

# SPAIN means INNOVATION

#SpainMeansInnovation

March 2019

**Cámara**  
Official Spanish Chamber of Commerce  
in Belgium and Luxembourg

*With the collaboration of:*



OFICINA ECONÓMICA  
Y COMERCIAL DE ESPAÑA  
EN BÉLGICA Y LUXEMBURGO

# Spain Means Innovation

Through the programme **Spain Means Innovation**, the Chamber intends to act as an **independent platform** to promote the commercial and business interests of the **Spanish companies** at local level in Belgium and Luxembourg. It also wants to facilitate the access to the market and the contact with the relevant actors for the development of their activity, applying **commercial intelligence** and developing with them networks of influence and confidence at all levels in Belux



## Objectives Belgium & Luxembourg



Project an image of Spain as an **innovative, modern and forward-looking country** in Belgium and Luxembourg



Position the Spanish companies as suppliers of products and services, and **strategic partners** in particular sectors of activity



Boost the **collaboration** between Spanish companies and local companies for the development of projects in Belux



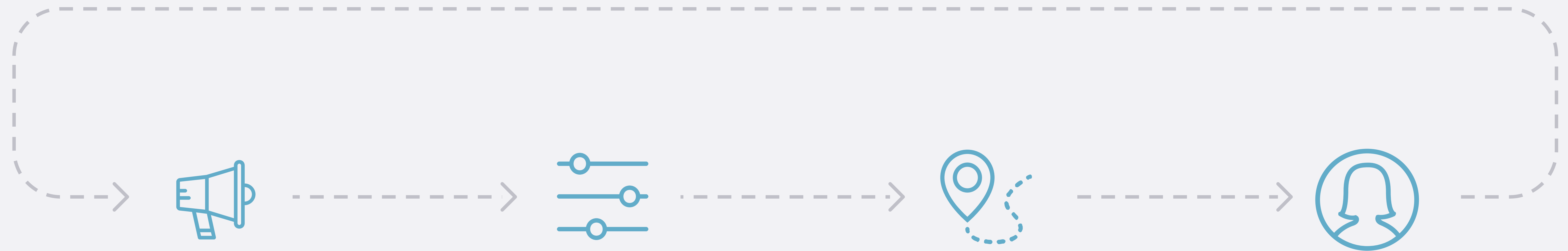
Facilitate the **lobbying** of Spanish companies with the local public institutions



Identify and inform about **business opportunities** in Belgium and Luxembourg

# How will we achieve the objectives

## Key elements



### Communication

The Chamber will develop a **communication strategy** with the aim of improving the relationships between the Spanish companies and the local bodies and media

### Identification of opportunities/ weaknesses

An analysis of **business opportunities** for Spanish companies in Belux will be carried out. Likewise, the identification of the difficulties faced by the Spanish companies in both countries will be an essential part of the programme to provide solutions in order to address these weaknesses.

### Strategic positioning

Through the organisation of **sector-specific activities**, in which key actors, local bodies and companies will be involved, the aim will be to position Spanish companies as benchmarks in their respective areas of specialisation.

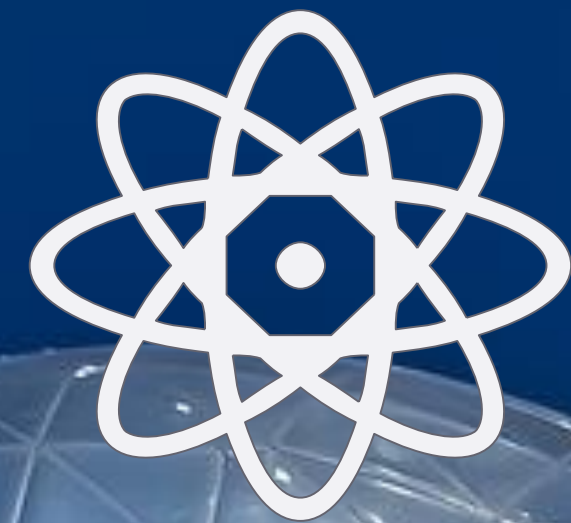
### Personalised support

The Chamber will be at the participant companies' disposal to provide a **totally personalised service** according to their needs.

# Priority Sectors 2019

## Belgium

Smart Cities



Mobility



Health



Creative Industries

Digitalisation

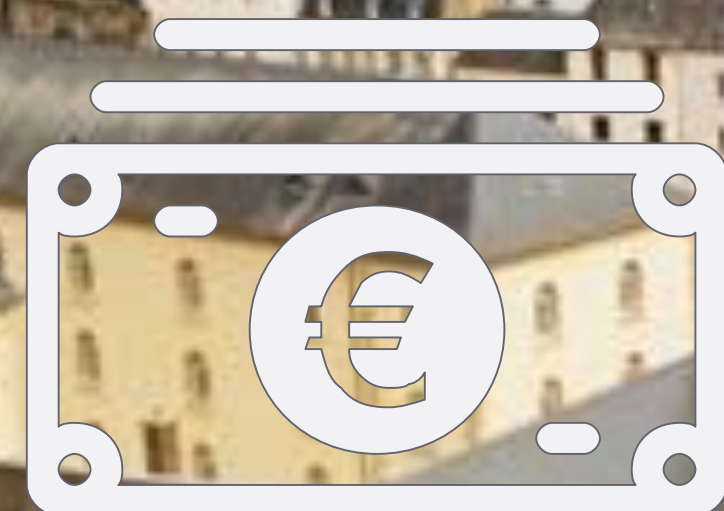


Architecture  
Civil Engineering  
Construction



# Priority sectors 2019 Luxembourg

Financial Sector  
Fintech



Luxury  
Industry



Tourism



Digitalisation

# Proposition of activities

## Examples

Organisation of meetings with the representatives of local public institutions

Information days on invitations to tenders and bids at local level

Coordination of the participation of Spanish companies in key fairs organised in Belux in relation to the priority sectors. Example: Smart Cities congresses, ITC Spring (Digitalisation&Fintech), etc.

Networking events with the media in Belux

Periodic meetings with organisations of interest, such as clusters, Agoria, BECI, Voka, Luxembourg for finances, etc.

Events of matchmaking with local companies

System of alerts in tenders and competitive bidding in Belux



# Development of the programme

## Timeline 2019

# Continuity of the programme

Spain Means Innovation is a **long-term programme**. Each year the objectives and actions to be developed will be defined, according to the interests of the participating Spanish companies.

## Communication

Presentation of the programme to Spanish companies and to relevant local actors in each of the priority sectors

**March**

1

2

## Proposition of activities

Elaboration of a specific plan of activities for each of the priority sectors.

**May-June**

3

4

## Short-term strategy

- Redefinition of the objectives and priority sectors according to the participating Spanish companies and their specific needs
- SWOT analysis for Spanish companies in Belux
- Proposal for a short-term strategy within the framework of the programme (communication and activities)
- Convening of a meeting with the participating companies

**April**

## Execution of the activity plan

- Implementation of the plan of activities
- Organisation of regular meetings with the participating Spanish companies
- Evaluation of results (measurable and quantifiable)

**June-December**





## Who can participate?



**Spanish companies** that are members of the Chamber, in the categories of “Sponsor Member” or “Benefactor Member”



Will be able to participate as collaborators, whenever it is considered to be of interest:

- Belgian/Luxembourg business associations, chambers of commerce, public bodies, etc.
- Spanish business associations, public bodies, etc.

# Who can participate?

## Companies – Categories & Services

The **Spanish companies** that are members of the Chamber in the categories of **Sponsor member** and **Benefactor member**, will be able to participate in all the actions and activities planned in the programme.

As part of the programme, the Benefactor member, whose contribution and support to the Chamber are fundamental for the development of new initiatives, will benefit from the following additional services compared with the Sponsor member:

- ✓ Visibility in all activities organised as part of the programme
- ✓ Preference in the provision of services and personalised assistance by the staff of the Chamber
- ✓ Proposal of priority sectors, as well as themes and format of activities
- ✓ Provision of various invitations to events and activities organized by the programme

Moreover, the benefactor members have additional advantages in other programmes and activities of the Chamber  
More information [here](#).

| Sponsor Member | 1.750 €  
Annual fee

| Benefactor Member | 3.500 €  
Annual fee

# Our experience

## Some of the projects we realised



### Dag van Spanje

Promotional activity of Spain as a tourist destination organised in the central Groenplaats in Antwerp. More than 15,000 participants were present.

[More information](#)



### DS Brussels Fashion Days – Spanish Edition

Through the Chamber, Spain was the guest country at the DS Brussels Fashion Days in 2017, the most important fashion industry event in Belgium.

More than 20 Spanish designers and brands participated, with the aim of promoting the Spanish fashion sector in Belgium among the professionals of the sector and the final public.

[More information](#)



### Smart Cities: fostering opportunities between Spain and Brussels-Capital Region

Seminar organised with the aim of promoting collaboration between the public and private sectors of Spain and Belgium in the development of Smart Cities and intelligent cities projects.

[More information](#)

# Interested in participating? Contact



## Contact details

online

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