



Newsletter N° 1, 2009



THE ECONOMY & BUSINESS

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Happy New Year and welcome to this first edition of the Newsletter of the Belgian Embassy in Belgrade! With some news about Belgium in general and some items about the Belgian presence in Serbia.

The Belgian community in Serbia is growing, some Belgian companies have recently opened an office in Belgrade (or elsewhere in the country), and this newsletter will keep you up to date with the newest developments.

But this is possible only if you provide the embassy with relevant information, so please don't hesitate to send me whatever you think is interesting! I thank all those who contributed to this first edition of which I hope it will be the first of many.

Denise De Hauwere, Ambassador

THE ECONOMY & BUSINESS

The Plato network

This year, the Serbian Chamber of Commerce, in cooperation with **VOKA** (Flanders' network of chambers of commerce), is starting up a **Plato network** in Serbia. Plato is a program for the development and mutual cooperation of small and medium-sized enterprises (SME's). The European Commission considers it as one of the best programs for professional coaching of SME-owners and managers. It will facilitate contacts between Flemish and Serbian businesspeople as well as transfer and exchange of information, expertise and advice via national and international networking (through regular meetings). Plato will help to stimulate the growth of SME-development in Serbia, and Flemish companies will benefit for export and investment reasons. For more info :

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Brussels ranks 4th on list of most attractive European business cities

European Cities Monitor 2008, a recent survey by *Cushman & Wakefield*, has revealed that Brussels ranks 4th on the list of “most attractive European business cities”. Brussels did well in the survey. London, Paris and Frankfurt are number 1, 2 and 3 respectively. The annual report is based on interviews with senior managers and board directors in charge of location for 500 of Europe’s largest companies. Companies consider the availability of qualified staff as a key factor when deciding where to relocate their business. Brussels’ strengths are its language skills, housing quality for expats, market and customer accessibility, and the national and international transport network.

Belgium is best location for industrial/logistics facilities

Belgium is the best location for industrial/logistics facilities, according to the *European Distribution Report 2008* produced biennially by global real estate consultant *Cushman & Wakefield*. Both Flanders and Wallonia dominate the European industrial and logistics market, because of low rental levels, land prices and building costs and the expected evolution of these costs, availability, and limited traffic congestion.

<http://www.cushwake.com/cwglobal/jsp/newsDetail.jsp?repId=c19400007p&LanId=EN&LocId=GLOBAL>

Indian consortium Caliber Corporation opens distribution centre in Liège

Caliber Corporation, an Indian consortium of textile manufacturers and exporters, is to open a marketing and distribution centre in Liège. *Caliber Corporation* will commercialise the whole of its textile production from Liège, particularly furnishing fabrics sourced from *Cauvery Hi-Tech Weaving Park* in Lomarapalayam, in southern India. By establishing itself in Liège *Caliber Corporation* hopes to increase its profit margins by bringing end-users and manufacturers closer together and limiting the number of intermediaries. The European headquarters of *Caliber Corporation* intends to call on local designers in order to be able to respond better and faster to the requirements of the local clientele. Liège was chosen for its logistical importance in Europe.

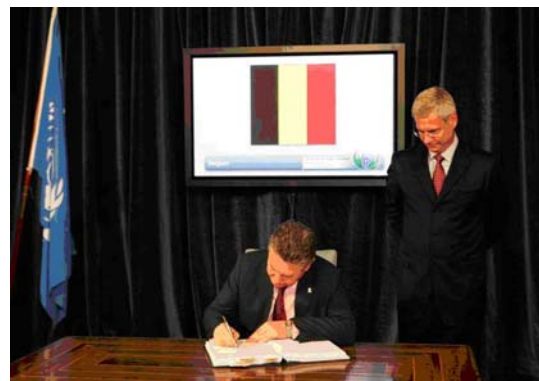


http://www.calibercorporation.com/marketing_distribution.html

BELGIUM ON THE INTERNATIONAL SCENE

Belgium signs the Convention on cluster munitions

Belgium was the first country in the world, in February 2006, to pass a law completely banning submunitions. On 3 December 2008 Minister of Foreign Affairs Karel De Gucht signed a new international convention in Oslo concerning a ban on the use, stockpiling, production and transfer of cluster munitions.



Belgian South Pole base will be a world first

The Belgian Princess Elisabeth base, the first research station in Antarctica to produce zero carbon emissions, will become operational in March 2009.

The complex will work completely on renewable energy generated on site (wind turbines, solar panels and heat collectors) and is unique of its kind. Diesel generators will take over if necessary. 40 cm insulation should ensure that heat generated is retained. The main source of water is snow, so a water purification installation has also been included in the steel construction. 75 percent of the waste water is filtered via bioreactors for reuse.

There will be room for between 12 and 20 scientists at the Belgian base, who will carry out research into glaciers, meteorites, bacteria, magnetic fields, global warming and biodiversity, amongst other things. In the first instance the base will only be manned in the Antarctic summer. However the monitoring instruments will function all year round.

The base is almost completely privately financed. Once it is ready for use, the operational and scientific management will be entrusted to the Pole Secretariat, a public-private partnership between the *International Polar Foundation (IPF)* and the Belgian government.

www.polarfoundation.org/index.php?/projects/princess_elisabeth_antarctica/&uid=73
www.antarcticstation.org

Belgian gets key post in UN panel on climate change



On 3 September 2008 the Belgian Jean-Pascal van Ypersele was elected as the new Vice Chair of the *IPCC* (the *Intergovernmental Panel on Climate Change*).

The *IPCC* was created in 1988 by the *WMO* (*World Meteorological Organisation*) and *UNEP* (*United Nations Environment Programme*). In cooperation with thousands of scientists and experts on the socio-economic aspects of climate change, the Panel has produced a variety of reports. In 2007 the *IPCC* and Al Gore were jointly awarded the Nobel Peace Prize.

Jean-Pascal van Ypersele, professor at *UCL* (*Université catholique de Louvain*), is the former Vice Chair of a group within the *IPCC*, which was dedicated to subjects such as the repercussions of climate change and adapting to them. Prof. van Ypersele enjoys the respect of both the developing and the industrialised countries. He is an internationally recognised expert in climatology as well as in building bridges between science and policy. He is also extremely interested in the problem of sustainable development.

The Belgian Federal Science Policy Office provides scientific and technological as well as administrative support for this Vice Chairmanship. The Science Policy Office is also an *IPCC Focal Point*.

<http://www.ipcc.ch/>

CULTURE

Awards for Belgian cineastes Jean-Pierre and Luc Dardenne

The cineastes Jean-Pierre and Luc Dardenne have won awards for their whole oeuvre in the Netherlands and Germany. At the Dutch film festival, "Film by the Sea", in Vlissingen in September 2008 they received a Lifetime *Achievement Award*; in Germany the city of Cologne and the film foundation NRW (North Rhine-Westphalia) awarded them the *Film Award Cologne* in October.



The brothers Dardenne write, produce and direct their films themselves, films which are often set in the socially weaker classes of Belgian society. They have twice won a Golden Palm Award at the International Film Festival in Cannes, for "Rosetta" (1999) and "L'Enfant" (2005). Their most recent production, which carried off the European Parliament's *Lux Cinema Prize*, is called "Le Silence de Lorna". Thanks to the award the film will be translated into the 23 official languages of the European Union and at least one copy will be distributed to each of the 27 Member States.

Most prestigious American jazz award for Toots Thielemans



On 17 October 2008, at the Lincoln Center in New York, Jean "Toots" Thielemans was given the highest honour available to jazz musicians in the US, the *National Endowment for the Arts Jazz Master Fellowship* award. Our fellow countryman is the first non-US-born jazz musician to be given this honour, which has previously been awarded to Count Basie, Miles Davis, Ella Fitzgerald, Dizzy Gillespie and other jazz legends. Toots stole the show easily during the concert following the award ceremony.

Thom Vander Beken and "Lost in Transition"

The documentary movie of the young Belgian director Thom Vander Beken "Lost in Transition" is dedicated to the lost generation in Serbia the last ten years. The Première of the documentary in Belgium took place at the beginning of December 2008 and the film was shown on Flemish Television on December 10, 2008. The Serbian television B92 has bought the rights for its diffusion but we don't know yet when the film will be on the programme. To be continued!

Tintin

We have the pleasure to announce that the translation in Serbian of "Tintin" is in progress. We expect the edition of the first strip by the publisher Mamut to be published very soon. More about that maybe in the next Newsletter or earlier!

IWC Christmas Bazaar

On Sunday 7 December 2008 the International Women's Association organized again the yearly Christmas Bazaar. The last 3 years, this charity event, of which all donated and raised money goes 100 % to charity, has been held in "Sajam". The last two years the event took place in Hall 2. This year, the overall total of cash donations, rose to more than 2.800.000 RSD. The donations of Belgian and Belgian related companies were outstanding. Over 355.000 RSD or some 12.5 % was raised by **DIJAGFARM, KBC, MINEL SCHREDER, NV LOUIS BLOCKX, POLYDEC, TERMOVENT KOMERC** and **TERUMO**, all Belgian related companies. For the Raffle, Restaurant **MADERA** donated Dinner vouchers and **BOMORAN** a Beach volleyball set.

Every year, visitors to the Christmas Bazaar, are looking forward to those tasty goodies & special items that can be bought at the different stands of the participating countries. This year 6.130.000 RSD was raised with the sales at the different booths. The Belgian booth sales went up to 226.000 RSD, thanks to the contribution of following companies: **DISTRIX** with the famous Belgian DUVEL Beer, **INBEV** with different beers for the Beergarden, **MASSIVE** with different lighting products and **PURATOS** with the Belgian Chocolate BELCOLADE. The sales of 25 boxes or 600 bottles of Duvel, 85 Kg of Belcolade chocolate and the nice collection of lights proved that Belgian products are known and wanted on the Serbian market, what resulted in this good turnover.

In total, the combined activities of this charity event raised some 9.360.000 RSD or 105.000 Euro. All this money will be allocated to five Serbian priority areas: Elderly, Persons with Disabilities, Domestic Violence and Trafficking, Roma Education and Internally Displaced Persons.

If your company did not participate this year, maybe you can consider in participating next year.

Contribution by Wilfried Revets

TARA INTERNATIONAL CONSULTING

Tara International Consulting is based in Novi Sad and its founding in 2007 was initiated by a group of result driven people with a substantial international and local experience in a wide range of project related issues.

Its role is not only to inspire but to be inspired.

Our mission is to provide our clients with the knowledge and skills to follow the fast pace of today's changing environment.

We cannot control the winds but we can adjust the sails.

Our core competences are:

- Project Cycle Management – developing projects and programmes for external funding, writing relevant proposals, implementing, monitoring and evaluating projects/programmes.
- Human Resources Management – HRD, selection, team building, burnout prevention
- Capacity building and strengthening for sustainable development
- Advocacy, facilitation and mediation
- SME development – Creativity and innovation

TARA International Consulting has governmental accredited training programmes on project and human resources management. Our trainers have post graduate academic backgrounds and substantial practical experience, delivering theoretical and experiential knowledge to clients from the public, private as well as civil society sector.

We emphasize creativity as the basis for innovation and a prime strength to manage change. International partnerships and cooperation (e.g. Science Parks & Innovation Centers Experts group, Flanders District of Creativity) strengthen our own resources, while cooperation with local knowledge centers is permanently growing. As an immediate result of our academic endeavors, we have been invited by UNESCO Chair for Entrepreneurial Studies to be an official partner.

www.tara-international-consulting.co.rs

www.tara-international-consulting.eu

Contribution by Hugo van Veghel

About Apatin Brewery

Apatin Brewery is a leading brewery in Serbia, with an operative production capacity of 4,000,000 hl per year, over 1,000 employees in the brewery in Apatin, storages across Serbia and business office in Belgrade. The company was founded in 1756, and in 2003 the 250-year tradition was enriched with an international experience of the leading brewer's group Anheuser-Busch InBev based in Leuven, Belgium. As a public company (Euronext: INB), Anheuser-Busch InBev manages a portfolio of more than 200 brands in more than 130 countries worldwide, and over 120,000 employees. Being a true consumer-oriented and sales-driven company, Apatin Brewery has carefully segmented brand portfolio which includes the all-popular **Jelen Pivo** and **Nikšićko Pivo**, Apatinsko Pivo and Pils light, as well as the real world icons among beer brands such as **Beck's**, **Stella Artois** and **Lowenbräu**. From the aspect of social responsibility, Apatin Brewery has set up the following priorities: responsibility towards its employees and community, environmental protection, responsible consumption and creation of long-term economic benefits. For further information, visit www.jelenpivo.com and www.AB-InBev.com.

Contribution by Jelena Brajovic, Corporate Affairs Manager

AGENDA

Hello Europe Quiz

The EC Delegation organizes the 5th cycle of Hello Europe Quiz in cooperation with the Ministry of Education of Serbia. Main goal of the Quiz is to show in an educational and entertaining manner, through a modern media approach and showing that today's Europe is a multi-cultural Europe, the knowledge of high school pupils in Serbia about EU member states (their history, geography, art, etc) as well as on the EU institutions, their functioning.

Airing of this year's cycle of the Quiz will start on RTS Channel 1 on Saturday, 28 February 2009, at 12:35. *Mrs. Denise De Hauwere, Ambassador of Belgium, will be guest of the emission on Saturday, 9 May 2009, at 12:35 (on the EU Day!!!).*

*Before to say good-bye until our next issue of the Newsletter, we would like to say thank you to Nebojsa Bajic and especially to Dragan Miljkovic from **Guidance** for their precious help with the technical aspects of this publication!*