

## Company Mission to WCEF 2024

Join the Movement Towards a Circular Future at the World Circular Economy Forum 2024 in Brussels!

### WHERE:

[SQUARE convention centre](#)  
Mont des Arts / Kunstberg  
1000 Brussels  
Belgium

### WHEN:

Monday, April 15 - Thursday, April 17, 2024

### HOST ORGANIZATIONS:

[VLAIO](#) and [Flanders Investment & Trade](#) (EEN Flanders)  
[Wallonie Entreprendre](#) (EEN Wallonia)  
[hub.brussels](#) (EEN Brussels)



### ABOUT THE WORLD CIRCULAR ECONOMY FORUM

The [World Circular Economy Forum](#) is a **landmark event** that brings together business leaders, policymakers and experts to present the world's best circular economy solutions.

The World Circular Economy Forum 2024 in Brussels will feature the most impactful **circular solutions from around the world**, guided by the latest scientific evidence. The program is designed to facilitate targeted discussions around governance, finance, people and employment, and business and innovation - the key enablers that drive the implementation of circular solutions on the ground.



## PROGRAM WCEF 2024

On the first two days, **April 15–16, is the main event (the conference at SQUARE)**. The program consists of 4 plenaries and 16 parallel sessions with complementing workshops. The sessions are divided into 4 tracks:

- Bioeconomy (food and bio-based materials)
- Infrastructure (built environment and mobility)
- Manufactured goods and consumables
- European Circular Economy Stakeholder Conference (ECESC)

The forum will be live streamed online, open to all and free of charge. Attendance in person is by invitation only.

On **April 17–18, accelerator sessions** will be organised by WCEF 2024 collaborators worldwide. The largest accelerator session is a full day program on 17 April, hosted by the Belgian EU presidency team and is called ‘BE Circular Economy Forum: Beyond Experimentation’.

## PROGRAM BE CIRCULAR ECONOMY FORUM: BEYOND EXPERIMENTATION

On **April 17, 2024**, international visitors will be taken on a tour of Belgian circular initiatives and doers at SQUARE Brussels. [This event](#) will demonstrate how the **circular economy has evolved from niche initiatives into a full-fledged alternative economy**.

Through concrete cases, research and testimonials from keynote speakers, the event aims to provide visitors with insights into addressing challenges. Interactive sessions will foster mutual learning, allowing participants to share experiences and knowledge. Topics on the agenda include:

- Bioeconomy
- Circular construction
- Chemistry and plastics
- Manufacturing industry with an emphasis on repair and batteries
- Circular procurement
- Monitoring and indicators with a focus on digitization
- The approach of circular hubs in Europe
- Insights on systemic innovation

The Enterprise Europe Network (EEN) will organize an **on-site matchmaking session during the event**, bringing together professionals, policymakers, researchers, innovators, and industry enthusiasts. This session is open to those actively seeking technical or commercial collaborations, as well as those curious about new technologies and eager to connect with like-minded individuals.

Belgium stands proudly at the forefront of the global circular economy movement, with a multitude of companies actively leading the way by implementing and showcasing exemplary best practices. As a special highlight of the event, a select number of participants (pre-registered small groups) will have the **exclusive opportunity to embark on guided visits to these pioneering businesses located across Brussels, Flanders, and Wallonia**. Although the program details are currently in the works, one thing is certain – these visits promise to be an enriching and immersive experience, offering attendees a first-hand look at practical applications in the realm of the circular economy. The selected visits will cover a diverse range of sectors, ensuring that there is something of interest for everyone attending the event.

## PROGRAM EEN COMPANY MISSION

EEN Flanders, EEN Brussels and EEN Wallonia have joined forces to organize a company mission. We extend a warm invitation to forward-thinking business leaders, advisors and policymakers from all EEN countries to meet in Brussels for a captivating program.

**April 15-16:** Exclusive access to the WCEF conference (invitation only)

**April 17:**

- Access to BE Circular Economy Forum: Beyond Experimentation
- Participation in the matchmaking session
- Circular company visits in Belgium

You can customize your experience by choosing from the diverse offerings on April 17. We highly recommend opting for the full schedule for the most captivating experience.

## A UNIQUE OPPORTUNITY

The company mission is a truly unique opportunity to network in an exclusive setting. The WCEF conference, coupled with the events on April 17 and the Belgian presidency of the Council to the European Union, gathers a **high-caliber audience, providing an ideal platform for meaningful connections**.

The hands-on workshops during the April 17 event will equip your clients with practical tips and tricks to implement in their businesses. This departure from abstract discussions ensures a focus on **practical aspects that matter most, empowering companies to take meaningful action**.

Seize this opportunity to engage in enriching sessions, network with industry leaders and gather actionable insights to drive your business forward.

## IMPORTANT INFORMATION AND REGISTRATION

Please note that **tickets for the WCEF conference on April 15 and 16 are limited**. Register at your earliest convenience for an invitation, it is on a first-come, first-served basis.

EEN advisors are warmly welcomed to join the company mission but must be accompanied by at least 1 company engaged or interested in the circular economy.

**Participation in the company mission is free.** This includes access to WCEF on April 15 and 16, as well as the Belgian event on April 17. Additionally, participants are invited to take part in the matching event and company visits. Please note that expenses related to flights to and from Brussels, as well as accommodation costs in Brussels, are not covered. Regarding meals, please take a look at the official programs of [WCEF](#) and the [Belgian event](#) for information. All meals included in these programs are free of charge. Any additional or personal meals will be at your own expense.

You will receive an email with the final confirmation of your ticket for the Company Mission, please wait with booking transportation and stay until then.

### EEN ONLINE MATCHMAKING

Cannot wait for the WCEF? Bursting with circular ideas or eagerly anticipating meeting your perfect circular match?

EEN Flanders, EEN Wallonia and EEN Brussels are opening the doors to global circularity with the **organisation of an online matchmaking**, this is an official side-event of WCEF 2024. **From April 8 to April 14 2024**, immerse yourself in a week of exciting possibilities, setting the stage for the main WCEF.



We extend a warm welcome to participants of all backgrounds, including business leaders, advisors, experts, innovators, policymakers, investors, researchers, start-ups and industry enthusiasts. Engage in the creation of new relationships that span different sectors and industries, connecting with people from across the globe. Your ticket to the world of circular innovation.

**We eagerly anticipate welcoming you to the heart of Brussels for a transformative and circular experience! [#WCEF2024](#)**