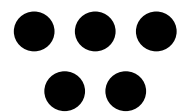




BELGIUM-WALLONIA

BEAUTYWORLD MIDDLE EAST 2021

**Dubai International Convention and
Exhibition Centre
5-7 October 2021
SHEIKH SAEED Hall 3**

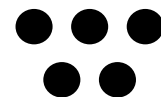


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**EXPORT
INVESTMENT**

BELGIUM - WALLONIA
AT
BEAUTYWORLD MIDDLE EAST 2021

Dubai International Convention and Exhibition Centre
5-7 October 2021
SHEIKH SAEED Hall 3



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EXPORT
INVESTMENT

BELGIUM

Belgium is a highly developed and sophisticated trading country located in the heart of Europe. Independent since 1830, **Belgium** is a constitutional, hereditary monarchy.

Today, Belgium is a true federal state, reorganised in three regions (**Flanders, Wallonia and the Brussels Capital Region**) and three communities (a French-, Dutch- and German-speaking community), each of them with their own legislative and executive power.

Dutch and French are the two main national languages. In addition, 1% of the Belgian population is German-speaking. Many people also speak English.

This multilingual make-up of the country makes Belgians the perfect trade partners for businessmen from all over the world.

At the crossroad of several cultures, Belgium is ideally located in the centre of Europe and offers an extraordinarily well-developed infrastructure. Its communication network is second to none, offering rapid and efficient transport by air, sea, road and rail.



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BE NATURE AND BIO BRAND CERNUNNOS

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Delegates:
Mrs VAN MEER Caroline, CEO,
cvanmeer@cernunnos.com
Mathilde Delnatte, Community Manager,
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Sector : Cosmétique : skincare

Activity :

The CERNUNNOS brand draws on the strength of plants, flowers and fruits. Cernunnos care products find their inspiration in forests, fields, orchards and with respect for the environment. Each product in the range is unique. COSMOS ORGANIQUE certifications, the desire for ecological packaging (boxes and recyclable glasses) and the vegan “cruelty free” label, are the guarantees of the values of the Mark. The minimalist ribbon is also recycled and recyclable to recall this rebirth perpetual deer antlers and our cells.

Our face care range consists of 7 products:

- a cleansing milk that preserves the natural balance of the skin
- a gentle exfoliant, with bamboo sap, to deeply cleanse the skin,
- a natural fruity serum, with Hyaluronic Acid, vitamin C and Aloe Vera
- a daytime beautifier, with rose, lily and immortal flower water
- a rich night cream,
- a care for the eyes, based on chamomile, blueberry, cucumber, green tea
- a pink clay mask to deeply hydrate and leave a soft sensation of well-being



DEUTARIUM

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Delegates:
Mrs Charlotte Langhendries,
charlotte.langhendries@gmail.com
Mr Oliver Daun, oliver@daun.be

Sector: Cosmeceutical

Activity: Development and Manufacturing of high quality/luxury cosmetics

DEUTARIUM products are composed of natural origin active ingredients (BIO) with multiple effects for skin care.

Rejuvenating, Clarifying and Depigmenting, Detoxifying and hydrating products.

8 serums (face) and 2 oils (face and body) have been created to magnify the skin.

Each ingredient has been carefully selected based on their complementary activity to create a unique beauty cocktail.

The line of products may be used on all types of skin, from adolescence to old age, on both light and dark skin tones (Caucasian, African and Asian skins).

Our customers are Dermatologists, Luxury Beauty shops but also our “Ambassadrices”, the women who used our products and love to share it with their friends.

There is NO preservative, NO artificial coloring agent, NO silicone, NO sulfate, NO artificial perfumes.

The serums have a natural sun damage protection. Sun exposition is not contra-indicated after the application of the serums.



DYNAMIC RESEARCH INTERNATIONAL

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Delegates:

Mr LEFEBVRE Jean-Sebastien,
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Mr LEFEBVRE GUY, CEO, jsl@infodri.be
Sonia Hubloux: Sonia@infodri.be

Sector: Aesthetic Medical

Activity: Manufacturer of a Very New DEVICE patented for Slimming and Removing wrinkle and Scars

Thanks to a panel of experts, DRI has developed revolutionary devices that allow your patients to slim down quickly, but also help slow down premature skin ageing in an exceptional way by a Photonic Therapy with the DIAPHOTONY PROCESS.

This process is now use by the beauty parlors but also by surgical doctors, by clinic for burns and scars, by physiotherapist in the high-level field of sport.

The DRI group, which has been present throughout the world for 10 years, develops and markets professional equipment using cutting-edge techniques to give exceptional results in slimming and anti-ageing.

COVID19: Dynamic Research International offers also high-performance and safe decontamination units UVC for shops, hospitals, homes, sports halls or any other place that needs to be decontaminated quickly (truck, bus, warehouse, sports hall). These units simultaneously disinfect the air through which the radiation passes and, of course, the affected surfaces.



HAULIGA (LABORATOIRES)

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Delegate: Dr Terry LIDARSSI, CEO



Sector: Pharmacy & Para-pharmacy

Activity:

Hauliga® is a 100% Belgium company that produce natural based products with patented worldwide technology.

- With OTC anti loose hair and Anti grey hair.
- Revolutionary CBD encapsulated serum.

Natural teeth whitening kit peroxide free for OTC and dentists. Floradyle® is a revolutionary technology that will use a very special crystal calcium that reflects light. This liquid enamel will be fix to the teeth thanks to the luminous gutter that you connect to your smartphone. This is the future of the teeth whitening.

- Hauliga® - Revolutionary creams bio organic cream and serum range, whitening serum.
- Hauliga® Orthopedic material for neck and upper back position.
- Coloring dying black hair in 4 minutes, all in one formula.



LIBINVEST COSMETICS

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Website: www.libinvest.com

Delegates:
Thomas LIBERT, COO
Lubomir ZAHARIEV, Consultant
Jean-Michel LIBERT, CEO



Sector:

Activity:

Created in 1987 by Jean-Michel LIBERT, the Libinvest Company is investing with passion and professionalism in man and woman beauty capital. Located in Binche, the “designer & manufacturer” has been surrounded itself by an aware and dynamic team in order to develop responsible cosmetic products. The high quality of Libinvest products isn’t born purely by chance. The R&D Department is indeed creating and optimizing the best formulas to make professionals and end consumer’s satisfied..

Libinvest Cosmetics brands:

- Ophyto®: phyto energetic cares for face, body and scalp
- Ophyto® pH: plumping cares with glycolic acid
- 2B Bio Beauty®: anti-aging cosmeceutics
- 2B Bio Peeling: herbal peel 100% natural
- Minceur 2011®: detoxifying Body Wrap with essential oils

All formulas are created and manufactured in Libinvest Cosmetics head offices in Binche.

The products are certified at National, European and International level: CPNP, FDA, KFDA MHLW.

The production meets the ISO 22716 regulat



NADINE SALEMBIER DIFFUSION

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Gebrevetteerd Hofleverancier van België
Fournisseur Breveté de la Cour de Belgique
Hoflieferant des belgischen Königshauses
Belgian Royal Warrant Holder

Sector : Skincare for B2B and B2C

Activity :

Our professionalism and experience in the beauty salon industry have resulted in an extensive range of beauty products for professionals and for the public. They have been adapted to meet the needs of men and women from all over the world for personal aesthetics. Unctuous creams, liquid and light lotions, fruit masks, a panoply of natural products to respond to a multitude of needs.

Nadine Salembier products have been marketing since more 35 years and are also available under « private label », either in bulk or as finished products packed and wrapped under another brand name.



THE ESSENTIALS

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Instagram : [happyfrogstore](https://www.instagram.com/happyfrogstore)
Facebook : [happyfrogshop](https://www.facebook.com/happyfrogshop)

Delegate:
Mrs. BATTAILLE Laurence, Founder



Sector : Natural care and well-being products

Activity :

Based on an expertise of more than 25 years in phyto-aromatherapy, The Essentials offers under its brand name Happy Frog a range of natural wellness products such as care & massage oils, air sprays as well as organic syrups.

Happy Frog 100% natural products - all made in Belgium - are designed to help your body and mind stay in balance and maintain ecological harmony too. We use 100% natural ingredients - we guarantee no nasties -, we have never tested our products on animals, and we never will.

Through our use of natural, sustainable ingredients and fully recyclable packaging, we aim to contribute to individual well-being along with that of the wider environment.

We also give back to the planet and actively support the protection of nature by supporting projects that aim to restore biodiversity.



THE WALLONIA REGION OF BELGIUM

Wallonia is one of the three regions of federal Belgium. This region covers an area of approximately 17000 Km and its population is about 3.4 million inhabitants. As a federated entity, this French speaking region retains full control over a number of significant policy areas including the economic policy, the promotion of foreign investments, foreign trade, applied scientific research, new technologies, and so forth.

This lung of Belgium makes an ideal location for foreign investors. Indeed, Wallonia belongs to the European top 5 most attractive regions for foreign investors. For instance, the region's readiness for innovation, the quality of its research, and the flexibility of its multilingual and technically highly-qualified manpower are world-famous.

Moreover, at the gateway to Brussels, capital of the European Union, Wallonia has a strategic location. As a matter of fact, it is at the geographical heart of the European Union and at the crossroads of a very dense communication network. Consequently, the vast majority of the European market (i.e. 453 million consumers) is directly accessible within a radius of 500km, which is a tremendous advantage for foreign investors as well as for Wallonia's exporters.

Furthermore, Walloon companies are unreservedly open to the world; this is evidenced by the fact that export makes up 70% of sales. In 10 years, exports have seen an average annual growth close to 10 %, which is higher than the European average.

Chiefly, the genuine dynamism of the Walloon economy is due to the fact that 95% of its economic fabric is composed of small and medium-sized enterprises.

Among its numerous sectors of activity, Wallonia has put the emphasis on five so-called competitiveness hubs, namely: transport and logistics, aeronautics and space, agro-industry, mechanical engineering, and life sciences. The initiation of these competitiveness hubs is the bottom line of the new Walloon economic policy. The latter aims at developing a critical mass and a degree of excellence in prosperous sectors, so as to create a pattern of growth at the regional scale and to acquire an international reputation.

Besides, the cluster, which is a network composed primarily of companies, also represent an economic policy tool at the service of regional development. The Walloon Region favours fourteen clusters including among others ICTs, automotive, eco-building, transport and logistics.

Last but not least, Wallonia is proud of its openness to others, which makes it an extremely welcoming region enriched by its ethnic and linguistic diversity.

WALLONIA EXPORT & INVESTMENT AGENCY

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Website : www.awex.be

Mrs. Pascale DELCOMMINETTE
CEO



The Wallonia Export & Investment Agency (AWEX) is the institution in charge of the development and management of Wallonia's domestic and international economic relations.

Through a personalized, innovative, and sustainable approach, AWEX supports Walloon companies - regardless of their size, sector, or target market - in every step of their international endeavors. This includes exports, technological partnerships, and development abroad.

The agency's vast network of connections ensures the best advisors are always by your side. Our local anchors and agents abroad are capable of providing unparalleled insight to take your company to the next level. In addition, our connections will help establish your business in the global marketplace and promote it throughout the world. Training, incentives, and international financing are also available.

AWEX is also committed to strengthening Wallonia's position as the premier gateway for international investors seeking success in the heart of Europe. We work closely with them to inform, convince, and advise in every stage of their development.

Feel free to get in touch with one of our local or international agents via our websites listed above. In our network of more than 400 employees in nearly 100 countries around the world, there is always someone ready and willing to support you in your approach.

OFFICIAL DELEGATION

FOR THE AWEX

Anja HEINEN

Trade Commissioner for the Wallonia and Brussels Regions

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Belgian Trade Center
World Trade Center # 14
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Please fill in the form below and fax it to our office in Dubai (Fax.: 04.332.32.01.-04.331.18.22.). Our Mail addresses are: awexuae@emirates.net.ae and/or dubai@fitagency.com

- ☐ **BE NATURE AND BIO**
- ☐ **DEUTARIUM**
- ☐ **DYNAMIC RESEARCH INTERNATIONAL**
- ☐ **HAULIGA**
- ☐ **LIBINVEST**
- ☐ **NADINE SALEMBIER DIFFUSION**
- ☐ **THE ESSENTIALS**

YOUR REFERENCES :

NAME OF COMPANY :

CONTACT NAME :

TITLE :

ADDRESS :

TEL. :

FAX. :

E-MAIL :

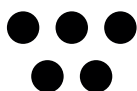
BUSINESS ACTIVITY :

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EXPORT
INVESTMENT

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Feel inspired

