



PARTNERS IN MARKETING

May 2010 – PIM assists members of BSTC in expansion to the UK

The Belgian SportsTechnology Club, an initiative of Agoria and the BOIC, is a network of experienced Belgian companies involved in major international sporting events: Olympic games, FIFA World Cup, Tour de France, Superbowl,...

Agoria is a trade association which is representing and helping more than 1,600 companies in the technology industry. The Belgian Olympic and Interfederal Committee (BOIC) represents the Olympic Movement and its values in Belgium.

The Belgian SportsTechnology Club (BSTC) organizes several seminars to inform its members about the unique possibilities the 2012 Olympic Games in London create for Belgian companies. During an event in the British Embassy Brussels, Partners In Marketing presented the business opportunities in the United Kingdom and ways for Belgian companies to enter the British market.

For several years already, Partners In Marketing advises and assists Belgian companies developing their activities on the British market. Belgium is the sixth largest trading partner of the United Kingdom, the UK is the fourth export destination of Flanders.

