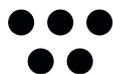


South by Southwest 2024

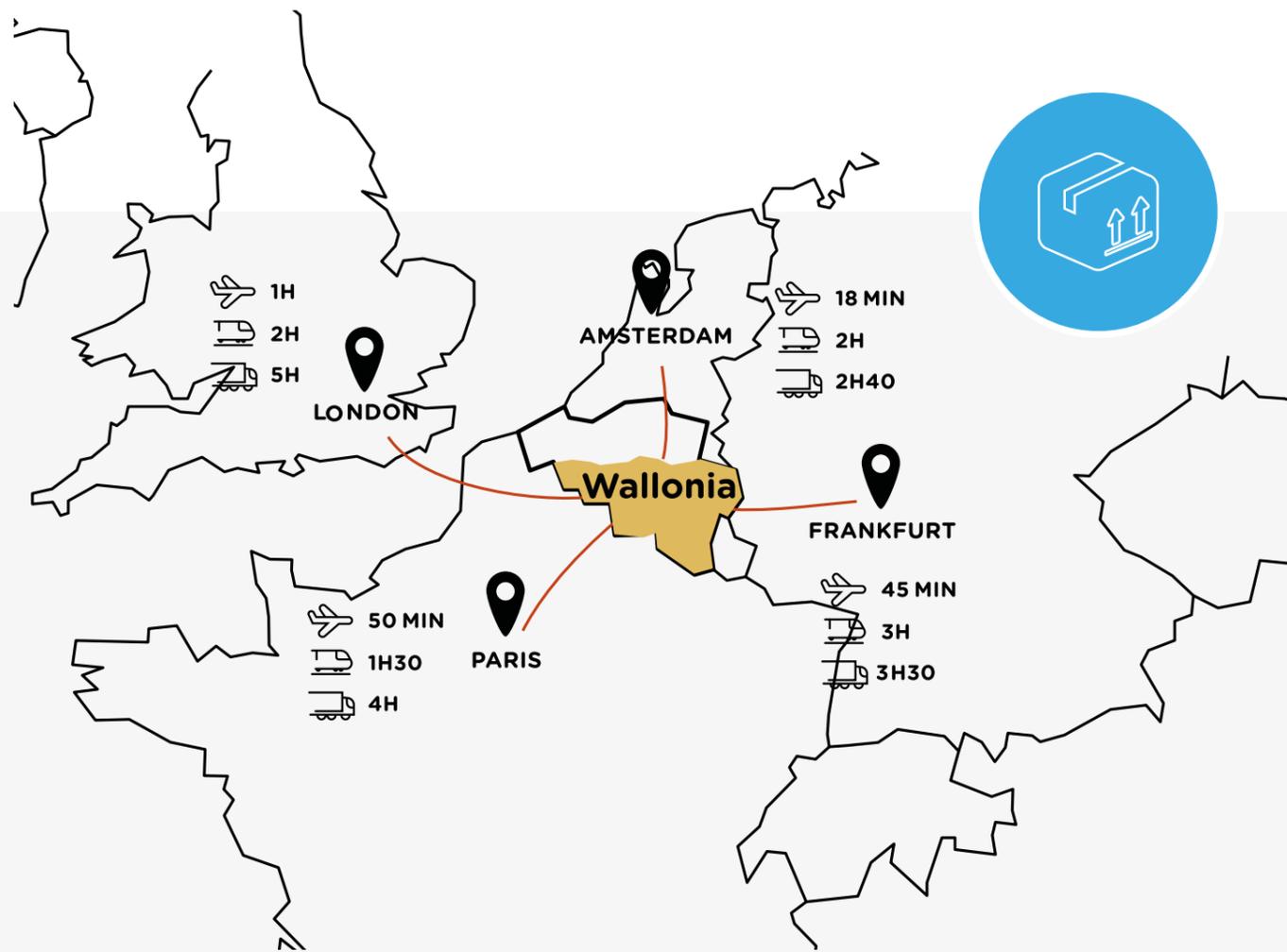
March 6 - 12, 2024 - Austin, Texas



Wallonia.be



Wallonie - Bruxelles
International.be



Wallonia has an excellent logistics infrastructure and «multimodality» is the keyword. **Liege Airport** was awarded the title of **best cargo airport in the world** for the year 2020. You will also find yourself well supported : the actors of the sector are gathered in the «Logistics in Wallonia» cluster.



ORGANIZERS

- 6 WALLONIA EXPORT-INVESTMENT AGENCY (AWEX)
- 7 WALLONIE-BRUXELLES INTERNATIONAL (WBI)

SERVICE PROVIDERS

- 8 DICKINSON WRIGHT

ATTENDINGS ORGANIZATIONS AND COMPANIES

- 12 ARDUINNA SILVA
- 13 DIRTY MONITOR
- 14 GET YOUR WAY
- 15 KIKK FESTIVAL
- 16 LA GRAND POSTE
- 17 LAB.DAVANAC
- 18 LEANSQUARE
- 19 MI12
- 20 MEDIA INNOVATION & INTELIGIBILITY LAB
- 21 MEDIA INNOVATION & INTELIGIBILITY LAB & HUMAN INTERACTION
TECHNOLOGY TRANSFER
- 22 NOSHAQ
- 23 PEACH
- 24 PYROPLAST
- 25 STEREOPSIA
- 26 TWIST
- 27 UMONS
- 28 UNIVERSITY OF NAMUR & NADI
- 29 XR4 EUROPE

ORGANIZERS

WALLONIA EXPORT & INVESTMENT AGENCY (AWEX)

The Wallonia Export & Investment Agency is the institution in charge of the development and management of Wallonia's domestic and international economic relations.

Through a personalized, innovative, and sustainable approach, AWEX supports Walloon companies - regardless of their size, sector, or target market - in every step of their international endeavors. This includes exports, technological partnerships, and development abroad.

The agency's vast network of connections ensures the best advisors are always by your side. Our local anchors and agents abroad are capable of providing unparalleled insight to take your company to the next level. In addition, our connections will help establish your business in the global marketplace and promote it throughout the world. Training, incentives, and international financing are also available.

AWEX is also committed to strengthening Wallonia's position as the premier gateway for international investors seeking success in the heart of Europe. We work closely with them to inform, convince, and advise in every stage of their development.

Feel free to get in touch with one of our local or international agents via our websites listed above.

In our network of more than 400 employees in nearly 100 countries around the world, there is always someone ready and willing to support you in your approach.

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https://twitter.com/AWEX_Belgium
<https://www.linkedin.com/company/wallonia-export-investment-agency/mycompany/>



WALLONIE-BRUXELLES INTERNATIONAL (WBI)

As a public administration, Wallonia-Brussels International (WBI) is responsible for the international relations of the Walloon Region and the Wallonia-Brussels Federation, in Belgium. Widely open to the world, the Walloon Region and the Wallonia-Brussels Federation have signed multiple bilateral cooperation agreements with countries and regions. These agreements support bilateral collaboration projects, mainly focused on the academic, scientific and cultural sectors.

The main objective of the Research & Innovation Unit of WBI is to actively build networks between research and innovation actors of Wallonia, Brussels and other countries. By promoting partnerships in international research projects and stimulating an open innovation approach in the field of international scientific and technological cooperation, the Unit supports synergies in the internationalization of academia, research institutes and businesses.

The Platform benefits from a network of scientific liaison officers based in innovative eco systems (in USA, the Scientific Liaison Officer is based in New-York).

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In attendance



- **WALLONIA EXPORT & INVESTMENT AGENCY**

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- **WALLONIE-BRUXELLES INTERNATIONAL**

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SERVICE PROVIDERS



DICKINSON WRIGHT

Dickinson Wright PLLC is a general practice business law firm with more than 475 attorneys among more than 40 practice areas and 16 industry groups. Headquartered in Detroit and founded in 1878, the firm has 19 offices, including six in Michigan (Detroit, Troy, Ann Arbor, Lansing, Grand Rapids, and Saginaw) and 12 other domestic offices in Austin and El Paso, Texas; Columbus, Ohio; Ft. Lauderdale, Fla.; Lexington, Ky.; Nashville and Music Row, Tenn.; Las Vegas and Reno, Nev.; Phoenix, Ariz.; Silicon Valley, Calif.; and Washington, D.C. The firm's Canadian office is located in Toronto.

Dickinson Wright offers our clients a distinctive combination of superb client service, exceptional quality, value for fees, industry expertise and business acumen. As one of the few law firms with ISO/IEC 27001:2013 certification, Dickinson Wright has built state-of-the-art, independently-verified risk management controls and security processes for our commercial transactions. Dickinson Wright lawyers are known for delivering commercially-oriented advice on sophisticated transactions and have a remarkable record of wins in high-stakes litigation. Dickinson Wright lawyers are regularly cited for their expertise and experience by Chambers, Best Lawyers, Super Lawyers, and other leading independent law firm evaluating organizations.

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ATTENDING ORGANIZATIONS AND COMPANIES

ARDUINNA SILVA



www.arduinnasilva.com

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Arduinna Silva Studio is a company specializing in real-time 3D, photogrammetry and graphics. Our mission is to make our expertise available by offering high-end digitized models, designed for demanding customers who want to showcase their products by enabling interaction via different media such as virtual or augmented reality headsets, computers, smartphones...

Our mission is to develop an unprecedented technological platform that revolutionizes how immersive experiences are controlled and streamed. Our platform caters to a wide range of applications, including multi-usage virtual reality (VR), augmented reality (AR), and extended reality (XR) rooms, setting a new standard in the industry.

Our cutting-edge platform is designed to empower users with a robust and flawless control interface, making it simpler than ever to launch immersive content for multiple users. The technology stands out for its versatility, enabling applications in various domains, from entertainment to education and beyond.

Our proficiency doesn't stop at immersive technologies. We are also experts in leveraging the Unreal Engine, integrating IoT solutions, and creating engaging games. This multifaceted expertise allows us to build comprehensive and engaging immersive experiences that push the boundaries of what's possible and also solve technical challenges efficiently.

One of our core beliefs is in empowering others. We are committed to sharing our knowledge and technology to enable creators, educators, and businesses to unlock new possibilities in immersive content delivery. Our platform is more than just a tool; it's a gateway to creating unparalleled experiences that captivate and inspire.

DIRTY MONITOR



www.dirtymonitor.com

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The company is an enthusiastic digital arts studio, pioneer in the field of content conception and production for video mapping projections, 360° immersive experiences, VR/AR and interactive solutions.

The company has managed to become a reference internationally with more than 500 shows realized over the world, thanks to its fruitful collaboration with renowned directors, agencies, brands and other great names from the event industry.

Dirty Monitor aims to bring a new creative and innovative vision to projects through digital art, storytelling and technology.

As Business Developer, Gwenaëlle will take part into the SXSW to :

- Building new partnerships ;
- Connecting with new clients ;
- Getting inspired by trends ;
- Joining the local and international ecosystem.

GET YOUR WAY



www.getyourway.be

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Antoine Malherbe (CTO) and Pierre Jenchenne (CFO) are the co-founders behind Get Your Way, a forward-thinking Belgian startup that specializes in the development of lite-tech smart glasses.

Their flagship product, the aRdent smart glasses, in combination with their Process Pilot software, redefines workplace efficiency. Their solution allows operators to digitize and follow procedures hands-free, enhancing operational workflows. Meanwhile, it offers managers a streamlined approach to oversee tasks and productivity.

By integrating cutting-edge technology with practical applications, Get Your Way is pioneering a new way of working, making processes more efficient and interactive for both operators on the ground and their supervisors.

KIKK FESTIVAL



www.kikk.be
<https://galaxy.kikk.be/>

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Creative and polymorphic platform, the KIKK association explores digital cultures.

Gilles Bazelaire is the co-founder of Dogstudio and the CEO of the KIKK Festival.

An international festival of digital creativity that highlights the intersection between art, technology and innovation.

The festival features conferences, workshops, exhibitions and artistic performances exploring the latest trends and developments in digital creativity.

KIKK festival is an important platform for artists, designers, developers and technology enthusiasts to connect, exchange ideas and discover new forms of expression.

KIKK also runs two permanent locations dedicated to both the general public and companies working in the field of digital creativity.

LA GRAND POSTE



www.lagrandposte.be

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Based in Liège in Belgium, La Grand Poste is a third-place created in an emblematic building of the city and dedicated to the sector of the New Economy.

This Creative Hub gathers a Startup incubator, a coworking, a craft brewery, a Food Market and the journalism master of the university.

The main objective of La Grand Poste is to connect all the actors of this ecosystem focused on CCI, Media, Entertainment, Digital.

With his 20 years' experience in entrepreneurship and innovation, Gérôme's daily job is to create connections between start-up and corporate entities in the Entertainment sector through programs such as Walifornia MusicTech and SportsTech Belgium. He is also Innovation Manager at LeanSquare's, a VC based in Liège, Belgium, which invests in start-ups (Creative & Cultural Industries / Life Sciences / B2B Softwares). To gather the local Entertainment & Tech ecosystem I am also developing with an awesome team «La Grand Poste» an emblematic building of 8000 square meters located in the center of Liège city (University, R&D centers, entrepreneurs, corporates, government actors, investors & creatives).

Héloïse Devaux is the Business Development Director of La Grand Poste, owned by the Noshag investment fund. She is in charge of partnerships and the development of content and location.

At SXSW they are mainly looking for:

- Promote La Grand Poste and the ICC Belgian ecosystem ;
- Discover new Creative Hub ;
- Meeting incubators ;
- Inspiration from content/conferences ;
- Meeting potential speakers.

LAB.DAVANAC



www.linkedin.com/in/damienvanachter/

Contact:

Damien VAN ACHTER - Owner
damien.vanachter@gmail.com



For the past 15 years, Damien Van Achter has been advising and assisting the media, companies and institutions with their editorial innovation projects, production workflows, community development and recruitment of new talent.

For his third appearance at SxSW, Damien will be continuing to develop his network of North American partners, in particular with suppliers of services and products enabling the enrichment of AI-assisted video production workflows and the tokenisation of revenues for rights holders in the cultural and creative industries.

LEANSQUARE

MI12



www.leansquare.be

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Coralie DOYEN - Program & Partnership Manager
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www.mi12.eu

Contact:

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Xavier Péters is currently the CEO of Leansquare, specialized investment fund based in Liège (Belgium), lauded for its impact on innovative projects. Leansquare is developing a major investment strategy in Entertainment Tech (specially in MusicTech and SportsTech) with an international scoop. He is also the co-founder of Wallifornia MusicTech, an international innovation program.

He is thrilled to be part of SXSW here in Austin, where the intersection of technology and creativity is palpable. He look forward to engaging with fellow trailblazers, visionaries, and music enthusiasts who share this passion for pushing the boundaries. Let's collaborate, innovate, and create a harmonious future for MusicTech.

After her dedicated studies in languages, literature, and media, Coralie Doyen embarked on a fulfilling career in higher education. In a pivotal move in 2020, Coralie took on a new challenge by joining the investment fund LeanSquare based in Belgium. In her role, she assumed the coordination of Wallifornia MusicTech and SportsTech Belgium. Coralie's passion for management, content creation and innovation has not only defined her career but has also positioned LeanSquare as a significant contributor to the global entertainment scene.

At SXSW, they are is mainly looking for:

- Meet innovative start-up ;
- Meet investors who share the vision of Leansquare ;
- Inspiration from the new trends ;
- Maintain collaborations with our partners.

Active for over 20 years in "classic retail" (Nestlé, Danone, Intermarché, Groupe SEB, ...) and commercial real estate, Sébastien changed direction in 2020 and turned to a booming market: RETAILTAINMENT!

"My aim is to put my experience to work in the entertainment/leisure sector, whether in terms of visibility, innovation or value creation," he says. "To do this, my knowledge of classic retail and of real estate players looking for differentiation (>< E-shopping) and wishing to transform their assets into places to meet and live enables me to duplicate the model according to the expectations of each."

Moreover, having long been convinced of the power of VR/XR in this field of Retailtainment, Sébastien is also working on training and education that will open up global knowledge through innovative and interactive experiences to as many people as possible.

Let's talk future and innovation!

Since 1993, MI12 has been designing and manufacturing electronic and virtual reality games for indoor leisure centers.

The company manufactures and markets 4 games: Laser game, Interactive mini-golf, Free Roaming VR and Karting VR. Karting VR is a world exclusive that was imagined, developed and designed entirely at MI12.

Our 30 years of experience have given them a large and loyal customer base. They are there for their clients, from the initial conceptualization to the manufacture of the equipment, right through to the launch of their business.

Supporting customers' projects from A to Z means that MI12 is fully aware of the issues involved in setting up, running and, above all, making a profit from leisure centers. With this in mind, the company opened two competence centers in 2021 in order to better understand their client's expectations and maximize the profitability and simplicity of the games.

MEDIA INNOVATION & INTELIGIBILITY LAB



www.miil.be

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MEDIA INNOVATION & INTELIGIBILITY LAB & Human Interaction Technology Transfer



www.miil.be
www.HITT.be

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The MiiL is a multidisciplinary Laboratory composed of a team of experts in communications and information, media specialists, computer engineers, economists, linguists, lawyers and sociologists.

Every research project carried out at the media lab follows a holistic approach. The process requires taking into account the economic model, work methods and staff involvement, the implemented technology, the legal and ethical aspects, the product or service beneficiaries, and the value proposition.

Salvatore Bordonaro, Immersive Designer at MiiL-UCL, combines 25 years' experience in 3D design with an unwavering passion for new technologies. As a professor at the l'Institut des Arts de Diffusion, he shares his expertise with students, guiding them through the complexities of 3D creation. At the same time, his role at MiiL-UCL allows him to explore innovative projects and stay at the forefront of technological developments.

At SXSW, Salvatore is mainly looking for :

- Interactive and personalised content ;
- Technological innovation ;
- Virtual networking platforms and collaboration opportunities ;
- Interactive and personalised content.

Sébastien is Director of UCLouvain's MiiL (Media Innovation & Intelligibility Lab) and co-founder of HITT. HITT (Human Interaction Technology Transfer) aims to bring together key players in research and innovation centered on immersive and interactive experiences (AR, VR, MR, XR, Metavers,...) and generate a leverage effect by systematizing and accelerating the transfer of these technologies to the application sectors targeted by the Strategic Innovation Areas. On the ground, HITT actions will enable economic players (companies, (para)public bodies, etc.) to identify XR use cases in their field, to have technical and market feasibility validated (POC, POV) and to develop or participate in the development of XR products, drawing on Walloon players in XR and other advanced digital technologies (AI, blockchain, Digital Twins, Cyber, IOT, etc.).

At SXSW, Sébastien is mainly looking for :

- Inspiration from XR ecosystems and those linking XR, AI and Blockchain ;
- Inspiration from XR research ;
- Promote part of the French-speaking Belgian XR ecosystem ;
- Find (European) applied research partnerships (universities, research centers, private players) ;
- Draw inspiration from US innovation models (universities and private sector).

NOSHAQ



noshaq.be

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burtonbox@gmail.com



Laurent oversees the Creative and Cultural Industries as well as the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector at NOSHAQ, a Belgian investment fund and project developer boasting a diverse portfolio of 469 companies and €700 million in assets. NOSHAQ is dedicated to cultivating sector-specific expertise and fostering ecosystems to effectively address the challenges of tomorrow.

Laurent is also Chairman of LEANSQUARE, a forward-thinking investment fund focused on startups. Leveraging its capital, knowledge, and extensive network, LEANSQUARE empowers emerging startups to realize their growth ambitions. Positioned at the forefront of three innovative markets — Cultural and Creative Industries, Enterprise Software, and HealthTech —LEANSQUARE plays a pivotal role in driving innovation and fostering entrepreneurship.

Laurent's objectives at SXSW include:

- Identifying pertinent trends and breakthroughs in the Creative and Cultural Industries as well as the MICE sectors ;
- Showcasing the investment opportunities offered by NOSHAQ and LEANSQUARE ;
- Expanding his professional network within the Creative and Cultural Industries and MICE sectors ;
- Participating in inspiring conferences to gain insights and inspiration ;
- Exploring game-changing demonstrations and exhibitions to stay abreast of the latest developments ;
- Cultivating his creativity and fostering innovative thinking.

PEACH



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Co-founders
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Lucie MATHUES BILGINER
Melissa KACI TOUATI
Clément VERMEYLEN
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We are four master students in Engineering that have developed the project Peach through the STAR-TECH entrepreneurship program. PEACH was awarded by this challenging competition in 2023.

PEACH is a heating device designed to relieve menstrual pain. The aim of the device is to act like a hot water bottle but in a more convenient and discreet way, that can be used anywhere, anytime. The device is worn as a waist belt and contains two heating pads. The whole device is powered by a battery and is operated by a discreet on/off button.

Our product is new and unique on the market, our main competitors being hot water bottles and electrode devices.

Our mission is to improve the lives of women suffering from painful menstruations, a condition that affects 50% of all women.

Our first prototype has been tested by a number of women who have all given a very positive feedback. We are therefore confident about the impact of Peach and are working on our next prototype.

Our needs are :

- Advice and market/tech research ;
- Financial investment to scale up production ;
- Expert partnerships to refine our electronics and textiles.

PYROPLAST



www.pyroplast.be

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We are two friends and scholars graduated in Electrical and Energy engineering. Driven by the same passion for entrepreneurship and a profound commitment to renewable technologies, we together developed the project Pyroplast.

Pyroplast is an early-stage startup that was awarded by the entrepreneurship program and competition STARTECH in 2022.

Our startup is at the forefront of transforming plastic waste into a valuable resource through innovative pyrolysis technology. Our groundbreaking approach offers a unique and sustainable solution to plastic waste management.

Our product leverages pyrolysis, a cutting-edge thermal decomposition process, to convert plastic waste into high-quality oil. We exclusively target plastic waste, addressing a critical environmental challenge. Our innovative technology stands out for its ability to process various types of plastics, making it a versatile and comprehensive solution.

Moving forward, our focus remains on refining the pyrolysis process to accommodate different types of plastics. Research and development efforts will be intensified to ensure efficiency and expand the range of treatable plastics. As we scale up operations, we envision a future where our technology contributes significantly to a closed-loop recycling system and the creation of new petrochemicals.

Our needs are :

- Market/tech research and advice ;
- Collaborations with industry players, government bodies, and environmental organizations to amplify our impact and promote circular economy practices ;
- Financial resources for a year of experimentation on the next prototype ;
- Strategic partnership with customers and plastic producers.

STEREOPSIA



<https://stereopsia.com/>

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Alexandra Gérard is the Managing Director of Stereopsia, the premier avant-garde international event dedicated to immersive technologies, content, and business. Hosted annually in Brussels, it conveys an upscale European charm. Stereopsia spans the spectrum of immersive tech, including virtual and augmented reality, AI, virtual worlds, and beyond. The event is a hub for cross-pollination, uniting researchers, artists, financiers, European policymakers, and industry leaders to propel XR adoption in Europe. The 16th edition will take place on 9-11 December 2024, promising an unparalleled experience in the heart of Brussels.

At SXSW, Alexandra is primarily seeking:

- To promote Stereopsia ;
- To get insights from new trends in immersive technologies ;
- Inspiration from cutting-edge XR research and talks ;
- To promote the Belgian/European XR ecosystem ;
- To identify inspiring speakers, XR projects and content.

TWIST

UMONS



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TWIST has developed expertise in areas related to the Sport / Entertainment / Culture / Audiovisual markets in connection with digital image, sound and text technologies and notably in the fields of immersive & interactive technologies and content, hyper-personalization of content, AI, IoT, social networks, blockchain, etc. TWIST can rely on a network of European and international partners.

Pierre is the Executive Manager of the TWIST Cluster (Walloon Cluster for Technology of Sound, Image and Text), a business network and a community platform that fosters innovation and growth within digital industries. Within 16 years, TWIST has built a strong network including 80% SMEs, 4 TV channels, 6 universities & research centres and 2 investments funds.

Maité is Business & Knowledge Manager of the TWIST Cluster (Walloon Cluster for Technology of Sound, Image and Text) a business network and a community platform that fosters innovation and growth within digital industries (mainly in the media industry).

At SXSW, our main focus will be based on :

- Watch : Discover advancements and latest trends in content (Culture, TV, films, sport, game, etc.) and technologies (XR, AI, etc.) relevant to TWIST Cluster's focus on Audiovisual / Sports / Entertainment / Culture ;
- Business Development :
 - Prospect for partnerships (private players, universities, research centers)
 - Prospect for a technological and commercial network for the benefit of its members
 - Promote TWIST French-speaking Belgian ecosystem related to digital technologies and Audiovisual / Sports / Entertainment / Culture
- Inspiration : Participate in discussions and workshops on digital transformation and the future of technology, aligning with TWIST Cluster's mission to stay at the forefront of industry trends.

Dr. Matei Mancas holds a PhD in applied sciences from the University Of Mons (UMONS), Belgium. He worked on visual attention for his doctoral thesis and is now focusing on AI applied to humans both in industrial or “into the wild” situation and XR environments. He has published several dozens of articles in peer reviewed international conferences and journals, and edited a book entitled “From Human Attention to Computational Attention: A Multidisciplinary Approach” published by Springer Series in Cognitive and Neural Systems. He is involved in TRAIL Institute on AI and XR HITT.

At SXSW, Matei is mainly looking for :

- Inspiration from XR ecosystems/research and those linking XR, AI and Cognition ;
- Promote part of the French-speaking Belgian XR and AI ecosystem ;
- Find (European) applied research partnerships (universities, research centers, private players) ;
- Draw inspiration from US innovation models in the field.

UNIVERSITY OF NAMUR & NADI

XR4 EUROPE



<https://nadi.unamur.be/>

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Bruno Dumas is a professor in human-computer interaction at the university of Namur, in Belgium. He is also the current vice-president of the NADI (Namur Digital Institute) and the director of the EXUI (Extended User Interactions) research lab. The NADI institute specializes in interdisciplinary research in digital questions relating to AI, XR/MR, smart cities, software engineering and innovation, helping researchers in law, computer science, humanities and management work together. With more than 200 researchers under its roof, it is one of the leaders in its field in Belgium. Prof. Bruno Dumas and the EXUI team are particularly active in XR/MR research, how to improve interaction with an augmented world, and the impact of an augmented world on users.

At SXSW, Bruno Dumas is looking to get up to date with the current state of the XR/MR ecosystem, to get inspired by approaches from academy and the industry, and is on the lookout for potential partnerships.

Michael is the Managing Director of XR4EUROPE, a pan-European association headquartered in Brussels that federates XR professionals, organisations, and initiatives to foster, promote, and represent XR innovation, industry, and creativity made in Europe. Our activities include partnering in European projects, facilitating expert thought leadership, researching national and sectoral market landscapes, and mentoring institutions, startups, and researchers in the opportunities and concerns of virtual worlds and immersive technologies.

At SXSW, Michael is looking to:

- Connect with international XR delegations, particularly from Asia, Africa, and South America ;
- Communicate the distinctiveness of European XR ;
- Present Brussels as the capital of European and the epicenter of European XR ;
- Explore collaborations with international ecosystems and representative XR industry bodies.



Wallonia.be

EXPORT
INVESTMENT

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