



Signing Ceremony of 10 Economic and Academic agreements

Thursday 26 October 2023 at 17H00

Venue: Laneway 1&2, Intercontinental Rialto hotel Melbourne

1. ACOTEC NV – MATRIX COMPOSITES & ENGINEERING

Acotec NV and Matrix Composites & Engineering, both leading providers of chemical products, are pleased to announce that Matrix will manufacture Humidur® Coatings at its state-of-the-art facility in Henderson, providing enhanced outcomes for Matrix' Corrosion Technology customers.

The manufacturing agreement builds on the 3-year exclusive distribution agreement and includes all Humidur® Coating Systems such as the anti-corrosion coating system, Humidur® FP, the UV-stable aesthetic topcoat, Humidur TC, and the innovative intumescent passive fire protection system, Humidur® Char. All Humidur® Coatings are designed to provide long-term protection that substantially increase the service life of installed site infrastructure, simplify on-site application processes and reduce time. Diversification extends to energy, resources, infrastructure and defence projects and various strategic business partners including Woodside Energy, Alcoa, Inpex, Rio Tinto, etc.

The local manufacturing provides benefits such as reduced product lead times, greater stock availability, increased flexibility to cater to individual customer requirements, and an improved environmental footprint in the supply of the products.

➤ **Websites:**

- <https://www.acotec.be>
- <https://matrixengineered.com>

➤ **Contacts:**

- Mr. SCHALLEY Wim, CEO, ACOTEC NV, wim.schalley@acotec.be
- Mr. SMITH Shane, General Manager, MATRIX COMPOSITES & ENGINEERING, shane.smith@matrixengineered.com

2. AEROBEL BV – AERO INSULATIONS

Introducing Aerobel and Aero Insulations: Revolutionizing Energy Efficiency and Ease of Installation

Melbourne, 2023 – Today, we are proud to announce the launch of Aeromix in Australia, a cutting-edge solution designed to transform your home or business into an energy-efficient haven.



Aeromix Insulating screeds are engineered with state-of-the-art technology, providing unmatched thermal performance that reduces energy consumption and lowers utility bills through the use of an up-cycled bio waste product. Our innovative product not only maximizes indoor comfort year-round but also contributes to a sustainable future by reducing carbon footprints with the possibility to utilize recycled EPS.

Join us in the journey towards a greener, more energy-efficient world with Aeromix Insulating screeds. Discover how our product can transform your space and help build a sustainable future.

About

Aerobel is a leading innovator in sustainable insulation solutions, committed to creating products that improve energy efficiency and reduce environmental impact. With Aeromix, we continue to push the boundaries of what's possible in the world of insulation, and the partnership with Aero Insulations will prove a great step forward towards a more sustainable and energy efficient future in Australia.

➤ **Websites:**

- <https://www.aerobel.tech>

➤ **Contacts:**

- Mr. CHARTOUNI Sam, CEO, AEROBEL BV, sam@erobel.tech
- Mr. DAS Wouter, CEO, AERO INSULATIONS, wouter@aeroinsulations.com

3. BEMATRIX – HARRY THE HIRER

Not to be released before 26 October

Harry the hirer signs agreement in the presence of Belgian Royalty

Harry the hirer, Australia's leading events, production and exhibition design company, has today cemented their collaborative partnership with beMatrix, a Belgium-based leader in modular building systems for exhibitions, at an official signing ceremony in Melbourne attended by HRH Astrid of Belgium and the Minister-President of Flanders, amongst other guests, dignitaries and companies.

Building on their commitment to sustainable product development, beMatrix and Harry the hirer have previously collaborated on the launch of Xpand, a modular, pop-up meeting room system, and intend to continue this productive working relationship well into the future.

Said Bernie Stephens, Harry's the hirer's Operations Manager: "The current single use mentality that exists in the exhibitions and events sectors is something we wanted to tackle head on, and beMatrix is the perfect partner to help us achieve a truly innovative and sustainable approach to creating modular and reusable products that are perfect for unique expos, events and activations."

Added Harry the hirer CEO, Gab Robinson: "For us at Harry's, it's about avoiding the pitfalls of green wash, and that means delivering products that are genuinely sustainable. Xpand is the first solution



we've worked on with our international partners at beMatrix, a company with serious sustainability credentials, and we're excited about how the market has responded to this innovative new product."

Having already fostered several successful co-developments with international companies, beMatrix is excited by the opportunities of partnering with Harry the hirer.

"We were inspired by Harry's the hirer's vision of creating sustainable, reusable products for the industry and could see that their team genuinely shared our commitment to being a true leader in creating sustainable solutions for the fast moving exhibitions industry. We've enjoyed partnering with Harry's to develop Xpand for the Australian market, and true to the Belgian economic mission agenda, we look forward to delivering more solutions as our partnership grows." Said beMatrix International Account, Jasper Ameel.

Speaking of the ceremony itself, Bernie added: "It was both an honour and privilege to sign an official agreement between our business and beMatrix and solidify our working relationship in the presence of Belgian Royalty; that's definitely a first for Harry the hirer."

The official signing ceremony between both companies, which took place at the InterContinental in Melbourne, was part of a Belgian Economic Mission to Australia led by the Foreign Trade Agency of Belgium, under the presidency of Her Royal Highness Princess Astrid.

For all media enquiries – including images, additional quotes and interview requests – please email marketing@harrythehirer.com.au

➤ **Websites:**

- <https://bematrix.com>
- <https://www.harrythehirer.com.au>

➤ **Contacts:**

- Mr. AMEEL Jasper, Export Manager, BEMATRIX, j.ameel@bematrix.com
- Mr. STEPHENS Bernard, General Manager, HARRY THE HIRER, bernies@harrythehirer.com.au
- For all media enquiries – including images, additional quotes and interview requests – please email: marketing@harrythehirer.com.au

4. CE+T SA – AERL PTY LTD

Belgian company CE+T Power has signed major partnership agreements with Australia's leading Solar MPPT manufacturer, AERL today. The agreement will see CE+T accessing AERL's cutting-edge Maximum Power Point Tracking technology.

At the signing, CE+T CEO Didier Dejace said the agreement brought together the best of Australian and European power technology. "Power reliability and supply continuity are the energy challenges of the 21st century. In meeting this challenge, CE+T offers sustainable solutions well positioned for renewable energy integration. Working with a partner like AERL enables CE+T to enhance its offering of advanced modular inverters and multidirectional converters for the Australian market," he said.



The agreement was signed as part of the 2023 Belgian Economic Mission to Australia led by Her Royal Highness Princess Astrid. Signatories to today's agreement included AERL CEO Peter Watkinson and CE+T Power CEO Didier Dejace

Websites:

- <https://www.cet-power.com>
- <https://www.aerl.com.au>

➤ **Contacts:**

- Mr. DEJACE Didier, CEO, CE+T SA, d.dejace@cet-power.com
- Mr. WATKINSON Peter, CEO, AERL PTY LTD, peter@erl.com.au

5. CE+T SA – ELEC POWER TECHNOLOGIES PTY LTD

Belgian company CE+T Power has signed a major partnership agreement with leading Australian power solutions company Elec Power technologies (EPT) today.

This agreement will see CE+T products integrated and distributed into Australian industries through Elec Power Technologies (EPT). EPT works across Australian industry delivering power protection, power quality, power efficiency, and power conversion solutions.

At the signing, CE+T CEO Didier Dejace said the agreement was an important coming together of Australian innovation and knowledge with European power technology. "Power reliability and supply continuity are the energy challenges of the 21st century. Today's agreement helps us to meet that challenge head-on. Working with our partner EPT assists in bringing our advanced range of modular inverters and multidirectional converters to the Australian market," he said.

The agreement was signed as part of the 2023 Belgian Economic Mission to Australia led by Her Royal Highness Princess Astrid. Signatories to today's agreement included EPT CTO Graeme Bassula and CE+T Power CEO Didier Dejace.

➤ **Websites:**

- <https://www.cet-power.com>
- <https://ept.com.au/>

➤ **Contacts:**

- Mr. DEJACE Didier, CEO, CE+T SA, d.dejace@cet-power.com
- Mr. BASSULA Graeme, CTO, ELEC POWER TECHNOLOGIES, graeme@ept.com.au

6. CE+T SA – POWERPLUS ENERGY

Belgian company CE+T Power has signed a major partnership agreement with leading Australian energy storage company Powerplus Energy today.



The agreement will see CE+T products supplied to Powerplus Energy via CE+T Australia. Powerplus Energy designs and manufactures Australian-made batteries, cabinets, and BESS solutions for a wide range of renewable energy projects.

At the signing, CE+T CEO Didier Dejace said the agreement brought together the best of Australian-made energy storage and European power technology. “Power reliability and supply continuity are the energy challenges of the 21st century. In meeting this challenge, CE+T offers sustainable solutions well positioned for renewable energy integration. Our agreement with Powerplus Energy is a critical milestone in delivering CE+T’s advanced range of modular inverters and multidirectional converters to the Australian market,” he said.

The agreement was signed as part of the 2023 Belgian Economic Mission to Australia led by Her Royal Highness Princess Astrid. Signatories to today’s agreement included PowerPlus CEO Bradley Paton and CE+T Power CEO Didier Dejace.

➤ **Websites:**

- <https://www.cet-power.com>
- <https://www.powerplus-energy.com.au>

➤ **Contacts:**

- Mr. DEJACE Didier, CEO, CE+T SA, d.dejace@cet-power.com
- Mr. PATON Bradley, CEO, POWERPLUS ENERGY, bradley@powerplus-solutions.com.au

7. EVS BROADCAST EQUIPMENT – VIDEOCRAFT

Videocraft elevates production capabilities with strategic acquisition of evs livecaption solution

Videocraft, a leading facilities provider in Australia, has announced it will deploy cutting edge technology from EVS, the leader in live video technology for broadcast and new media productions, a strategic acquisition that is part of Videocraft’s ambitious upgrade initiative.

With a focus on enhancing the live production experience, EVS’ longstanding customer is set to embrace EVS’ LiveCaption solution, seamlessly transitioning from XT3 servers to the latest XT-VIA live production servers. The comprehensive solution will also include LSM-VIA remote control units that will be used for crafting engaging live replays and highlights. The integration of XFile 3 will further simplify file transfer and archive management during live productions. Furthermore, to address content management needs, Videocraft will leverage the power of EVS’ IPDirector production asset management (PAM) system.

This strategic deployment of EVS’ state-of-the-art technology underscores Videocraft’s commitment to elevating content quality and production efficiency and exemplifies the synergies between EVS and Videocraft in pushing the boundaries of live video production.

➤ **Websites:**

- <https://evs.com>
- <https://www.videocraft.com.au/>



➤ **Contacts:**

- Mr. GRUTMAN Quentin, Chief Customer Officer, EVS BROADCAST COMPANY, q.grutman@evs.com
- Mr. TAYLOR James, Sales Director, VIDEOCRAFT, james.taylor@videocraft.com.au

8. HORTIBREED NV – BROOKS NURSERY

Hortibreed signs declaration of intent to cooperate with Brooks nursery for production and distribution of Hortinno® azaleas in Australia

Hortibreed is a classic biotech company from Lochristi, founded in 1987 and specialising in the breeding and out-licensing of new plant varieties, including azalea, rhododendron and kalmia latifolia. Together with a number of knowledge institutes, Hortibreed carries out continuous research and development on new improved plant varieties that meet its partners' sustainability targets on the one hand and end-users' wishes on the other. Giving the consumer a guarantee of extra-long flowering is an important objective: 'flowers for 50 days', but disease resistance, water efficiency and organic cultivation techniques are also among the objectives. Hortinno® stands for Horticultural Innovation and is Hortibreed's quality label to the end user.

Ten years ago, Hortibreed started its first collaboration with a company near Brisbane. The signing of a licence agreement with Brooks Nursery will mark a second important step in strengthening Hortinno®'s market position in Australia. Brooks Nursery is located near Melbourne and already showed strong interest in Hortinno® azaleas in 2019. Corona brought some delays, but in December 2021 Hortibreed managed to import some protected azalea varieties in vitro (disease-free lab youngplants) into Australia. Australia is one of the strictest and most difficult countries in the world to import plants. Meanwhile, Brooks Nursery has started propagation in local production. As azalea is a perennial crop, commercial volumes will only be available in sufficient numbers by 2025-2026. The aim of this collaboration is to market Belgian Hortinno® azaleas in the Brisbane, Sydney, Melbourne and Adelaide regions. This declaration of intent to cooperate was signed during the Belgian Economic Mission to Australia led by HRH Princess Astrid.

➤ **Websites:**

- <https://www.hortinno.com>
- <http://www.brooksnursery.com.au>

➤ **Contacts:**

- Mr. LARIDON Stefan, Business Unit & Development Manager, HORTIBREED NV, Stefan.laridon@hortibreed.be
- Mr. SHELDON Simon, General Manager, BROOKS NURSERY, ssheldon-collins@brooksnursery.com.au

9. REFASSIST – AUSTRALIAN FOOTBALL LEAGUE



October 26, 2023, MELBOURNE – After a successful and fruitful partnership of three years, OfficialsHQ (RefAssist) and the Australian Football League (AFL) have extended their contract during an official signing ceremony at the InterContinental hotel under the watchful eye of Her Royal Highness princess Astrid of Belgium.

In need of an exhaustive and intelligent software solution to appoint umpires to matches, but also to tackle their officials' financial needs and registrations, the AFL decided about three years ago to put their trust in OfficialsHQ's expertise and signed the first ever contract between the two parties. Today, OfficialHQ's CEO and founder Dieter de Naeyer made it his mission to honour this partnership by renewing their contract in royal company.

The AFL, the highest professional competition in Australian football, successfully sets up thousands of games annually that are played nationwide. OfficialsHQ provides the official management solution that allows the AFL to manage their 19,000 umpires' appointments, financial needs and registrations. Together, they provided over 100,000 qualitative sports games that reached over 125 million viewers in the 2022-2023 season.

➤ **Websites:**

- <https://refassist.com>
- <https://www.afl.com.au>

➤ **Contacts:**

- Mr. DE NAEYER Dieter, CEO, REFASSIST, dieterdenaeyer@refassist.com
- Mr. WIRTH Simon, Head of Technology Planning and Delivery, AUSTRALIAN FOOTBALL LEAGUE, simon.wirth@afl.com.au

10. UNIVERSITY OF LIEGE (GIGA AND DEPARTMENT OF OTO-RHINO-LARYNGOLOGY – UNIVERSITY OF MELBOURNE (DEPARTMENT OF OTOLARYNGOLOGY)

Since the 80's, Belgium and Australia have a long history of collaboration in the development of hearing implants. The University of Liege and Melbourne through the Giga Institute and their respective department of Otolaryngology are pioneers and world leaders in the hearing treatment domain. Whereas the Giga Institutes expertise is primarily focused on genetic and 3D human organism models which helps to understand hearing loss processes, the University of Melbourne is specialized in neurophysiology, animal models and experiments.

There is major interest in both teams collaborating to share intellectual expertise, technology, and facilities, raising national and international funds and running first world clinical trials.

➤ **Websites:**

- <https://www.uliege.be>
- <https://www.giga.uliege.be>
- <https://www.unimelb.edu.au>

➤ **Contacts:**



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- Prof. O'LEARY Stephen, Chair of Dept. Otolaryngology, UNIVERISITY OF MELBOURNE, sjoleary@unimelb.edu.au