

SUCCESS THAT
RESONATES

WALLONIA INTERNATIONAL
BUSINESS AWARDS 2026

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RULES



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Wallonia's prosperity and visibility are mainly based on its companies' performance.

Every day, thanks to field work and a network of skills and partners located throughout its territory, Wallonia helps companies to gain a better foothold on international markets and supports foreign investors to conquer new markets!

To put the spotlight on these companies, the Walloon Export and Foreign Investment Agency will be presenting the Wallonia International Business Awards on 17 September 2026.

Have you stood out in the Wallonia economic ecosystem? **STEP FORWARD!**

Closing date for expressions of interest: 16 June 2026

4 trophies will be awarded:

- ✓ «Starter» Business Award (company less than 5 years old);
- ✓ Wallonia Foreign Investment Award;
- ✓ Wallonia International Business Award;
- ✓ Wallonia Audience Choice Award.

Article 1

Terms and conditions to participate

- Any company established in Wallonia;
- Any legal entity constituted in the form of a commercial company (with the exception of companies governed by public law) having its registered office or place of business in Wallonia and developing a significant activity (goods or services) in terms of employment and/or added value for the Walloon economy (including the agricultural, horticultural, tourism and cultural sectors).

Article 2

Selection criteria:

- Demonstrate **innovation** in your field and willingness to **evolve** (investment in production, launch of new products, research and development, design, certification, etc.);
- **Success in internationalisation:** a clear growth either in **total export sales** (around 70% of the company's export sales) or in exports to one (or several) new or difficult markets; creation of subsidiaries; search for new foreign outlets over the **last three financial years**;
- Good financial stability (taking account of successive crises and the geopolitical context) and growth potential;
- Excellent **positioning** of the company in its sector, even as a **leader**;
- Consideration of **sustainable development issues** (in products and/or management methods) based on the UN's 17 sustainable development objectives (Sustainable Development Goals (un.org));
- Positive **employment** trend.

Article 3

4 trophies will be awarded:

- ✓ **«Starter» Business Award:** awarded to a company less than 5 years old demonstrating innovation and international prospects;
- ✓ **Wallonia Foreign Investment Award:** awarded to a company that has invested in Wallonia and significantly improved its international performance and position;
- ✓ **Wallonia International Business Award:** recognising the Walloon company that has most significantly improved its international performance and position;
- ✓ **Wallonia Audience Choice Award:** Public Prize.

The jury reserves the right **to add a «Coup de Coeur» or special merit prize.**

Article 4

Participating companies that complete the online form accept the competition rules without reservation. They also declare that the information they provide is complete and correct. Participating companies authorize AWEX to request social security or other certificates.

Article 5

Winners of the Wallonia International Business Awards are excluded from participating in the next two editions.

Article 6

- Composition of the Jury:

Members of the Board of Directors, the Management Committee and managers of the AWEX regional centers.

- Jury organisation:

Each member of the jury has full and unrestricted access to the competition file. Jury members treat the information provided by candidates as strictly confidential. The jury's decisions are final. Jury deliberations take place behind closed doors and are strictly confidential.

Article 7

By taking part in the competition, companies agree to take on the role of «ambassadors of Wallonia» and consent to the free distribution of their images, titles and trophies at international events such as trade fairs, exhibitions and other events, as well as at domestic events. Any use of their status as ambassador or champion of Wallonia will be subject to prior notification by AWEX.

Article 8

The winners and nominees of the Wallonia International Business Awards authorise AWEX to use their name and logo in its communications.

AWEX may communicate participants' contact details to partner organisations and sponsors. AWEX partners and sponsors may also use the names of the winners and nominees in their communications relating to the Wallonia International Business Awards.

Article 9

The winning companies will be entitled to:

- Be able to include mention of the prize on their promotional documents;
- Receive a trophy, an original work by an artist from the Wallonia-Brussels Federation;
- Be featured in AWEX's international promotional documents;
- Be profiled in Forbes Belgium magazine or Forbes.be;
- Benefit from international coaching/training;
- Receive a company presentation video in French with English subtitles.