L'AWEX, un soutien à l'internationalisation du secteur MedTech wallon

Mehdy Oozeer
Sr Life Sciences Specialist
AWEX

MedTech Wallonia Day **26-OCT-21**

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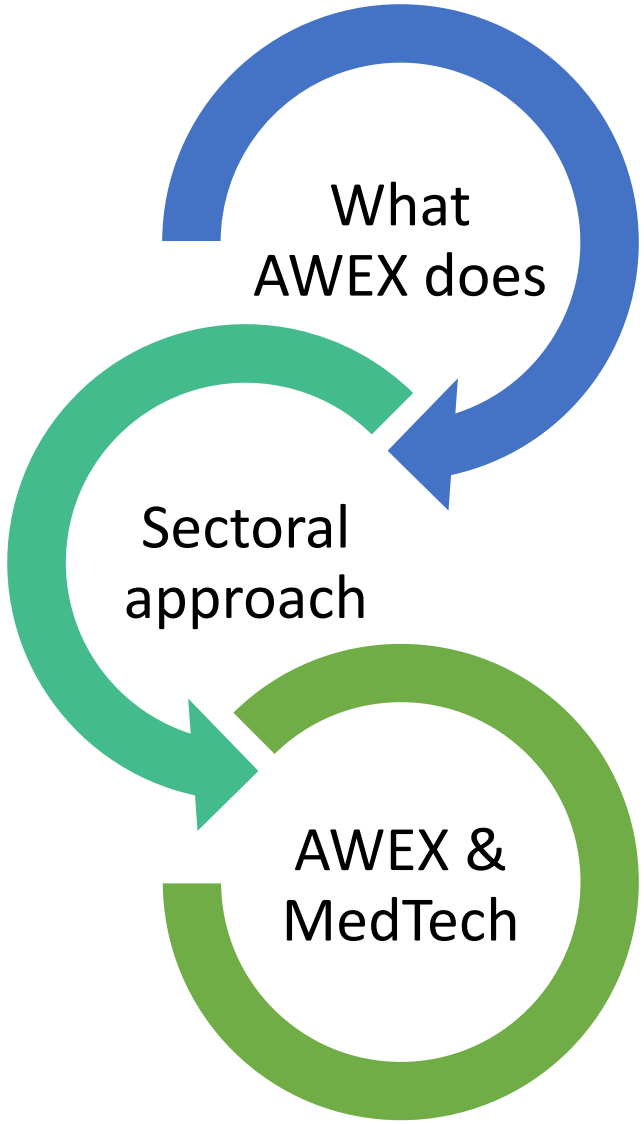

Speaker: Mehdy Oozeer

- Biomedical Engineer from UCLouvain
- PhD in Applied Sciences, Neurosciences
- Worked for Alcatel, IBA, Cochlear
- +20y experience R&D in Medical Devices (research, design, project mgt, QARA)

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What is the Wallonia Export-Investment Agency (AWEX)?

- Institutional context
- Competences & strategic objectives
- Structures and resources
- The role of regional centres
- Around the world, trade and investment counsellors at your disposal
- Our main partners
- Key figures
- Support for exporters
- Support for foreign investors

Belgian institutional context

REGIONAL COMPETENCES

- Housing and land use planning
- Environment and agriculture (+ energy and water)
- Civil engineering and transport
- Economic policy, foreign trade, foreign investments and employment
- Health and social aid
- Supervision of local and provincial powers
- Scientific research and new technologies
- Foreign relations in all these areas

Competences (& some strategic objectives)

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Wallonia Export-Investment Agency

Supporting EXPORTS

Support for FOREIGN INVESTORS

Territorial brand policy

- Increase the **international visibility and attractiveness** of Wallonia
- Improve the professionalism of exporting companies
- Diversify the geographical and sectoral approach of exports and investments
- Strengthen the potential for innovation-led international cooperation and join international networks and partnerships
- Promote the internationalisation of young people and cultural immersion

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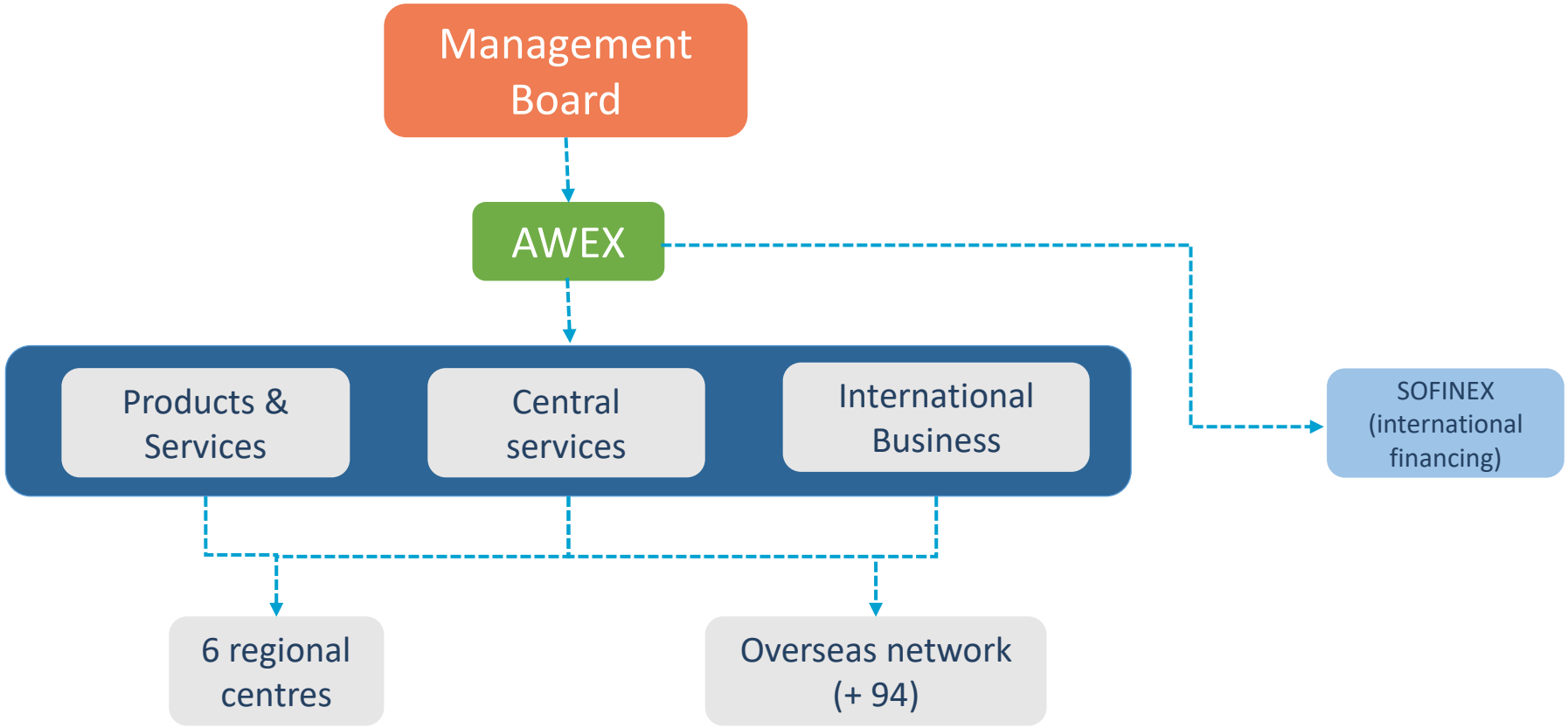
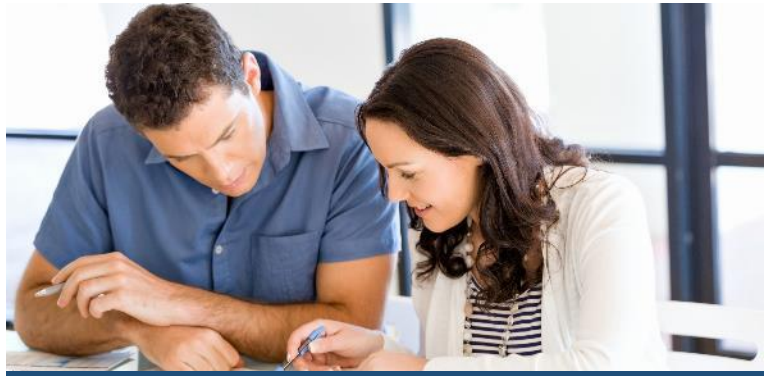
Structure and resources

406 FTEs
(30 in 1988)

€69 Mio.
(2020)



The role of our regional centres



- Local services for companies
- Advice and guidance
- First point of contact for any company wishing to become an AWEX client.
- Interface between the business world and other AWEX services (in Brussels and abroad)

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Around the world, trade and investment counsellors at your disposal

- Support
- Prospecting
- Guarantees
- Marketing strategy
- Opening an office
- Funding
- Training and recruitment
- Partnerships
- Insurance
- Digital Wallonia Hub

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Our main partners

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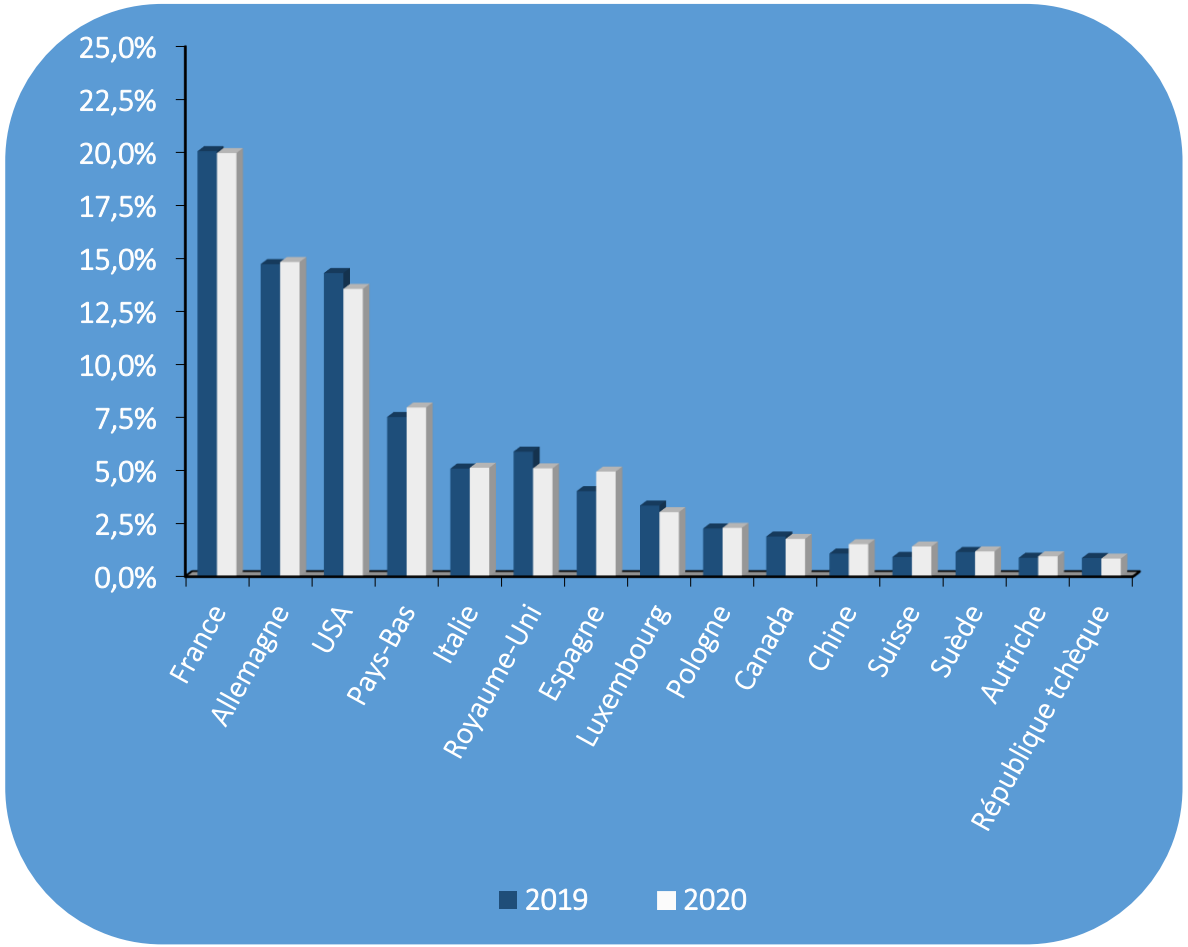
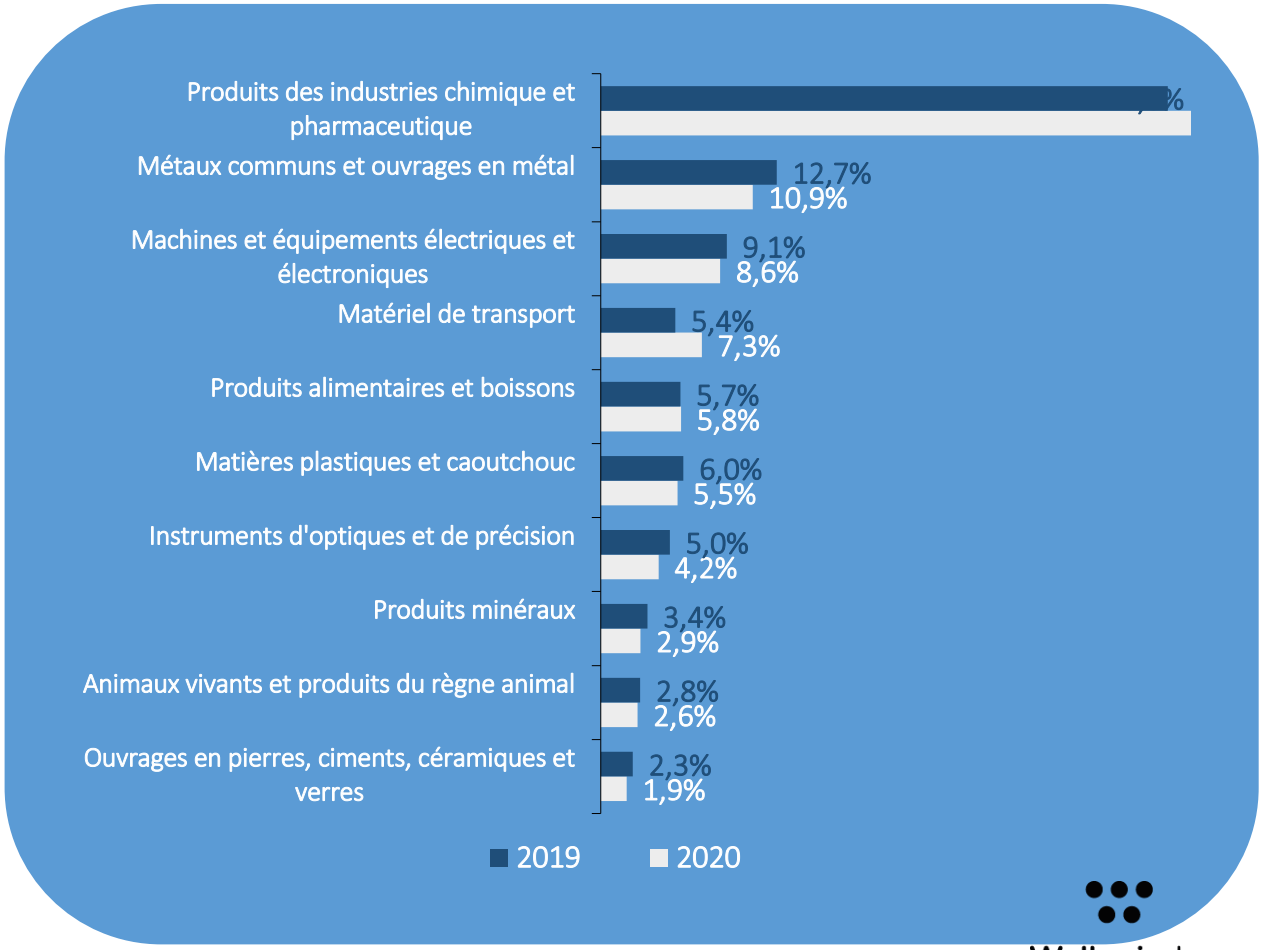
Key Figures

The top 15 foreign export markets (% of total)

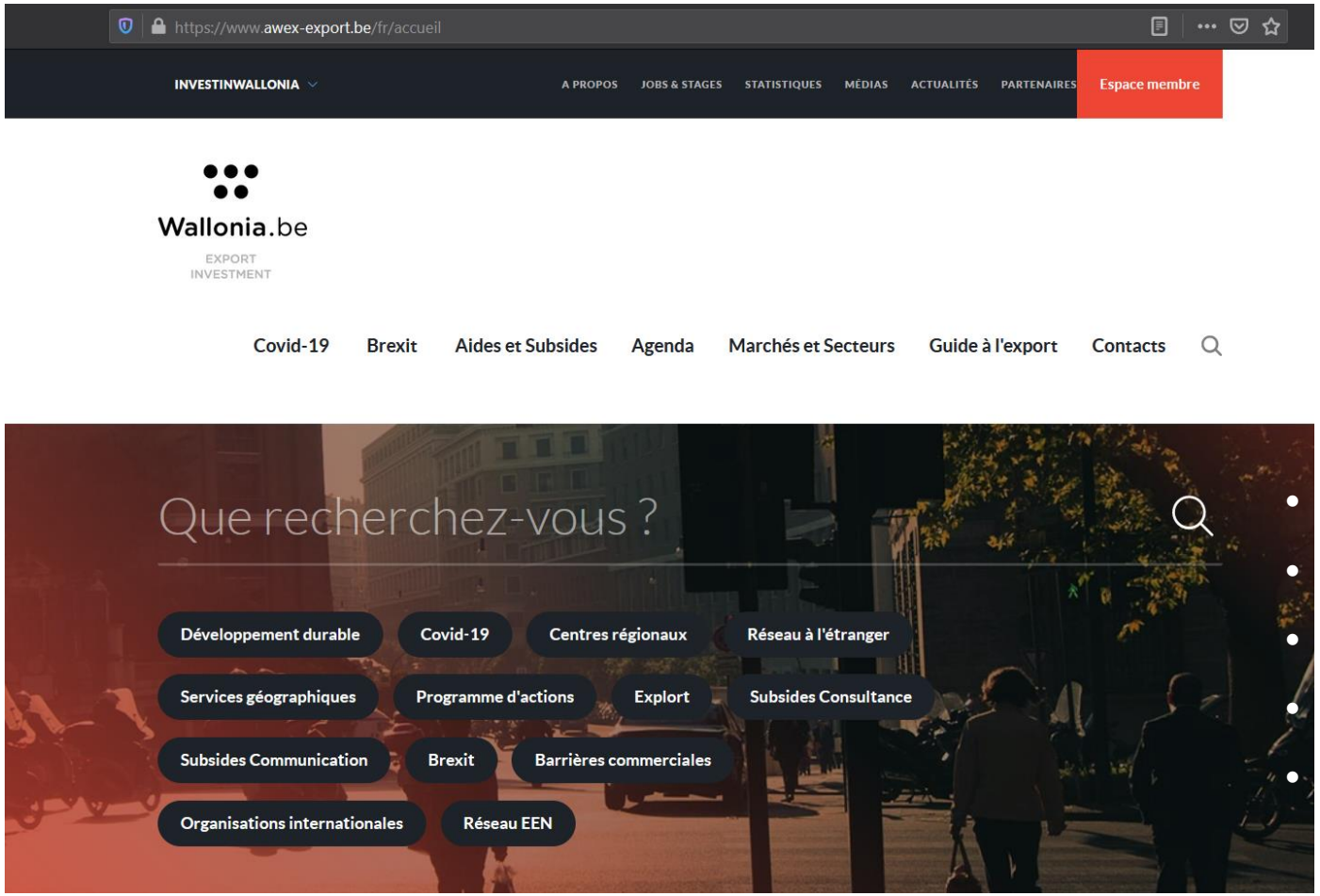


The top 10 export sectors (% of total)



Support for exporters

MAIN PRINCIPLES OF SUPPORT FOR EXPORTERS



- Programme d’actions
- Aides et subsides
- Brexit, Covid-19
- Reseaux EEN, CEC AWEX
- Programme Explort

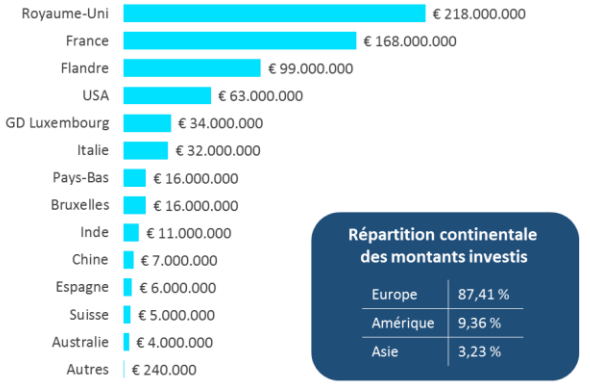
Support for foreign investors

A WIDE RANGE OF SERVICES WITH EXPERTISES

1.780 dossiers réussis – **38.620** emplois directs - **€ 16.261.067.512** investis

2000-2004	2005-2009	2010-2014	2015-2020
358 dossiers réussis	454 dossiers réussis	441 dossiers réussis	527 dossiers réussis
8.192 emplois directs	8.572 emplois directs	9.282 emplois directs	12,574 emplois directs
€ 3.136.937.112 investis	€ 3.307.607.006 investis	€ 4.160.495.707 investis	€ 5,656,027,687 investis

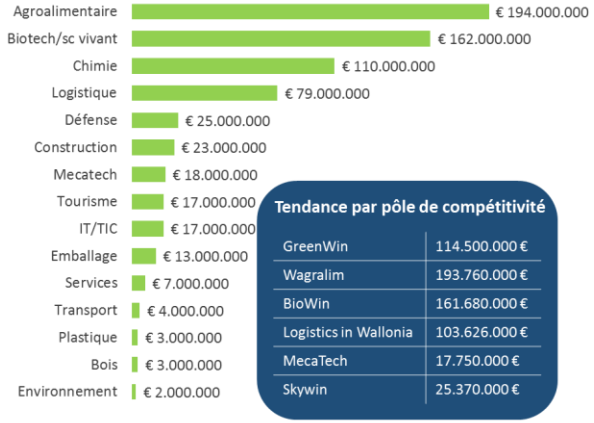
Répartition des montants investis par pays ou région d'origine



Répartition continentale des montants investis

Europe	87,41 %
Amérique	9,36 %
Asie	3,23 %

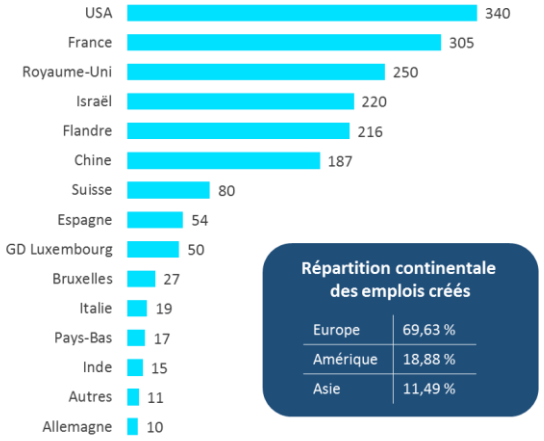
Montants investis par secteur



Tendance par pôle de compétitivité

GreenWin	114.500.000 €
Wagralim	193.760.000 €
BioWin	161.680.000 €
Logistics in Wallonia	103.626.000 €
MecaTech	17.750.000 €
Skywin	25.370.000 €

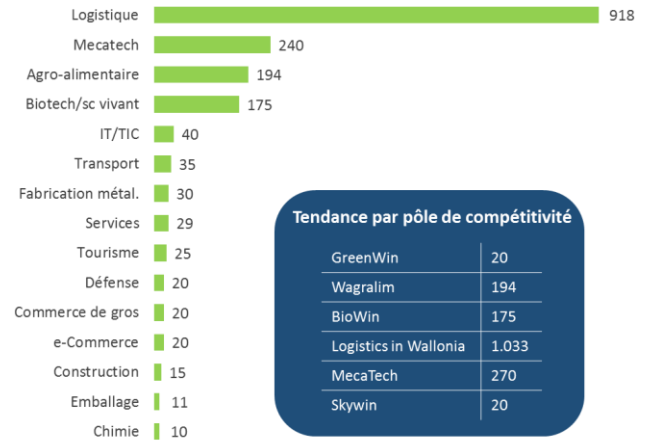
Répartition des emplois par pays d'origine ou par région



Répartition continentale des emplois créés

Europe	69,63 %
Amérique	18,88 %
Asie	11,49 %

Emplois créés par secteur (top 15)



Tendance par pôle de compétitivité

GreenWin	20
Wagralim	194
BioWin	175
Logistics in Wallonia	1.033
MecaTech	270
Skywin	20

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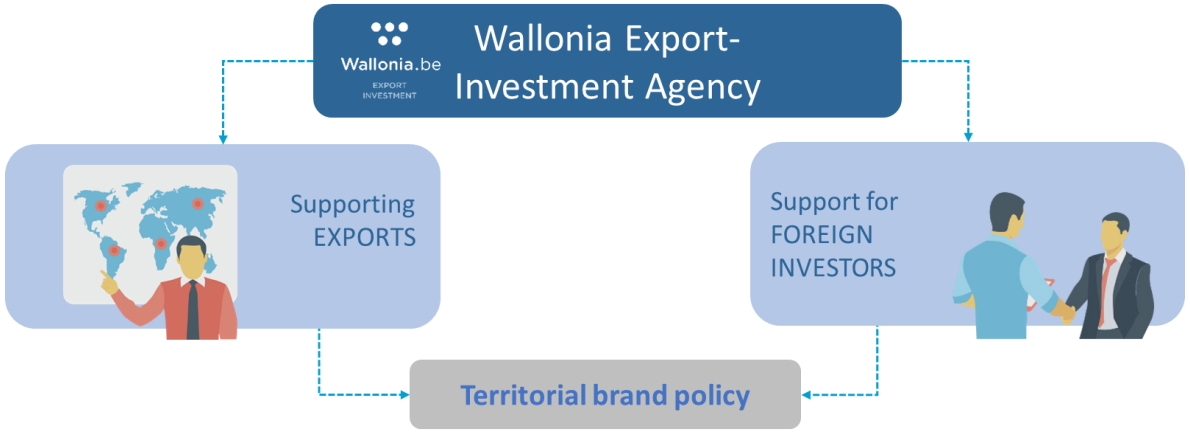
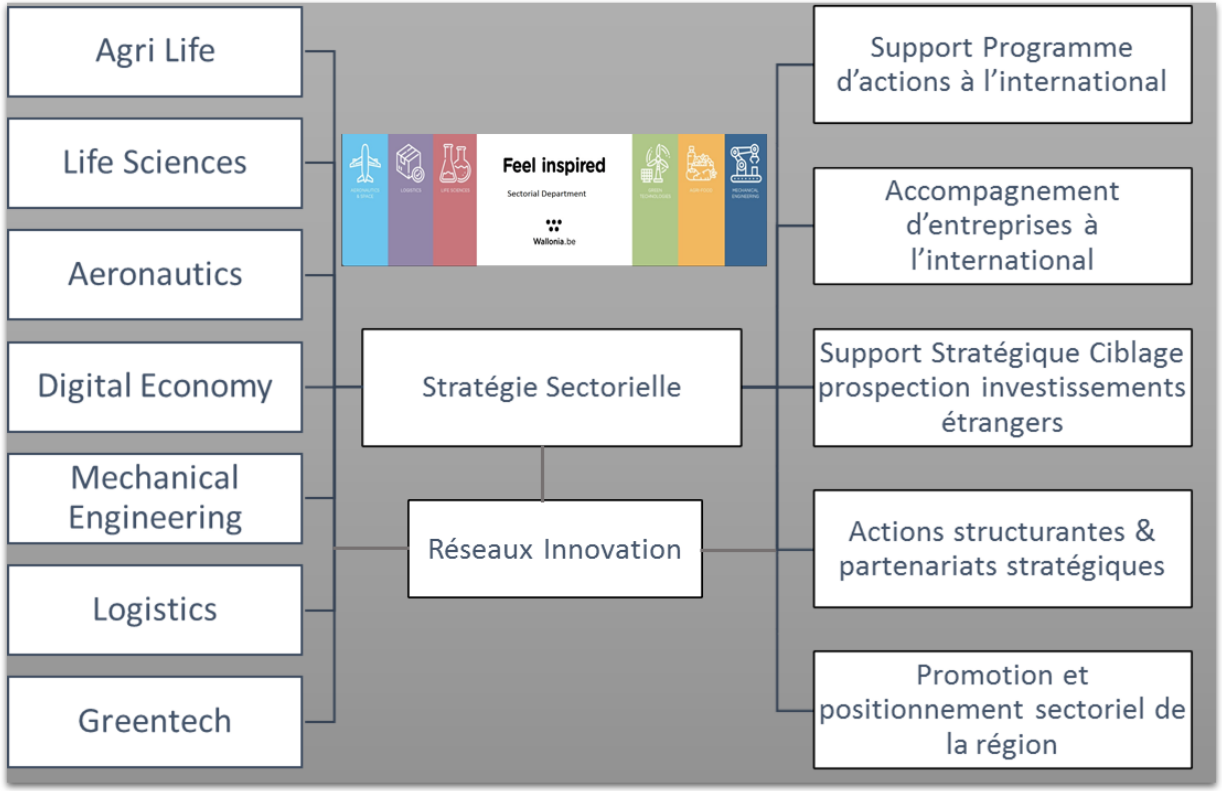
Sectoral approach

OBJECTIVE:

Reinforce impact of AWEX activities through sector-based specialisation





Sectoral approach

Our team involved in MedTech

Ludovic Waha
Business Developer
Life Sciences

Mehdy Oozeer
Senior Industry Specialist
Life Sciences

Raphaelle Albessard
Senior Industry Specialist
Mechanical Industry

Franck Toussaint
Supply & Value Chains
Project Manager

Philippe Lachapelle
Director Innovation Networks
& Technological Partnerships

Guy Vanpasschen
Business Developer
Digital Economy

Stéphan Ernst
Senior Industry Specialist
Digital Economy

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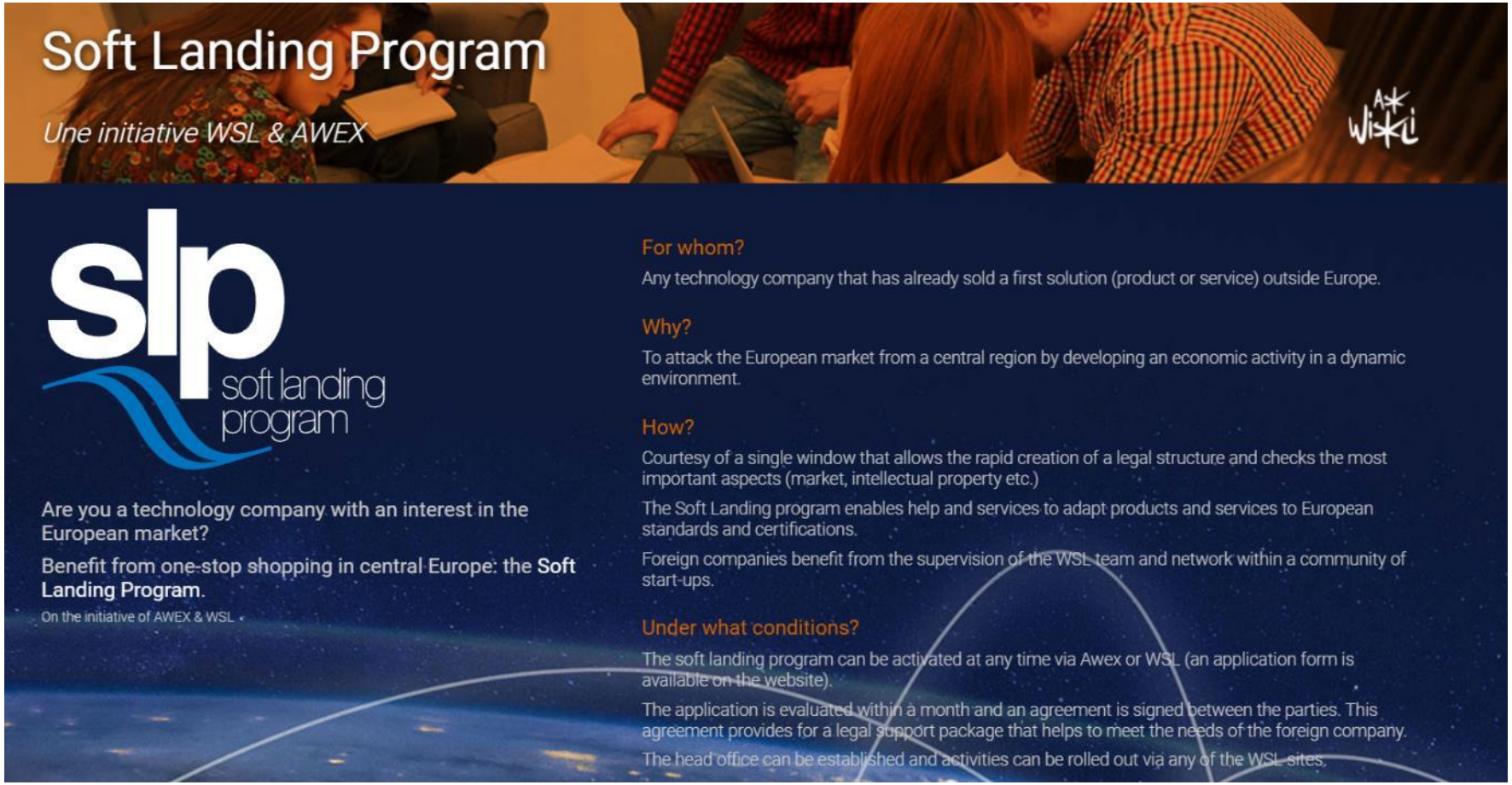
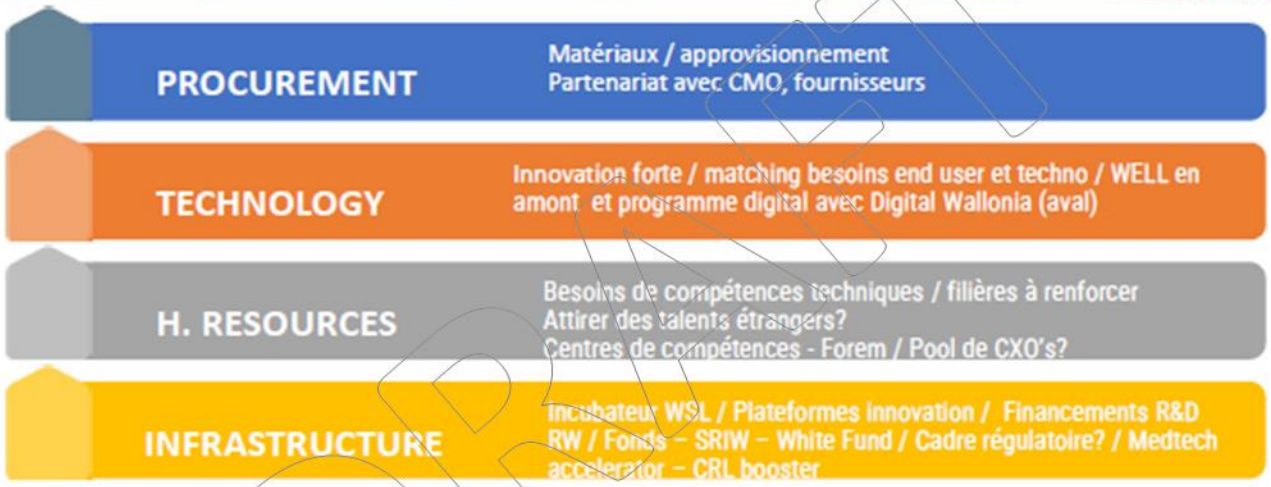
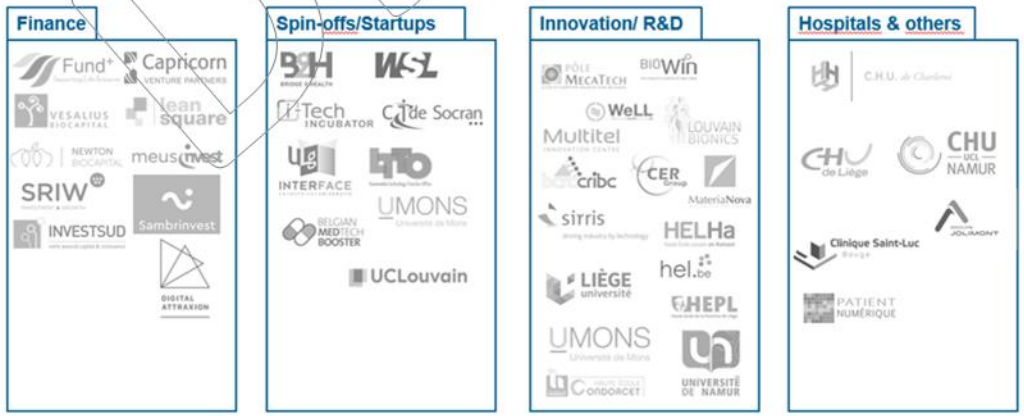
Softlanding program



Value Chain working example





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Reinforce value chain elements

LOGISTICS

- Lack of ISO13485-certified logistics operators
- Promote the Walloon offer

PROCUREMENT

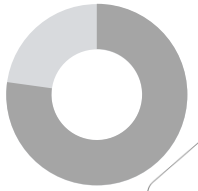
- Challenging sourcing of some components
- Diversification of sources

OPERATIONS

- Attract large Medical Devices groups

TECHNOLOGY

- Stronger connection with world leaders
- R&D collaboration with international actors and hospitals



MARKETING

- Recognition & promotion of Medtech Wallonia
- Position Wallonia internationally
- KOL approach

HR

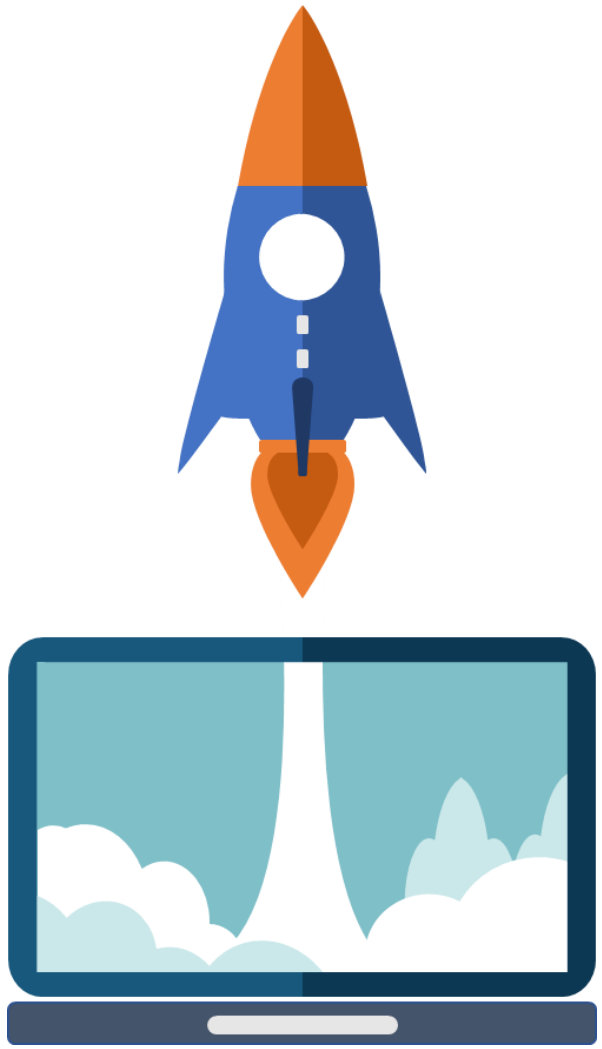
- Attract international talents
- Reinforce Wallon attractivity

SERVICES

- Reinforce the service offer
- Increase regulatory knowledge for target countries

FIRM INFRASTRUCTURE

- Attract medtech international VCs
- Amplify attractivity of development programmes (accelerators…)



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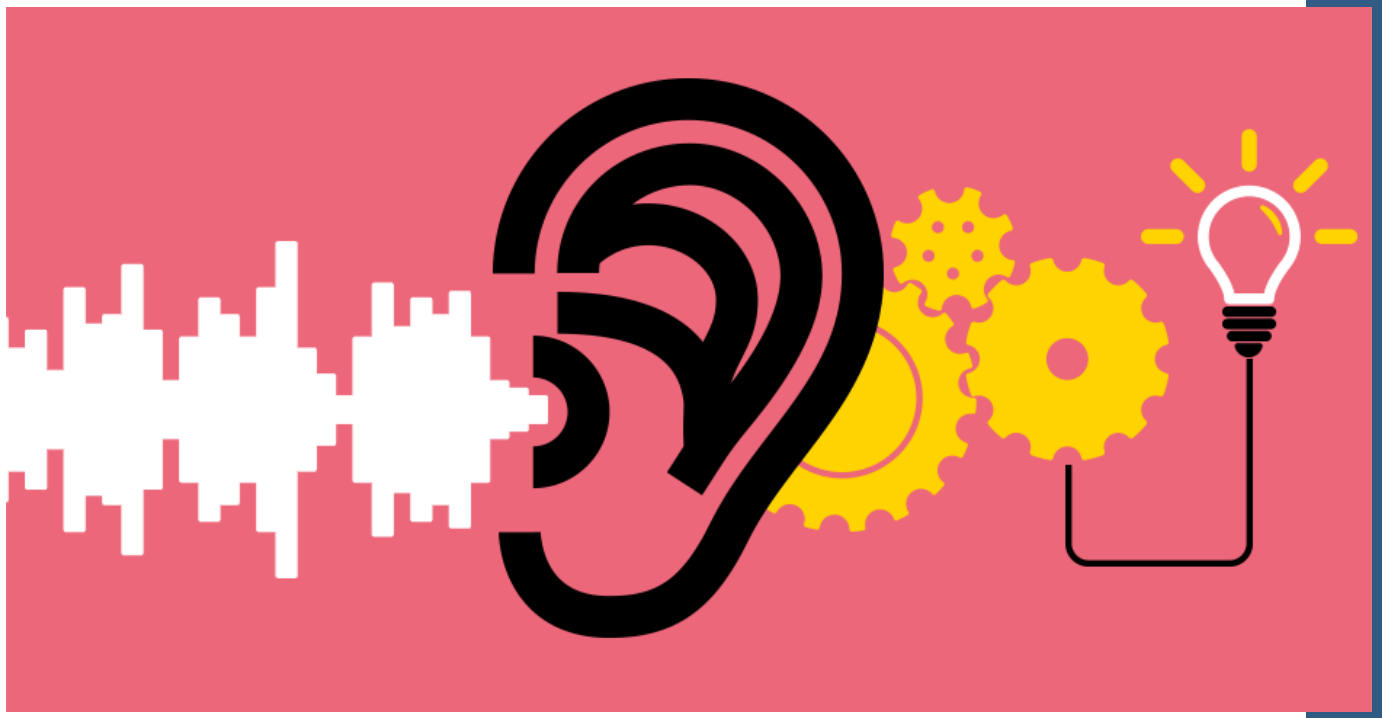
Questions



- Based on your experience, what are the main needs of Walloon medtech companies?
  - Process, Human Resources, Technology, etc
- What are the strenghts & weaknesses of our ecosystem?
- How international exposure can amplify our strengths or improve our weak points?
- How can we help in your business?
- How can we improve our export actions? Better target our attraction of foreign companies? Our exposure to international projects?

Thank you for your attention

Wallonia Export - Investment Agency

www.awex-export.be

www.investinwallonia.be