



BELGISCHE MAATSCHAPPIJ VOOR INTERNATIONALE INVESTERING N.V.
SOCIETE BELGE D'INVESTISSEMENT INTERNATIONAL S.A.
BELGIAN CORPORATION FOR INTERNATIONAL INVESTMENT

March 2009

BMI-SBI supports the international development of:



Created in 1994, PROMODEFI imports and distributes promotional items. In 2003, looking for new growth activities, PROMODEFI decided to distribute reusable bags. This activity has since evolved into a separate division, named "I'LL BE BAG".

For more info: <http://www.promodefi.be/>
and <http://www.illbebag.com/>



In order to meet a growing demand, the "I'LL BE BAG" division has decided to build, equip and controls its own production plant in the city of XU YI. Since its creation late 2007, Euro Trends Packaging is focused on the production of reusable bags entirely made of recycled PET.



BMI-SBI contributed to the development of the "I'LL BE BAG" division of PROMODEFI by granting a long term subordinated loan on the level of its Chinese subsidiary, Euro-Trend Packaging. This allowed the company to invest in additional printing equipment and expand its production capacity.