



**Flanders**  
State of the Art



FLANDERS NORTHERN REGION OF BELGIUM

# **FOOD AND AGRO MISSION TO** **SLOVAKIA AND HUNGARY**

SEPTEMBER 12-15, 2016

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**Ms Claire TILLEKAERTS**

**CEO**

The Flanders Investment & Trade agency promotes sustainable international business, in the interest of both Flanders-based companies and overseas enterprises.

Whatever sector you are involved in, Flanders Investment & Trade will help you establish contact with the Flemish companies you are looking for.

This includes not only products or services you may be sourcing, but also various types of business relationships, from joint ventures to technology transfers.

At another level Flanders Investment & Trade enhances Flanders' position as the gateway to Europe for inward investors. The Agency identifies, informs, advises and supports overseas enterprises by establishing production and research facilities, contact centres, headquarters, logistics operations and the like in Flanders, the northern region of Belgium.

This broad focus on international entrepreneurship, involving outward trade as well as inward investments, requires not only a thorough knowledge of Flemish economy, but also an extensive network outside of Flanders.

We have just that for you. Do visit our website and discover our worldwide network. With over 70 offices we are bound to be conveniently located near you, wherever you are.

## FLANDERS INVESTMENT & TRADE SLOVAKIA



### Office in Bratislava

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## FLANDERS INVESTMENT & TRADE HUNGARY



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## FLANDERS INVESTMENT & TRADE BRUSSELS



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## AVEVE - DIVISION FLOUR

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### Delegate:



Mr Marc THONÉ,  
New Business Development Manager

### Company description:

The AVEVE Group is the market leader in agricultural and horticultural supplies in Belgium. The Group has more than 40 companies, employs 1,700 people and has an annual turnover of 1.2 billion, which places it among the Top 100 companies in Belgium.

AVEVE division flour has been active in production and distribution of baking mixes for more than 100 years. The company has become the undisputable leader on the Belgian home baking market through its own retail chain with 250 shops. Under the brand name Soezie, the AVEVE Group distributes flour varieties, bread and cupcake mixes to more than 1.500 independent points of sales abroad. We offer a complete portfolio of home baking mixes for bread with natural ingredients enabling every consumer to bake a top quality bread at home. In addition to these mixes we have a broad range of mixes for pastry like waffles, cake, pancakes, cupcakes, sponge cake, speculoos ...

All of them packed in unique dust-free sealed flow packs.

Le Bon Grain, a wholly division of AVEVE flour, offers your private label brand a wide choice of baking mixes tailor made to your local markets. For the food service market we deliver all of these baking mixes in 10 kg bags as well.



## BELGIAN PORK GROUP

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### Delegate:



Mr André DAGHELINCKX,  
International Sales Manager

### Company description:

The Belgian Pork Group is a network of 6 Belgian production sites with a proven track-record in slaughtering, cutting and processing pork from A to Z. On annual basis, the Belgian Pork Group produces about 420.000 tons of pork meat, of which an important part is being exported to over 50 countries all around the world.

With a staff of more than 1800 employees and an annual turnover of 750 mio euro, the Belgian Pork Group is the most important player on the Belgian pork market. Since the entire process from farmer to consumer is controlled, and thanks to the continuous investments in automation and specialisation, we can offer a unique range of business solutions to our clients.

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**Delegate:**



Mr Philiep WILLEMS,  
Division Manager

**Company description:**

With a turnover of more than 400 million EUR, the Auction of BelOrta (Auction of Mechlin, Coöbra and Auction of Borgloon) is Europe's largest co-operative auction. Turnover peaks in April, May, June and July, during which sales exceed 25 million EUR. Almost 40% of all Belgian horticultural products traded via the auction system are sold in Sint-Katelijne-Waver. The largest volumes are processed from May to August.

BelOrta brings you delicious treats from Europe's gardens. The widest range of fruit and vegetables. Grown sustainably, produced locally, and above all, totally delicious. This is what BelOrta offers you.

## BOUSSIER

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### Delegate:



Ms Annick BOUSSIER,  
CEO

### Company description:

Boussier J. NV is a family owned company specialised in exporting Belgian quality fruit and vegetables. Our clients are wholesalers, trade centres, supermarkets and fruit processing industries in neighbouring countries and Scandinavia. We stand for : quality and service, volume and continuity, flexibility and packaging, tailored to the clients' needs and with respect for food safety and the environment.



## COÖPERATIEVE VEILING ROESELARE

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### Delegate:



Mr Tom PREMEREUR,  
Export Manager

### Company description:

REO is a producer organisation based in the West side from Belgium. We have 1200 producers who deliver daily about 65 different kinds of fresh fruits and vegetables. Yearly we produce about 250.000 tons of fresh products. 50% of our production is sold on the Belgian market, the other 50% goes to export.

Our main products with figures per year:

- Leek 54 mio kg
- Lettuce 52 mio pieces
- Strawberries 9 mio \* 500 gr (main Elsanta)
- Loose tomatoes 22 mio kg
- Belgian endives 19 mio kg
- Cucumbers 30 mio pieces
- Courgettes 35 mio pieces
- Vine tomatoes 7 mio kg
- Leek bunches 4 mio kg
- Celeriac 8 mio pieces
- Cutting industry 4 mio kg
- Cauliflower 3 mio pieces
- Corn salad 667.000 kg
- White cabbages 5 mio pieces
- Parsley 5 mio bunches

# HOOGSTRATEN

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## Delegate:



Mr Siebrand BROENS,  
Business Development

## Company description:

Hoogstraten is a co-operative company that offers healthy, safe and sustainably produced food. We target growth of the horticulture sector in a healthy and profitable business climate.

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**Delegate:**



Mr Hendrik NAUTA,  
Owner

**Company description:**

Nauta creates and produces delicious pork liver pates in a progressive and creative way, with respect for the ancient family tradition, tailor-made for our domestic and foreign specialised partners.

We are looking for importers/distributors or supermarkets to sell our products.

Taste and quality are central to our production philosophy.

Our preparations are delicious, safe and reliable, and are made according to a family recipe.

To ensure excellence, Nauta strives every day towards the continuous improvement and innovation of its products, production environment and processes. To this end, Nauta follows the strict guidelines of the International Food Standard (IFS) and the HACCP food safety regulations.

## NOORDVLEES VAN GOOL

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### Delegate:



Mr Stefan EYCKMANS,  
Sales Manager

### Company description:

Noordvlees Van Gool NV is specialised in state-of-the-art pig slaughter for decades. Investments and precision result in quality products, service, organisation and relationships with suppliers and customers. With its workforce of 150 people, Noordvlees Van Gool consolidated turnover is around 200 million euros, much of which is earned in the sale of carcasses, cuts and red organs.

## ROAM TECHNOLOGY

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### Delegates:



Mr Tom VERMEULEN,  
General Manager



Mr Filip SMAERS,  
Commercial Director

### Company description:

Since 2001, Roam Technology NV in Belgium manufactures and commercializes products based on silver stabilized hydrogen peroxide. Today, our products are sold worldwide under our brand name Huwa-San, BioXeco (for medical applications) or under private label.

The unique way of stabilizing our hydrogen peroxide is proven highly effective, f.i. in legionella control and removal of biofilm.

Huwa-San is used as sustainable chlorine-free disinfectant for instance against many agricultural diseases, like fusarium, powdery mildew, Pythium, crazy roots .... and many others.

Huwa-San is a safe, odourless, colourless and non-residual disinfectant solution used to treat surfaces, tools, walls, water, instruments and even rooms through vaporization.

All our products have the official eco-cert label.

Huwa-San is active against bacteria, fungi, yeast, virus and even mycobacteria and is available in many different concentrations and packaging formats.

As our products are not present in this market yet, we are looking for regional partners who are interested to distribute our brand locally.

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**Delegate:**



Mr Paul KOECK,  
Sales Export

**Company description:**

Vanlommel is an integrated veal producer with over 50 years' experience. The entire production process-breeding, slaughter, cutting, wholesale, transport, storage and export- is permanently monitored by SGS.

The workforce of more than 150 people supply our customers with safe, appetising products every day. Our production facility has BRC and IFS higher level certification. The Vanlommel range includes everything in veal : from carcasses, offal and boned sections to customer specification and customer packaging of meat and minced meat.



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**Delegate:**



Mr Gert VAN CAUSENBROECK,  
Export

**Company description:**

VLAM, Flanders' Agricultural Marketing Board, is a non-profit organisation promoting the sale, the added value, the consumption and the image of products and services of the Flemish agriculture, horticulture, fishery and agro-alimentary sector in Belgium and abroad. It is commissioned by the business community and by the Flemish government and cooperates actively with as many links in the food chain as possible

Find your supplier of Belgian fresh produce by contacting VLAM or directly at  
[www.freshfrombelgium.com](http://www.freshfrombelgium.com)

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## Delegate:



Mr Geert DE WULF,  
Sales Director

## Company description:

Vlevy N.V. has been established as a family-owned company well over a hundred years ago, and is nowadays lead by the 4th generation of children, Mr. Guus Ysebaert.

Vlevy specialises in the production of cooked and fermented meat products for the pizza industry and convenience foods markets.

Our ranges comprise both regular and Halal meat- products, which can be IQF deep-frozen, gas packed or vacuum packed.

We are specialists in the production of cook-in hams (pork, poultry, beef, lamb), a wide range of pizza-topping products and an equal wide range of IQF convenience meal components like meatballs, cooked meat-cubes and strips and a variety of minced meat-products (beef, pork, lamb, mixed,...).

The company operates with state-of-the-art equipment and is the proud owner of the highly esteemed BRC A\* certificate. For a quick enquiry please visit: [www.vlevy.be](http://www.vlevy.be).

## WOUTERS

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### Delegate:



Mr Stijn ROGIER,  
Export Manager

### Company description:

Wouters nv is a dynamic international orientated company aiming to deliver outstanding products combined with an excellent customer service. Wouters nv is part of a young and dynamic family owned holding LIPA.

We offer to the foodservice, the bakery and the food processing industry products tailored to the specific needs of the client and based on their competences in the composition, the blending and packing of refined vegetable oils & fats and animal fats.

We produce a wide range of frying oils and fats for distributors that supply the catering business.

We produce a wide range of margarines and shortenings for distributors that supply the bakery business (small independent bakery and industrial bakery).

All our products are offered under our brands FRIBEL, KROPAN and OPTIBAKE. But we also produce private labels.

# FLANDERS INVESTMENT & TRADE

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