



Flanders Investment & Trade

Government of Flanders - Belgium

Flanders Investment & Trade

African Diaspora Investment Forum

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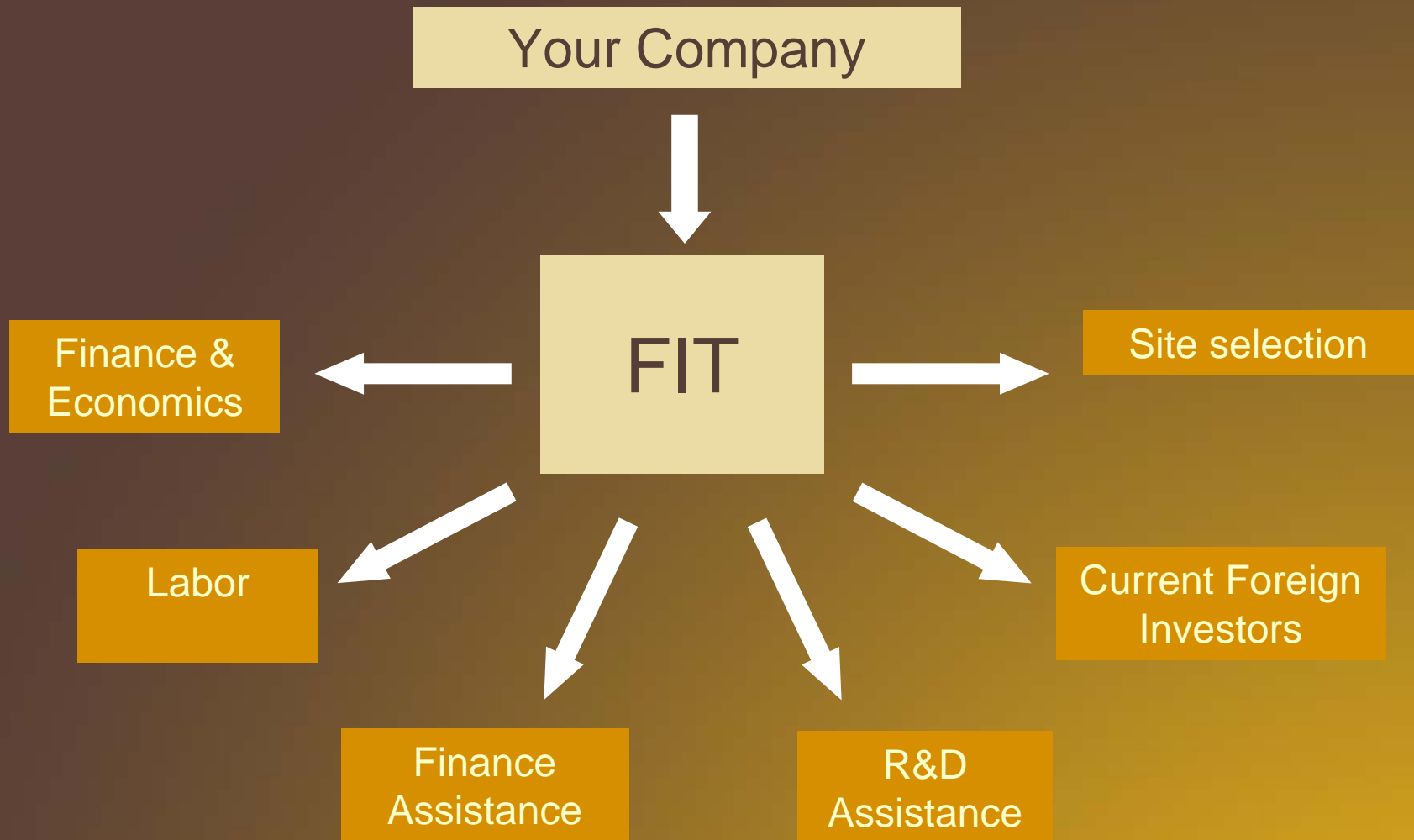
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Flanders Investment & Trade (FIT)

The **Flanders Investment & Trade**, headquartered in Brussels, is dedicated to helping foreign businesses invest in Flanders. It assists potential investors with selection of the most suitable sites, the calculation of all benefits, grants and incentives, and generally facilitates the processes involved in setting up a business in the region, acting as a one-stop-shop for the investor. Services are free of charge.

FIT is your direct guide



FIT is your direct guide to

- All major **economic** authorities
 - Fiscal administration
 - Government
- Labor authorities
 - VDAB
 - Ministry of labor
- Finance authorities
 - Flemish administration
- Scientific authorities
 - IWT, VIB, VITO, IMEC
- Foreign **investors** in Flanders
- Site **selection** organizations
 - Private sector
 - Regional development authorities



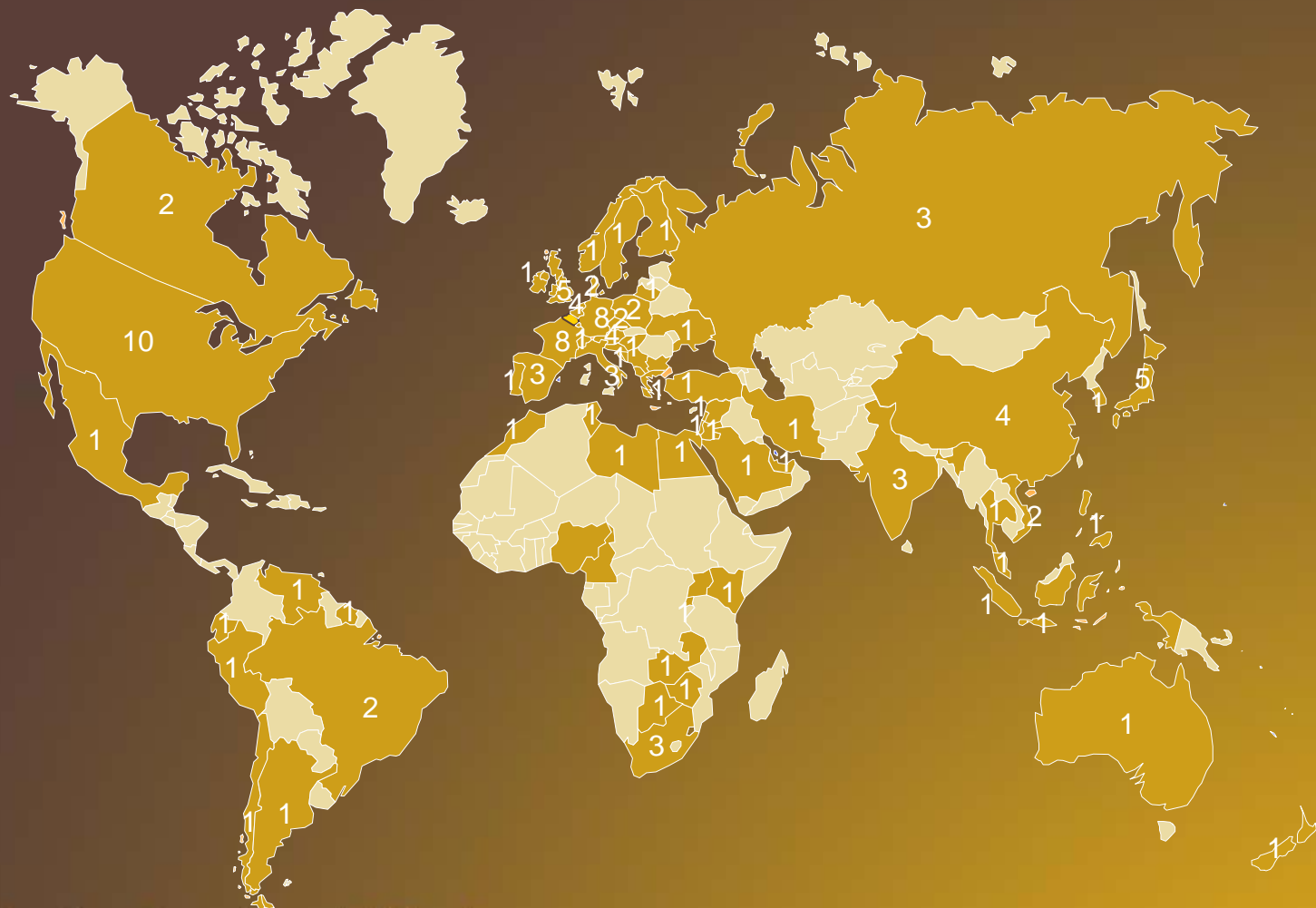
Structure FIT- Inward Investment

- **Since 2006 merger between Trade and Inward Investment agencies**
- **Inward Investment can rely on larger network abroad of Flemish economic representatives for identification local potential investors, actions...**
- **Dedicated investment prospectors initiating promotion actions abroad, follow up investment dossiers; with knowledge of setting up business, of expertise centers and competitive advantages of the region**
- **Co-operate with Flemish networks that might be in touch with investors (ports, industry associations, centers of expertise...)**



Flemish representation abroad

Total number of Flemish representatives per country. Flemish economic representatives, investment representatives & technology attachés.



Do's

- + What activities/sectors do you wish to develop?
- + Why should a foreign company invest in your country?
- + Determine **Market FOCUS**:
 - which sectors/ activities?
 - what countries/ which companies?
- + Listen to target company needs & expansion strategy
- + Develop Specific Value Proposition of your location- VP based selling
- + Approach potential investors pro-actively with Value Proposition
- + Investment seminars for target groups & invite & follow up personally
- + Importance of legal certainty longer term - protection investment
- + Expansion investment of foreign companies already in the country =>
“After Care”, assist, eliminate ‘red tape’ (bureaucracy)
They can give testimonial – reference to newcomers



BASF a testimonial

BASF



Antoon Dieusaert
CEO Chemical Production Center

“We chose to locate in Antwerp because of its superb access provided by the shipping, canal, road and rail infrastructure.”

2002

Don't

- Promise what you can't make happen
- General sales story
- “Target” everything – “we're the best”
- Stop assisting once investor has made location decision => local assistance, reduce red tape – bureaucracy
- Inconsistence in policy e.g. no infrastructure for activity/sector you wish to develop (e.g. ports for export, roads from development area to markets, energy supply, skilled labour pool...)

