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Press invitation 24 May 2023: Launch of new country branding strategy

The FPS Chancellery of the Prime Minister will launch its new country branding strategy on Wednesday 24 May 2023.

The strategy is aimed at foreign investors and researchers and will focus on openness to innovation, cooperation and diversity as pillars for growth.

The press is kindly invited to attend the launch.

Programme – Wednesday 24 May 2023

10h30 Reception

11h00 Welcome – Arlin Bagdat, Chairman a.i. Chancellery of the Prime Minister

11h05 Keynote – Alexander De Croo, Prime Minister

11h15 Panel discussion – moderator Dave Keating

- Ilham Kadri, CEO Solvay

- Federica Mogherini, Rector of the College of Europe

- Brandon Wen, Creative Director (Fashion), Royal Academy of Fine Arts Antwerp

12h00 End

Location

Residence Palace – International Press Centre, rue de la Loi 155, 1000 Brussels

Register

Please confirm your attendance via <https://accreditation.belgium.be/en/countrybrandingpress>

Deadline for registration: Tuesday 23 May 2023 by 12h00

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