



Onboarding Europe-Discovery Trip Flanders, Belgium

June 9th – June 14th, 2024

Join us for an **immersive mission to Flanders and Brussels, the vibrant heart of Europe, meeting Belgian companies eager to expand into the American market within the next 6-18 months.** Explore each region and **gain essential insights into business growth strategies for the US market.**

Our **personalized approach begins with a one-on-one virtual intake meeting,** where we tailor the trip to meet your specific goals and expectations. **We'll connect you with key players in the local business ecosystem, including industry leaders, service providers, and European companies** seeking opportunities in the US.

We handle and plan everything upfront, including all meetings and events, as well as domestic flights, local transportation, hotels, and other operational aspects, so you can fully focus on the business part of the trip.

Customize your journey by extending your stay, booking additional meetings with clients, prospects, or service providers to make the most of your US visit.

Ready to discover the Flanders and Brussels business ecosystem with Onboarding USA? Embark on a journey beyond business, gaining inspiration and cultivating a meaningful business network!

Click [here](#) for more details and let's begin this exciting journey together.

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DAY 1: USA – BRUSSELS, Saturday June 8th, 2024

Your journey begins as you board your redeye flight to Brussels on Saturday, arriving in the Capital of Europe early Sunday morning.

DAY 2: BRUSSELS - BRUGES, Sunday June 9th, 2024

Upon our early Sunday morning arrival, we swiftly breeze through customs and make our way to the heart of Bruges, where our centrally located hotel awaits for a seamless check-in.

Bruges, a breathtaking Belgian city adorned with cobblestone streets, medieval architecture, and picturesque canals reminiscent of Venice, promises an unforgettable experience. Renowned for its chocolate shops and lace boutiques, the city beckons with the allure of Belgian delights. With its rich history and irresistible charm, Bruges stands as a beacon for those in search of European beauty.

As the late afternoon sets in, we extend an exclusive invitation for you to join us on a captivating journey at our Waffles and Beer workshop. Here, amidst the enchanting atmosphere of Bruges, you'll delve into the art of crafting traditional Belgian waffles paired with meticulously selected local brews. Immerse yourself in the vibrant flavors and cultural heritage of this charming city, as you partake in an interactive culinary experience that seamlessly blends skillful craftsmanship with Belgian indulgence.



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DAY 3: WEST-FLANDERS, Monday June 10th, 2024

We begin our day at the local Belgian Chamber of Commerce for the Flanders region, where we gain valuable insights into business opportunities. Established in 2004 as an alliance of eight Flemish Chambers of Commerce, it's Belgium's largest and most renowned business network. With over 18,000 member businesses, representing 65% of private employment and 70% of added value in Flanders and Brussels, the Chamber connects entrepreneurs globally and offers expert advice on international matters.

Today, we explore West Flanders, a region renowned for its immense business potential, driven by strategic location and thriving industries. With robust infrastructure, a skilled workforce, and access to key markets, West Flanders emerges as a prime destination for companies seeking growth opportunities. From manufacturing to technology sectors, this dynamic environment fosters innovation and success.

During our visit, we'll engage with 2 to 3 companies in the region, considering expansion into the USA. This exchange offers mutual benefits: while the US delegation presents their region's advantages, participating companies gain insights crucial for a successful entry into the US market through roundtable discussions with US experts.

Late afternoon, we travel to the East Flanders region, where our hotel conveniently sits in Ghent's historic city center. Following a brief respite, we convene for dinner in the heart of the city, offering an opportunity to explore Ghent's enchanting streets directly from our hotel. Ghent, renowned for its medieval architecture, scenic canals, and vibrant cultural scene, beckons visitors to discover its historic landmarks and savor local cuisine for an unforgettable European experience.

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DAY 4: EAST-FLANDERS, Tuesday June 11th, 2024

Today, we're exploring East Flanders, a region ripe with business potential thanks to its strategic location and thriving industries. With strong infrastructure, a skilled workforce, and easy access to key markets, East Flanders is an ideal destination for companies looking to grow. Whether in manufacturing or technology, this dynamic environment fosters innovation and success, making it a promising place for businesses to thrive.

We begin our day with a visit to the Ghent headquarters of a renowned Belgian hardware and software company, now establishing its presence in the USA. Meeting with the founder and CEO, we gain insights into the company's journey and discuss lessons learned from entering the US market. We also explore their ambitious growth plans to become leaders in their sector within the USA, and the support they expect from service providers to achieve these goals.

Our next stop is a meeting and lunch at the headquarters of a successful investment company in Flanders. With a capital base of 400 million EUR, they're invested in 40 portfolio companies with a total turnover exceeding 1 billion EUR and employing 3500 staff. Specializing in long-term investments, they focus on fast-growing ventures in sectors like Technology, particularly in Artificial Intelligence, Internet-of-Things, and Life Sciences. Through equity and mezzanine financing, they aim to accelerate growth, create value, and provide expertise to entrepreneurs, offering both early-stage venture capital and later-stage private equity.

During our afternoon visits, we'll engage with 2 more companies in the region, considering expansion into the USA. This exchange offers mutual benefits: while the US delegation presents their region's advantages, participating companies gain insights crucial for a successful entry into the US market through roundtable discussions with US experts.

In the early evening, we journey to Antwerp and settle into our hotel located in the historic city center. We dine with the delegation, followed by a leisurely stroll through the bustling streets of Antwerp. We conclude the evening by enjoying a drink at one of the renowned bars, soaking in the vibrant atmosphere of this iconic Belgian city known for its rich culture and architectural marvels.



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DAY 5: ANTWERP, Wednesday June 12th, 2024

Today, we delve into Antwerp province's thriving business landscape, renowned for its strategic benefits and ample opportunities. With its prime location, flourishing industries, and access to key markets, the province offers an ideal setting for company growth. Boasting robust infrastructure and a skilled workforce, Antwerp province fosters innovation and prosperity across various sectors, making it an appealing destination for businesses seeking success.

Our initial stop is at a top-tier European service provider assisting Belgian firms in expanding to the US. Leaders in financial consulting, they innovate traditional approaches with unmatched expertise. Utilizing advanced tech, they deliver precise financial solutions globally, particularly guiding Belgian companies entering the US market. Moreover, they offer comprehensive board reporting and expertise in transfer pricing to mid-sized enterprises.

Our next destination entails a visit to the facilities, a management meeting and lunch with one of the foremost global logistics companies, headquartered in Belgium. Renowned as a leader in the logistics sector, they pioneer innovative solutions and set new benchmarks in global supply chain management. With a commitment to continuous expansion, they are actively exploring entry into the USA market, recognizing it as a pivotal opportunity. As part of the Belgian delegation in late 2023, they are now considering establishing a new entity in the southeastern USA region, strategically positioned near a major port to meet the burgeoning demand from US clients.

Throughout our afternoon appointments, we will interact with two additional companies in the area, contemplating expansion into the USA. This interaction provides reciprocal advantages: while the US delegation showcases their region's benefits, participating companies glean invaluable insights essential for a prosperous entry into the US market, facilitated by roundtable discussions with US experts.

We travel to Brussels and check into our hotel situated in the heart of the city. After dining with the delegation, we embark on a relaxed walk through the lively streets of Brussels, immersing ourselves in its bustling ambiance, savoring the vibrant atmosphere of this iconic Belgian capital renowned for its cultural richness and architectural splendor.



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DAY 5: BRUSSELS, Thursday June 13th, 2024

Today, we're exploring the vibrant business scene of Brussels, offering ample opportunities for US companies. With its central location and diverse industries, Brussels is an ideal hub for growth. Boasting strong infrastructure, skilled workforce, and access to key markets, the city provides a fertile ground for expansion. Whether in finance, tech, or other sectors, Brussels fosters innovation and prosperity, making it an attractive destination for US businesses.

Our first visit is to Flanders Investment & Trade (FIT), supporting Flemish businesses and promoting Flanders as a top investment and trade destination. With a clear mission, FIT assists Flemish companies in global ventures and showcases Flanders' investment potential. They actively promote Flanders as an investment hub and facilitate trade missions, connecting Flemish companies with international partners. FIT is vital for Flemish companies' global expansion, offering services like market intelligence and business development support, ultimately fostering trade partnerships and promoting Flanders as an investment destination.

Our next stop is UNIZO, a key organization advocating for Belgian entrepreneurs and small businesses. With a mission to empower and support entrepreneurs, UNIZO provides essential resources and guidance to navigate the business landscape. Dedicated to promoting entrepreneurship and fostering growth, UNIZO plays a vital role in representing the interests of small businesses and driving economic development. Through advocacy efforts and practical support services, UNIZO champions the success of Belgian entrepreneurs and contributes to a thriving business ecosystem.

We gather for lunch on a sunny terrace overlooking the Brussels Grand Place, enjoying cold Belgian beer as we reflect on our discoveries and share experiences. This marks the end of our mission, giving you free time in the afternoon to explore the Brussels city center or shop for souvenirs before flying back to the USA on Friday morning.



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DAY 5: BRUSSELS - USA, Friday June 14th, 2024

You embark on your morning flight at Brussels airport, arriving back in the United States early afternoon on Saturday

About Onboarding USA (<https://www.onboardingusa.com/>)

We are a distinguished consultancy firm specializing in guiding European businesses through the process of expanding into the United States. With a history of successful ventures, our company is dedicated to simplifying the complexities of international expansion for our clients.

Our approach is comprehensive, offering a range of tailored services designed to guide businesses through every step of the expansion process. From crafting personalized market entry strategies to navigating the intricate legal and regulatory landscape of the US market, we provide expert guidance!

Onboarding USA services include:

- Custom Market Entry Strategies:** We devise personalized market entry strategies based on meticulous research and analysis, ensuring our clients' success in the US market.
- Expert Legal and Regulatory Compliance:** We offer expert guidance **through our partnership with Parker Poe** on legal and regulatory matters, ensuring our clients navigate the complex US legal landscape with ease.
- Comprehensive Business Development Support:** We provide end-to-end assistance with business setup, networking, and partnerships, facilitating seamless entry and growth in the US market.

At Onboarding USA, we're dedicated to our clients' success, offering comprehensive assistance throughout their journey. From initial planning to operational setup, we ensure a seamless transition into the US market. With an extensive network of industry experts, we provide invaluable support, covering market entry strategy, legal compliance, and business development. Our proven track record and services empower European businesses to thrive in the competitive US business landscape.

