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Promote and enhance the image of the Walloon Region in Flanders —*GrowthPhase Europe specific Growth Program leverages Wallonie as guest of honour at the International Trade Fair in Ghent*—

GENT, Belgium, July 31st, 2003 – GrowthPhase Europe today announced the “Wallonie, Guest of Honour during the International Trade Fair in Ghent, from 13 till 21st September 2003.

For the first time in the 58th years history of Flanders International Trade Fair, not a country but a region will be the guest of honour. And not the least, but Wallonie will be present in an exciting way never seen before. During the visitors will see the south of our country and be surprised by their dynamism and exceptional offerings these days. The actual promotion and awareness campaign of Wallonie will consist of 4 highlighted sectors: the automotive sector, the Aeronautic and aero spatial sector, the Multimedia, and the tourism and gastronomy.

Considering those 4 sectors, we can say that Wallonia has something of a trail-blazer in those fields: mover over it seems that over 60 Walloon companies will be present at the International Fair of Ghent to illustrate the Walloon know-how in those fields.

The automotive sector will count on the active participation of the Campus Automobile de Spa-Francorchamps. On the stand, the visitors will be able to 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. Those two racing cars illustrated very well the Walloon automotive sector in full expansion.

The tourist sector will present on spot with the Office de Promotion du Tourisme (OPT) which particularly draws the attention on less known Walloon assets like golf, water cures, cross-country skiing and water sports.

Thanks to GrowthPhase Europe, a Walloon wind will constantly blow on the Walloon stand, namely with the presence of French-speaking artists like Jo Lemaire, Sandra Kim, Miss Belgium Julie Taton, Mélanie Martins and many more stars to be announced soon.

The Agence Wallonne des Télécommunications will showcase the Walloon know-how in multimedia. On the stand, the visitors will able to wide interactive screens and take part in games. Huge plasticized informative panels will complete that landscape.



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The aeronautical sector counts on the active collaboration of Sonaca. On the stand, one will find prototypes developed by various Walloon research centers, as the cold part of a plane engine and the scale model of an Airbus.

On a surface of 1200 square meters the visitor will be able to discover this futuristic Wallonia of today in an attractive and interactive way. Franco Dragone, known since over 15 years as director at Cirque du soleil, accepted to use the Walloon know-how in events and shows, to support this event with his knowledge and presence. (The Dragone Group has the latest show of Céline Dion in Las Vegas in their reference list).

Keep 13th September open in your agenda, as the official opening will host an impressive number of important people from all over Europe.

On August 26th you are invited at the offices of GrowthPhase Europe in presence of Minister Serge Kubla, Ministre Wallon de l'Economie, des PME, de la Recherche et des Technologies nouvelles and his chief of Cabinet Rudy Aernoudt in presence of Mister André Francq, President of the International Trade Fair of Ghent, and Director Jan de Geest of the same organization, to learn you all about this coming exciting event.

About Growth Phase Europe

GrowthPhase Europe, the premier European market catalyst, develops tailor made growth programs and provides project management services to ambitious organizations that are leveraging their pan-European market growth potential. For more information visit www.gpeurope.com.

GrowthPhase Europe implements the appropriate structured and comprehensive market expansion programs depending on the growth phase and the characteristics of a specific business, the maturity of the technology, the readiness of specific geographical or vertical markets in Europe, and the general market conditions, to achieve exceptional results in new territories.

GrowthPhase Europe has been recognized as a trusted partner for many groundbreaking technologies both from small start-up as well as from blue chip corporations, new entrants were pulled from the home country, including intercontinental transference, throughout Europe implementing the right success formulas.