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How the Trade and Economic Representative office of Belgium in Kazakhstan promotes cooperation between the two countries

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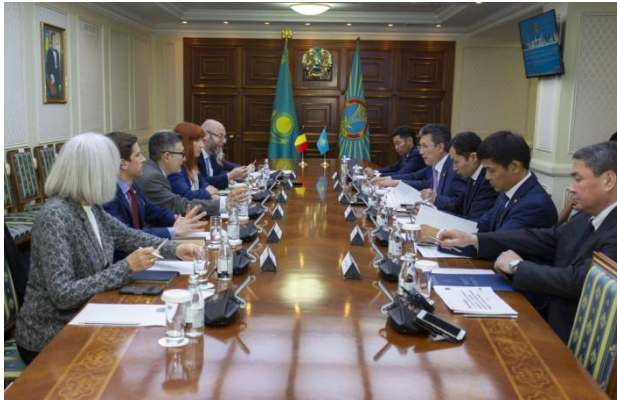
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About Trade and Economic Representative office of Belgium in Kazakhstan

Belgium is a federal state made up of communities and regions. Official power in Belgium is not centralized, as in Kazakhstan, but is distributed as follows:

- the competence of the Federation includes issues concerning all citizens of Belgium, namely: international affairs, defense, justice, the financial system, partly social protection and health
- the competence of the communities includes education, culture, social security for children and youth and certain aspects of health care
- and each of the three regions of Belgium - Wallonia, Flanders and the Brussels-Capital Region - are competent to establish relations with foreign countries within the framework of the issues they solve, therefore foreign trade is one of their main areas of competence.



Wallonia Export-Investment Agency is a public organization established in 1998 that represents the foreign trade interests of the Wallonia region. AWEX's competence includes promoting and supporting the export of Walloon companies, as well as attracting foreign investment to Wallonia. The agency operates on the principle of “one window” for interested foreign investors.

The Trade and economic representative office of Belgium in Kazakhstan AWEX Almaty was opened in Almaty in 2007. AWEX Almaty covers Kazakhstan, Kyrgyzstan and Tajikistan.

According to the interregional agreement, AWEX Almaty represents the interests of not only Walloon companies, but also companies from the Flemish and Brussels regions, since these regions do not have their own representative offices in Central Asia.

The commercial and economic office of Flanders is called [Flanders Investment & Trade](#), and the representative office of the Brussels region is called [HUB Brussels](#).

AWEX Almaty promotes Belgium and its export potential, provides financial support, provides a general overview, as well as searches for information about potential partners in the markets of Kazakhstan, Kyrgyzstan and Tajikistan.

AWEX Almaty annually organizes multisectoral trade missions for interested Belgian companies. So, in June 2019, a Belgian economic mission was held in Kazakhstan and Kyrgyzstan. The Belgian companies visited Bishkek, Almaty and Nur-Sultan and held about 240 bilateral B2B meetings.



In November 2020, as part of Buyers' invitation to Belgium, online B2B meetings were held in the field of technologies for sustainable development. The Association of Renewable Energy of Kazakhstan, as well as member companies of the KazWaste Association “Factory of nonwovens S.M.F.-System” LLP and “Eco-Technics” LLP took part from Kazakhstan side.

In addition to trade and economic matters, the AWEX Almaty office also oversees cultural and educational cooperation. And in 2020, within the framework of the Francophone Spring, with the support of the Embassy of the Kingdom of Belgium in Nur-Sultan, [the Belgian film “Angle mort” was shown](#) with tasting of Belgian waffles and chocolates in Almaty, the exhibition “Tour of Belgium in comics” and the official opening of the French language Corner in the North Kazakhstan Regional Universal Scientific Library named after Sabit Mukanov in Petropavlovsk. Also, together with the Petropavlovsk school-gymnasium BEST, [a children's drawing competition](#) was held among schoolchildren on the topic “Belgium, Belgian comics and water”.



And to celebrate the International Day of the French Language Teacher on November 26, 2020, Awex Almaty, together with the Embassy of the Kingdom of Belgium in Nur-Sultan and the Association of French Language Teachers of Kazakhstan, took part in the [video tutorial competition Restez-calme et enseignez le français](#) (“Keep calm and keep teaching French”) prepared by French teachers from different cities of Kazakhstan.



About the cooperation of Belgium and Kazakhstan

Belgium is world renowned for the production of carpets, synthetic carpets and high-tech weaving machines, having the expertise and know-how throughout the textile production cycle. On the territory of the Free Economic Zone “Ontustik”, located in Shymkent, there are Nazar Tekstil LLP and Bal Tekstil LLP (the first IKEA supplier in Kazakhstan), specializing in the production of carpets. The factories use Belgian equipment from [Van de Wiele](#), renowned for the development and integration of innovative textile systems into quality flooring, home textiles, technical textiles and fabrics. [Alimp group LLP](#) and [Idea Decor](#), the companies importing Belgian carpets and floor coverings, have been actively working on the Kazakhstani market for more than 20 years.



Belgium is also known for its production of medical equipment and medical devices. For example, [Ion Beam Applications SA \(IBA\)](#), which specializes in proton therapy, dosimetry, radiopharmaceutical solutions and industrial sterilization. In 2016, the IBA Company’s Cyclone-30 cyclotron was put into operation at the Institute of Nuclear Physics, located near Almaty, thanks to which today its Scientific and Technical Center for Radiochemistry and Isotope Production regularly produces and delivers to local medical institutions radiopharmaceuticals used for the diagnosis and treatment of various diseases at early stages.



The products of the Belgian company [Orfit](#), a manufacturer of equipment for immobilizing patients in radiation oncology, are also available in Kazakhstan. In Kazakhstan, Orfit cooperates closely with “Medico-Innovative Technologies” Company, an expert in equipping medical institutions on a turnkey basis.

Ordamed Company distributes on the Kazakhstani market the products of the Belgian companies [Medec International](#), a world leader in the production of high-tech anesthetic and respiratory equipment, and [H&O Equipments](#), a manufacturer of advanced medical instruments for cryosurgery.

Belgium holds the record for the number of beer varieties. Almost a thousand of its varieties are produced in the country. Belgium's brewing culture has been recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity. Among the importers and distributors of Belgian beer is [Aniri Group LLP](#), the official distributor of famous Belgian breweries, whose products can be tasted in such bars as All Saints Bar, Fuller's pub, Harat's Irish Pub. In addition, companies such as [Kazakhstan beer company LLP](#) and [Caravan Beverage Group LLP](#) operate in the Kazakhstan market.



AWEX Almaty, with the assistance of partners, annually holds a Belgian beer festival. Traditionally, the festival is timed to the Royal Dynasty Day, celebrated on November 15. Festival guests have the opportunity to enjoy the best varieties of Belgian beer, as well as listen to a live concert of one of the Kazakh bands.

YOUTUBE VIDEO <https://www.youtube.com/watch?v=tDG6GpC1DdM>

Belgium is famous for its chocolate, which has become a real cultural phenomenon and practically the main treasure of the country. The most popular and delicious brands in Belgium, which account for the main production, are Marcolini, Galler Chocolatier, Guylian, Leonidas, Neuhaus, Wittamer, The Mary chocolatier. Kazakhstanis also have the opportunity to taste high-quality products of the [Leonidas](#) brand in boutiques in Almaty and Nur-Sultan.



About the AWEX Almaty plans

In the autumn of 2021, we plan to organize a multisectoral trade mission of Belgian companies to Kazakhstan and Uzbekistan, together with colleagues from the AWEX representative office in Moscow, whose jurisdiction includes Uzbekistan. The main topic of the upcoming mission is “Environment”, which determines the main composition of the companies of the Belgian delegation, offering technologies in the field of green energy.



This year, Buyers’ invitation to Belgium events are planned, one of which will be held online in May. B2B meetings will be organized with Belgian companies in such areas as biotechnology, food additives, medical equipment, pharmaceutical and therapeutic companies, and research centers. At the end of November, it is planned to hold the same event on the topic “Circular Economy”. In case of stabilization of the sanitary and epidemiological situation in the world, Kazakhstani companies will go to B2B meetings in Belgium.

AWEX Almaty plans to conduct joint cultural events with the Belgian Embassy and the Association of French Language Teachers in Kazakhstan as part of the annual celebration of the Francophone Spring.

The article was prepared with the support of the Wallonia Export-Investment Agency office in Kazakhstan (AWEX).

[The Wallonia Export-Investment Agency in Kazakhstan](#) is ready to advise and help Kazakhstani entrepreneurs to establish contacts with Belgian business in case of interest.

