

Food

Passionately
reliable.

INGREDIENTS
FOR SUCCESS

FOOD AND INNOVATION GO TOGETHER LIKE PEAS AND CARROTS IN FLANDERS

The people in Flanders know what's good. This is because they are legendary bon vivants, but also because the local industry only settles for the best. For example, Flanders often sets the standard in food worldwide – for taste, quality and safety. To this end, the region relies on a smart mix of expert knowledge, enthusiasm and structural collaboration between the food industry, the government and knowledge institutions. Let Flanders be your passionate breeding ground for culinary innovation!

As a food player – and perhaps also food lover – you have undoubtedly already tasted the beer and chocolate that enable Flanders' food industry to conquer the world. Besides these traditional products, Belgium's northern region also regularly introduces groundbreaking novelties. All in all, Flanders' expertise is probably at its best when tradition and innovation meet. Just think of the novel bio-based yeast types that AB Inbev is developing together with Leuven University and research center VIB at a Flanders-based biotech test plant. Or, how about the naturally pink chocolate launched by Barry Callebaut – which operates the world's largest chocolate factory in Flanders – after years of research and development?

Flanders, where everything blends flawlessly

Flanders' hunger for quality is exemplified by its numerous leading chefs and exceptionally high concentration per square kilometer of first-class restaurants. This passion is also characteristic of Flanders' food industry, which is brimming with SME and export activities. Often,

these companies work very closely with Flanders' government, universities and knowledge institutions.

DID YOU KNOW...

Flanders produces around 30% of all deep-frozen vegetables in Europe.

Their geographical proximity and the resulting short lines of communication give rise to a flourishing, all-encompassing 'food ecosystem' of producers, suppliers, pilot plants, cluster organizations such as Flanders' FOOD and knowledge centers like ILVO. All these actors and players are passionate about their roles in this ecosystem, setting the bar extremely high. What ties them together is one common goal: to achieve the very best and most sustainable in terms of food production, safety, nutrition and quality. To this end, they collaborate – as part of the spearhead cluster Flanders' FOOD, for example – and continuously share experiences, expertise and know-how.

This is how a small region shows what makes it great. To highlight just one example, Flanders is not just a 'food Valhalla' in its own right, but also serves as an ideal test market within Europe – for Unilever and The Coca-Cola Company, among various other foreign investors.

DID YOU KNOW...

Flanders is a frontrunner in and ranks among the world's best in food safety.

The fact that Flanders is situated right at the crossroads of Germanic and Romance cultures means that the region is a blueprint for the European taste palette. The result? Both salty and sweet food products can be tested cost-effectively, to give just one example.

Flanders is food (and vice versa)

In short, picking Flanders means choosing passion and reliability. With the region's guaranteed ingredients such as excellence in taste, quality, safety, traceability and innovation, you, too, can make your international business a success.



Flanders
State of the Art