



## Press release

**BETECH, a new association for ICT professionals in Belgium, celebrates its launch with a keynote speech of Erik Portier, CEO Google Belgium, followed by a reception.**

BETECH is the new reference ICT network in Belgium where technology professionals can meet, exchange views and share experiences regarding new ICT trends. It will organise a variety of multidisciplinary events and activities, such as conferences, study visits and seminars.

BETECH will hold a kick-off meeting for all interested professionals on 24 September 2009 in Brussels. During the meeting, Erik Portier will address the audience on "Business Models in Web 3.0". The address will be followed by a reception and an optional dinner.

BETECH is an initiative of and founded by Fabienne Brison, Steven De Schrijver, Thierry Léonard, Benoît Michaux, Alain Strowel, Jean-Paul Triaille, Erik Valgaeren and Gerrit Vandendriessche. It has the support of Prof. Jacques Tiberghien (VUB-ULB), Prof. Erik De Jonghe (UGent), Jean Deléry (Beta Group), Mathieu Van Overstraeten (Trends), Dominique Deckmyn (De Standaard Online).

For more information and/or registration, see [www.betech.be](http://www.betech.be) or contact [info@betech.be](mailto:info@betech.be).