

New York, April 15, 2010



Dear Entrepreneur,

The Belgian-American Chamber of Commerce in the United States, Inc. (the "BACC") has the pleasure to invite you to participate in the 2nd **"The BACC Entrepreneurship Awards"**. Since you are affiliated with the Belgian Foreign Trade Agency, we thought this would be of particular interest to you.

The BACC Entrepreneurship Awards honors both Belgian and U.S. small and medium-sized enterprises in the U.S. market with the following attributes: best product and/or service, most powerful venture and business plan. A high-profile jury will review the applications and select entrepreneurs who have demonstrated market insight, ability to seize a unique opportunity and endurance in capturing a part of the U.S. market.

By applying for "The BACC Entrepreneurship Awards", you and your company will have access to unique opportunities for press coverage, networking and exposure of your ideas and achievements both in Belgium and the U.S., including by captains of industry that are part of the jury or attendees of "The BACC Entrepreneurship Awards" ceremony.

In order to participate, you simply need to fill in a free electronic application on the BACC's website (www.belcham.org) by September 15, 2010.

The "The BACC Entrepreneurship Awards" will be attributed during the BACC Entrepreneurship Awards gala ceremony that will take place at the Harvard University Club in New York on November 13, 2010.

Attached hereto is an overview of the rules that apply to the "The BACC Entrepreneurship Awards". Please do not hesitate to contact us with any questions.

We look forward to receiving your application and wish you the very best of luck.

The BACC.
Olivier Smekens
President

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