

BUSINESS ROUTE 2018 FOR METROPOLITAN BRUSSELS





- STRONG INTERNATIONAL BRAND
- INTERNATIONAL ECONOMIC ENGINE
- STRONG GROWTH SURROUNDING REGIONS
- MULTICULTURAL MEETING PLACE

- WEAK NATIONAL REPUTATION
- SOURCE OF CONFLICT IN BELGIUM
- HIGH EMPLOYMENT IN THE CORE
- POOR ATTRACTIVENESS FOR CITIZENS OF FLANDERS AND WALLONIA



THREE TIMES THE
FIRST TIME

1

WHOLE
METROPOLITAN
AREA

2

LONG TERM

3

INITIATIVE
BUSINESS
COMMUNITY



THE PROCEDURE

1

2007-2008

METROPOLITAN
REGION AS
STARTING
POINT

RESULT:

- BAK BENCHMARK
- OPINION SURVEYS
- DIAGNOSIS OF THE
BMR

2

2008

10 THEMATIC
WORKGROUPS &
SEMINARS

RESULT:

- SYNTHESIS
- CONCRETE
PROPOSALS
- PRESENT DOCUMENT

3

2009 - ...

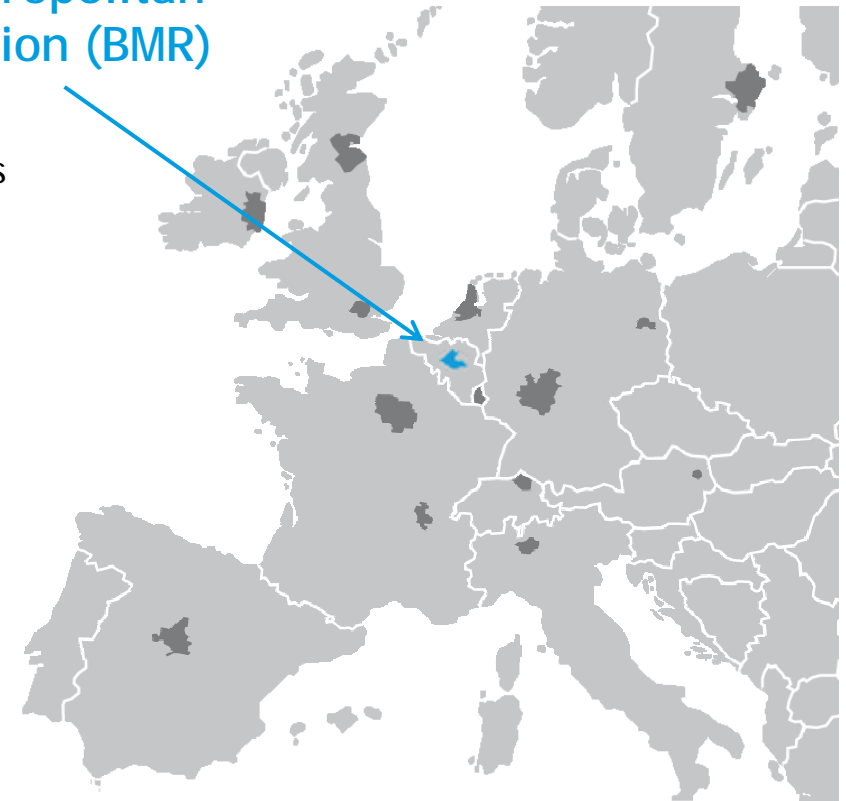
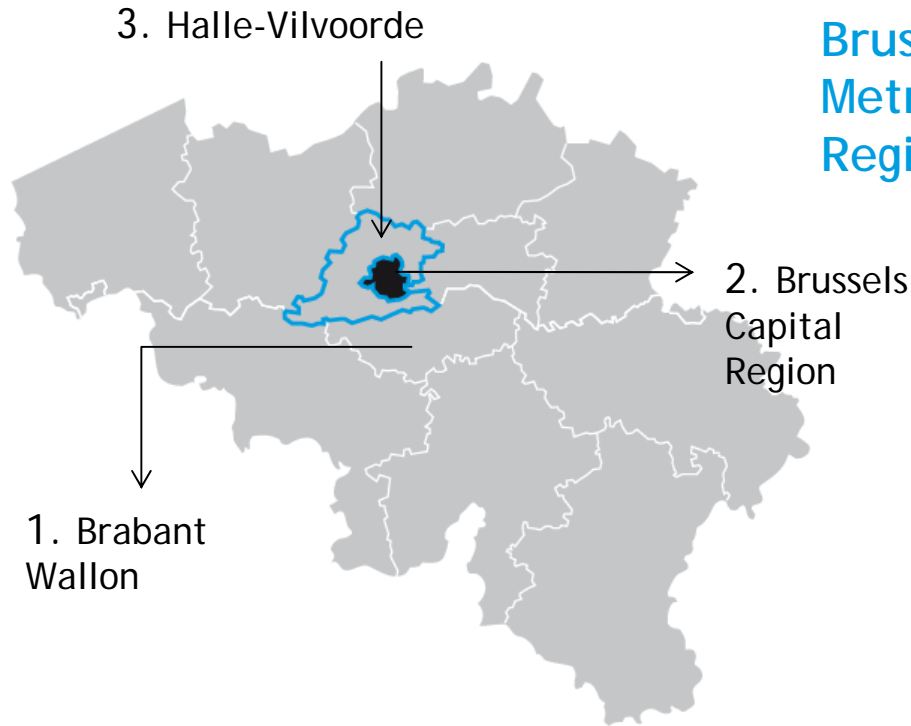
MAKING IT
WORK

RESULT:

- COORDINATION
&
PERMANENT
FOLLOW-UP
- CONCRETE
ACTIONS



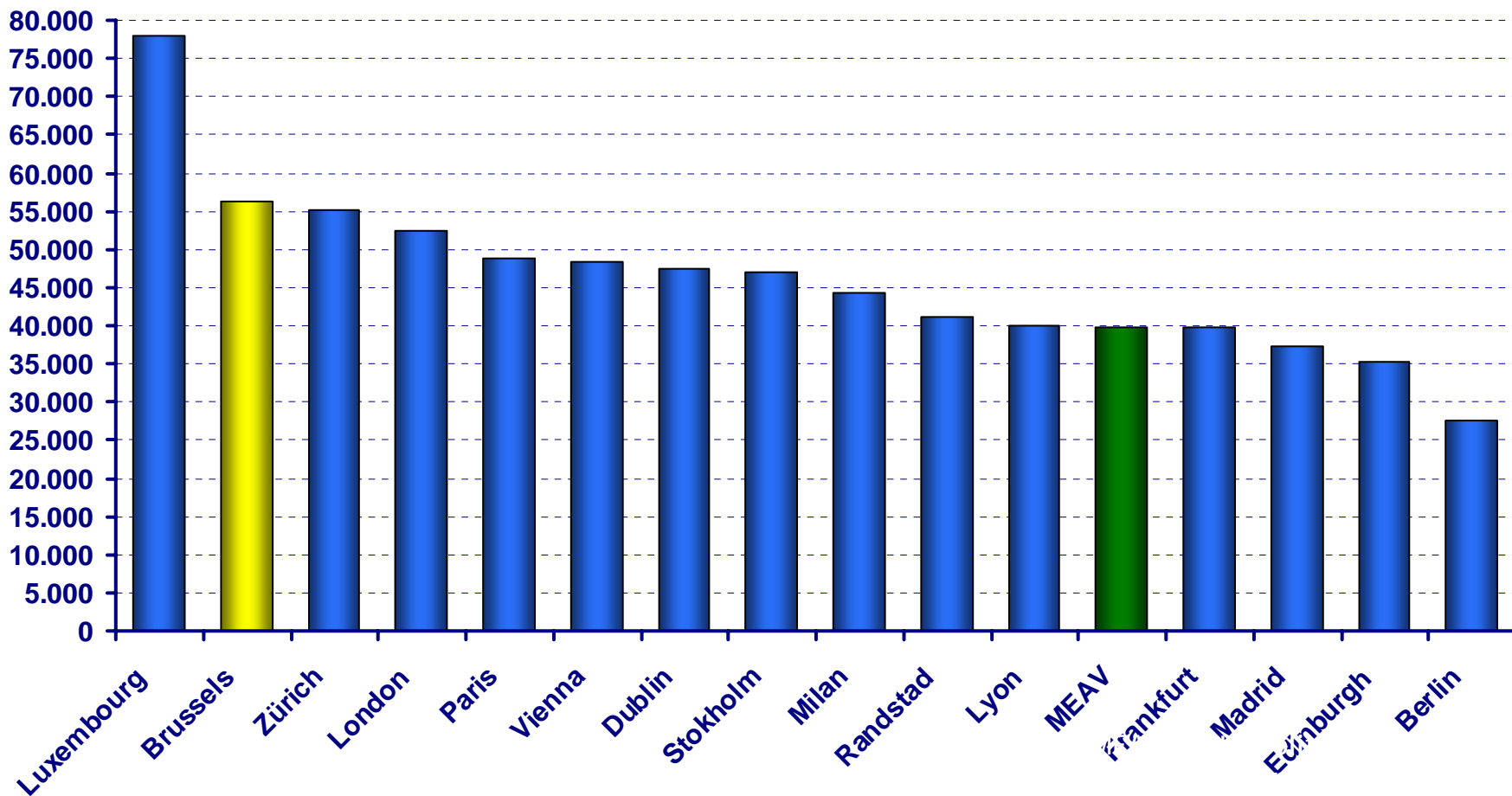
1 + 2 + 3 =
Brussels
Metropolitan
Region (BMR)



BMR
Benchmarking
15 metropolitan
regions

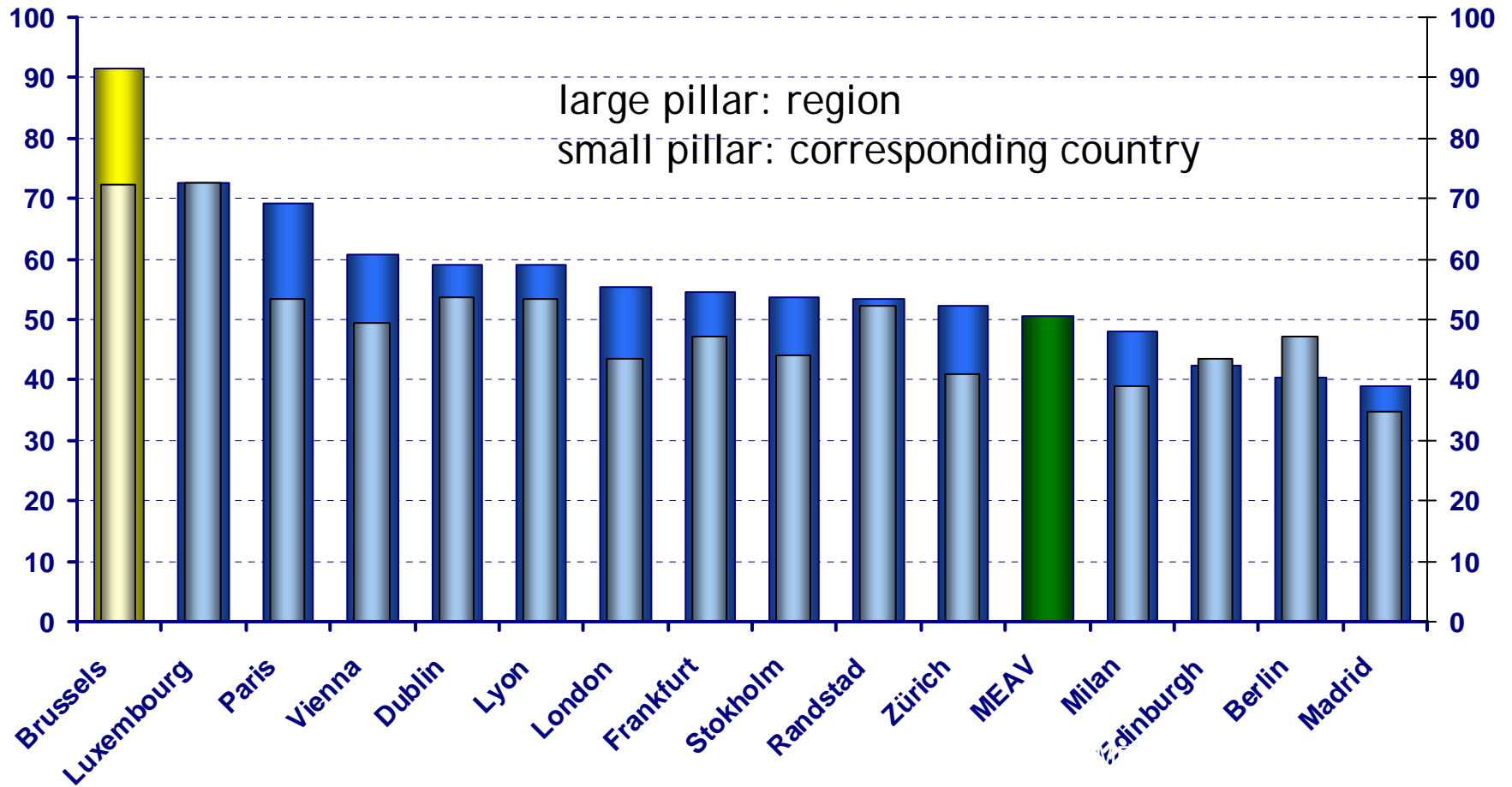
BMR : Région économique très performante

BBP par habitant, en USD, 2006



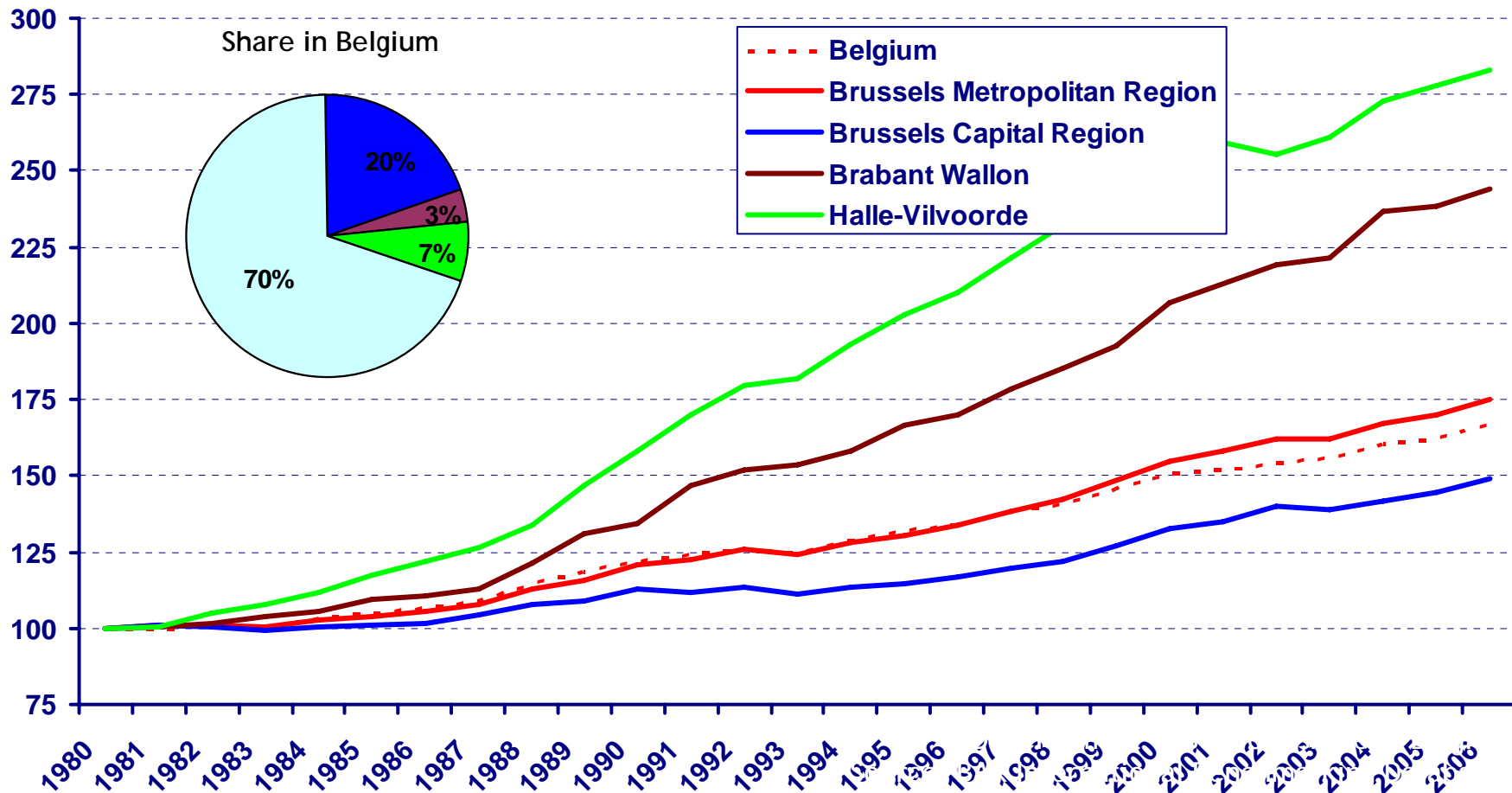
BMR champion de la productivité

Output par heure prestée, en USD, 2006

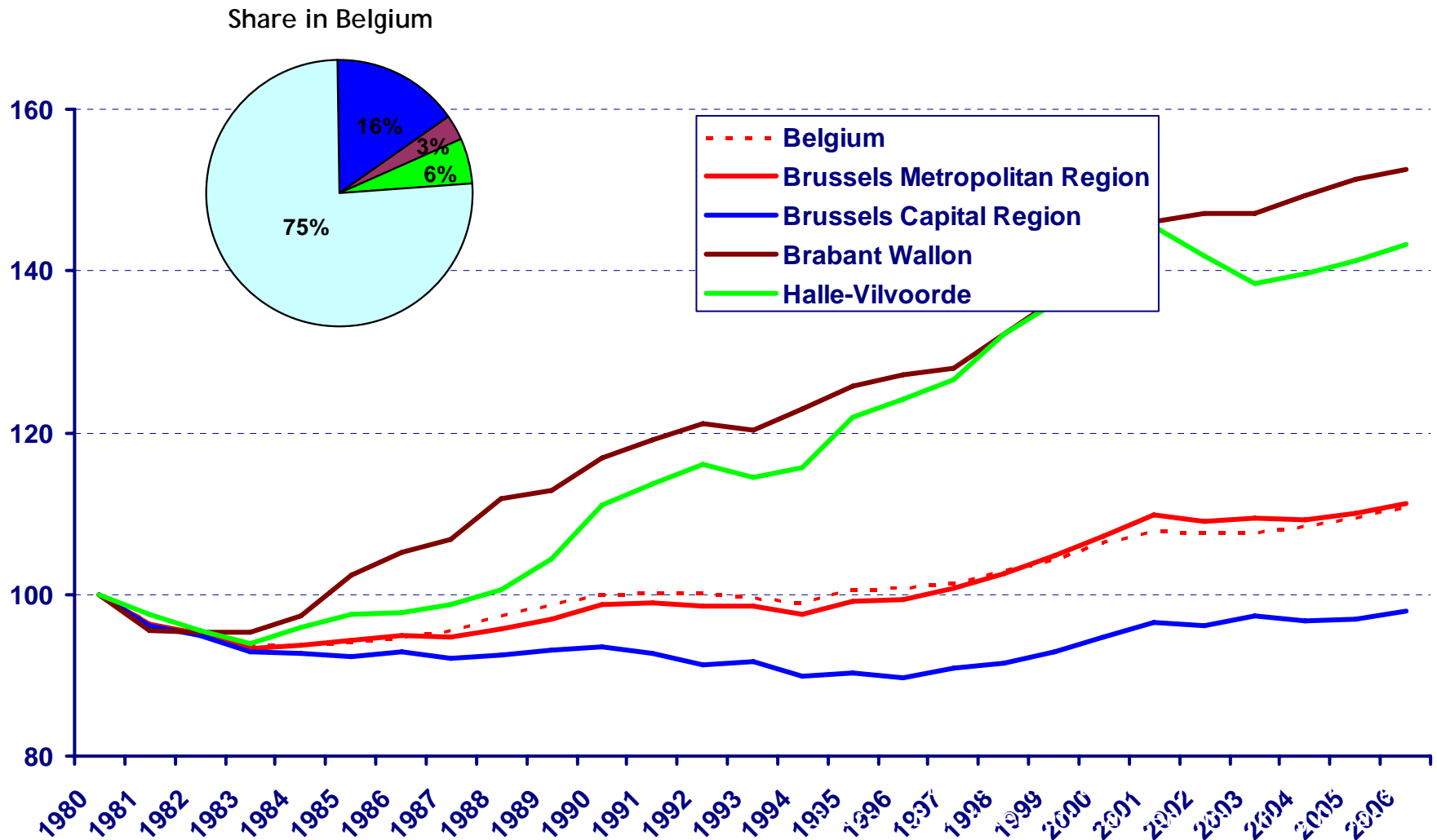


BMR : le poids est au centre, la croissance dans la périphérie

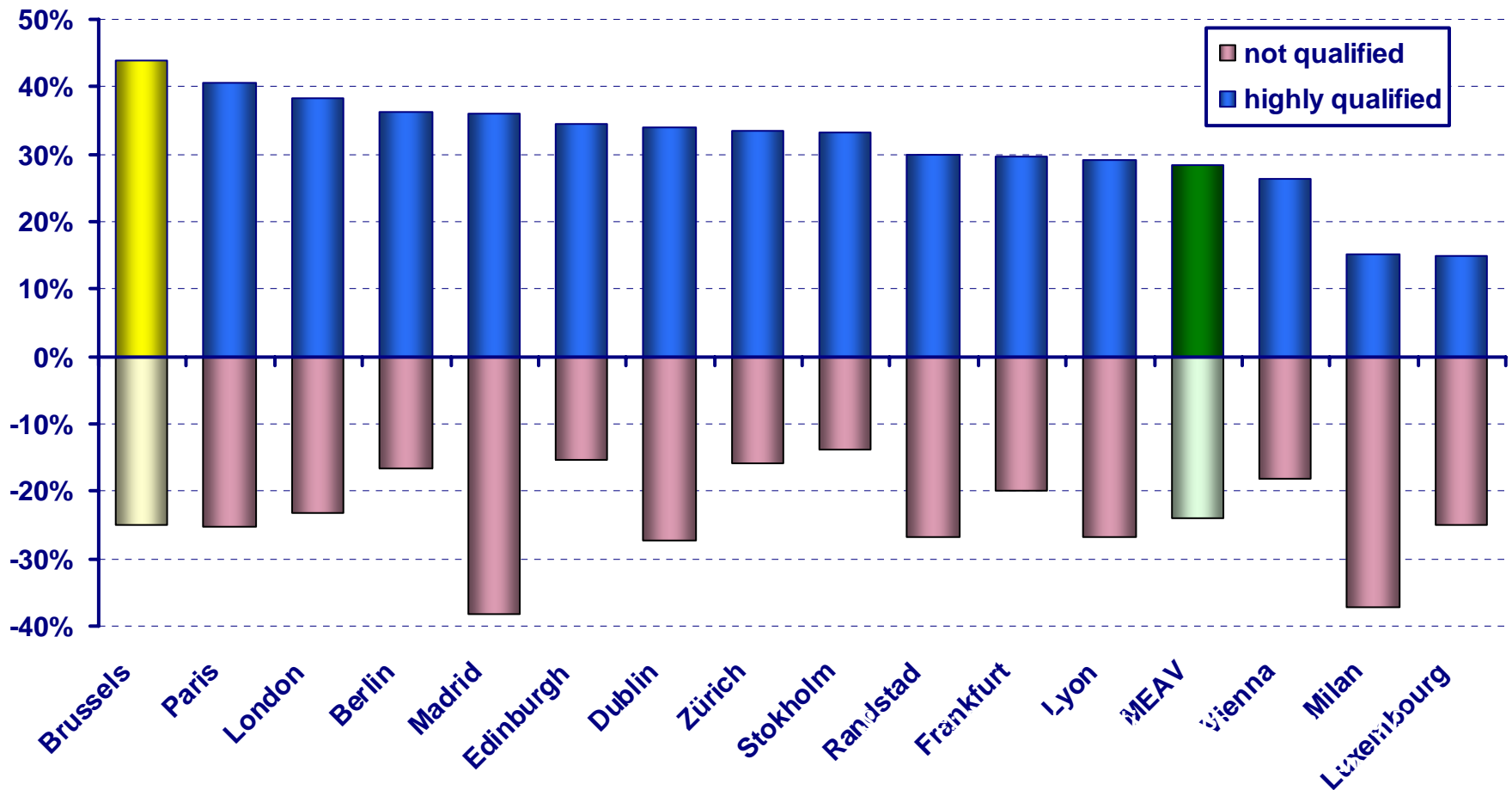
Croissance PIB 1980-2006



RMB: la création 'nette' d'emplois se situe dans la périphérie



RMB: leader européen de diplômés de haut niveau; nombre important de peu qualifiés
Partie de l'emploi total, 2006



INTERNATIONAL
BENCHMARKING
SHOWS BMR...

1

PRODUCTIVITY
AND WEALTH:
THE TOP IN
EUROPE

2

MODERATED
GROWTH,
NEARLY
JOBLESS
GROWTH

3

GROWTH
SURROUNDING
AREAS NOT
SUFFICIENT TO
KEEP WHOLE
BMR ON TRACK

BMR IS LOSING CONNECTION WITH THE TOP

4

STRONG IN
KNOWLEDGE-
DRIVEN
ACTIVITIES

5

LOCAL SERVICES
BELOW PAR

6

POLITICAL
SECTOR
STRONG, BUT
LIMITED
GROWTH
POTENTIAL

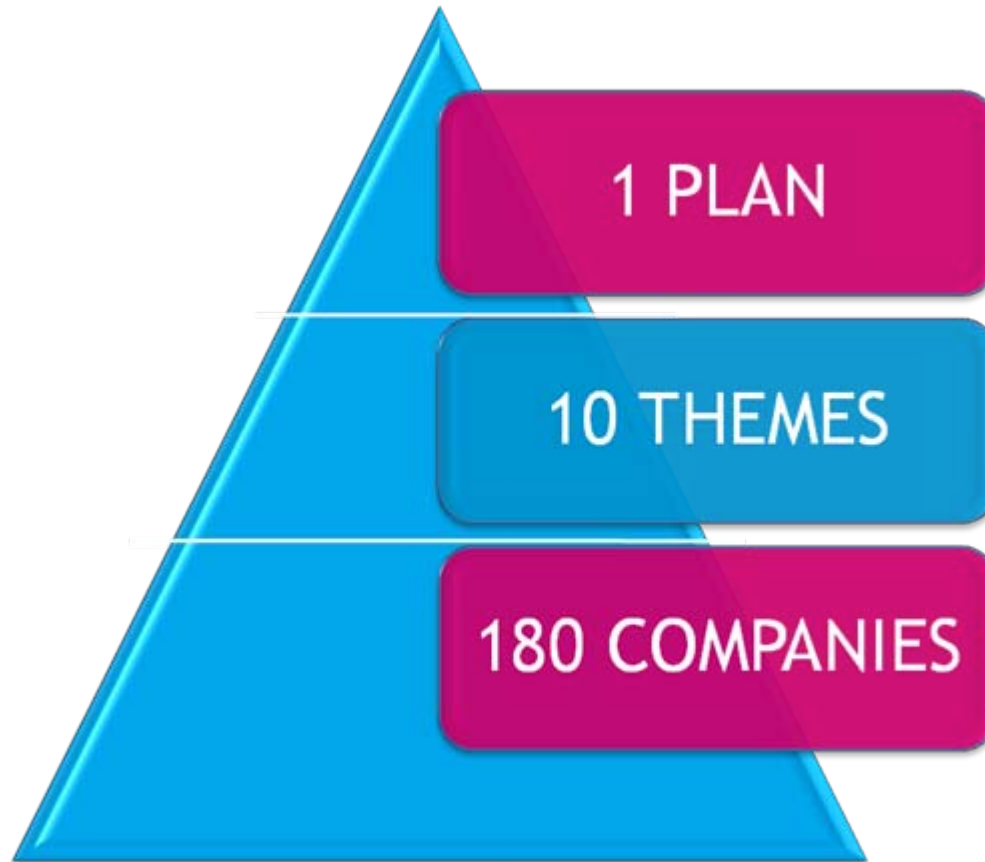
ECONOMY NOT LIVING UP TO ITS FULL POTENTIAL

Sustainable Development
Political Fragmentation
Mobility
Ageing Society
War for Talent
Stalling Local Services

CHALLENGES

Capital of Europe
Growth in Niche Markets
Cities Boom
Quality of Life
Multicultural Society
BRIC countries seeking EU markets

OPPORTUNITIES



BMR
YOUR TICKET
TO EUROPE



FOCUS ON
NICHE
POTENTIALS



BMR
FROM BORING
TO DARING



SUSTAINABLE DEVELOPMENT AS SOLID FOUNDATION

TALENT

MOBILITY

LABOUR MARKET

TAXES

GREEN CITY

GOUVERNANCE



SUSTAINABLE DEVELOPMENT: A SOLID FOUNDATION

BMR
YOUR TICKET
TO EUROPE



BEATING HEART
OF EUROPE

- Transform European Institutions into flagships of European Culture and architecture
- FIFA World Cup 2018, EU Presidency 2010

INTERNATIONAL
CENTRE OF
EXCELLENCE

- Centre of Expertise on EU & NATO Issues, Intercultural Management, Language Translation;
- International Centre for Press and Media

EUROPEAN HUB
OF CHOICE FOR
BRIC-MARKETS

- Promote BMR as Location of Choice for Main BRIC countries
- Mapping the area for location-management

SUSTAINABLE DEVELOPMENT AS SOLID FOUNDATION

FOCUS ON
NICHE
POTENTIALS



FINANCIAL SERVICES

- Finance Academy
- Test Market for new products & services
- Centre for Pan-European Pension Funds

ICT

- E-Cards
- Secure Trade Lanes & Global Customs Communication Network
- E-health

HEALTH CARE & LIFE SCIENCES

- Attracting Patients from Abroad - *VBO/FEB Platform « Health Care Belgium »*
- Developing Care Hospitals

LOGISTICS

- City Logistics: optimal port integration & Intermodal transport
- Centre for Airport Logistics
- Import Agency

SUSTAINABLE DEVELOPMENT AS SOLID FOUNDATION

BMR FROM
BORING TO
DARING



Developing Local Services

- Extension of personal and medical services
- Internet hotspots BMR-wide
- Health Campus
- Innovative Shopping

BMR = City Trip Destination

- City Marketing & PPP
- Become hip & trendy destination
- Boost weekend hotel occupancy levels from below 50 to 80%
- Europe's top MICE location

Boost Attractiveness to Foreign Talent

- Vibrant city life
- Welcome packs for expats
- English as a third administrative language throughout BMR

SUSTAINABLE DEVELOPMENT AS SOLID FOUNDATION

LONDON



BASEL



OAKLAND



BMR

2018



THE « BMR » = A CLEAR VISION

1. A Blueprint for Action - Interregional Mobility & Urbanism Platform, BECI-Bikes, ...
2. A manifest for thought - « The BECI Bible » guiding BECI's representatives & BECI lobby
3. Wide and Strong Support- created & validated by our members

**BUSINESS ROUTE 2018
FOR METROPOLITAN BRUSSELS**

