



cercle
CHAPEL



Press Release
18.05.2015

CULTURE FOR BUSINESS

A new Cercle is emerging in the Belgian landscape. Not another Cercle – a different Cercle, with a new approach, both contemporary and unique.

The Cercle Chapel will raise the curtain in mid September. On an ecumenical and national concept devoted to the engagement of two worlds: business and culture.

Two worlds that are fond of each other and have developed bonds founded on the sharing of competences.

The luxury industry has understood this for some time. When a young Asian lady buys a brand bag in Paris or Hong Kong, she is not only buying a bag. She is appropriating a piece of European culture. Having this approach “trickle down” to less prestigious sectors would be very useful for the development of our brands. They will serve to tell a story and add a touch of magic to the service or product they propose to the public.

In the future it will no longer be a question of sticking a little logo at the bottom of a program or advertisement, of “sponsoring” in the traditional sense, but of getting closer to the cultural world and, why not, of investing in it. Like genuine “patrons” have done throughout history.

What the Cercle Chapel wishes to cultivate with its future members is the development of that special *je ne sais quoi*, that source of distinction and of new competitiveness which culture contributes to the world, an asset which Europe does not sufficiently exploit.

In practice, the Cercle Chapel consists of ...

- economic and cultural activities
- high-level conferences
- literary dinners
- thematic events involving all sectors
- various training programs
- gatherings involving passionate amateurs (music, travel, wine tasting, cooking, classic cars, sports, etc.)

All these events and activities are supported by the atmosphere of the Chapel and by catering worthy of the venue. A different type of networking – useful, tangible and based on exclusive contents.

For Bernard de Launoit, Executive President of the Music Chapel,
“the Cercle Chapel is one of the essential axes of the Music Chapel’s open approach over the past decade. This prestigious institution, whose first mission is the transmission of an art, is in permanent contact with the outer world, not least through its artistic activities and as a promoter of quality. Building bridges between artists and entrepreneurs is an invaluable source of wealth. We are committed to making the Cercle Chapel, through the quality of the environment and of the spirit which reigns at the Chapel, a meeting point where experiences and ideas can be shared.”

André Van Hecke, Managing Director of the Cercle Chapel,
“I look forward to being able to contribute the experience of my teams to the management and the organization of the business Cercles. This will be a new challenge since it will be a question of integrating our know-how into an approach founded on the intermediation between culture and business. Beyond the organization of conferences, debates and thematic activities, we will ensure a level of hospitality on a par with this superb venue made available to us by the Music Chapel. And we will always pay close attention to the catering and the accompaniment of members in the context of their private activities.”

The opening of the Cercle is scheduled for 17 September 2015 at 19h:00.

More information:

- the presentation brochure, on request or in PDF version on the website,
- the website www.cerclechapel.be,
- Aurélie Collet, Manager of the Cercle Chapel, 02/352 01 11 or 0477/26 58 30
- Cercle Chapel, Chaussée de Tervuren 445 - 1410 Waterloo
- GPS: Chemin de la Chapelle, 1 1410 Waterloo



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A STRATEGIC COMMITTEE WILL SPONSOR AND ACCOMPANY THE BIRTH OF THE CERCLE.
IT IS COMPOSED OF PERSONALITIES FROM THE VARIOUS SECTORS THAT REPRESENT
OUR CONTEMPORARY ECONOMY AND CULTURE.



Johan Beerlandt,
CEO
Besix



Luc Bertrand,
Voorzitter
Ackermans & van Haaren



Peter de Caluwe,
Algemeen Directeur
De Munt



Bernard de Launoit,
Président exécutif
Queen Elisabeth Music Chapel



Philippe Delusinne,
CEO
RTL Belgique



Bernard Delvaux,
CEO
Sonaca



Paul Dujardin,
Algemeen Directeur
BOZAR



Bernard Focroulle,
Directeur
Festival d'Aix en Provence



François Le Hodey,
Administrateur délégué
IPM



Gilles Ledure,
Directeur Général
Flagey



Dominique Leroy,
CEO
Proximus



Jean-Paul Philippot,
Administrateur délégué
RTBF



Yves Prete,
Administrateur délégué
TechspaceAero



Christian Raftopoulos,
Chef de Service
Cliniques Saint Luc



Pierre Rion,
Président du CA
EVS



Stéphane Sertang,
CEO
Ginion Group



Michèle Sioen,
Voorzitter
FEB



José Van Dam,
Maître en résidence
Queen Elisabeth Music Chapel



André Van Hecke,
Administrateur délégué
Cercle Chapel



Rik Vandenberghe,
CEO
ING België