



## Belgian News - June 2014 - Number 8

*Newsletter of the Embassy of Belgium in New Delhi,  
the Consulate General of Belgium in Mumbai and  
the Consulate General of Belgium in Chennai*

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## HIGHLIGHTS

### **A personal message of Ambassador Vaesen, upon completing his assignment in India**

Dear readers of our newsletter,

The time has come for my wife and for me to bid farewell to our compatriots and to all our Indian friends, after three most challenging and exciting years in Delhi.

During these three years, many things happened in India and in our bilateral relations. As far as the situation in India is concerned, we have witnessed a certain slowing down of the economy which raised interesting debates about the need for more structural reforms in the country. We all know that India has a huge potential but the challenge for all the political and economic actors is to make the best of it.

The recent parliamentary elections have also brought a very important political change but above all, it has illustrated once again the strength of the Indian democracy.

Our trade relations remain intense: Belgium is among the top three European partners of India, and events like europalia.india, with a state visit of the Indian President to Brussels in October last year, and the Belgian Economic Mission to India headed by H.R.H Princess Astrid in November, have again stressed the high quality of this relationship. 2014 is also an interesting year, with the

commemoration of the outbreak of the First World War. We will remember and pay tribute to the numerous Indian soldiers who fought on our front and, for 7,000 of them, are buried in Belgium.

So, yes, we enjoy a very strong relationship, but let us not be complacent. We can do more and much better. There are so many sectors where we can develop further our economic, scientific and academic exchanges. I also wish more interest would be granted to the promotion of tourism, which, besides its economic implications, can significantly contribute to the “human touch” in our relations.

I cannot leave India without thanking all my colleagues, at the Embassy in Delhi, and in our Consulates General in Mumbai and Chennai, for all the support granted to our work. My departure from India also means the end of my career since I am now retiring. For sure, we will keep some very vivid memories from this last assignment!

We wish all the readers the best in their personal life and their professional endeavours.

Pierre Vaesen

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#### **Distinction of “The Officer of the Order of the Crown” bestowed upon Mr. Rajiv Dhawan**



Mr. Rajiv Dhawan and Ambassador Pierre Vaesen.

Mr. Rajiv Dhawan, Director of Magotteaux Industries in India, and president of the Belgian Luxembourg Business Association, has spent 5 years in Belgium along with his family while employed with Titagarh Delloye SA as Director-Delegue from 1994 to 1999. He then moved back to India as Director of Magotteaux India to develop their Indian Operations. As such, he played a key role in promoting Belgium’s image in India, and received the well-deserved distinction of Officer of the Order of the Crown on February 20<sup>th</sup>, by Ambassador Pierre Vaesen. Congratulations!

More info:

<http://blbanewdelhi.org/2014/03/distinction-of-officer-of-the-order-of-the-crown-to-rajiv-dhawan/>

## Mrs. Madeleine de Blic was awarded the decoration of the Order of Leopold in Pondicherry



Madeleine de Blic founded the « Volontariat » in 1962: for more than fifty years this association has been synonymous with generosity in Puduchery. The Volontariat aims at helping anyone in dire straits: babies, children, persons of old age, gypsies, ill people... This non-for-profit association does not differentiate between castes, religions or politics. Mrs de Blic's philosophy is to let the door open to anyone who needs help.

Born in Liège, Mrs. de Blic received on February 28 the distinction of the Order of Leopold in Puduchery. A well-deserved recognition!

More info:

<http://www.volontariat-inde.org/>

## BELGIAN DIPLOMATIC NETWORK IN INDIA

### The Consulate General of Belgium in Chennai is now open for the public

As announced in the previous edition of *Belgian News*, Belgium now has a third diplomatic posting in India: the Consulate General of Belgium in Chennai. Headed by Mr. Bart De Groof, it was officially opened by Her Royal Highness Princess Astrid of Belgium and our Deputy Prime Minister, Didier Reynders, on November 28, as a testimony to Belgium's interest in deepening its ties with India. Since March 17 it has been officially open to the public!

More info:

[http://countries.diplomatie.belgium.be/en/india/embassy\\_and\\_consulates/consulate\\_generale\\_chennai/](http://countries.diplomatie.belgium.be/en/india/embassy_and_consulates/consulate_generale_chennai/)

## **Visit of FOREM-interns at the Consulate General of Belgium in Mumbai**



FOREM, the Walloon employment agency, offers an internship program focusing on BRIC countries for young graduates. They stay for 3 to 4 months at a company or NGO with the aim of exploring the local business dynamics, culture and learning a foreign language. Several groups of interns have already come to Mumbai and Pune in this framework. On April 17<sup>th</sup> the Consulate General in Mumbai invited the current batch of 14 Belgian interns over for a visit. After presenting the activities of the Consulate General and the trade commissioners, the visit concluded with a nice pizza dinner next door!

More info (in French):

<https://www.leforem.be/particuliers/etranger/stages/entreprises/bresil-russie-inde-chine.html>

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### **New Trade Commissioners in Mumbai**

AWEX trade commissioner Mr. Jean-Guy Schattens recently left his posting in Mumbai for a well-deserved retirement. Starting from June he will be replaced by Mrs. Emmanuelle Timmermans. Before joining AWEX – the Walloon Trade Agency – in April 2014, Emmanuelle has had a solid experience in the private sector, in multinationals like Philips Lighting and GSK, for which she managed projects in Brazil, Thailand and Indonesia.

Also Mr. Tom Vermeulen, FIT trade commissioner, has left Mumbai. He will be replaced in July by Mr. Jurgen Maerschand. Jurgen is coming from Berlin, Germany, where he also worked as a trade commissioner for *Flanders Investment and Trade* (FIT).

We heartily thank Jean-Guy and Tom for their excellent work in Mumbai the past six years and wish them all the best. We welcome both Emmanuelle and Jurgen to Mumbai and look forward to working together!



Emmanuelle Timmermans



Jurgen Maerschand

## BUSINESS NEWS

### *Visit of Ambassador Vaesen to Mumbai and Pune*

Ambassador Pierre Vaesen (re)visited some of India's major cities, before retiring in May. He was in Mumbai on February 14<sup>th</sup>, interacting with the diamond sector (appropriately on Valentine's Day) and the Indo-Belgian-Luxembourg Chamber of Commerce & Industry. That evening he participated to the closing reception for the exhibition 'Flemish Masterpieces from Antwerp', which was held in Mumbai from 28 November till 9 February.

From March 5 till 8 the Ambassador visited Pune, known as a major and booming industrial and academic hub. He was accompanied by Consul General Karl Van den Bossche, Consul Eduard van Kleunen and AWEX trade commissioner Jean-Guy Schattens from Mumbai and the advisor for economic diplomacy Sven De Wachter, long time resident of Pune. Several visits of Belgian companies were programmed, such as AF Compressors, Bekaert, Forbes Vyncke and Dätwyler. It was also the occasion to meet with the local Belgian community, Chamber of Commerce MCCIA, and participate in a successful AWEX investment seminar.



Visit of the Dätwyler plant

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### **FIT Belgium – Export days 16 to 25 June 2014**

*Flanders Investment and Trade* Brussels will be organizing, an interaction between the Flemish companies and the Flemish Region Representatives stationed in India, from **16 to 25 June 2014 in Brussels and Mechelen**. The aim of this event is to give an update on business prospects in the Indian sub-continent.

More info:

<http://www.flandersinvestmentandtrade.com>

## Univeg Group and Mahindra set up a joint-venture focused on fresh fruits supply



Indian Auto major *Mahindra's* agriculture business unit *Mahindra Shubh Labh Services* (Mumbai), formed a 60:40 joint-venture with Belgium-based fresh produce firm, *Univeg Group*, to offer high quality fruits in the domestic as well as global markets. The Indian Company will invest 300 million INR and the Belgian Company 200 million INR. The pact aims at increasing productivity, improving price realization and setting up high quality supply chain for fresh produce.

Mr. Pawan Goenka, Executive Director and President of *Mahindra & Mahindra (Automotive and Farm Equipment Sectors)*, provided the information related to this joint-venture to reporters in Mumbai. He also indicated that "Mahindra & Mahindra considers this association to be having the right mix of market presence and farmer connect". Mr. Hein Deprez, Chairman of *Univeg Group* said that *Mahindra & Mahindra's* reach, together with its proven technical expertise across six continents and 32 distribution centres in Europe will be beneficial to all stakeholders.

The joint-venture will sell fruits under the "Saboro" brand, which was launched in November 2013. It is eyeing *Rs. 50 to Rs. 75 crore revenue* within 3 to 5 years and will enable both companies to leverage each other's strengths and further improve the fresh produce supply chain, thereby providing a win-win for farmers and end-consumers alike. These branded select key fruits will be sold domestically and internationally.

### More info:

- [www.univeg.com](http://www.univeg.com)
  - [http://www.univeg.com/en/media/press\\_releases/univeg\\_and\\_mahindra\\_shubhlabh\\_services\\_enter\\_into\\_joint\\_venture/](http://www.univeg.com/en/media/press_releases/univeg_and_mahindra_shubhlabh_services_enter_into_joint_venture/)
  - <http://www.mahindra.com/News/Press-Releases/1397539853>.
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## **Belgian companies finding their way to India...**

We are happy to see that India remains an attractive destination for Belgian companies. Besides Belgian freshness specialist *Univeg* starting a joint venture with *Mahindra* (see previous article) to offer quality fruits to the Indian market, 50 new stores of *Le Chocolatier* will spread Belgian chocolates in India. Regarding chemicals Belgian freight forwarder Ahlers is expanding its presence in India through a tie-up with *Adani*. And in the pharmaceutical sector *Janssen Pharmaceuticals* is tying up with Jubilant Biosys. Finally, engineering group *Dedecker* created a representation in Pune. Good job!

Also existing investments are doing well. Belgian bakery and chocolate manufacturer *Puratos* plans to invest Rs. 50 crore in the next three years to build two new innovation centers and manufacturing locations in the country. It currently has a manufacturing and R&D centre in Navi Mumbai.

More info:

Univeg-Mahindra:

[http://www.univeg.com/en/media/press\\_releases/univeg\\_and\\_mahindra\\_shubhlabh\\_services\\_enter\\_into\\_joint\\_venture/](http://www.univeg.com/en/media/press_releases/univeg_and_mahindra_shubhlabh_services_enter_into_joint_venture/)

Le Chocolatier: <http://t.co/nFDFXhGExp>

Ahlers-Adani: <http://www.thehindubusinessline.com/companies/ahlers-to-expand-chemicals-storage-biz-in-india/article5729945.ece>

Janssen-Jubilant: <http://t.co/X0MIJLXWW5>

Dedecker: [www.dedecker.com](http://www.dedecker.com), [abhay.dedecker@gmail.com](mailto:abhay.dedecker@gmail.com)

Puratos: [http://articles.economictimes.indiatimes.com/2014-02-20/news/47527098\\_1\\_50-crore-manufacturing-monginis](http://articles.economictimes.indiatimes.com/2014-02-20/news/47527098_1_50-crore-manufacturing-monginis)



## **...And the other way around**

Indian companies are looking at Belgium as well. Chennai-based technology company *Aspire* has acquired *Allied Development*, a Belgian IT offshoring company with a sizeable presence in India. IT service provider *Tech Mahindra* opened a delivery centre in Antwerp, its second office after Brussels. It will house 120 employees. Not only good news though. *RSB Transmissions*, Belgian daughter of Pune-based engineering company *RSB*, unfortunately had to close down.

More info:

Aspire: <http://www.thehindubusinessline.com/features/smartbuy/chennais-aspire-systems-buys-applied-development-of-belgium/article5923006.ece>

Tech Mahindra: [http://articles.economictimes.indiatimes.com/2014-04-08/news/48971115\\_1\\_delivery-centre-development-centre-antwerp](http://articles.economictimes.indiatimes.com/2014-04-08/news/48971115_1_delivery-centre-development-centre-antwerp)

## Materialise NV, 3001 Leuven – 13 & 14 February 2014



Materialise is a pioneer in innovative 3D-printing applications for the medical sector

Materialise NV essentially focuses on software solutions for industrial and medical segments. It is a leader in Additive Manufacturing (also known as 3D Printing) and its aim is a better and healthier world. Its system helps in the production of material for hip joint, knee joint and other body joint replacement, tracheal splint to ease breathing process, etc. Most of the leading Indian names have become clients of *Materialise NV* – some examples are: *Indian Institute of Technology (IITs)*, Medical Device manufacturers, automotive component producers, jewellery manufacturers, etc. Its 3-D printing technology has proven most beneficial for the medical sector around the world.

The product was launched in New Delhi on 13 February 2014 at the *Radisson Blu Hotel* in Dwarka by Mr. Antoine Evrard, Deputy Head of Mission at the Embassy of Belgium in New Delhi, and Mr. Wim Michiels, Executive Vice President *Materialise* and CEO – *Materialise Malaysia*.

More info : [www.materialise.be](http://www.materialise.be)

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### **Visit of Consul General Van den Bossche to Gujarat and Goa**

Karl Van den Bossche, Consul General in Mumbai, has also been travelling. Accompanied by Consul Eduard van Kleunen and FIT trade commissioner Tom Vermeulen he went to Gujarat from February 24 till 26. In Surat, the world's hub of diamond cutting and polishing, they had extensive contacts with the diamond community. Also the *Port of Hazira* and the *Essar Steel* plant were visited. The trip concluded with several business contacts in Ahmedabad.

From March 24 till 26 it was time for Goa, for a business trip (let us be clear). The Consul General, together with the trade commissioners of FIT and AWEX, Tom Vermeulen and Jean-Guy Schattens, visited two major companies investing in Belgium: *Cipla* (pharmaceuticals) and *Binani* (glass fiber). On a political level the team met with Goa Chief Minister Manohar Parrikar.



Meeting with Goa Chief Minister Parrikar

## CULTURAL NEWS

Belgian author François Emmanuel participated in the “Soirée littéraire 2014”



Discussing “Les Murmurantes”, F. Emmanuel’s book that takes place in Goa

Set up in 2013 by the Swiss Cultural Institute, in close collaboration with the Embassies of Belgium, France and Switzerland and the High Commission of Canada, the “Soirée littéraire” aims at bringing literature from francophone authors to India. This year this literary event went to Pondicherry, New Delhi and Chandigarh. The participating authors were Pascale Kramer from Switzerland, Hedi Kakoun from France, Kim Thúy from Canada and François Emmanuel from Belgium, whose journey was sponsored by *Wallonie-Bruxelles International*.

Mr. Emmanuel read out excerpts from his books “Les Murmurantes”, which takes place in Goa, India, and “Invitation au Voyage”, which is also available in English. The public was spellbound!

More info:

<http://www.francoisemmanuel.be/InvitationEng.pdf>

<http://www.francoisemmanuel.be>

### ***Music from the Low Countries***

It has not only been about company visits and investment meetings the last months. On 12 and 13 February Karl Van den Bossche, Consul General in Mumbai, together with his Dutch colleague, Geoffrey van Leeuwen, organised two exclusive piano concerts by Helena Basilova, titled '*Music from the Low Countries*'. Helena Basilova is a talented Dutch pianist of Russian origin having had part of her training in Belgium. One evening she performed for the Belgian and Dutch community, the other for some selected business contacts. At both evenings the public was exalted by her magical performances of Haydn, Janacek, Rachmaninov and Prokofiev!

More info:

[www.helenabasilova.com](http://www.helenabasilova.com)



A picture of the artist

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## The Belgian presence at the “Semaine de la Francophonie 2014” sparked interest among Delhiites to study in Belgium



Belgium: football, comic strips, diamonds, craft beers, chocolates... and quality studies!

On March 29, the Embassy of Belgium in Delhi set up a stand at the *Alliance française de Delhi*, in the framework of this year's *Semaine de la Francophonie*. Members of the Embassy of Belgium were present to answer numerous questions sparked by... a free chocolate tasting! While tourism and beer culture were popular subjects, the most sought after information regarded studying in Belgium: Belgian universities offer top-notch Business MBAs in English as well as a varied portfolio of quality academic studies.

More info:

<http://www.studyinbelgium.be>

<http://www.studyinlanders.be>

<http://www.topstudybelgium.be>

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## The Belgian Beer House

*MOB (Mad About Beer)*, based in Hyderabad, is India's first Belgian beerhouse and the only place in this huge country where you can taste so many different Belgian beers. On the menu is a curated collection of 16 craft beers, sourced from Belgium, of which there are four tap beers. There is a rare-edition Trappist monastery beer, besides some branded beer bottles, and for fence-sitters, some fruit beer too all served in its customized glass.

The ambiance is modern and minimalist and it is surprising how you feel as if you were in Belgium itself. Go and have a look if you can: the address is Level 2 Aryans, Road No 92, Jubilee Hills.

The young Indian promoters are planning to set up other concept beer-houses in Mumbai, Pune, Bangalore and Chennai in the near future. We are all looking forward to it.

More info: <http://timescity.com/hyderabad/jubilee-hills/bar-mob/110224>



## CONSULAR NEWS

Your new eID – Belgium’s electronic identity card – will now be valid for 10 years!



eID, Belgium’s innovative electronic identity card

Belgium has been at the forefront of the electronic identity card. Thanks to its built-in chip, the Belgian eID allows its owners to sign off their taxes, etc. As from now, all newly issued eIDs will be valid for 10 years, instead of five for the general public, whereas eIDs delivered to children between 12 and 18 years of age will be valid for 6 years.

More info:

[http://eid.belgium.be/en/find\\_out\\_more\\_about\\_the\\_eid/the\\_electronic\\_identity\\_documents/the\\_eid/](http://eid.belgium.be/en/find_out_more_about_the_eid/the_electronic_identity_documents/the_eid/)

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