

Internationalization

GreenWin gives assistance to its members with the development and internationalization of their innovations. Its international team contributes to the successful structuring of collaborative and innovative projects at national as well as international level.

It supports the internationalization efforts of those members who are active in the three areas of strategic activities of green chemistry, sustainable materials & construction, and environmental technologies, and to this end has developed a whole range of services that it can offer its members.

In order to achieve its international objectives, the international team relies on a network of partners and strategic overseas contacts (clusters, associations, institutions ...), and on the network of the Scientific Liaison Agents (ALS) of WBI and the Economic and Commercial Counsellors of AWEX.

The cluster focuses its international activities on target markets that are identified according to the interests of its members: in Europe, chiefly Belgium (Brussels and Flanders), France, Germany, The Netherlands and Switzerland. In Canada and Brazil, the team organizes missions of prospection, network building and expansion with its partners.

As these markets are not necessarily static and are bound to evolve in line with different opportunities and with the international development ambitions of the cluster's members, a number of other markets are being explored, such as Denmark, South Korea, China, Chili and certain Eastern European countries (Romania, Poland, the Czech Republic, and Croatia).