

LOOKING FORWARD TO KEEPING YOU INFORMED

flash news.



March
2023



BAPP BUSINESS CLUB

The next BAPP Business Club will welcome Maarten Boudry and will be held on April 19th at the Gossett Hotel at Groot-Bijgaarden.

ACCREDITATION PROJECT

BAPP enhances the quality label of its members through the launch of an accreditation program.

THE BELGIAN AND ITS EVENTS

Interesting findings of the KdG University of Applied Sciences on the behaviour of Belgians towards events.

BAPP business club

The next BAPP Business Club will be held on **April 19th** at the Gosset Hotel at Groot-Bijgaarden.

The speaker will be Maarten Boudry, (1984), philosopher of science and holder of the Etienne Vermeersch Chair at Ghent University.

Maarten Boudry is a postdoctoral fellow of the Flemish Fund for Scientific Research (FWO) and current holder of the 'Etienne Vermeersch' Chair at Ghent University. In 2011, he defended his dissertation on pseudoscience, *Here Be Dragons. Exploring the Hinterland of Science*. He is the author of 35 academic papers, published in journals such as *Philosophy of Science*, *Philosophia*, *Quarterly Review of Biology*, *Science & Education* and *Biology & Philosophy*. Together with Massimo Pigliucci, he edited two academic volumes: *Science Unlimited? On the Challenges of Scientism* (2018) and *Philosophy of Pseudoscience. Reconsidering the Demarcation Problem* (2013).

His research interests include atheism and naturalism, evolutionary epistemology, beneficial misbeliefs, reasoning fallacies, and the conflict between science and religion. He is also the author of six popular books on science and philosophy (in Dutch).



During his lecture, he will present us **The world today**

We have never lived so long, so prosperously and so peacefully as today. But if we're doing so well, why do so many people think the world is bad? Is the catastrophe really near or is it an illusion?

In this conference, Maarten Boudry advocates progressive thinking. To make the world a better place, you must first believe that such a thing is possible. Apocalyptic thinking and pessimism do not incite action, as many people think, but lead to fatalism and resignation, whereas thinking of progress is actually encouraging. The world has never been better than it is today, and we can make it a whole lot better if we put in the effort.

Launch of the accreditation project

The BAPP is pleased to announce the implementation of its accreditation plan. This is an essential axis since it will allow members to achieve a better level of professionalism and to position themselves as reliable partners with end customers. This label will make affiliation to the BAPP an essential guarantee of quality. The details of this plan will be presented to you at the General Meeting on June 8.

Meetings and Events

June 8 - General Assembly of the BAPP

in a wine estate, the W-Domaine, in Tubize. All information and details will follow in our next Flash News.

August 31 – Networking Gift Show 2023

Location: San Marco Village

Our supplier members will meet you to present their new products and flagship products.

New members

The BAPP is happy to welcome 3 new supplier members whom you can meet during the Networking Gift show.



IMPLIVA

Are you looking for trendy storm umbrellas, traditional Dutch with a cheerful tulip motif or just understated chic black? IMPLIVA offers every umbrella you can think of. We almost always have them in stock. If not, we will make them for you.

Umbrellas with company logos or a full color print for domestic sales or international retail; everything is possible at IMPLIVA. Starting from 25 pieces! Promotional umbrellas from IMPLIVA are supplied exclusively via promotional gift dealers. If you do not have any connections in that world, we would be happy to put you in touch.

We are always thinking about how we can make your wishes come true. We keep our prices competitive and the quality high.

INTEMPOREL

Intemporel is engaged in business since 1987. Our company is focused on the creation and production of diaries, notebooks and calendars. We offer a wide range of items made in France and Italy for all communication projects with the aim of enhancing and promoting your customers' reputation.

Our Franco-Italian production tools (3 workshops in France and 3 workshops in Italy) allow us to meet all your needs and wishes: raw materials, various sizes, colours, papers and internal grids, customized stamps, custom-made designs ...

Our Know-how: Supporting our customers and provide all our creativity giving a real proof of engagement and responsiveness. We produce custom-made merchandise, we customize all our items and we provide and manage the entire logistics

Our job: To create and to produce for our customers items for communication and marketing: diaries, advertising calendars, notebooks, advertising stationery, catalogue release etc...

SL BAGS

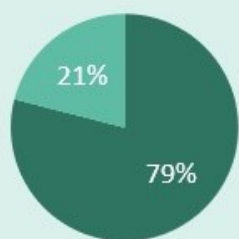
SL BAGS, a Dutch family business, is a professional bag manufacturer and product developer since 1973. Customers appreciate our product knowledge and expertise. As a supplier, SL BAGS is specialized in design and production of various types of bags.

Through its years of experience and expertise, SL BAGS has built a reputation as a reliable supplier of customer-specific and high-quality bags from stock or made-to-measure. For almost 50 years, with a new generation now at the helm, the customer is still the focus at SL BAGS.

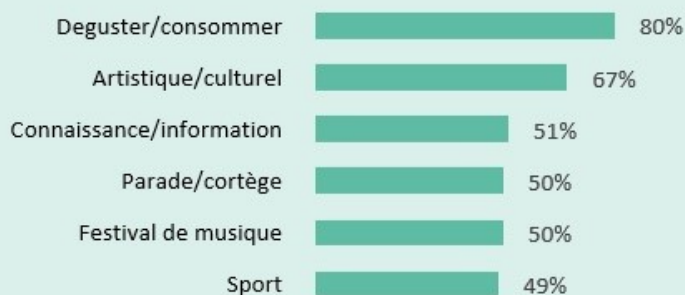


The high school KdG research center conducted a large-scale audience survey on the Belgians and their post-corona events with a representative sample of 1,000 Belgian adults in December 2022.

Types d'événements populaires en 2022



■ Visité ■ Pas visité



Types particuliers de visiteurs d'événements



Planificateur

29%



Cocooner

22%



Approfondisseur

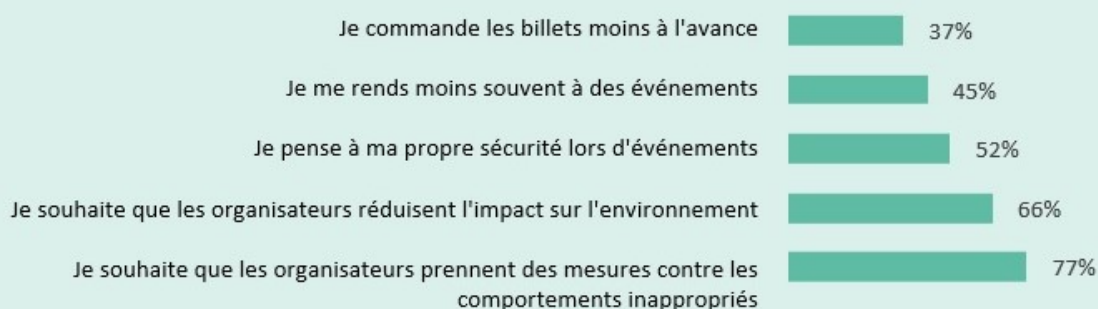
13%



Aventurier

11%

Changements de comportement frappants post-corona



News from our members

Jean Renaux - 30 years in the business - passion and perseverance

CarryOn was founded thirty years ago. And so, Jean Renaux has been at the head of the company for all this time. He started as a retail export manager at Laurent David, a (hand) bags company situated in Antwerp. Between the winter and summer collections, there was less work and he started to delve into the b2b market. "One sunny afternoon, a friend called me to ask if I wanted to represent the suitcase brand Carlton. And that's how it started."

At the age of 35 he started his own company and focused entirely on the B2B market with his leather goods expertise.

"Years later, when I stopped with the Carlton brand, I started importing from China for our distributors. In 2008 we then started taking on agencies with the help of my son Nicolas."

CarryOn has five agencies in its portfolio, 3 of which are from the Choice group; FARE, Halfar and MBW. In addition, they distribute the brands TITAN/Travelite (suitcases) and The One Towelling (bath linen).

CarryOn sells almost all their products with printing, and this is also their added value, instead of

just sliding boxes. Printing is a craft. For printing knowledge together with product knowledge, the distributors consult CarryOn on a daily basis, where the team is ready to provide the correct information.

After so many years, Jean still finds this market fascinating: "The creativity and inventiveness in the products from the strength and vision of the designers and manufacturers, that is so nice to work with."

The company is at a turning point with a first vacancy for a General Manager and a second for a Sales person. They want to move forward with new opportunities in this exciting market.





BAPP Partner

Quality leader in European parcel logistics. GLS's dense national distribution networks are linked together by coordinated long-distance transport services. We also operate in Canada, Mexico and the

West Coast of the United States. All processes and IT systems are harmonized throughout the European network.

BAPP


BELGIAN ASSOCIATION OF
PROMOTIONAL PRODUCTS

Be BAPP. Stay tuned.

flash news.

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