

Food

Passionately
reliable.

INGREDIENTS
FOR SUCCESS

WHY FOOD AND FLANDERS ARE TWO PEAS IN AN INNOVATIVE POD

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 capitalizes 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 where 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 SMEs and export activities. Export is

another driving force behind Flanders' food industry, which has enabled the sector to build up a wealth of expertise in this field. What's more, Flanders-based companies usually work very closely with the region's government, universities and knowledge institutions.

DID YOU KNOW...

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

Their 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, nutrition, quality and – above all – safety. To this end, they collaborate – as part of the spearhead cluster Flanders' FOOD, for

example – and continuously share experiences, expertise and know-how.

DID YOU KNOW...

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

Flanders is food (and vice versa)

In short, selecting food products from 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 food business a success.



Flanders
State of
the Art