

99 reasons

why Belgium is uniquely phenomenal.

Tuesday
13 June
16°



Art specialists use all kinds of fancy words to describe the beauty of this train station.



CULTURE

REASON #22

The Ardennes is beautiful for the great outdoors.



NATURE

REASON #30

Discover our truck

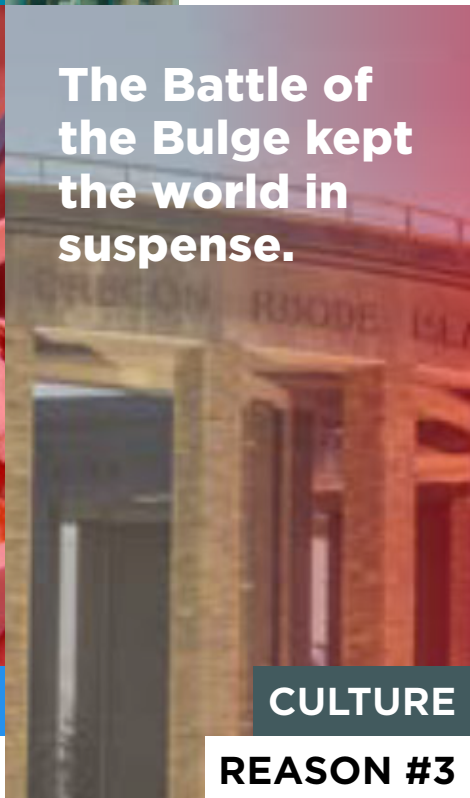
We invented the Body Mass Index.



BODY

REASON #37

The Battle of the Bulge kept the world in suspense.



CULTURE

REASON #3

Belgium is one of the world's leading exporters.



INVEST

REASON #82

Stop by for a beer.



FOOD

REASON #25



We'd drop names like Van Noten and Demeulemeester.

FASHION

REASON #28



Stargazing can be tricky in Belgium.

FOOD

REASON #43



Chocolate is best when it's kept out of the sun.

FOOD

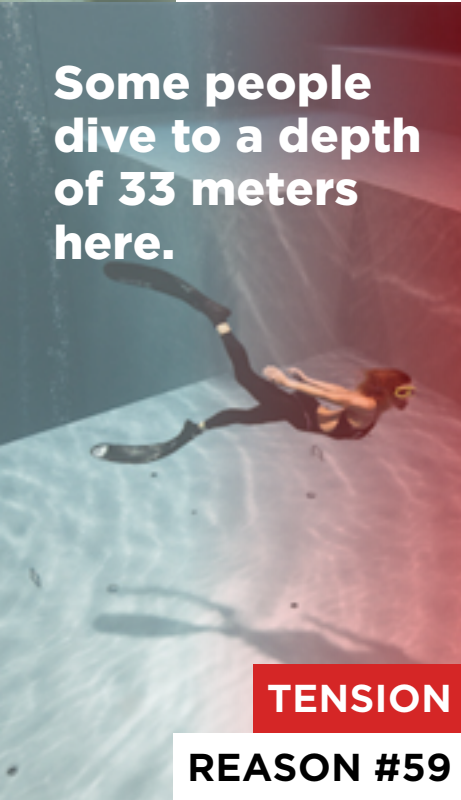
REASON #26



Not all artists have covered Jacques Brel songs.

MUSIC

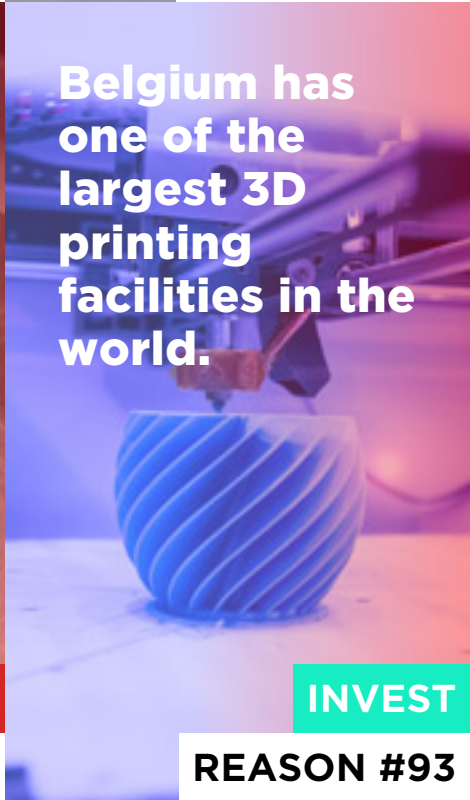
REASON #31



Some people dive to a depth of 33 meters here.

TENSION

REASON #59



Belgium has one of the largest 3D printing facilities in the world.

INVEST

REASON #93



Every year, 150,000 people gather here in a farmer's field.

FESTIVAL

REASON #34



We also have famous stars.

CULTURE

REASON #20



We could keep reminding you that we were the ones to invent fries.

FOOD

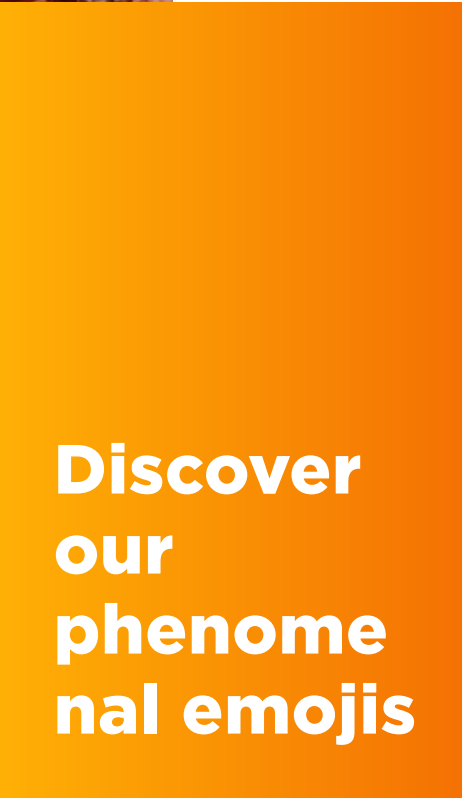
REASON #42



We've got the biggest flower in the world.

NATURE

REASON #10



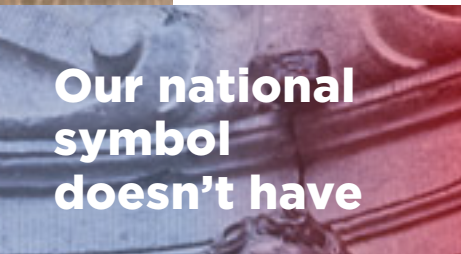
Discover our phenomenal emojis



We invented the saxophone.

MUSIC

REASON #32



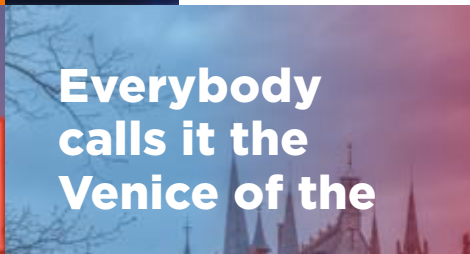
Our national symbol doesn't have



Belgians are nanotechnology pioneers,



A small 0.2% of the world population



Everybody calls it the Venice of the

quite the same cachet as Lady Liberty.

CULTURE

REASON #41

which is hardly surprising.

INVEST

REASON #90

lives here.

INVEST

REASON #75

North.

CULTURE

REASON #19

The Dardenne brothers have won the Palme d'Or in Cannes twice.

CINEMA

REASON #35

9,010 miles of cycle paths in a country that is only 174 miles long.

SPORT

REASON #36

The Museum of Contemporary Art in Antwerp is the oldest of its kind.

CULTURE

REASON #48

As a result of the Tax Shelter, 2,000 investors have already provided funding for 600 Belgian films.

INVEST

REASON #88

UNESCO calls our dragon a 'masterpiece of the oral and intangible heritage of humanity'.

CULTURE

REASON #23

The Atomium was planned as a 6-month installation.

CULTURE

REASON #40

Not all our fashion designers are world famous.

FASHION

REASON #29

Before Belgians retire, they often dream of traveling.

INVEST

REASON #94

Our astronomers discovered 7 Earth-like planets.

You'll never hear our monks say they brew the world's best beer.

There's no other music festival like it in the country.

Belgian men are the second tallest in the world.



INVEST
REASON #87



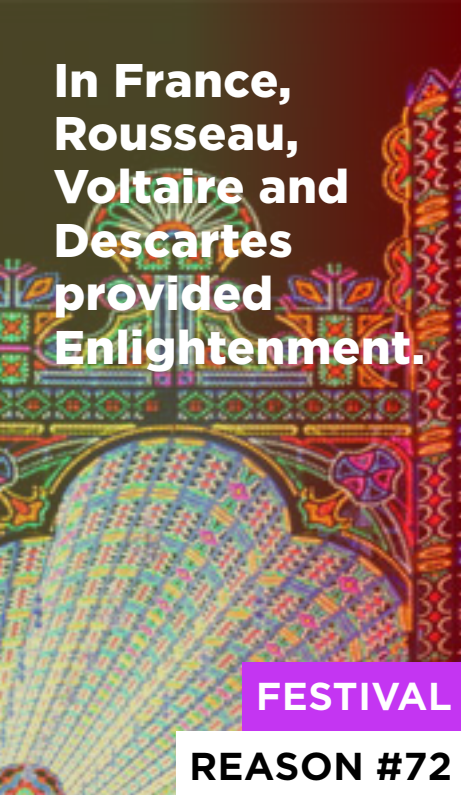
FOOD
REASON #27



FESTIVAL
REASON #33



BODY
REASON #38



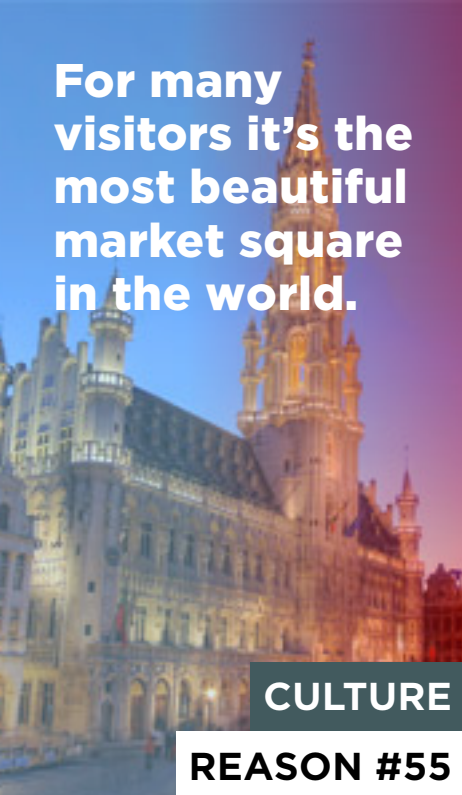
In France, Rousseau, Voltaire and Descartes provided Enlightenment.

FESTIVAL
REASON #72



The Namur Citadel has been so sought-after that it has been besieged 20 times.

CULTURE
REASON #2



For many visitors it's the most beautiful market square in the world.

CULTURE
REASON #55



In his famous self-portrait, he's humbly hiding his face.

CULTURE
REASON #24



Julius Caesar always said the Belgians were the bravest.

HISTORY
REASON #44



We can't roll out the red carpet for you.

CULTURE
REASON #21



Belgium is 17th on the World Happiness index.

INVEST
REASON #80



Belgium produces 10% of all the plastic in the EU.

INVEST
REASON #68



Belgium is only a small country.



Belgium's animation industry has won its share of award nominations.



Belgium is playing the digital card and planning 1,000 new start-ups.



With 8,000 instruments, the MIM is one of the most important museums in the world.

INVEST

REASON #73

The best-known, most enjoyable and all-round nicest market in Brussels.

CULTURE

REASON #57

INVEST

REASON #89

We excel at innovative crop protection.

INVEST

REASON #97

INVEST

REASON #39

It's one of Belgium's most interesting museums.

CULTURE

REASON #54

MUSIC

REASON #8

Every year we send 80,000 people into space.

SCIENCE

REASON #17

Every year, we re-enact the Battle of Waterloo with over 1,000 extras.

CULTURE

REASON #5

We're the second largest exporter of medicine and vaccines in Europe.

INVEST

REASON #86

Belgium was actively involved in developing a vaccine against Ebola.

INVEST

REASON #99

Everyone loves going to the spa.

NATURE

REASON #9

Antwerp is Europe's second largest port.

INVEST

REASON #84

According to some tourists (probably after sampling the mulled wine) it's the most beautiful Christmas market in the world.

FESTIVAL

REASON #14

You'll find the best organised Diamond League meeting in Brussels.

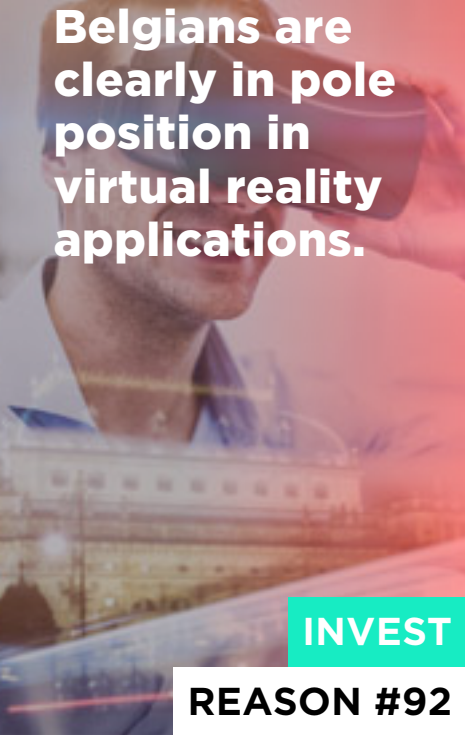
SPORT

REASON #13

Highly qualified workforce, record production figures and seaports as well: Belgium is a paradise for car-makers.

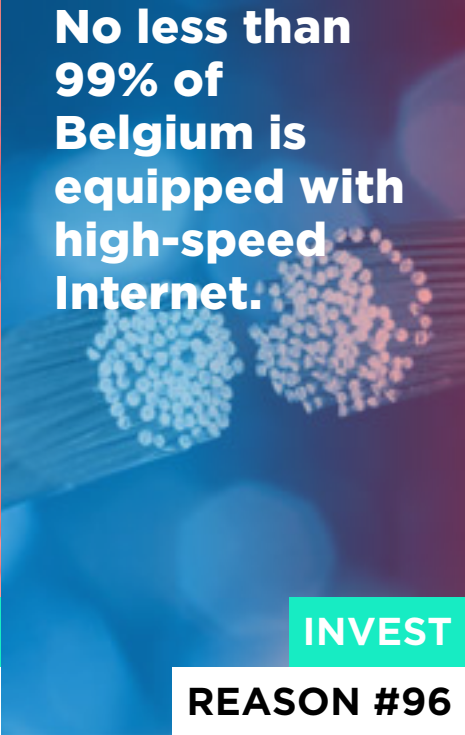
INVEST

REASON #18



Belgians are clearly in pole position in virtual reality applications.

INVEST
REASON #92



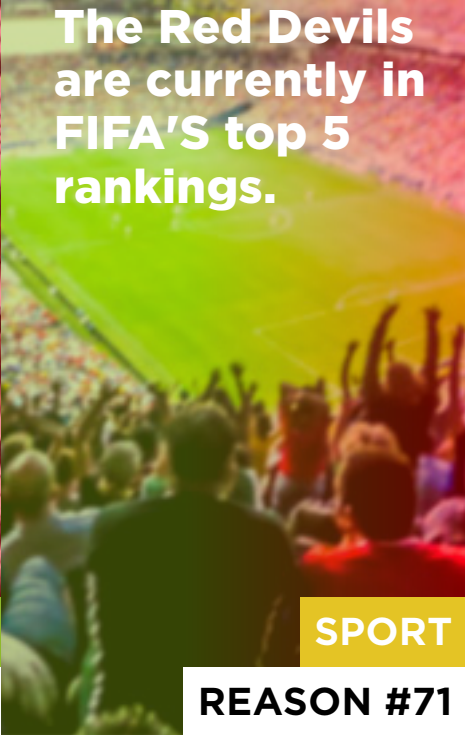
No less than 99% of Belgium is equipped with high-speed Internet.

INVEST
REASON #96



The Royal Glasshouses are home to precious plants like Cape jasmine, Camellia japonica, and Chinese fan palm.

NATURE
REASON #63



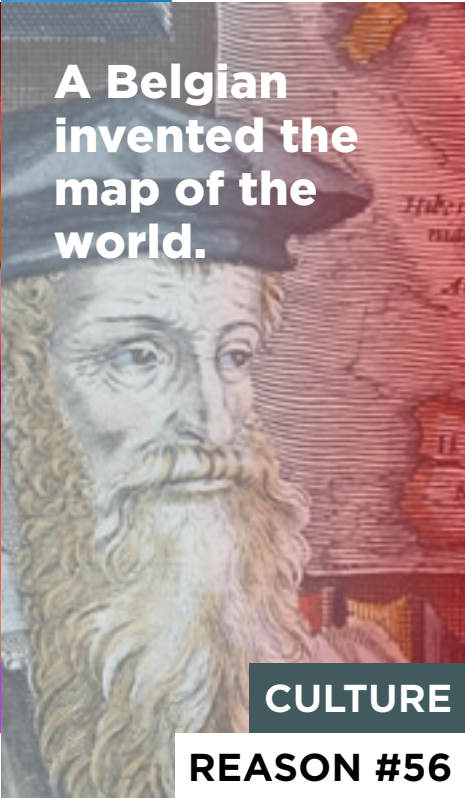
The Red Devils are currently in FIFA'S top 5 rankings.

SPORT
REASON #71



Belgium was the second country in the world to legalise same-sex marriages.

FESTIVAL
REASON #16



A Belgian invented the map of the world.

CULTURE
REASON #56



Belgium has the most castles per square kilometre.

CULTURE
REASON #51



Here we go again.

CULTURE
REASON #53



Belgium is highly regarded for its higher education.

INVEST
REASON #74



3 communities, 3 national languages and 3 regions.

INVEST
REASON #95



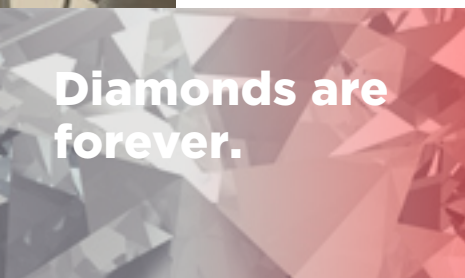
The Ghent Altarpiece is one of the world's most impressive paintings.

CULTURE
REASON #7

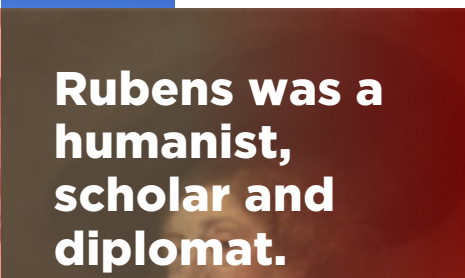


In Godfrey of Bouillon's day, there were all sorts of fantastic parties here.

CULTURE
REASON #49



Diamonds are forever.



Rubens was a humanist, scholar and diplomat.



At the Carnival in Binche, the Gilles throw oranges.



The 20 km record time won't likely be broken in



CULTURE

REASON #46



CULTURE

REASON #1



CULTURE

REASON #50



Brussels.

SPORT

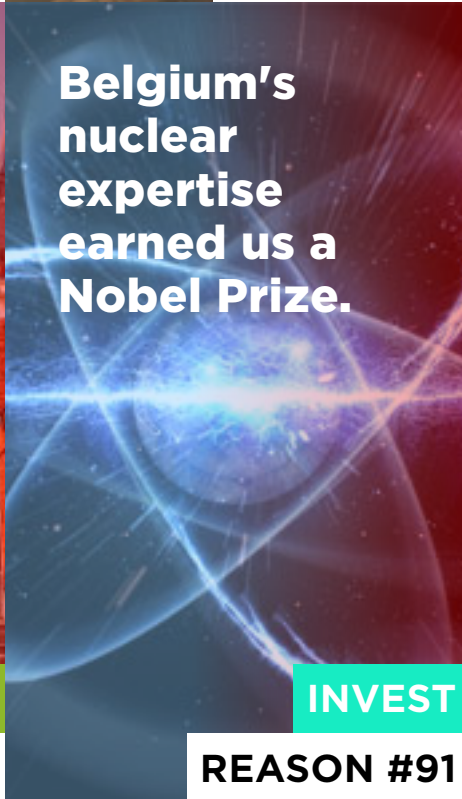
REASON #69



The most beautiful view of Liège is 374 steps up.

NATURE

REASON #61



Belgium's nuclear expertise earned us a Nobel Prize.

INVEST

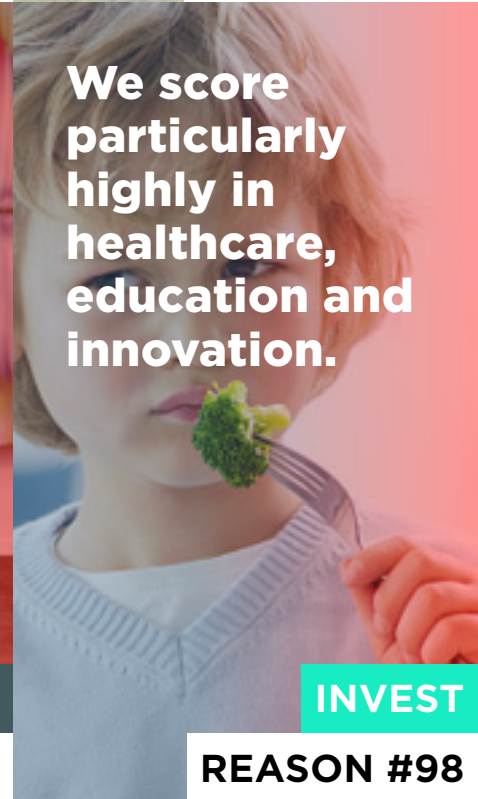
REASON #91



Art Brussels showcases the most important art in Europe.

CULTURE

REASON #4



We score particularly highly in healthcare, education and innovation.

INVEST

REASON #98



The outskirts of Brussels are very green.

NATURE

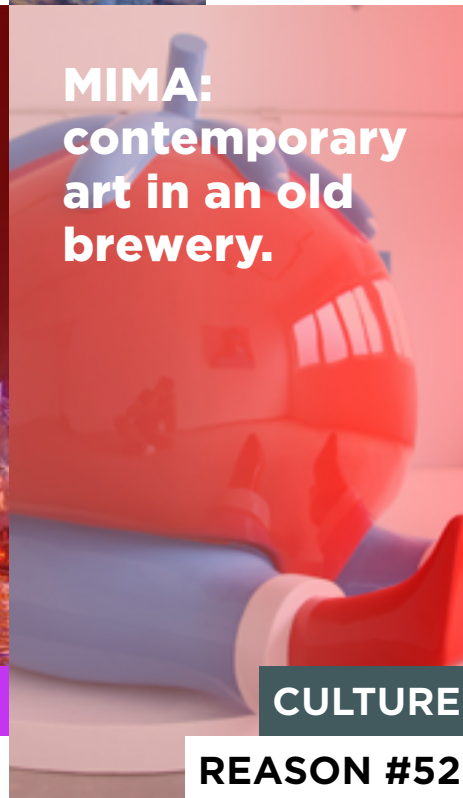
REASON #60



About 248,700 people live in Ghent.

FESTIVAL

REASON #15



MIMA: contemporary art in an old brewery.

CULTURE

REASON #52



We invented the electric tram, the contraceptive pill and the World Wide Web.

INVEST

REASON #85



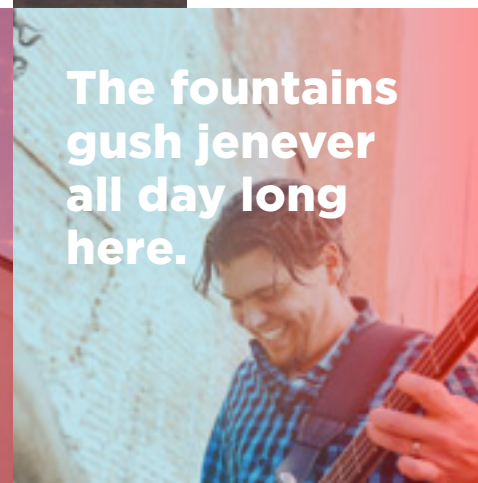
It only takes four days to set up a company in Belgium.



We're pretty laid-back here



In Brussels, houses are more affordable than in other capital cities.



The fountains gush jenever all day long here.



INVEST

REASON #79



INVEST

REASON #76



INVEST

REASON #81



FOOD

REASON #67



One of the earliest Gothic buildings in Belgium.

CULTURE

REASON #6



The roar of engines can often be heard at Spa-Francorchamps.

SPORT

REASON #70



These days, everyone wants to see Horta's Art Nouveau creations.

CULTURE

REASON #45



The biggest adventures here happen in the water.

SPORT

REASON #12



WWI's most breathtaking monument.

CULTURE

REASON #47



The Queen Elisabeth Competition is the world's most prestigious talent contest for classical musicians.

MUSIC

REASON #58



The best café in Brussels?

FOOD

REASON #66



We were first to develop lightweight roofing made of solar panels.

INVEST

REASON #83



To stay competitive, Belgium devised notional interest deduction for venture capital.



Brussels is home to the EU, NATO and more than 5,000 diplomats.



UNESCO says planting a Maypole is cultural heritage.



The dam on the river Vesdre is taller than Pisa's Leaning Tower.

INVEST

REASON #78

Belgium's High Fens are exactly like the fens of Yellowstone.

NATURE

REASON #64

INVEST

REASON #77

Belgium has the world's biggest seahorses.

FOOD

REASON #11

NATURE

REASON #62

NATURE

REASON #65