-------------	---

BEN & CHOCOLATS	7
-----------------	---

BRUYERRE	8
----------	---

ISFI SPICES	9
-------------	---

MATHOT - SOFRA - FROMAGERIE DE ROCHEFORT	10
--	----

MEURENS & RODRIGUES	11
---------------------	----

MILCAMPS	12
----------	----

SMILE COMPANY	13
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ALIMAD FOOD

Avenue des Artisans, 40
B - 7822 GHISLENGHIEN
Tel : +32 68/28 52 85
Website : www.alimad.be



CONTACT

Samir ABOUSLEIMAN, CEO
Tel : +32 68/28 52 85
Mobile : +32 485/60 04 00
E-mail : alimadfood@skynet.be

ADDED VALUE

Alimad Food for oriental fine pastry. Our products are by far the best market, in terms of quality, aromas, flavour and price. Specialized in the "custom-made". Our products apply to the distribution market.

PRODUCT RANGE

Alimad Food productions : Orange blossom water, Rose water, Lemon speciality, gluco syrup with honey aroma, Aromas and color food. The research department is ready to elaborate new custom-made product.

The research department is ready to elaborate nex custom-made product.

MAIN REFERENCES

Alimad Food brands : SAMRA, AL ZAHRA, ASSAL, NAHLA, LIBELCO, ZEST.

CERTIFICATION

HACCP



BEN & CHOCOLATS

Rue de L'Estampage, 6
B - 4340 AWANS
Tel : +32 43/65 72 57
Mobile : +32 496/10 54 39
E-mail : info@benoitnihant.be
Website : www.benoitnihant.be

BENOIT NIHANT
CHOCOLATIER
CACAOFÈVIER

CONTACT

Florence REQUILE, Export Manager
Tel : +32 43/51 68 31
Mobile : +32 499/61 62 03
E-mail : accounting@benoitnihant.be



ADDED VALUE

Benoît Nihant Chocolatier forms part of the elite cabal of chocolatiers that manufacture their chocolate using cocoa beans. Only a dozen of them worldwide are privy to this traditional expertise on their quest for perfection. Almost all chocolate-makers use chocolate as a raw material, which they subsequently remelt. This chocolate is generally produced by industrial companies. Benoît, however, has opted to master the entire process, right from the selection of the best batches of fine cocoa beans from planters-harvesters who share his passion for excellence.

PRODUCT RANGE

At the heart of the creations produced by Maison Benoît Nihant, the chocolate tablets are the most vivid interpretation and product of the profession of cacaofèvier®. Like excellent wines, they come in different 'Crus' and are an expression of the essence of each bean and each plantation so carefully selected by the chocolatier. And because plantations are rare and their crops fragile, because the aromas of the beans are subject to weather conditions, the different tablets in the collection are, by nature, living objects that are in a constant state of change.

MAIN REFERENCES

Since opening his first shop in 2007, the Benoît Nihant chocolate company now has six sales outlets in Belgium: in Embourg, Liège, Ixelles, Uccle Fort Jaco, Awans and at Rob (The Gourmet's Market) in Brussels. In Japan, the company has opened twenty-one boutiques in leading department stores. While, a first shop has opened at the Middle East, in the Citywalk of Dubai.

BRUYERRE

Rue François-Léon Bruyère, 34
B - 6041 GOSSELIES
Tel : +32 71/25 01 40
E-mail : chocolaterie@bruyere.be
Website : www.bruyere.eu



CONTACT

Florence BOUCHERON, Export Manager
Tel : +32 71/25 01 38
E-mail : fb@bruyere.be

ADDED VALUE

With an experience of more than 100 years in chocolate, Bruyère, together with its chocolate masters, is always in search of new taste associations as delicious as surprising. Our motto: quality and service day by day.

PRODUCT RANGE

Bruyère produces more than 80 different kinds of chocolates famous for their fillings and for their decorations. We only use 100% butter cocoa chocolate and we do not add any preservatives to our products. The hazelnut praliné, jewel of our production, is still handmade following ancestral and traditional production processes, which gives it a unique and recognizable taste.

CERTIFICATION

HACCP



ISFI SPICES

Avenue de l'Industrie, 20
B - 1420 BRAINE-L'ALLEUD
Tel : +32 2/384 60 77
Mobile : +32 495/287 825
E-mail : pg@isfi.be
Website : www.isfi-spices.be



CONTACT

Philippe GONDRY, Sales Director
Tel : +32 2/384 60 77
Mobile : +32 495/287 825
E-mail : pg@isfi.be



ADDED VALUE

The ISFI range contains both pure and original herbs & spices, as well as exclusive blends. On top of proposing products, we also offer our Category Management knowledge. We can answer to your specific requests by offering a large product range (classic, organic, reduced salt, etc). ISFI will also help you build the “shelf of tomorrow” with the ideal product portfolio, the fit-for-purpose packaging and advice on shelf guidance.

PRODUCT RANGE

ISFI develops a wide range of spices, herbs, blends and broths under its own label as well as under Private Labels. ISFI offers worldwide distribution within retail, foodservice and catering.

ISFI has also created the PH «Professional at Home» range, an assortment of premium blends, mills and paste broths developed by the Michelin star chef Piet Huysentruyt. As from 2017 we launch the Funky Soul Spices, proposing delicious streetfood mixes.

MAIN REFERENCES

Colruyt (BE), Makro-Metro (FR/BE/NL), Carrefour (BE/FR), Booker (UK), TJ Morris (UK), Aldi (BE/FR), Monoprix (FR)

CERTIFICATION

Food BRC certificated : Grade A+ Unannounced / IFS Food: Higher level / CertiSys Bio Certification / BSCI (Business Social Compliance Initiative)



MATHOT - SOFRA - FROMAGERIE DE ROCHEFORT

Route d'Achêne, 6
B - 5561 CELLES
Tel : +32 84/36 78 38
Mobile : +32 496/12 89 47
E-mail : cecile.mathot@skynet.be
Website : www.beurre-fromage.com



CONTACT

Cécile MATHOT, Sales
Tel : +32 82/66 61 62
Mobile : +32 496/12 89 47
E-mail : cecile.mathot@skynet.be



ADDED VALUE

Wide selection of butter - Flexibility - Natural dairy product - Bio and conventional agriculture.

PRODUCT RANGE

RocheFORT Cheeses - Abbey type, Products from conventional and Bio EU agriculture, Lactic butter - 82% fat butter- different possibilities of shape and weight begin with the 10g butter to 5 kg, Salted butter with seasalt from Guérande, Camargue, Fleur de Sel, Goat butter. Product from conventional and Bio EU agriculture. Goat butter.

MAIN REFERENCES

Metro, Colruyt, Delhaize, Carrefour, Bidvest, Back Europ, Bjorg, Jumbo, Sligro,...

CERTIFICATION

IFS - BRC - Bio - Autocontrôle



MEURENS & RODRIGUES

Rue de Battice, 53

B - 4880 AUBEL

Tel : +32 87/68 79 59

E-mail info@sirop-liege.com

Website : www.sirop-liege.com

CONTACT

Martine MEURENS, Sales Manager

Mobile : +32 477/44 55 36

E-mail : martine@sirop-liege.com



ADDED VALUE

Belgium has a long tradition of preserving local fruits (pears and apples) into a thick, spreadable syrup. In 2011, MEURENS & RODRIGUES revisited the family recipe of SIROP DE LIEGE into a syrupy texture and packed it in a squeezable bottle, to offer a larger number of applications.

This new recipe was awarded by 3 stars at the ITQI Superior Taste contest in Brussels in 2012.

CREP'PARTY fruit syrup, known in Belgium as SIROP DE LIEGE, is a fruity alternative to maple syrup or honey. With a high fruit content, it brings natural fruity notes to various foods.

Excellent topping on pancake, Belgian waffle or ice cream, it combines also very well with cheese or meat pâté and as an ingredient in salad dressing or marinade.

All our syrups are available for private label and in bulk for local repacking.

PRODUCT RANGE

1. Belgian syrup: original, apricot, cherry and cranberry with added sugar or 100% from fruit.
2. Natural sweetener: agave, coconut, date syrups.
3. Fruit & fibers syrup: no added sugar and low calorie.

MAIN REFERENCES

Aldi, Lidl, Metro-Makro

CERTIFICATION

IFS



MILCAMPS

Rue de Lusambo, 77
B - 1190 FOREST
Tel : +32 2/332 15 62
E-mail accueil.bruxelles@jacquetbrossard.com
Website : www.milcamps.be



CONTACT

Ricardo MAREEL, Back Office Commercial
Tel : +32 2/333 06 64
E-mail : ricardo.mareel@jacquetbrossard.com

ADDED VALUE

MILCAMPS is a company specialized in the production of waffles based on regional recipes. We also propose a range of creative waffles. MILCAMPS distributes its own fresh and frozen products under its own brand or under retailer's brand, in the retail and in the food service in Europe, Australia, Asia and the USA. MILCAMPS is member of the group Jacquet Brossard, one of the largest French industrial bakeries, a branch of the Limagrain group.

PRODUCT RANGE

Waffles produced and distributed by MILCAMPS:

1. Traditional waffles:

Waffles prepared and baked according to old traditional recipes: Liege waffles and doughs, Brussels waffles, Namur "galettes", Furnes waffles, waffles filled with fruits (cherry, apple, and apricot).

2. Creative waffles:

Creative waffles with special recipes and formats: "gourmandes" butter waffles, with chocolate or vanilla, festive waffles (special shapes: Christmas tree, star, and heart);

New flavours: vanilla, poppy, choco-orange,...

CERTIFICATION

BRC, IFS, SMETA4, BIO, RSPO, FDA

SMILE COMPANY

Avenue Gouverneur Bovesse, 68
B - 5100 NAMUR
Website : www.smilecompany.be

CONTACT

Laurence GENOT, CEO
Mobile : +32 472/23 26 43
E-mail : laurence@smilecompany.be



ADDED VALUE

The product range of Smile Company is known for the high quality of its natural ingredients, as well as the eclectic originality of its flavors. Thanks to a family collaboration, it offers its customers consistent quality throughout its entire range of drinks, which liven up the craziest of celebrations.

PRODUCT RANGE

Smile Company offers a range of six highly natural refined flavors, including two innovative alcohol-free versions, which are sold in either 20 cl or 70 cl versions. Its resolutely youthful and dynamic brand is loved at party venues on the French Côte d'Azur and also at prestigious addresses in the Horeca sector.

MAIN REFERENCES

Carrefour - Accor - Fairmont - Festival de Cannes - F1 Monaco

CERTIFICATION

HACCP - ISO 22000 2005

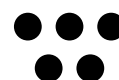


Feel inspired



**Jean Galler,
chocolatier**

*« From Wallonia,
the world is in
your hands »*



Wallonia.be

Wallonia is full of great assets. Help spread the word !

You like Wallonia and you want to enhance its global reputation ? Join our network of Wallonia.be Brand Ambassadors !

One mission, lots of benefits!

We want to promote Wallonia and you can help us: share information from our website and social networks, add the Wallonia.be logo and slogan Feel inspired to your website, blog or email signature, inform us about development opportunities for the Wallonia Region, bring the brand to life by actively taking part in conversations on Facebook, Twitter or LinkedIn and by recruiting other Ambassadors...

In return, you get a chance to:

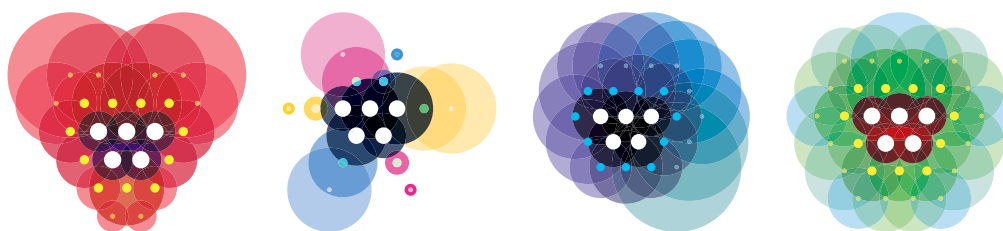
- promote your activities and share your success stories on the Wallonia.be Ambassadors' blog
- expand your network using the private area on the portal
- receive a newsletter about the Region and the Brand Ambassadors' network
- be invited to exclusive events
- use the Wallonia brand logo and benefit from the Region's reputation

How to become a Brand Ambassador?

Complete the online application form on the website (<http://www.wallonia.be/en/ambassadors>). Simply answer three questions and we will let you know if your profile matches the network we want to implement.

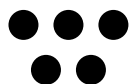
Do you want more information?

Contact : ambassador@wallonia.be !



Wallonia is open to the world !

... with a sense of sharing, accessibility, technical know-how and quality of life



Wallonia.be

EXPORT
INVESTMENT

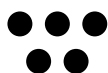
WALLONIA EXPORT-INVESTMENT AGENCY

Export

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B - 1080 BRUSSELS
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Investment

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Website: www.investinwallonia.be



Wallonia.be

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