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Remarkable Belgian duo closes the Milano-Cortina Winter Games in style with a unique concert at the Lotto Belgium Pub

On Saturday 21 February, the closing night of the 25th Olympic Winter Games will be celebrated at the Lotto Belgium Pub in Milan. Belgian DJ Henri PFR will kick off the celebration together with saxophonist Bram Coumans. The concert is organised jointly by the FPS Chancellery of the Prime Minister and the BOIC, and is part of the international country-branding campaign "Belgium. Open for business".

## The DJ and the saxophone player

Internationally renowned Brussels DJ and producer Henri PFR, known for performing at Tomorrowland, will give a duo performance on Saturday 21 February during the closing night of the Winter Games together with Antwerp saxophonist Bram "Jackson" Coumans, known for his collaborations with artists such as Buscemi. A top duo from the north and south of the country, uniting the saxophone with Tomorrowland experience: a Belgian *mariage parfait*. And their enthusiasm is palpable.

*"I am extremely proud to perform for Belgium at the Winter Olympics in Milan. Proud to support our athletes and our colours, and above all proud of our beautiful little country with its great talents!"*

- Henri PFR

## Belgium in the spotlight in Milan and on social media

The Lotto Belgium Pub will serve as the backdrop for this quintessentially Belgian performance. It is the meeting place in Milan for Belgian supporters to celebrate the athletes' victories, located on Via Agostino Bertani just a stone's throw from Parco Sempione.

The concert, a joint initiative by the FPS Chancellery of the Prime Minister and the Belgian Olympic & Interfederal Committee (BOIC), is part of the international country-branding campaign "Belgium. Open for business." As a souvenir of the occasion, exclusive campaign pins will be distributed on-site to attendees, under the motto "Black. Yellow. Red. Gold."



Visitors will be able to discover Belgium's tourist assets through the dynamic video "Belgium is Small but Belgium is Big!", developed by the FPS Chancellery of the Prime Minister in cooperation with the Regions.

Posters from the campaign featuring four Belgian athletes will adorn the pub's walls: short-track skater Hanne Desmet, ski mountaineer Maximilien Drion, figure skater Loena Hendrickx, and alpine ski racer Armand Marchant.

Finally, an atmospheric video of the concert will be recorded on-site and shared across the campaign's Instagram, LinkedIn, and Facebook channels. The channels can be found under the handle @belgium and via the hashtag #BelgiumOpenforbusiness.

## FPS Chancellery: expertise in major events

It is no coincidence that the concert is organized in collaboration with the FPS Chancellery of the Prime Minister. This federal public service is responsible for the external communication of the Belgian government and has extensive experience with major events that put Belgium in the international spotlight. Think of the concert with Belgian stars Helena and Mentissa in Japan during the World Expo in Osaka, the projection of Belgian Art Nouveau motifs onto the Christ the Redeemer statue in Rio de Janeiro during the Belgian Economic Mission to Brazil, or the augmented-reality experience during the Olympic and Paralympic Games in Paris.

The FPS Chancellery is also the driving force behind the beloved "Belgian Party", which closes the National Day festivities each year in Brussels' Parc du Cinquantenaire. Last year, the 4th edition attracted 100,000 spectators with its now-proven formula: a 100% free and Belgian spectacle featuring performances and a DJ set, flanked by a spectacular drone and laser show, followed by the traditional fireworks.

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