

GrowthPhase Europe... a reliable partner

The challenge

End of June, the Cabinet of the Walloon Minister for the Economy, SME's, Research and New Technologies selected GrowthPhase Europe via a tender.

The mission was complex:

To enhance the reputation of Wallonia by focusing on some key sectors and generate a new interest for the Walloon Region.

To boost the image of Wallonia, the Cabinet chose to take part as 'guest of honour' to the 58th edition of the International Fair of Ghent, from the 13 th till the 21 th September 2003.

GrowthPhase Europe took up the challenge and compiled a total programme:

- conception of the stand
- communication
- logistics
- activities on the stand
- VIP programme
- sponsoring
- business-to-business programme



GrowthPhase Europe... for an energetic approach

Concrete development

GrowthPhase Europe offers a wide range of services (market analysis, direct marketing, lead generation, business-to-business, event management, logistics and public relations) in a unique formula which combines measurability, results and feasibility.

In 2 months, GrowthPhase Europe successfully took care of the following elements:

The various aspects of the Walloon programme have all, without exception, been undertaken with great professionalism, which is extraordinary when you think of the short term people had to cope with. But the most important is that, reading the numerous press articles, we definitely can say that the image of Wallonia has significantly gained prestige in Flanders.

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- Write a concrete programme in an information guide
- Conceive the impressive stand 'Wallonia' of 1200 m²
- Contact sponsors in different fields
- Get the sponsoring contracts signed
- Set up a successful communication and media programme
- Take care of the logistics on spot (security, hostesses, catering, etc ...)
- Organise a 'business-to-business' conference with VIP's and Flemish & Walloon top managers
- Organise an authentic VIP evening with walking dinner
- Set up a 'business-to-consumer' programme with permanent activities on the stand



GrowthPhase Europe... a well-considered and gradual approach

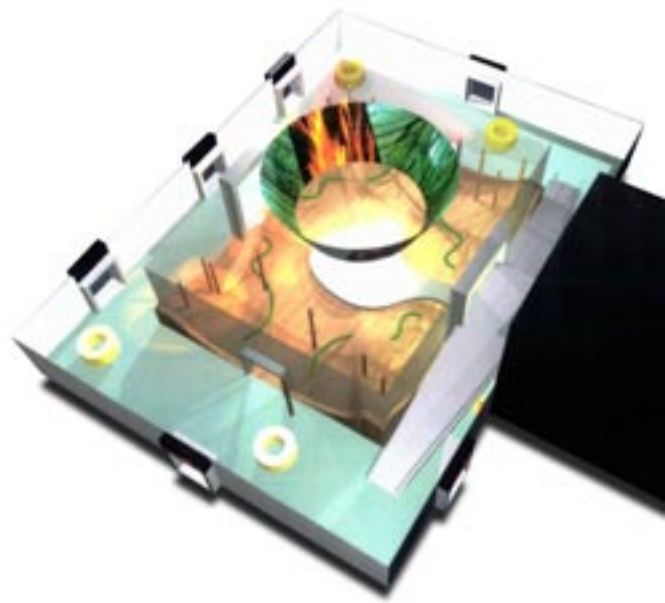
4 highlighted sectors

GrowthPhase Europe wanted to give the most complete image of today's future-oriented Wallonia.

That's why GrowthPhase Europe has focused on 4 sectors:

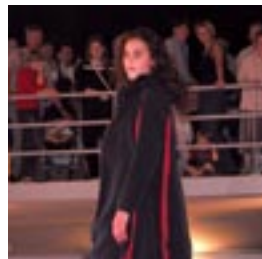
- Automotive sector
- Aeronautic and aerospace sector
- Multimedia
- Tourism and gastronomy

Considering those 4 sectors, we can say that Wallonia has something of a trail-blazer in those fields: 62 Walloon companies were present at the International Fair of Ghent to illustrate the Walloon know-how in those fields.



The **automotive sector** could count on the active participation of the Campus Automobile de Spa-Francorchamps.

On the stand, the visitors could admire the Lupo Hybride (developed by a spin-off of the Service Mécanique du Transport de l'Université de Liège), as well as the Vertigo of the Campus de Spa-Francorchamps.



namely with the presence of French-speaking artists like Jo Lemaire, Sandra Kim, Julie Taton and Mélanie Martins.

The Agence Wallonne des Télécommunications showed the Walloon know-how in **multimedia**. On the stand, the visitors could see wide interactive screens and take part in games. Huge plastified panels completed that landscape.

Those two racing cars illustrated very well the Walloon automotive sector in full expansion.

The **tourist** sector was also present on spot with the Office de Promotion du Tourisme (OPT) which particularly drew the attention on less known Walloon assets like golf, water cures, cross-country skiing and watersports. Thanks to GrowthPhase Europe, a Walloon wind constantly blew on the Walloon stand,

The **aeronautical** sector could count on the active collaboration of Sonaca. On the stand, one could see prototypes developed by various Walloon research centres, as the cold part of a plane engine and the scale model of an Airbus.

GrowthPhase Europe... efficient strategies to reach your targets

As far as media are concerned, GrowthPhase Europe has used all the means at one's disposal. A first press conference mid-August drew the attention of Flemish and Walloon media, as well as the attention of the local media from Ghent. This generated in a surprising coverage in media like De Tijd, L'Echo and Het Nieuwsblad even two weeks before the event.

A second press conference on the stand (the day before the official opening) gathered no less than 15 journalists, this time mainly from Wallonia. Amongst others we can mention an interview with Minister Serge Kubla on Canal Z and an article de fond in Le Soir.

During the Fair, we could continuously notice the presence of journalists on the Walloon stand. The interviews on RTBF, Radio 1, 2 and Donna, as well as the reports on AVS and Canal Z/KanaalZ, and the articles in the national and international media are some concrete results of this.



Chris Raman
Directeur de GrowthPhase - Gand




GrowthPhase Europe... the key to success

What do the clients think of GrowthPhase Europe...?

André Francq,
Director of the International Fair

"The Walloon stand was incredibly beautiful and gave a very dynamic image of Wallonia. Like never before, there was a permanent presence of journalists, top managers and other decision-makers and we are sincerely convinced that we have to thank that to the proactive approach of GrowthPhase Europe."



Pierre Coenegrachts, , Director of the Office de Promotion du Tourisme

"This Fair significantly improved the image of the Walloon tourism in Flanders. Moreover, Flanders could discover many unknown aspects of the Walloon tourism. I personally liked the business-to-business evening which gave to Flemish businessmen the opportunity to get interested in what's happening at the other side of the language barrier."



Rudy Aernoudt,
Head of ministerial Cabinet Kubla

"What has been realised by GrowthPhase in a short period of time can be qualified as a professional achievement. And I do not only think about the fantastic Walloon stand but also about the quality of the various activities on the stand and during the business-to-business evening. The press campaign was of a top quality. The positive articles in the media have undoubtedly enhanced the image of Wallonia throughout Flanders."



Koen De Brabander,
BDO (sponsor):

"It was our first experience with GrowthPhase Europe. And since the very beginning till the closing evening, everything went smoothly. If I could describe them in one word, I would certainly say 'professionalism'. And if there is some opportunity in the future, we will certainly collaborate again with GrowthPhase Europe."



"The annual Fair was a real success for us as it gave us the opportunity to make lots of contacts. Especially the 'business-to-business',... we had rarely seen as many decision-makers in only one event ..."

Client Case Story

... and the results were really good

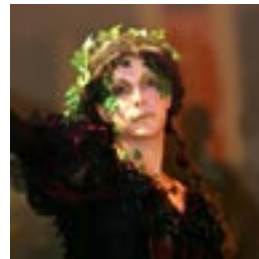
At the official opening, GrowthPhase Europe coordinated the 'Walloon part'. We could notice the attendance of a representative of King Albert II, as well as Prime Minister Guy Verhofstadt, Walloon Minister of Economy Serge Kubla, Mayor of Ghent Frank Beke, President of the International Fair of Ghent Mr Meyvaert, and many others

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A special evening for the 'fonctionnaires': nearly 3000 Flemish and Walloon 'fonctionnaires' (state employees) took part to this evening which was especially dedicated to them and had the pleasure to attend the concert of Jo Lemaire.

Ethias – ex-SMAP/OMOB – offered the drink.



The 'business-to-business' evening was an excellent idea of GrowthPhase Europe. There were two round tables with as subject the perception of businessmen and employers' organisations. The closing evening was very festive thanks to a show of Franco Dragone, known for his famous Cirque du Soleil, the opening ceremony of the Euro 2000 in Brussels and Céline Dion's concert in Las Vegas.

This special evening with great pomp ended with a firework and a walking dinner gathering not less than 700 Flemish and Walloon businessmen who could do some networking.