



**Program of the Belgian Economic Mission to the United States of America
presided by HRH Princess Astrid of Belgium, Representative of His Majesty the King**

HE SOPHIE WILMÈS, Deputy Prime Minister and Minister of Foreign Affairs, European Affairs & Foreign Trade

HE JAN JAMBON, Minister-President of the Government of Flanders and Flemish Minister for Foreign Affairs, Culture, Digitization and Facility Management

HE WILLY BORSUS, Vice-President of the Walloon Government, Minister of Economy, Foreign Trade, Research and Innovation, New Technologies, Agriculture and Urban and Spatial Planning

HE PASCAL SMET, State Secretary of the Brussels-Capital Region, responsible for Urbanism and Heritage, European and International Relations, Foreign Trade, Firefighting and Emergency Medical Assistance

PLEASE NOTE - This is a provisional program, all activities are still subject to change. Some events are by invitation only.

BRUSSELS - ATLANTA – Saturday, 2 October 2021

	Activity	Venue	Remarks
TBC from 7:30	Check-in at Brussels National Airport (BRU) at row TBC		
10:10 – 12:15	Flight UA 998 from Brussels National Airport (BRU) to Newark Liberty International Airport (EWR)		
14:30 – 17:01	Flight UA 1868 from Newark Liberty International Airport (EWR) to Atlanta Hartsfield Jackson International Airport (ATL)		
TBC 17:45 - 18:30	Transfer of the passengers of the UA 1868 flight from Atlanta Airport to the Four Seasons Hotel Atlanta		
18:30	Check-in of the delegation at the Four Seasons Hotel Atlanta	Four Seasons Hotel Atlanta, 75 Fourteenth Street NE, Atlanta, Georgia 30309 USA	

ATLANTA – Sunday, 3 October 2021

	Activity	Venue	Remarks
17:00- 18:00	Distribution of the individual programs	Ballroom Foyer, 4 th floor, Four Seasons Hotel Atlanta	
18:00 – 20:00	<p>Information session for the Belgian delegation followed by a welcome networking drink</p> <ul style="list-style-type: none"> • Words of Welcome by HE Jean-Arthur Régibeau, Ambassador of the Kingdom of Belgium to the United States of America • Program of the Mission presented by AWEX, FIT and Hub Brussels • Panel: Doing Business in the US after COVID (with TBC Boston Consulting Group, FED, bank, ...) moderator: TBC • Q&A • 19:00 Networking Cocktail in the Ballroom Foyer <p>Lead: Consulate General Atlanta</p>	Ballroom, 4th floor, Four Seasons Hotel Atlanta	Participants: all delegation members

ATLANTA – Monday, 4 October 2021

	Activity	Venue	Remarks
From TBC 8:00	B2B meetings Lead: AWEX, Flanders Investment & Trade and hub.brussels	Ballroom I & II, 4 th floor, Four Seasons Hotel Atlanta	
9:00-9:20	Transfer from tbc the Four Seasons Atlanta Hotel to UCB Atlanta HQ		
9:15 – 9:30	Transfer from the Four Seasons Atlanta Hotel to OMP offices		
TBC 10:00-11:15	Panel discussion on the critical function of Supply Chain Optimization and Innovation in global distribution and manufacturing – a case brought for Life Sciences Lead: Flanders Investment & Trade in collaboration with OMP, the Belgian American Chamber of the South, TBC Port of Antwerp & TBC Liège Airport	TBC OMP offices at 2727 Paces Ferry Rd	Participants: (max 75)
10:45 – 11:45	Event on Business and Human Rights Lead: M3 department, FPS Foreign Affairs TBC in collaboration with hub.brussels	National Center for Civil and Human Rights, 100 Ivan Allen Jr Blvd NW, Atlanta, GA 30313	Participants: (200) Belgian and US Business leaders and officials, academics, State and City Officials (tbc)
14:30 – 15:00	Signing ceremony followed by networking cocktail Lead: BFTA	Ballroom III, 4th floor (max 150), Four Seasons Hotel Atlanta	Participants: Official delegation, Signees & their guests
15:00 – 15:05	Transfer from the Four Seasons Atlanta Hotel to TBC Georgia Tech University		
15:15 – 16:30	Executive Roundtable on AI “The race towards artificial intelligence: the essential roles of open innovation and US-EU partnerships” Lead: Flanders Investment & Trade, AWEX & hub.brussels	TBC room, Georgia Tech University	Participants: TBC
16:40 -18:30	Spotlight on the Belgian media & entertainment sector: gaming Lead: Flanders Investment & Trade	Creative Media Industries Institute	Participants: TBC
TBC	TBC Walking dinner reception Lead: TBC Consulate General Atlanta & BACoS		

ATLANTA – BOSTON – Tuesday, 5 October 2021

	Activity	Venue	Remarks
06:30 – 7:00	Bus transfer from the Four Seasons Hotel Atlanta to Atlanta Hartsfield Jackson International Airport (ATL) & check-in at the airport for the passengers of flight 1		
7:40-9:00	Success Stories Breakfast Lead: Federation of Enterprises in Belgium	Savanah hall,3 th floor, Four Seasons Hotel Atlanta	Participants: 30 guests upon invitation
8:48 – 11:17	Flight 1 DL 1550 from Atlanta Hartsfield Jackson International Airport (ATL) to Boston Logan International Airport (BOS)		
8:40 – 9:15	Bus transfer from the Four Seasons Hotel Atlanta to Atlanta Airport for the passengers of flight 2		
11:26 – 14:00	Flight 2 DL TBC from Atlanta Hartsfield Jackson International Airport (ATL) to Boston Logan International Airport (BOS)		
TBC 12:10–12:40	Bus transfer from Boston Airport to the Fairmont Copley Plaza Hotel for the passengers of the flight 1 and HE Jan Jambon		
TBC 12:40	Check-in at the Fairmont Copley Plaza Hotel for the passengers of flight 1		
PM	B2B Meetings Lead: AWEX, Flanders Investment & Trade and hub.brussels	Venetian room, main lobby level, Fairmont Copley Plaza Hotel	
14:00 – 16:00 or 15:00 – 17:00	Venture Capital Partnering & Pitch Event (focus Life Sciences) Lead: hub.brussels New York in collaboration with NUMA	TBC Cambridge Innovation Center	Participants: Belgian & American VCs, start-ups & scale-ups experts in start-up ecosystem
TBC 14:00 - 15:15	Executive Roundtable on Data Governance: “The battle for tech dominance: can a decentralized web restore the global balance ?” Lead: Flanders Investment & Trade New York	TBC MIT / Massachusetts Institute of Technology / Computer Science AI Lab (8’ from the hotel) or Fairmont hotel	Participants: Belgian Business & academic delegations
TBC 15:00 – 15:30	Bus transfer from Boston Airport to the Fairmont Copley Plaza Hotel for the passengers of the flight 2		
TBC 15:30	Check-in at the Fairmont Copley Plaza Hotel for the passengers of flight 2		
TBC	TBC Offshore Wind activity Lead: Flanders Investment & Trade New York	TBC	
TBC 19:00-22:00	Evening in the Museum of Fine Arts Boston Lead: Flanders Investment & Trade New York	Museum of Fine Arts (MFA), Boston, 465 Huntington Ave, Boston, MA 02115	Participants: The Belgian delegation & invited American guests

BOSTON – Wednesday, 6 October 2021

	Activity	Venue	Remarks
From TBC 8am	B2B Meetings Lead: AWEX, Flanders Investment & Trade and hub.brussels	Venetian room, Main Lobby level, Fairmont Copley Plaza Hotel	
8:10 – 16:30	Belgium a game changer in Biotech & Life Sciences I. (8:10 – 9:15) Power breakfast II. (9:30-11:00) Session 1: Bio production and Supply Chain Lead: AWEX, Flanders Investment & Trade; hub.brussels together with WBI, Essenscia, Bio.be, BioWin and Flanders Bio III. (12:00 – 13:00) How to boost synergies with Harvard and MIT? Lead: WBI IV. (13:00 – 14:00) Networking lunch V. (14:00 – 16:00) Session 2: Innovation and R&D Lead: AWEX, Flanders Investment & Trade; hub.brussels together with WBI, Essenscia, Bio.be, BioWin and Flanders Bio	Oval room, Main Lobby level, Fairmont Copley Plaza Hotel Westin Hotel TBC Westin Hotel or TBC Mass bio TBC Westin Hotel or University TBC Westin Hotel or TBC Mass bio	Participants: upon registration
Entire day TBC	Food & Innovation to Rhode Island Tour Lead: Fevia	TBC in Rhode Island	Belgian Food companies
8:40 – 08:55	Transfer from the Fairmont Copley Plaza Hotel to the Museum of Science		
9:30-12:00	Artificial Intelligence (AI), catalyst in Health & Life-Sciences Lead: Flanders Investment & Trade New York	Museum of Science (10' from hotel)	Participants: (max 200) Upon invitation
12:00 – 14:00	Sports Technology Power Lunch in the frame of the LA 2028 Olympics Lead: Agoria in collaboration with Flanders Investment & Trade & Golazo	TBC Fenway Park (5-10 min from Hotel) or TD Garden (15 min from Hotel)	Participants: (max tbc)
TBC	TBC Signing ceremony followed by a networking cocktail Lead: BFTA	Grand Ballroom & Foyer, Main Lobby level, Fairmont Copley Plaza Hotel	Participants: Official delegation, Signees & their guests
TBC 17:00 – 20:30	Transfer from the Fairmont Copley Plaza Hotel to the Intercontinental Barclay New York		
20:30	Check in of the delegation at the Intercontinental Barclay New York Hotel		

NEW YORK – 7 October 2021

	Activity	Venue	Remarks
From TBC 8am	B2B Meetings Lead: AWEX, Flanders Investment & Trade and hub.brussels	TBC Grand Ballroom III, Mezzanine Level, InterContinental Barclay New York	
7:40- 8:00	Transfer from the InterContinental Barclay New York to the Building Energy Exchange office		
8:00 –13:30	Morning session with breakfast- The case of inspiring cities: Economic transition towards a sustainable future - Exchange of best practices Lead: hub.brussels in collaboration with TBC Flanders Investment & Trade, New York City Mayors Office of Sustainability & NYSERDA (New York State Energy Research and Development Authority)	Building Energy Exchange office	Participants: (75-150) Belgian & American companies & start-ups involved in sustainable solutions
9:00-17:00	Nail it before you scale it: Building structures and partnerships to develop a sustainable, international business model and accelerate growth Part 1 (at Belcham’s new location) <ul style="list-style-type: none"> 09:00-10:45: Entrepreneur panel “Learn from peers about the most significant obstacles to international growth” 11:00-12:15: Investor panel “In the mind of the investor” 12:30-14:00: Lunch & networking (at Flanders House) Part 2 (on-site B2B) <ul style="list-style-type: none"> 14:00-17:00: Customized on site B2B’s Lead: Flanders Investment & Trade and BELCHAM in collaboration with hub.brussels & AWEX	(Part 1)- Belcham’s new location address TBC, Lunch: Flanders House address TBC; Part 2: on-site	Participants: Belgian startups, Belgian & American entrepreneurs & investors

	Activity	Venue	Remarks
09:30 -17:00	<p>Belgian American Trade in Food and Drinks</p> <p>I. (09:30 – 11:30) Information workshop – “The ins and outs of the U.S. Food and Drink Market” followed by a lunch Lead: AWEX in collaboration with Flanders Investment & Trade and hub.brussels and FEVIA & VLAM</p> <p>II. (11:50 – 13:30) Tasting Event – A taste of Belgium Lead: Flanders Investment & Trade, FEVIA & VLAM Participants: Belgian food companies, Local food buyers, retail, distributors, media influencers</p> <p>III. (13:00 -17:00) B2B’s for Belgian Food companies Lead: AWEX in collaboration with Flanders Investment & Trade and hub.brussels and FEVIA & VLAM</p>	<p>TBC Grand Ballroom I & II , InterContinental Barclay New York</p> <p>TBC Gallery, InterContinental Barclay New York</p> <p>TBC Grand Ballroom I & II , InterContinental Barclay</p>	<p>Participants: Belgian F&B companies & US speakers (upon registration)</p> <p>Participants: Belgian food companies, Local food buyers, retail, distributors, media influencers</p> <p>Participants: Belgian F&B companies & US</p>
TBC 10.00 - 10.45	<p>TBC Signing ceremony (or Friday AM) Lead: BFTA</p>	Empire Ballroom I & II, Mezzanine Level, Intercontinental Barclay New York	Participants: Official delegation, Signees & their guests
12:00 – 14:00	<p>FEB B2G luncheon Lead: The Federation of Enterprises in Belgium</p>	Empire Ballroom I and II, Mezzanine level, InterContinental Barclay New York	Participants: 60 guests of which 35 delegation members upon invitation
14:30 – TBC	<p>Best of Belgian’ Sports Technology Solutions in the frame of the FIFA United CAN/MEX/US 2026 World Cup organization</p> <p>Part 1: Opening</p> <p>Part 2: Sports Seminar Lead: Agoria Sport & Technology Club & Flanders Investment & Trade</p>	TBC Madison Square Garden /Major League Soccer	Participants: (max 100)
TBC	Transfer from TBC the Intercontinental Barclay New York to Mount Sinai Hospital		
TBC 14:30– 16:30	<p>Fighting Pandemics – The Belgian Contribution</p> <p><u>Panel 1 (TBC 60min)</u> The start of the pandemic, the spread of the virus, vaccine development and production, effective and fair vaccine distribution Parallels with other pandemics</p> <p><u>Panel 2 : (60 min)</u> A grasp of the future: The next pandemic / How to live with viruses The search for good antiviral treatments Lead: Flanders Investment & Trade New York and AWEX and hub.brussels</p>	Mount Sinai Hospital TBC Address	Participants: (TBC 400) Researchers, Companies in Life Sciences, UN delegates, government officials

	Activity	Venue	Remarks
15:30 – 17:30	Venture Capital Partnering & Pitch Event (focus TBC) Lead: hub.brussels in collaboration with Flanders Investment & Trade and AWEX, NUMA	Flanders House	Participants: Belgian & American VCs, start-ups & scale-ups experts in start-up ecosystem
18:55-19:00	Transfer from the Intercontinental Barclay New York to the New York Public Library		
19:00 –21:00	Belgian Official Reception Lead: Consulate General	The New York Public Library, 471 Fifth Ave, New York, NY 10018	Participants: (max capacity) The entire delegation and their invited guests
TBC 21:00 - 21:05	Transfer from the New York Public Library to the Intercontinental Barclay New York		

NEW YORK – Friday, 8 October 2021

	Activity	Venue	Remarks
From TBC 8 am	B2B Meetings Lead: AWEX, Flanders Investment & Trade and hub.brussels	Grand Ballroom III, Mezzanine Level, Intercontinental Barclay New York	
8:00 – 10:30	Breakfast session: Common pitfalls in retrofitting high rise buildings - Lessons learned from over a decade of energy-efficient building in Brussels Lead:hub.brussels	Empire Ballroom I and II, Mezzanine level, Intercontinental Barclay New York	Participants (max 80):local real estate portfolio owners / building owners and their consultants (engineering firms)
TBC 8:30 - 10:15	United Nations Opportunities in Operational Logistical Support <u>Part 1: Opening</u> <u>Part 2: Workshop 60' "Opportunities for logistical support of UN operations" with U.N. logistics specialists and the representatives from Belgian companies</u> Lead: AWEX in collaboration Flanders Investment & Trade and hub.brussels	United Nations Headquarters, 405 East 42nd Street – New York, NY 10017 or Ambassador's Kridelka's residence	Participants : TBC 20-40 participants
TBC 15:40 – 16:40	Bus transfer from the Intercontinental Barclay New York to Newark Airport		
16:40	Check-in at Newark Liberty International Airport		
18:40 – 07:45 (+1)	Flight UA 999 from Newark Liberty International Airport (EWR) to Brussels National Airport (BRU) (flight time: 7h)		