

Press release

During the economic mission to the US in the presence of HRH Prince Philippe

**Launch of the concept
"Food.be. Small country. Great food."**

Los Angeles, Monday 3 June 2013 – FEVIA (Belgian Food Industry Federation) launched the Food.be concept this Monday in the presence of HRH Prince Philippe of Belgium and the ministers participating in the economic mission to the US. Food.be is a unique concept that highlights the excellence of Belgian food and promotes exports.

During the economic mission to the USA, Prince Philippe of Belgium officially launched the Food.be concept, designed by FEVIA. The launch was attended by Messrs **Pieter De Crem** (Deputy Prime Minister and Defence Minister), **Didier Reynders** (Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs), **Kris Peeters** (Minister-President of the Flemish government and Flemish Minister of Finance, Foreign Policy, Agriculture and Rural Affairs), **Jean-Claude Marcourt** (Vice-President of Fédération Wallonie-Bruxelles and Minister for Finance, SMEs, Foreign Trade, New Technology and Higher Education) and Ms **Céline Fremault**, (Minister of the Brussels Capital Region Government, Minister for Finance, Employment, Scientific Research and Foreign Trade).

Small country. Great food.

"The assets of Belgian food are indisputable, but often unknown, like a well-kept secret", notes Bernard Deryckere, President of FEVIA. "Although Belgium has strong brands, like beer, biscuits and chocolate, Belgian food as a whole could benefit from a stronger image, particularly in emerging markets."

In order to meet this demand *"we needed a strong concept and a coherent tool that allows us to highlight Belgian excellence in the food sector"*, explains Chris Moris, Director General of FEVIA.

The organisation thus decided to launch the concept 'Food.be. Small country. Great food.', which has a variety of facets:

- Firstly, the website Food.be fulfils a dual purpose. This portal allows us to communicate and present the assets and excellence of our food to international partners, be it in terms of quality, innovation, diversity or know-how. It also includes a user-friendly tool which allows users to find producers in Belgium, discover specific products, etc.
- Moreover, Food.be employs branding which will be highlighted, particularly during international events.

"The strength of this concept, which complements existing tools, is that it has brought together all the authorities and partners concerned, while maintaining a certain degree of freedom of action", explains Bernard Deryckere, President of FEVIA. "In order to strengthen this showcase at an



international level, support from the bodies in the different regions, such as Flanders Investment and Trade (FIT), the Agence wallonne à l'Exportation et aux Investissements étrangers (AWEX - Walloon Export and Foreign Investment Agency) and Brussels Invest and Export (BIE) is vital."

A brand to ensure growth in exports

"The food sector's image can only improve if all companies, sector federations, government organisations and partner organisations support the pride and passion for the excellence of its food", adds Chris Moris, Director General of FEVIA. "The 'Food.be - Small country, Great food' concept is a powerful and necessary lever to improve visibility, which will inevitably lead to additional growth in exports."

The Food.be concept is an essential step in order to meet the objectives set out in the ambitious FOOD2015 project. Launched last December under the leadership of Bernard Deryckere, the new President of FEVIA, the FOOD2015 plan aims to strengthen the position of the Belgian food industry as the worldwide reference for food excellence and to ensure growth of €1 billion for the internal market and of €5 billion for the export market by 2015.

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THE FOOD INDUSTRY IN FIGURES (2011)

	Flanders	Wallonia	Brussels	Belgium
Employment	62,258	20,991	3,612	86,861
Sites/Establishments	3,475	1,538	345	5,358
Turnover	€36.093 billion	€7.142 billion	€0.762 billion	€43.997 billion
Added value	€4.826 billion	€1.443 billion	€0.442 billion	€6.711 billion
Exports	€16.582 billion	€4.057 billion	€0.337 billion	€20.976 billion
Imports	€14.344 billion	€3.061 billion	€0.830 billion	€18.235 billion
Investments	€0.863 billion	€0.237 billion		