



PARTNERS IN MARKETING

July 2010 – PIM supports Walloon companies in expansion to Flanders

BEP, the Economic Bureau of the Province of Namen, is responsible for the economic development of the province of Namen. BEP offers supporting services to companies that are located in Namen and companies that are seeking to establish in Namen.

About 60 Flemish and Dutch companies are already set up in this province. BEP wants to attract even more Flemish and Dutch investors to the business parcs of Namen, because there is still ample space available. BEP asked Partners In Marketing to draw up a marketing and action plan to promote and commercialize the business parcs of Namen in Flanders.

As part of the [project ViaVia](#), BEP makes a further appeal to Partners In Marketing. As from September 2010, a dynamic business course of 5 sessions will be started up for companies of Namen that want to approach the Flemish and Brussels market more actively. Throughout the various interactive sessions, the participating companies draw up a commercial action plan.

- Session 1: introduction in market forces, marketing and sales
- Session 2: drawing up a commercial business plan
- Session 3: future-oriented objectives and choices, establishing priorities, consequences for the organization
- Session 4: project examples + benchmarking
- Session 5: presentation of the commercial action plans

