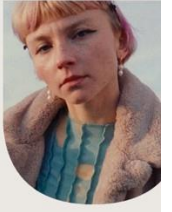


BRUSSELS
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Messaging Template

PART 1:

B2C

Food & gastronomy

There's no better way to devour our culture than to arrive hungry in Brussels. We're a city of 183 nationalities, so flavours collide in creative and playful ways here like nowhere else in Europe. Brussels is a delicious, multi-course meal of a destination, an omnivorous, perfectly-imperfect city that eagerly eats at hidden neighbourhood bistros, at food carts on the street, and at innovative kitchens that draw a world of epicurean appetites.

Brussels food markets and festivals unite neighbourhoods and ingredients, offering a taste of the seasons and of the countless communities that call Brussels home. The city that dares to be itself dares you to step outside your culinary comfort zone—you know you love our chocolate, but have you combined it with beer? Or bio-dynamic wine? You may know Italian, but how's your Peruvian? You may be an expert in Syrian delicacies, but have you experienced Franco-Flemish folk cuisine? Shrimp croquettes? Stoemp?

The Brussels food scene is alive with originators and innovators, passionate chefs who are shifting palates and perspectives just as they transform the culinary landscape. Our traditionalists are constantly reinventing roles and specialties, and our plant-based restaurants are winning Michelin stars—not only for sustainability but also for their food!

Brussels might not be perfect, but we might just be the perfect food city for you. The variations are infinite and the flavours inspired. Eat fast or slow or savour what one chef describes as our Region's 24 microseasons. Come taste the sensory city and dare to be a culinary explorer. We've set a place for you.

Lifestyle culture

(city trips - Europeans coming to Brussels)

Brussels gets you out of your head and into the moment, out of the familiar and into a city that dares you to be yourself.

Brussels is an affordable city rich in culture and in cultures. We're a city of festivals, events, performances and forums of every kind that let you dive deep into your passions and discover new ones; a region of architecture from Art Nouveau to resolutely contemporary that's a feast for the eyes; and a destination of art from the graphic to the surreal to the restlessly emerging. Our music and nightlife reflect our population of diverse, inventive originators, and immerse you in a world of new sounds, movement and ideas.

Brusselers are proudly imperfect believers in a better world, proud of the walkable heart of our city with its 8 000 hectares of green and beautiful breathing space, and proud of our easy accessibility.

Brussels might not be perfect, but the Capital of Europe and of conviviality might just be perfect for you. Dare discover Europe's most eclectic city of culture.

Art

Brussels is a city that sees things differently and dares you to do the same. For fans of art, Brussels is an adventure and a revelation—a city inspired by both art and the art of living.

We've always had a distinct perspective: our surrealists made the world reconsider reality, and our graphic novelists turned illustrated storytelling into an art form. And that's just the beginning.

Today, our scene is like our city, perfectly imperfect—dynamic, challenging and diverse. City walls leap to life with murals, art fairs are magnets for new, global audiences and artists, and our contemporary scene, alive with multi-media performances and artists, is buzzing like never before. And Brussels' art de vivre—our cuisine, nightlife, worldly population and warm welcome—keeps art lovers happy long after the galleries close. The Capital of Europe is also its capital of conviviality.

Brussels might not be perfect, but we might just be the perfect arts city for you. Dare to change your point of view. Come see the arts of Brussels.

Tourism

Brussels is a city with a different perspective, a multi-layered, multi-faceted destination that gets you out of your head and into the moment, out of the familiar and into a city that dares you to be yourself.

You'll see yourself in our city. Brusselers, Bruxellois and Brusselaars represent 183 nationalities—which means that Brussels is a city that speaks your language. Literally and figuratively. You'll find open, welcoming Brusselers everywhere, and you'll wander an affordable and accessible city of originators in every domain, from culture to architecture, business to food.

Come hungry to Brussels—there's no better way to devour our culture. Our residents from around the world make flavours collide in playful, creative ways like nowhere else in Europe. We're a delicious, multi-course meal of a city, an omnivorous, perfectly-imperfect city that eats eagerly, savouring the traditional and the blazingly innovative.

We're the Capital of Europe, of course, and we're also its capital of conviviality—international leaders and policy-makers rub elbows with artists, craftsmen and innovators all over the city.

Our art scene is like our city—dynamic, challenging and diverse. City walls leap to life with murals, art fairs are magnets for new global artists and audiences, and our contemporary scene is buzzing like never before.

And here in one of Europe's greenest cities, you can stroll, bike or live like a local in some 8.000 hectares of parks and green spaces, in cosmopolitan neighbourhoods, or at the events, performances, gatherings and festivals that we offer 365 days per year.

Brussels might not be perfect, but it might just be the perfect vacation for you. Dare to discover a city that's less coded and more playful, inspired by culture, arts, and the art of living. Brussels is an adventure and a revelation. Join us!

PART 2:

B2B

Events / MICE (why organizing your event in Brussels)

Brussels is the city that dares to be itself: the Capital of Europe is also the capital of conviviality, a destination for business people and bon vivants. This contrast is what makes Brussels a place of choice for gatherings and a fertile ground for companies looking to shape what's next.

Brussels is both the heart of European institutions and the accessible heart of Europe, an effortless and efficient ride by rail and air from everywhere on the continent.

We're also one of Europe's great centres for dining, imbibing and being inspired—for fritkoks and Michelin-starred restaurants, for art, culture and festivals, and for breathing space—we're a city with more than 8.000 hectares of green space.

Brussels has long welcomed innovative organizations, like those in healthcare, IT, medical research, Fintech and many others; they're right at home in a city with many successes in those fields. Groups have the choice of more than 200 exceptional meeting venues, most of them located in the walkable heart of a city.

Brussels is, of course, home to the European Parliament and many highly-placed international organizations and decision-makers. That means we understand the needs of the world's most demanding attendees. Brussels is also the number one destination for association meetings in Europe (UIA).

Brussels might not be perfect, but with its experience and amenities, it just might be the perfect meeting city for you. We'd love to help you organize your next gathering.

Sustainability & Innovation

In Brussels, we know innovators and creators because they've always been drawn to our city. Our entrepreneurs, architects and artisans are comfortable with the uncomfortable; we've watched them make, break, reinvent and drive conversations and industries forward.

In Brussels today, many of our sustainability practices set the standard—we're a circular economy and waste management leader, and number 1 in Europe for recycling and packaging of waste. Our healthcare research is breaking through globally. And our diversity—183 nationalities and more than 100 different languages commingle—makes the city fertile soil for testing, experimenting and collaborating.

Ambitious sustainability entrepreneurs love Brussels because we're a city that dares to be itself, a European Capital full of proudly imperfect believers in a better world. Like you. And as the Capital of Europe, we're polished executors of the art of meetings.

On a practical level, we're a compact city with green mobility plans, transport alternatives and practical apps. We offer eco-labelled hotels, event venues and partners recognized in circular economy practices.

And when gatherings are over, sustainability innovators can choose inventive plant-based restaurants where originators are reinventing the place of food, the role of chef, and even the definition of seasons.

Brussels might not be perfect, but we might just be the perfect gathering place for leaders in sustainability. Come be part of a city that welcomes those who see things from a different perspective. Dare to bring your vision to Brussels.

Traditional Sector & Industry

Brussels is timeless and contemporary, playful and powerful. As the European Capital, we're home to hundreds of international institutions, people of 183 nationalities and companies from around the world. We're an intricate, well-oiled machine that helps NATO and the European Parliament function. We could be home to your industry as well.

Brussels is already a base for manufacturers like Audi, SABCA, and companies in health care, fintech, and to 2000 ICT companies. They chose our city for many reasons: Brussels is where regulatory decisions affecting millions of people are made, and international companies want to be part of the conversation. And because business can take you far and wide, you'll appreciate that Brussels is also the accessible heart of Europe, an effortless and efficient ride by rail and air from everywhere on the continent.

You and your employees will stroll a walkable city with nearly 8.000 hectares of green space. And they'll discover one of Europe's great centres for dining, imbibing and being inspired—for slow food and fast, for art, culture and festivals.

Brussels might not be perfect, but we've helped thousands of people and companies set up shop in Europe's Capital. So we might be just perfect for you.

Partners from Asia & Middle East = 'conservative' countries (Brussels is the center of decision, investments, the world is in Brussels).

Brussels is a city unlike any other, a true contemporary capital that is home to the largest transnational parliament in the world. In Brussels, dialogue between nations results in decisions affecting millions in Europe and far beyond. International organizations come to be part of the vital conversations that Brussels dares to conduct every day: nearly 200 diplomatic missions are based here—embassies, consulates and high commissions of many countries, along with 2400 worldwide associations and hundreds of financial, tech and sustainability industries.

Beyond the exemplary structure and vigorous debate in Brussels, these groups, companies and organizations also discover that our city is one of the world's great cultural capitals: we're traditional brewers of beer and lovers of fine dining, and we're a destination that wholly embraces the arts. Brussels is a city that dares to be itself—it's both the Capital of Europe and its capital of conviviality. That combination makes Brussels the right choice for gatherings.

The city that's home to so many highly-placed decision-makers is, of course, expert in planning and executing meetings of every degree of complexity. Brussels is the number one association meeting destination in Europe (UIA) and number 2 association meeting destination worldwide.

Your group is in very capable hands in Brussels. Your meeting—as well as your after-meeting—will be as efficient and more enjoyable than anywhere in the world.

Partners from North America / or ‘Open’ Countries

Brussels is a European city that welcomes companies and innovators, businesspeople and bon vivants. The Capital of Europe is also the capital of casual conviviality, a city of people who know how to lead and know how to live. This contrast is what makes Brussels a city that dares to be itself—and a location of choice for international companies.

Brussels is home to global institutions and companies in health care, fintech, and to 2000 ICT companies. They chose our city for many reasons: Brussels is where regulatory decisions affecting millions of people are made, and international companies want to be part of the conversation.

And because Brussels knows the importance of life after work, companies enjoy a walkable city with nearly 8.000 hectares of green space, and thousands of restaurants where you and your colleagues can savour the flavours of the world. We’re home to a thriving LGBTQ+ community. And we’re an international hub of the arts, culture and festivals.

Because we’re home to the EU and NATO, we know how to plan and execute gatherings for extremely demanding attendees—and when the meeting’s over, we show them where to let their hair down. And because we’ve welcomed so many people and companies from around the world, we offer newcomers an entire government agency devoted to making your move into Brussels as smooth as possible.

Brussels might not be perfect, but it might just be the perfect city for your business. Brussels is the city that dares to be itself, and it dares you to bring your vision and your company to our city.