

# International Agenda

2025

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# Editorial

## The world within your reach with hub.brussels

Since its creation in January 2018, hub.brussels has been the trusted partner for businesses in Brussels, providing comprehensive support to help them thrive locally and expand globally. As a government agency dedicated to entrepreneurship, we aim to make economic opportunities accessible and impactful.

Our mission is to help businesses grow and innovate, staying competitive in a rapidly evolving global market. Over the years, we have united a multidisciplinary team of experts, from international trade advisors to sectoral specialists, all driven by our guiding principle: "Our business is to help yours."

This year, our action plan reflects our commitment to fostering the internationalisation of Brussels' companies. With around 70 collective actions – seminars, collective booths at trade shows and economic missions abroad - we aim to amplify the global reach of our businesses while promoting sustainability and innovation.

Our dynamic network of (General) Representatives, based in around 90 global locations, offers unparalleled expertise in market analysis and client connections. They remain integral to our strategy, helping businesses navigate international markets with precision and confidence. Simultaneously, our local teams in Brussels provide invaluable support to emerging entrepreneurs, guiding them through their first steps in business development and export readiness.

In 2025, we are more determined than ever to champion the role of Brussels as a gateway for trade and innovation. Through collective efforts and strategic partnerships, we are paving the way for a brighter economic future, ensuring that Brussels businesses can thrive on the world stage.

We invite you to explore this agenda and discover the many ways hub.brussels can support your journey toward global success. Together, let's bring the world closer to Brussels and make Brussels shine abroad.

**Annelore ISAAC**  
DEPUTY DIRECTOR

**Isabelle GRIPPA**  
DIRECTOR

# Our Internationalisation Services

## Shall we take you along with us?

Every year, we organise or take part in over 70 seminars, trade fairs, exhibitions, and missions around the world. Join us, and we'll introduce you to your prospects and future partners.

## Personalised support

Are you exporting for the first time or exploring a new market? Our Brussels-based Export Advisors help you get started - from your idea to the conclusion of your first international sales contracts - and expand to overseas markets. Our team fine-tunes your export plan and supports you in your efforts to make your project a success abroad. Discover our services on our ["Start to export"](#) page.

## Interns for your export activities

Bruxelles Formation trains assistants and managers in international trade and we connect them with you to support your commercial and administrative tasks.

## Hands-on support to stay competitive & get EU funding

At hub.brussels, specialised advisors from [Enterprise Europe Brussels](#) and [NCP Brussels](#) will guide you through the most suitable opportunities and funding schemes to unlock your medium-long term growth at international level.

## Around the world in 365 days...

Our network of over 30 (General) Representatives of the Brussels-Capital Region based around the world serves as your gateway to key strategic markets. Additionally, we have agreements with representatives in around 60 other locations globally, ensuring you have the right contacts to enter new markets. Find out how to get in touch with them [here](#).

# Our International Network

..... Based abroad



■ hub.brussels

■ Agence wallonne à l'exportation et aux investissements (AWEX)

■ hub.brussels & FIT or AWEX

■ Flanders Investment & Trade (FIT)

# Our Export Promotion Team

----- Based in Brussels

## Thomas Dupan

HEAD OF EXPORT PROMOTION  
tdupan@hub.brussels

## Eline Faoro

EXPORT PROMOTION COORDINATOR  
AMERICAS  
efaoro@hub.brussels

## Nathalie Stefanovic

EXPORT PROMOTION COORDINATOR  
EUROPE  
nstefanovic@hub.brussels

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## Florence Lansmanne

EXPORT PROMOTION COORDINATOR  
EUROPE  
flansmanne@hub.brussels

## François Cahour

EXPORT PROMOTION COORDINATOR  
EUROPE  
fcahour@hub.brussels

## Carole Moné

EXPORT PROMOTION COORDINATOR  
SOUTHERN EUROPE & SUB-SAHARAN AFRICA  
cmone@hub.brussels

---

## Ghislain Breydel

EXPORT PROMOTION COORDINATOR  
MENA & ASIA  
gbreydel@hub.brussels

## Florence Skwirzynski

EXPORT PROMOTION COORDINATOR  
MENA & ASIA  
fskwirzynski@hub.brussels

**Katia Giovanetti**

NEO EXPORT ADVISOR  
kgiovanetti@hub.brussels

**Lorenzo Van Elsen**

NEO EXPORT ADVISOR  
lvanselsen@hub.brussels

**Julia Poncin**

EXPORT PROMOTION COMMUNICATION  
& PROJECT COORDINATOR  
jponcin@hub.brussels

**Federica Lorenzoni**

EXPORT PROMOTION ASSISTANT  
florenzoni@hub.brussels

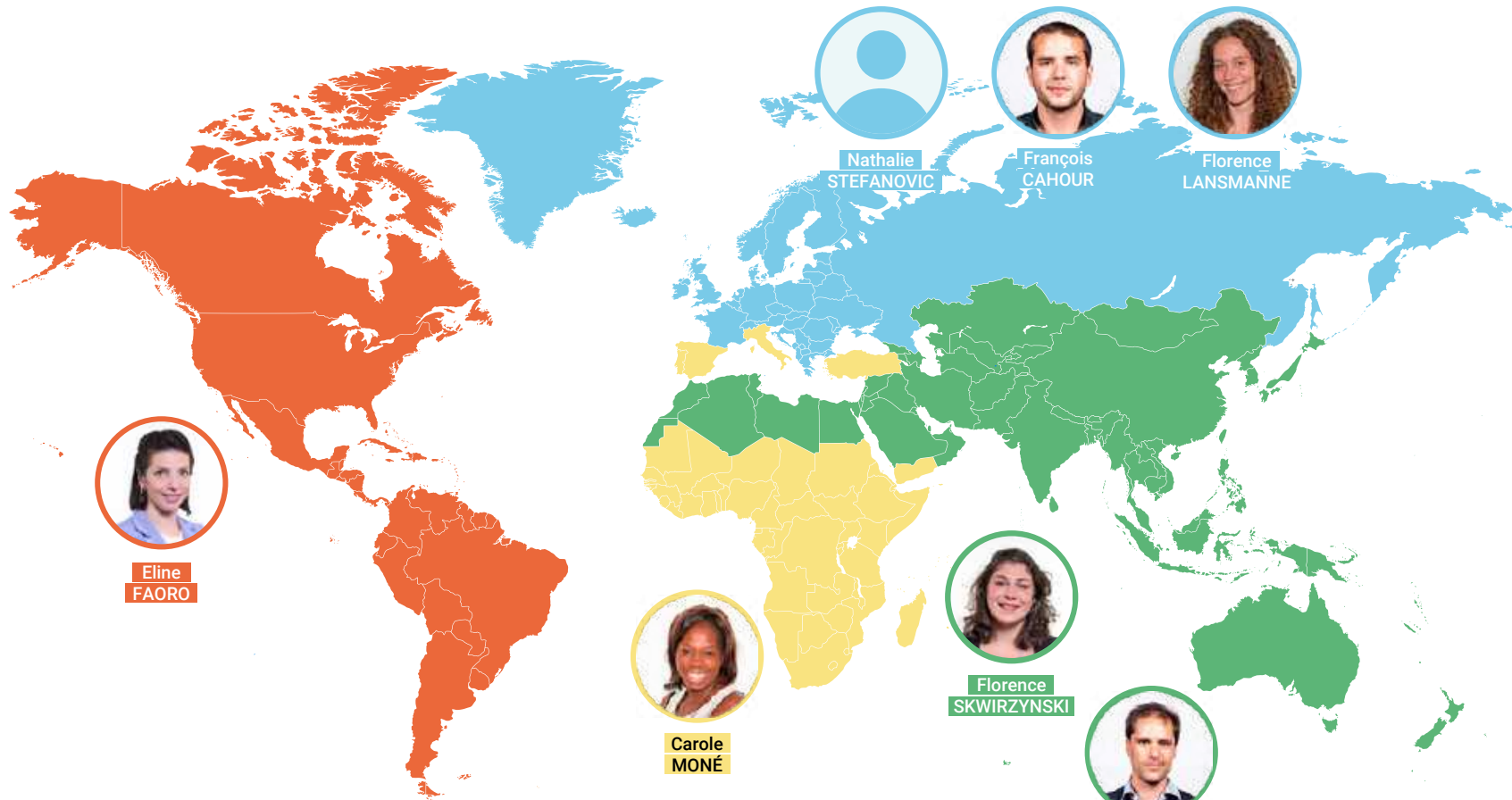
**Lauren Pinto De Almeida**

EXPORT PROMOTION ASSISTANT  
ldealmeida@hub.brussels

**Leilla Boutayeb**

EXPORT PROMOTION ASSISTANT  
lboutayeb@hub.brussels





- Americas
- Africa / South Europe
- Europe
- MENA / Asia

**Neo export**



Katia  
GIOVANETTI



Lorenzo  
VAN ELSSEN

**Support**



Federica  
LORENZONI



Lauren  
PINTO DE ALMEIDA



Leilla  
BOUTAYEB



Julia  
PONCIN



# Calendar of Collective Actions

The 2025 Export Agenda outlines a wide range of actions to explore foreign markets, expand your exports, and increase their geographical diversification. These choices are no coincidence. Working with field experts and partners, we analyse global markets to develop a tailored commercial action plan for your export projects.

By continent ● ● ● ●

## Africa

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Start date
Cameroon & Gabon	Brussels	Seminar - Doing Business with Cameroon & Gabon - African Business Forum	Multimarket	TBC September
Congo-Brazzaville	Brussels	Seminar - Doing Business with Congo-Brazzaville - African Business Forum	Multimarket	TBC - June
Congo-Brazzaville	Pointe Noire & Brazzaville	Mission to Congo-Brazzaville	Multimarket	TBC - October
Ghana	Brussels	Seminar - Doing Business with Ghana - African Business Forum	Multimarket	16/04/25
Kenya	Nairobi	Economic Mission to East Africa	Multimarket	10/11/25
Kenya	Brussels	Seminar - Doing Business with Kenya - African Business Forum	Multimarket	23/06/25
Morocco	Brussels - Online	Webinar - Morocco, Gateway to Africa	Multimarket	TBC
Morocco	Rabat	Museums & Culture Industry Trade Mission	Creative & Cultural industries	22/09/25
Morocco	Brussels	Seminar - Developments in the museum sector in Morocco	Creative & Cultural Industries	TBC - May/June
Senegal & Gambia	Brussels	Seminar - Doing Business with Senegal & Gambia - African Business Forum	Multimarket	30/01/25
Senegal & Gambia	Dakar	Economic Mission to Senegal - Gambia	Multimarket	10/05/25
South Africa	Cape Town	Economic Mission to South Africa	Digital Technologies	04/05/25

## Americas

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Start date
Brazil	Rio de Janeiro	Economic Mission to Brazil within the framework of COP30	Clean tech - Environment	10/11/25
Canada	Brussels - Online	Webinar - The Tech Market in West Canada	Digital Technologies	26/02/24
Canada	Montreal	Economic Mission to Canada & MTL Connect	Creative & Cultural industries	14/10/25
Mexico	Mexico City	Economic Mission to Mexico	Multimarket	13/10/25
Uruguay	Lyon	Buyer Invitation - Cleantech & Energy - Pollutec	Clean tech - Environment	07/10/25
USA	Las Vegas	Economic Mission within the framework of CES 2025	Digital Technologies	07/01/25
USA	Brussels - Online	Webinar - US Outlook 2025	Multimarket	25/02/25
USA	Washington	Mission to Leading Development Institutions	Multimarket	28/04/25
USA	New York	Economic Mission to the US (NYC & DC)	Multimarket	12/05/25
USA	San Francisco	Belgian Economic Mission to the US (West Coast)	Multimarket	06/10/25

## Asia

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Start date
China	Brussels	Seminar - Exporting to China - The Essentials	Multimarket	TBC
China	Brussels	Seminar - How to export your services to Chinese biomedical companies entering into the European market	Finance - Legal - Public Affairs	TBC
China	Shanghai – Suzhou – Nanjing	Economic Mission to China (Yangtze River Delta Region)	Finance - Legal - Public Affairs	20/10/25
India	Mumbai	Belgian Economic Mission to India	Multimarket	01/03/25
Japan	Brussels	Seminar - Doing Business in Japan	Multimarket	08/01/25
Japan	Osaka	Expo 2025 - Brussels Week	Multimarket	07/09/25

Target Country	Hosting City	Action	Sector	Start date
Kazakhstan & Uzbekistan	Almati, Astana & Tashkent	Economic Mission to Kazakhstan & Uzbekistan	Multimarket	26/05/25
Kuwait & Qatar	Kuwait City & Doha	Economic Mission to Kuwait & Qatar	Multimarket	26/04/25
Saudi Arabia	Ryad	Economic Mission to Saudi Arabia - Health Tech	Life Science	19/10/25
Singapore & Malaysia	Singapore & Kuala Lumpur	Economic Mission to Singapore & Malaysia	Construction - Infrastructure	TBC - November
South Korea	Brussels	Roundtable - Exporting to South Korea	Multimarket	TBC
United Arab Emirates	Dubai	Trade Show - Arab Health	Life Science	27/01/25

## Europe

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Start date
Albania	Brussels	Seminar - Doing Business in Albania	Multimarket	16/04/25
Belgium	Brussels	Seminar on International Financial Institutions	Multimarket	07/01/25
Belgium	Brussels	Exporters' Day	Multimarket	20/05/25
Belgium	Brussels	Seminar on New European Priorities	Multimarket	TBC - September
Belgium	Brussels	Seminar on NATO	Multimarket	TBC
Belgium	Brussels	Buyer Invitation D2B - Brussels	Creative & Cultural industries	TBC - November
Denmark	Brussels	Webinar on the Danish Life Science Ecosystem	Life Science	TBC - March
Finland	Helsinki	Trade Show - Slush	Digital Technologies	27/11/25
France	Brussels	Food & Beverage Buyer Invitation France	Food & Beverage	TBC
France	Cannes	Economic Mission on AI within the framework of WAICF	Digital Technologies	13/02/24
France	Cannes	Trade Show - MIPIM	Construction - Infrastructure	11/03/25

Target Country	Hosting City	Action	Sector	Start date
France	Lille	Economic Mission TV Shows within the framework of Séries Mania	Creative & Cultural industries	25/03/25
France	Paris	Economic Mission within the framework of Showroom Mode Paris	Creative & Cultural industries	TBC - March
France	Lille	Economic Mission within the framework of Forum international de la cybersécurité	Digital Technologies	1/04/25
France	Brussels	Seminar - How to develop your tech startup in France	Digital Technologies	TBC - April
France	Paris	Trade Show - Vivatech	Digital Technologies	11/06/25
France	Lyon	Trade Show - Pollutec Lyon	Clean tech - Environment	7/10/25
France	Paris	Economic Mission - RegTech	Finance - Legal - Public Affairs	TBC - November
Germany	Koln	Trade Show - ISM	Food & Beverage	2/02/25
Germany	Nurnberg	Trade Show - Biofach	Food & Beverage	11/02/25
Germany	Koln	Trade Show - Gamescom	Creative & Cultural industries	20/08/25
Germany	Koln	Trade Show - Anuga	Food & Beverage	4/10/25
Italy	Brussels	Seminar - Italian Market	Multimarket	3/04/25
Italy	Milan	Showroom - Brussels House Milan	Multimarket	3/06/25
Italy	Milan	Economic Mission to Italy (Scale.brussels - Milan)	Digital Technologies	TBC - October
Montenegro	Brussels	Webinar - Doing Business with Montenegro	Multimarket	TBC - June
The Netherlands	Amsterdam	Trade Show - PLMA	Food & Beverage	20/05/25
The Netherlands	Amsterdam	Economic Mission within the framework of HLTH Europe	Life Science	16/06/25
The Netherlands	Amsterdam	Economic Mission to the Netherlands (Impact Business)	Clean tech - Environment	8/12/25
Poland	Brussels	Seminar on the Central Port of Poland	Construction - Infrastructure	20/03/25
Poland	Lille	Polish CrossMarket within the framework of Séries Mania	Creative & Cultural industries	25/03/25
Romania	Bucharest	Economic Mission to Romania	Multimarket	13/05/25

Target Country	Hosting City	Action	Sector	Start date
Serbia	Brussels	Seminar - Doing Business in Serbia	Multimarket	TBC - November
Spain	Brussels	Food & Beverage Buyer Invitation Spain	Food & Beverage	TBC
Spain	Barcelone	Trade Show - Mobile World Congress	Digital Technologies	3/03/25
Spain	Barcelone	Trade Show - 4YFN	Digital Technologies	3/03/25
Spain	Madrid	Economic Mission to Spain - Smart City	Construction - Infrastructure	22/04/25
Spain	Barcelona	Economic Missionto Cataluna - VC - Startup - Fintech	Finance - Legal - Public Affairs	8/12/25
Sweden	Stockholm	Economic mission to Scandinavia (Scandinavian Innovation in Construction)	Construction - Infrastructure	13/05/25
Switzerland	Geneva	Economic Mission to Switzerland - Construction & Re-employment	Construction - Infrastructure	29/09/25
Türkiye	Brussels	Seminar on the trade mission to Türkiye	Multimarket	27/05/25
Türkiye	Eskisehir	Economic Mission to Türkiye	Multimarket	20/10/25
UK	London	Economic Mission within the framework of PAD London	Creative & Cultural industries	7/04/25
UK	Brussels	Food & Beverage Buyer Invitation UK	Food & Beverage	TBC
UK	London	Start-up Mission to the UK	Multimarket	TBC
Multiple Countries	Brussels	Export Talk Show	Multimarket	19/03/25
Multiple Countries	Brussels	Export Talk Show	Multimarket	21/05/25
Multiple Countries	Brussels	Export Talk Show	Multimarket	24/09/25
Multiple Countries	Brussels	Export Talk Show	Multimarket	3/12/25

## Clean Tech & Environment

Target Country	Hosting City	Action	Start date
Brazil	Rio de Janeiro	Economic Mission to Brazil within the framework of COP30	10/11/25
France	Lyon	Trade Show - Pollutec Lyon	7/10/25
The Netherlands	Amsterdam	Economic Mission to the Netherlands (Impact Business)	8/12/25
Uruguay	Lyon	Buyer Invitation - Cleantech & Energy - Pollutec	7/10/25

## Construction & Infrastructure

Target Country	Hosting City	Action	Start date
France	Cannes	Trade Show - MIPIM	11/03/25
Poland	Brussels	Seminar on the Central Port of Poland	20/03/25
Singapore & Malaysia	Singapore & Kuala Lumpur	Economic Mission to Singapore & Malaysia	TBC - November
Spain	Madrid	Economic Mission to Spain - Smart City	22/04/25
Sweden	Stockholm	Economic mission to Scandinavia (Scandinavian Innovation in Construction)	13/05/25
Switzerland	Geneva	Economic Mission to Switzerland - Construction & Re-employment	29/09/25

## Creative & Cultural Industries

Target Country	Hosting City	Action	Start date
Belgium	Brussels	Buyer Invitation D2B - Brussels	TBC - November
Canada	Montreal	Economic Mission to Canada & MTL Connect	14/10/25

Target Country	Hosting City	Action	Start date
France	Lille	Economic Mission TV Shows within the framework of Séries Mania	25/03/25
France	Paris	Economic Mission within the framework of Showroom Mode Paris	TBC - March
Germany	Koln	Trade Show - Gamescom	20/08/25
Poland	Lille	Polish CrossMarket within the framework of Séries Mania	25/03/25
Morocco	Brussels	Seminar - Developments in the museum sector in Morocco	TBC - May/June
Morocco	Rabat	Museums & Culture Industry Trade Mission	22/09/25
UK	London	Economic Mission within the framework of PAD London	7/04/25

## Digital Technologies

Target Country	Hosting City	Action	Start date
Canada	Brussels - Online	Webinar - The Tech Market in West Canada	26/02/24
Finland	Helsinki	Trade Show - Slush	27/11/25
France	Cannes	Economic Mission on AI within the framework of WAICF	13/02/24
France	Lille	Economic Mission within the framework of Forum international de la cybersécurité	1/04/25
France	Brussels	Seminar - How to develop your tech startup in France	TBC - April
France	Paris	Trade Show - Vivatech	11/06/25
Italy	Milan	Economic Mission to Italy (Scale.brussels - Milan)	TBC - October
South Africa	Cape Town	Economic Mission to South Africa	04/05/25
Spain	Barcelone	Trade Show - Mobile World Congress	03/03/25
Spain	Barcelone	Trade Show - 4YFN	03/03/25
USA	Las Vegas	Economic Mission within the framework of CES 2025	07/01/25



## Finance • Legal • Public Affairs

Target Country	Hosting City	Action	Start date
China	Brussels	Seminar - How to export your services to Chinese biomedical companies entering into the European market	TBC
China	Shanghai – Suzhou – Nanjing	Economic Mission to China (Yangtze River Delta Region)	20/10/25
France	Paris	Economic Mission - RegTech	TBC - November
Spain	Barcelona	Economic Mission to Cataluna - VC - Startup - Fintech	8/12/25



## Food & Beverages

Target Country	Hosting City	Action	Start date
France	Brussels	Food & Beverage Buyer Invitation France	TBC
Germany	Koln	Trade Show - ISM	2/02/25
Germany	Nurnberg	Trade Show - Biofach	11/02/25
Germany	Koln	Trade Show - Anuga	4/10/25
The Netherlands	Amsterdam	Trade Show - PLMA	20/05/25
Spain	Brussels	Food & Beverage Buyer Invitation Spain	TBC
UK	Brussels	Food & Beverage Buyer Invitation UK	TBC



## Life Science

Target Country	Hosting City	Action	Start date
Denmark	Brussels	Webinar on the Danish Life Science Ecosystem	TBC - March
The Netherlands	Amsterdam	Economic Mission within the framework of HLTH Europe	16/06/25



Target Country	Hosting City	Action	Start date
Saudi Arabia	Ryad	Economic Mission to Saudi Arabia - Health Tech	19/10/25
United Arab Emirates	Dubai	Trade Show - Arab Health	27/01/25

## Multimarket

Target Country	Hosting City	Action	Start date
Albania	Brussels	Seminar - Doing Business in Albania	16/04/25
Belgium	Brussels	Seminar on International Financial Institutions	07/01/25
Belgium	Brussels	Exporters' Day	20/05/25
Belgium	Brussels	Seminar on New European Priorities	TBC - September
Belgium	Brussels	Seminar on NATO	TBC
Cameroon & Gabon	Brussels	Seminar - Doing Business with Cameroon & Gabon - African Business Forum	TBC - September
Congo-Brazzaville	Brussels	Seminar - Doing Business with Congo-Brazzaville - African Business Forum	TBC - June
Congo-Brazzaville	Pointe Noire & Brazzaville	Mission to Congo-Brazzaville	TBC - October
China	Brussels	Seminar - Exporting to China - The Essentials	TBC
Ghana	Brussels	Seminar - Doing Business with Ghana - African Business Forum	16/04/25
India	Mumbai	Belgian Economic Mission to India	01/03/25
Italy	Brussels	Seminar - Italian Market	03/04/25
Italy	Milan	Showroom - Brussels House Milan	03/06/25
Japan	Brussels	Seminar - Doing Business in Japan	08/01/25
Japan	Osaka	Expo 2025 - Brussels Week	07/09/25
Kazakhstan & Uzbekistan	Almati, Astana & Tashkent	Economic Mission to Kazakhstan & Uzbekistan	26/05/25

Target Country	Hosting City	Action	Start date
Kenya	Brussels	Seminar - Doing Business with Kenya - African Business Forum	23/06/25
Kenya	Nairobi	Economic Mission to East Africa	10/11/25
Kuwait & Qatar	Kuwait City & Doha	Economic Mission to Kuwait & Qatar	26/04/25
Mexico	Mexico City	Economic Mission to Mexico	13/10/25
Montenegro	Brussels	Webinar - Doing Business with Montenegro	TBC - June
Morocco	Brussels - Online	Webinar - Morocco, Gateway to Africa	TBC
Romania	Bucharest	Economic Mission to Romania	13/05/25
Senegal & Gambia	Brussels	Seminar - Doing Business with Senegal & Gambia - African Business Forum	30/01/25
Senegal & Gambia	Dakar	Economic Mission to Senegal - Gambia	19/05/25
Serbia	Brussels	Seminar - Doing Business in Serbia	TBC - November
South Korea	Brussels	Roundtable - Exporting to South Korea	TBC
Türkiye	Brussels	Seminar on the trade mission to Türkiye	27/05/25
Türkiye	Eskisehir	Economic Mission to Türkiye	20/10/25
UK	London	Start-up Mission to the UK	TBC
USA	Brussels - Online	Webinar - US Outlook 2025	25/02/25
USA	Washington	Mission to Leading Development Institutions	28/04/25
USA	New York	Economic Mission to the US (NYC & DC)	12/05/25
USA	San Francisco	Belgian Economic Mission to the US (West Coast)	06/10/25
Multiple Countries	Brussels	Export Talk Show	19/03/25
Multiple Countries	Brussels	Export Talk Show	21/05/25
Multiple Countries	Brussels	Export Talk Show	24/09/25
Multiple Countries	Brussels	Export Talk Show	03/12/25



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**Bookmark our [online agenda](#) in your browser to see all upcoming events in real time.**

**See you soon!**