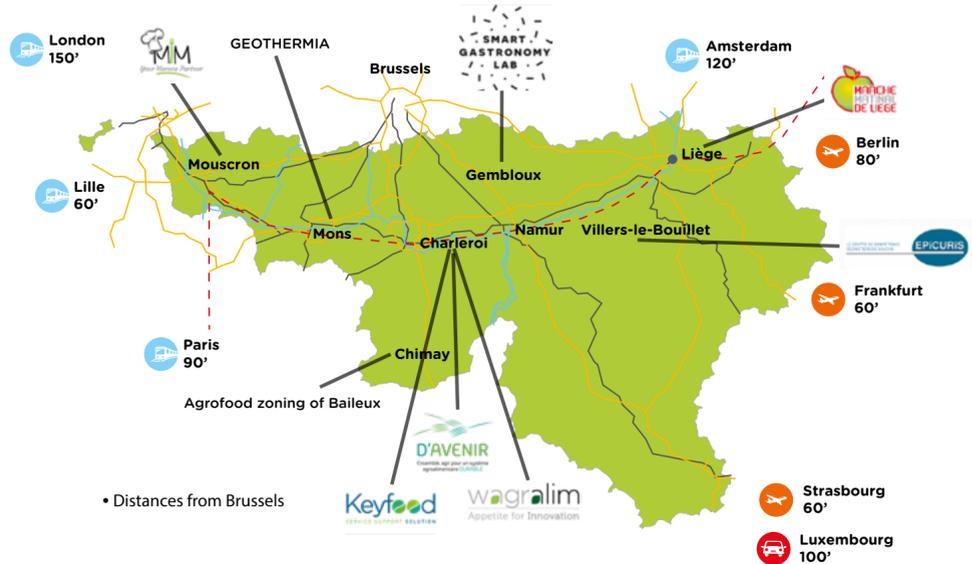


Agrofood in Wallonia



5 extra good reasons to invest in Wallonia

Located at the heart of economic Europe :



Favorable business environment :



R&D Culture :



Economy open to the world :

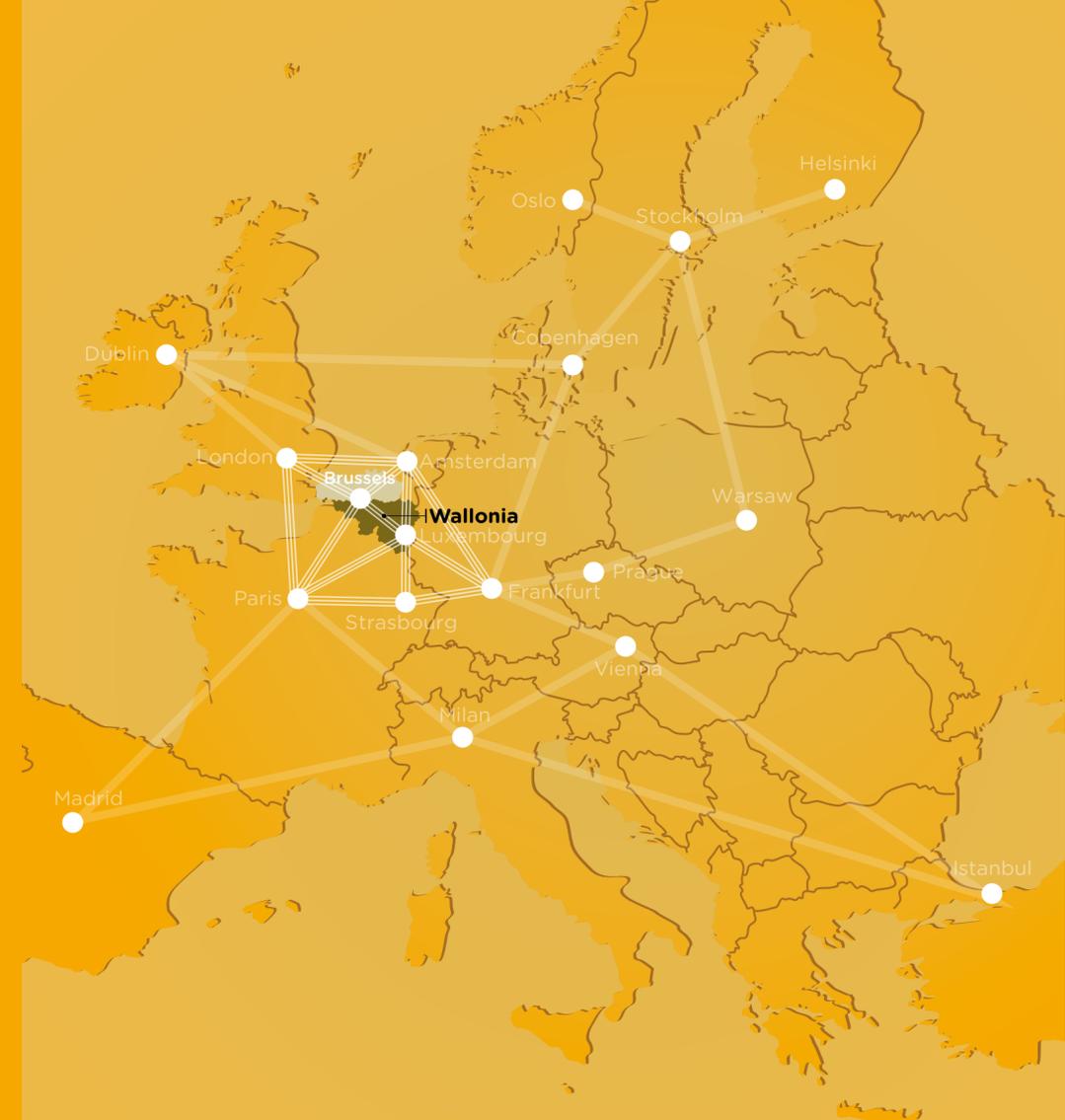


Quality of life :



INVEST IN WALLONIA
Namur Office Park
Avenue des Dessus de Lives, 6
B-5101 Loyers (Namur) - Belgium
Tel. : +32 81 33 28 50
www.investinwallonia.be

Feel inspired



AGROFOOD EXCELLENCE IN WALLONIA !

INSPIRED BY FOOD



Our 8 key assets

- Availability of land, logistics and manpower (qualified and multilingual).
- Availability of raw materials and PAI (intermediate products).
- Good knowledge of quality products. Culinary tradition.
- Dynamic and scientific environment.
- Knowhow and diversified technologies at your doorstep. Huge network of opportunities.
- Test market. Export facilities.
- Specific welcome structures.
- Regional support, investment aids, R&D subsidies.

Trendy segments :
Production of vegetable proteins / Health ingredients / Organic products / E- commerce for food / Dairy products / Quality meat

Wallonia Agrofood Industry in a nutshell

Knowhow and diversified technologies at your doorstep. Huge network of opportunities.



Your partners

Joint collaboration to ensure quality.

The locations

Specific Welcome Structures



Liège Market

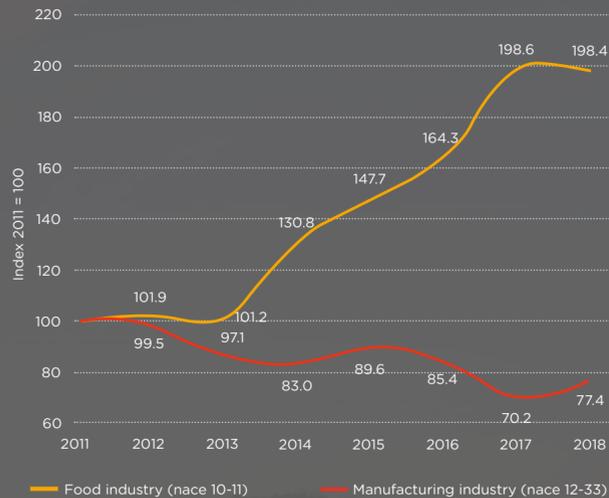
Geothermia in Mons

MIM in Mouscron

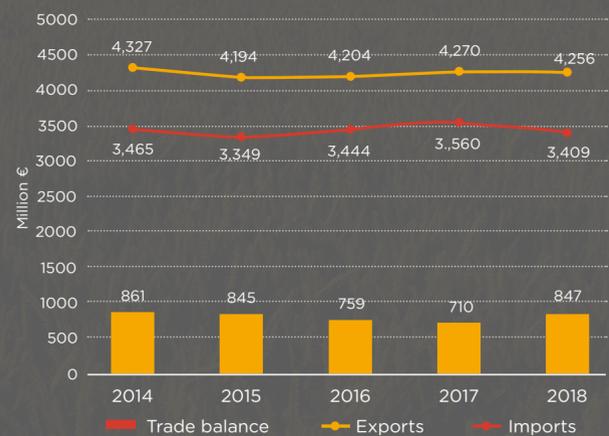
Agrofood zoning of Baileux (Chimay)

Railway port of Athus (Luxembourg)

Evolution of investments (Wallonia)



Evolution of foreign trade in food and beverages (Wallonia)



Growing in Wallonia



The Van den Broeke family (former owners of Lutosa) moved to Leuze-en-Hainaut in 1977 when they took over a bankrupt potato processing factory. Before the take-over, the family was storing and selling potatoes in the industrial zone of Tournai. Their choice to move to Wallonia, more specifically Western Hainaut, for their potato processing business, was driven by:

- being able to find employees in the region whose **qualifications** matched the needs of the business;
- being able to **obtain stocks** of potatoes - our raw material - in the region that are of the best possible **quality**;
- an excellent **location** for the business: near motorways and our main French, British and German clients, and also not far from the port of Antwerp for shipping overseas containers;
- the excellent **welcome** received from the town of Leuze-en-Hainaut, a town whose Latin name we have adopted as the brand name for marketing our products.

In the meantime, our company Lutosa was taken over by the Canadian McCain family in 2013 and celebrated its 40th anniversary in 2018.

The original selection criteria remain true to this day. Throughout its journey, our business has received valuable assistance from the Walloon public bodies, not only in terms of subsidies for major investments in our production workshops, which led to the hiring of around 200 people in three years, but also for export aid via AWEX, particularly through the missions it organises and our involvement in trade fairs abroad.

Today, the company counts 800 employees and 139 countries around the world enjoy excellent Belgian fries and potato specialities that come from our Leuze site.



Lieve Jans Marketing Director

They have also chosen Wallonia



Client benefits



Affordable solutions. Excellent Price / Quality ratio Premium return on investment



Keep your production in hand Total traceability and quality control IP security and tax advantages



Stimulating environment Other companies Service providers

Choose Wallonia and unlock new benefits!

Photo: Quannah-Zimmerman