Brussels, learning playground for associations and the tourism actors role

Jan Lichota
Manager Association Bureau
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<th>Country</th>
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Source: UIA (2017)
>2300

International associations in Brussels

Associations with different legal forms focused on international activities with a main seat in Brussels

+ 75 asbl/ivzw
Last 12 months

International organisations
42 international organisations
Brussels Commissioner for Europe and IO

International community
Officials, companies, public affairs, consultants, trainees, journalists

Services and city life
Users of various supply services and participants to cultural and leisure activities.

Meetings capital
N. 1 in Europe and N. 2 worldwide for international associations meetings
International associations

Activities
• Representation
• Advocacy
• Membership engagement
• Office management
• Conferences and congresses
• Training given and received
• Networking

Types of associations
Trade federations - Scientific societies - Research consortia - NGOs - Interest driven groups - Networks – Alliances ...

Legal forms
Non-profit organisations

Scope
Global – European - Regional
visit.brussels and associations

ASSOCIATION BUREAU
Support and guidance for office setup and city activities

CONVENTION BUREAU
Support and guidance for meetings organisation

AMBASSADORS
Recognition and consolidation for further promotion of the destination
The **Association Bureau** is a specific point of contact that provides valuable support for international associations acting to

- Deliver initial **information** on starting, developing and moving an association;
- Run the **European Association Summit (EAS)** and develop peer-to-peer events for associations;
- **Guide** to resources that will enable associations develop and reach their professional objectives;
- Display association related activities through own **communications** channels.

**Mission statement**

Provide international associations with the **infrastructure and tools** they need to grow and succeed in Brussels and gather associations related Brussels stakeholders.
Meet the team

Jan Lichota
Manager
Association Bureau

Giulia Funari
Association Advisor

Lara Grofils
Association Club Expert

Aya Ghazale
Intern
Challenges and opportunities

**CHALLENGES**
Associations

- Sectors decline
- New regulations
- Meetings frequency
- Skills review

❖ Activities review

**OPPORTUNITIES**

Smart tourism

- New sectors
- New regulations
- Future of work
- Education

➢ Activities creation

**BRUSSELS**

Place to choose

- Networks
- Expertise
- Infrastructure
- Training

 ✓ Best place
Activities undertaken

**Association Bureau**

**Twitter / Linkedin**
- Increasing news flow and interaction
- Launch of own dedicated accounts

**EAS**
- Constant growth of attendance and benchmark event at international level

**Association Co-Space**
- Information, meeting, networking and expertise place

**Newsletter**
- Re-launch
  - Launch > decline > review
  - New initiative

**Social Media**
- Strong network
  - GAHP – ICCA – PCMA
  - FAIB – UIA – ESAAE
  - ULB Solvay

**Knowledge partners**
- Content and structure
  - Simplification and content adjustment

**Education**
- Website
- Contact point

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Visit.brussels day 2018 – 7 / 12 / 2018 – Jan Lichota – Association Bureau
Upcoming activities

- European Association Summit 28.02 – 1.03 2019
- Discover Brussels with experience.brussels 16.01
- 3 events: Spring – Summer – Autumn
- 6 events
- United Kingdom – United States
Contact details

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