



**Philippe LACHAPELLE PhD**

**Director of Business Development**

**RDA Contribution to the Attractiveness of their Regions:**

**The Example of Wallonia**

**Rzeszow**

**October 2, 2008**





## PRESENTATION OVERVIEW

- 1. Presentation of Wallonia in the context of the “Knowledge Economy”**
- 2. 2007 FDI figures**
- 3. Innovation at Work: the Wallonia – Texas connection**



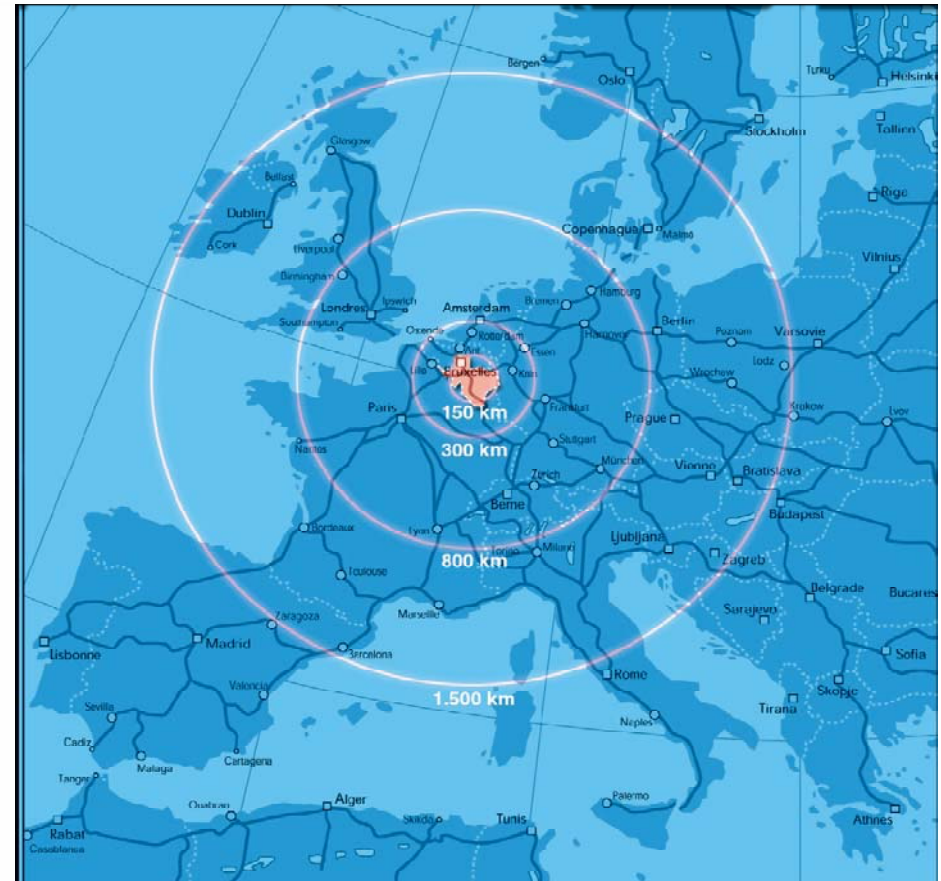


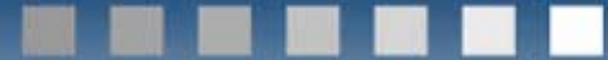
# Presentation of Wallonia in the context of the “Knowledge Economy”



# LOCATION: A LAND OF GROWTH

- **17.000 km<sup>2</sup> (52% Belgium land masse)**
- **3.4 millions Inhabitants(32% total Belgian population)**
- **One of the 3 Regions of Federal Belgium**





# FLUIDITY OF COMMUNICATIONS

- 65% OF THE EUROPEAN MARKET IN A FEW HOURS
  - Paris, London, Amsterdam and Frankfurt : 300 km from Wallonia. 400 million consumers in a day.
  - 3 international airports: Brussels, Liège and Charleroi
  - A railway network of 3.544 km, the densest in the world per capita. Fast trains network
  - 900 km of motorways interconnected to the European network.



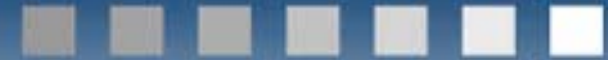


Picture retrieved from <http://www.english.ttu.edu/>

“A nation which depends upon others for its new basic scientific knowledge will be slow in the industrial progress and weak in its competitive position in world trade”

Science, the endless frontier – Vannevar Bush 1945





# THE CHALLENGE OF INNOVATION (1)

Innovation is important for Economic Growth. 90 % in the 21st Century (compared to 50% after World War Two)

Wallonia is on the Knowledge Economy Axis

Innovation requires a complex “dynamics” between three actors:

Government, Industry and Knowledge Centers

Innovations is based on knowledge creation, diffusion and exploitation





# THE CHALLENGE OF INNOVATION (2)

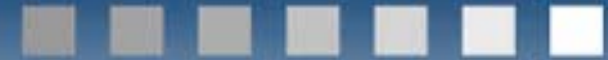
FASTER, and FASTER and FASTER

It requires wider collaboration across disciplines and specialities (multidisciplinary)

The concept of Intellectual Property is being reexamined in the light of these collaborative demands

It requires a wider collaboration of Regions around the Globe





# WORK ENVIRONMENT FAVORABLE TO ENTREPRENEURSHIP

- 130 fully equipped Business parks, 5000 companies and 150 000 jobs.
- Six major Science Parks (600 ha) connected to 7 R&D Centers and laboratories, 4 incubators and 9 University Centers
- 206 industrial zones totally equipped and connected to R&D centers. The availability of land at attractive prices characterizes these zones.





# INNOVATION IS CREATED BY PEOPLE

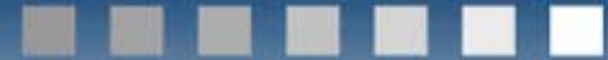
- 300 public and private R&D Centers and more than 11 000 researchers
- 9 University Centers widely open to the world and close to 200 spin-offs created
- 480 million Euros R&D expenditure in our Universities annually with a total student population of 85000.





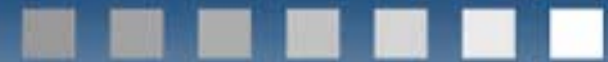
# 2007 FDI Figures





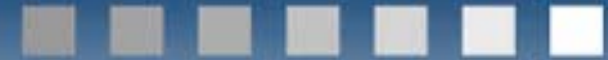
- 58 files
- 1966 jobs created
  - 1711 Greenfield (new activity)
  - 255 Extension
- 439 millions euros invested
  - 204 Greenfield
  - 235 Extension
- 1 job out of 4 linked to a foreign company
- 1 company out of 5 is foreign owned





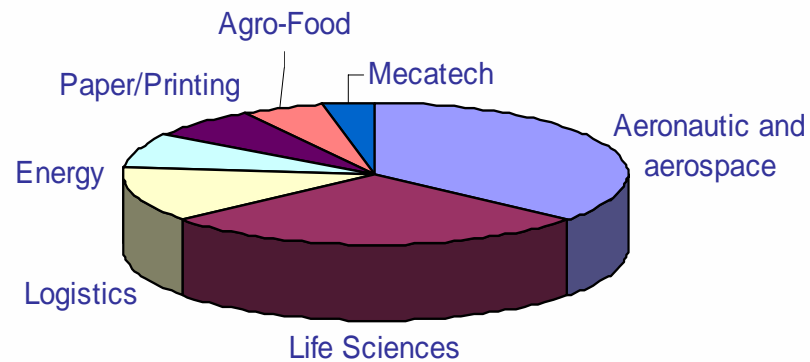
<u>Companies</u>	<u>Sector</u>	<u>Country</u>	<u>Investments (million euro)</u>	<u>Job created</u>
Eco Marché	Logistics	France	8	50
Baxter	Life Sciences	United States	45	50
Carlson Wagonlits	Tourism	United States	<1	150
Ineos	Chemicals	United Kingdom	80	75
Chemviron	Chemicals	United States	30	15
Ziegler Group	Logistics	Germany	6	50
ORG Informatics	Aerospace	India	9	38
Mondi Packaging	Paper	Austria	20	15
Pennel & Flipo	Chemicals	France	13	128
Ecofrost	Agro-Food	Flanders	10	11
Fedex Hq	Logistics	United States	85	780
Pratt & Whitney	Aerospace	United States	<1	120



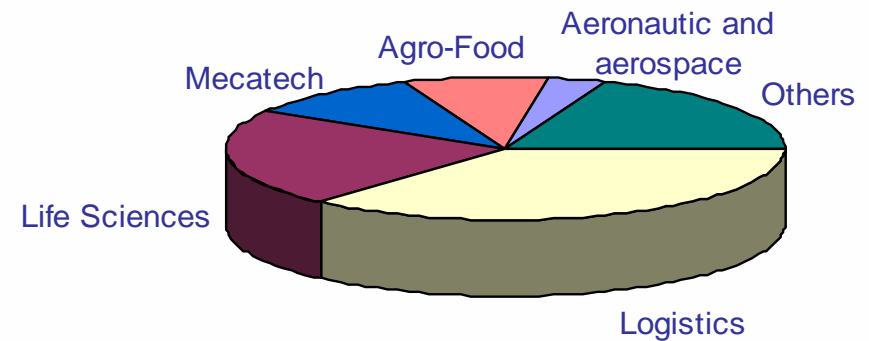


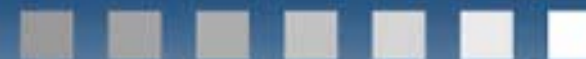
# Sectors of FDI in Wallonia between 2000 and 2007

Sectors of FDI investments (2000-2007)



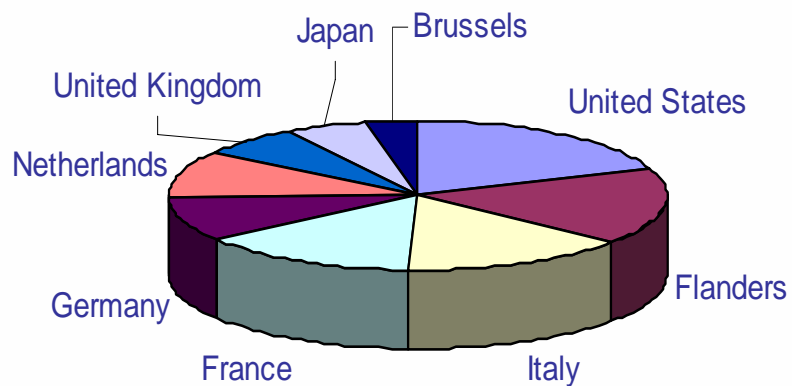
Employment generated per sector



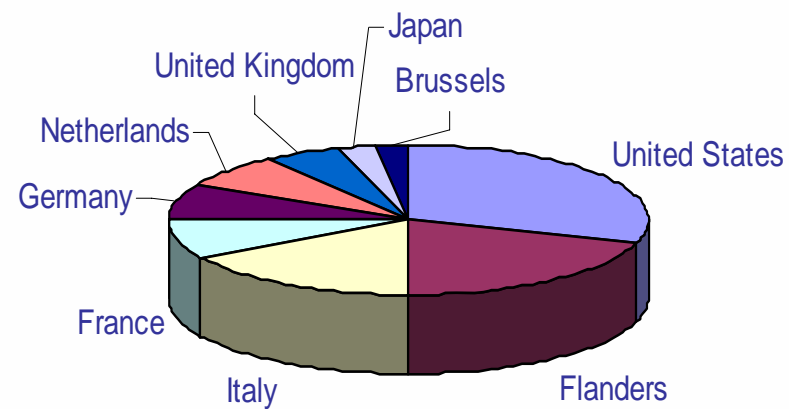


## Countries of origin of FDI in Wallonia

FDI investments by country of origin (2000-2007)



Employment creation by country of origin of FDI





## Files in the Portfolio and Success Stories

Year	Files in the portfolio				Success stories	Employment generated	Amount invested (euro)
	Europe	North America	Asia	Total			
2000	82	33	15	130	31	1.182	215.656.507
2001	66	28	16	110	36	1.311	203.346.855
2002	51	23	10	84	33	627	118.722.056
2003	54	12	11	77	37	663	240.564.706
2004	69	36	5	110	36	1.242	259.340.384
2005	78	16	5	99	43	892	212.234.071
2006	99	21	17	137	51	1.492	1.010.776.705
2007	110	39	13	167	58	1.907	412.836.053
Total	609	208	92	909	325	9.316	2.673.477.337





# **Innovation at Work: the Wallonia – Texas connection**





## Research Resources at the Texas A&M System

- **Breadth and depth of resources:**
  - One of the top tier research institutions in the United States
  - 9 Universities -- 105,000 students -- 25,000 employees
  - More than 620 million dollars (US) in annual research expenditures
  - More than 2.5 million square feet of research space
  - Largest library of Knockout Mouse Clones in the world at TIGM
- **Deep intellectual capital across many disciplines:**
  - Physical sciences
  - Engineering (the largest in the US)
  - Life sciences
  - Agriculture (the largest in the US)



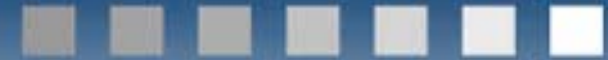


# Texas A&M Office of Technology Commercialisation

The Office of Technology Commercialisation has:

- processed more than 2,400 inventions created by A&M System faculty and staff
- filed more than 2,700 patent applications
- closed more than 1,700 license agreements and MTAs that generate royalty revenues exceeding US\$60 million (in 10 years)
- Started three companies in the past 12 months with three more in the pipeline, and generated over US\$80 million in new revenue in the past 15 months





# The Transatlantic Pursuit of Regional Knowledge-based Competitiveness

## VISION

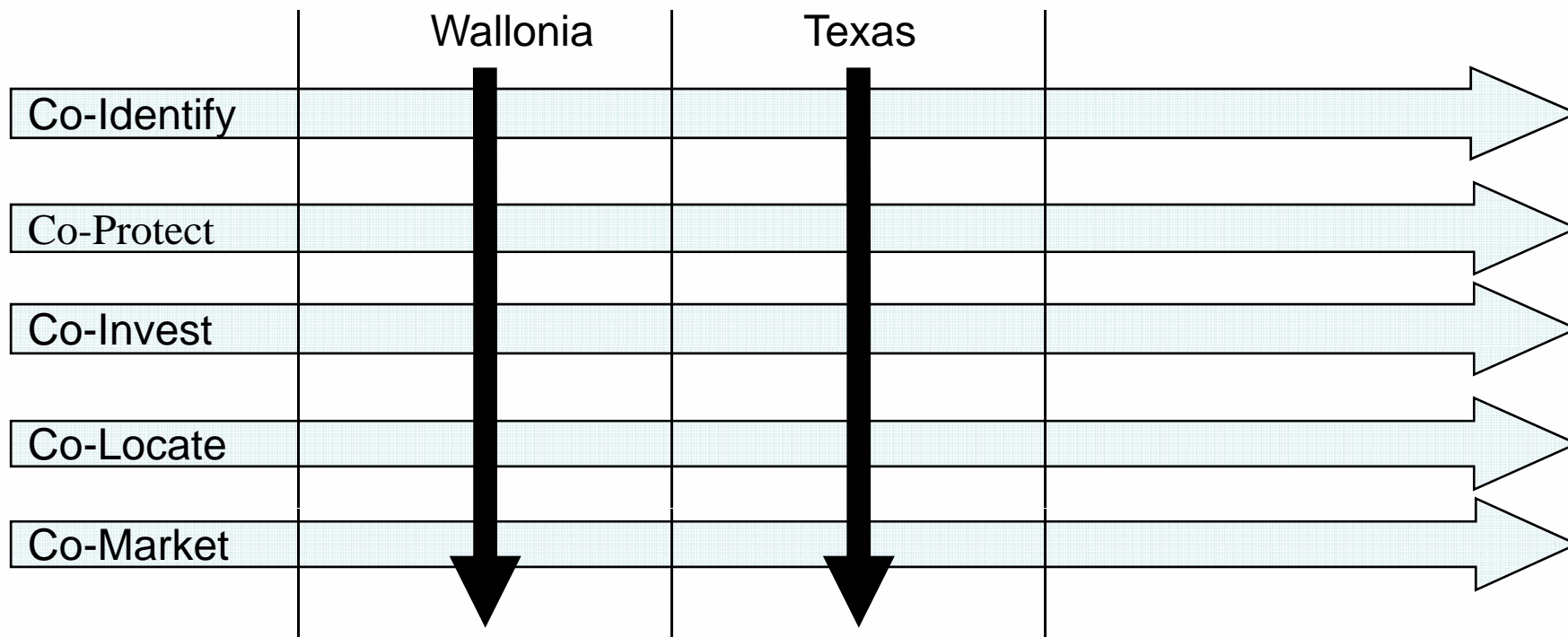
- Build global companies from start-up by leveraging a network of networks built by technology commercialization partners around the world.
- 5 Key-words for creating a joint-enterprise: Co-Identify, Co-protect, Co-invest, Co-locate, Co-market

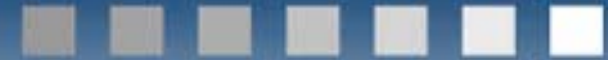




# The Model

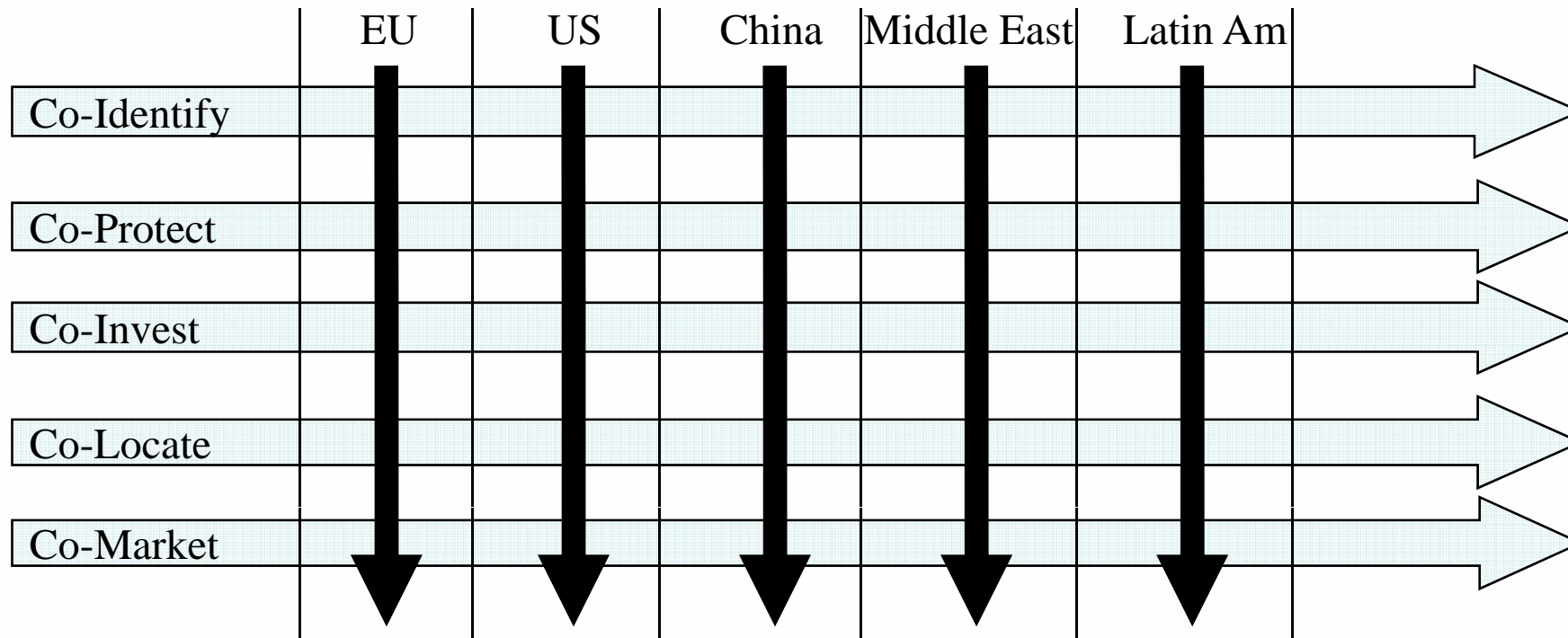
## Start with two locations





# The Model

## Spread the wealth





# CONTACT

**Philippe LACHAPELLE**

**Director of Business Development**

**WALLONIA EXPORT AND FOREIGN INVESTMENT  
AGENCY (AWEX)**

**Boulevard Baudouin 12  
Brussels**

**Phone: 32(0)2-421.86.79 ♦ Fax: 32(0)2-421.87.27**

**E-mail: [p.lachapelle@awex.be](mailto:p.lachapelle@awex.be)**

**Web Site: [www.walloniatech.org](http://www.walloniatech.org)**





**Thank you for your  
attention!!!**

