

## **General Informations and Logistics** **October 20 – 21, 2023**

### **General Informations**

# Welcome Business Cocktail

The Welcome Business Cocktail on October 20 will be held at **Brucity** (Rue des Halles 4, 1000 Brussels)  
From 7 p.m. to 9.30 p.m.



The Welcome Business Cocktail, that will highlight the 9th edition, is the welcome evening of all participants that will have the opportunity to strengthen networking and to interact with the enterprises that have partnership with the Forum.

- A personalized badge will be handed to you at the reception upon presentation of your access ticket.
- Prepare your networking session by finalizing your profile update (photograph, email and the description of your activity).

We recommend **planning your trip in advance** so you arrive on time.  
Arrival deadline : 6.30 p.m.



# FORUM

The Forum on October 21 will be held at **Double Tree by Hilton** (Rue Gineste 3, 1020 Bruxelles)  
From 8 p.m. to 5 p.m.



A name badge will be handed to you upon presentation of your access ticket.

We recommend **planning your trip in advance** so you arrive on time. Arrival deadline: 8 a.m. Breakfast will be offered to you.

- You'll be able to follow **live reactions on social network** (Twitter, Facebook, LinkedIn and Instagram) with #RAF2023



[www.rebrandingafrica.com](http://www.rebrandingafrica.com)



[@rebrandingafricaforum](https://www.facebook.com/rebrandingafricaforum)



[Rebranding Africa Forum](https://www.linkedin.com/company/rebrandingafricaforum)



[@RebrandingAF](https://twitter.com/RebrandingAF)



[Rebranding Africa](https://www.youtube.com/channel/UCRebrandingAfrica)



[Rebranding Africa Forum](https://www.instagram.com/rebrandingafricaforum)

# GALA

The Gala on October 21 will be held at the **Châtelain Brussels Hotel** (Rue du Châtelain 17, 1000 Brussels) from 8 p.m. to 11.30 p.m. Reception and installation of guests **from 7.30 p.m.**



- Carry your access ticket that will be requested at the reception
- Dress code : correct outfit required
- We recommend **planning your trip in advance** so you arrive on time : 7 p.m.



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# Shuttle Bus

October 20, 2023

A VIP shuttle bus will be available for the participants staying at the Châtelain Hotel :

Departure from the Châtelain Hotel ➡ Brucity : 6 p.m.

Departure from Brucity ➡ The Châtelain Hotel : 9.45 p.m.

October 21, 2023

A VIP shuttle bus will be available for the participants staying at the Châtelain Hotel :

Departure from the Châtelain Hotel ➡ Double Tree Hôtel : 7.30 a.m.

Departure from double Tree Hotel ➡ The Châtelain Hotel : 5.30 p.m.



To go to BRUCITY (Rue des Halles 4, 1000 Brussels)

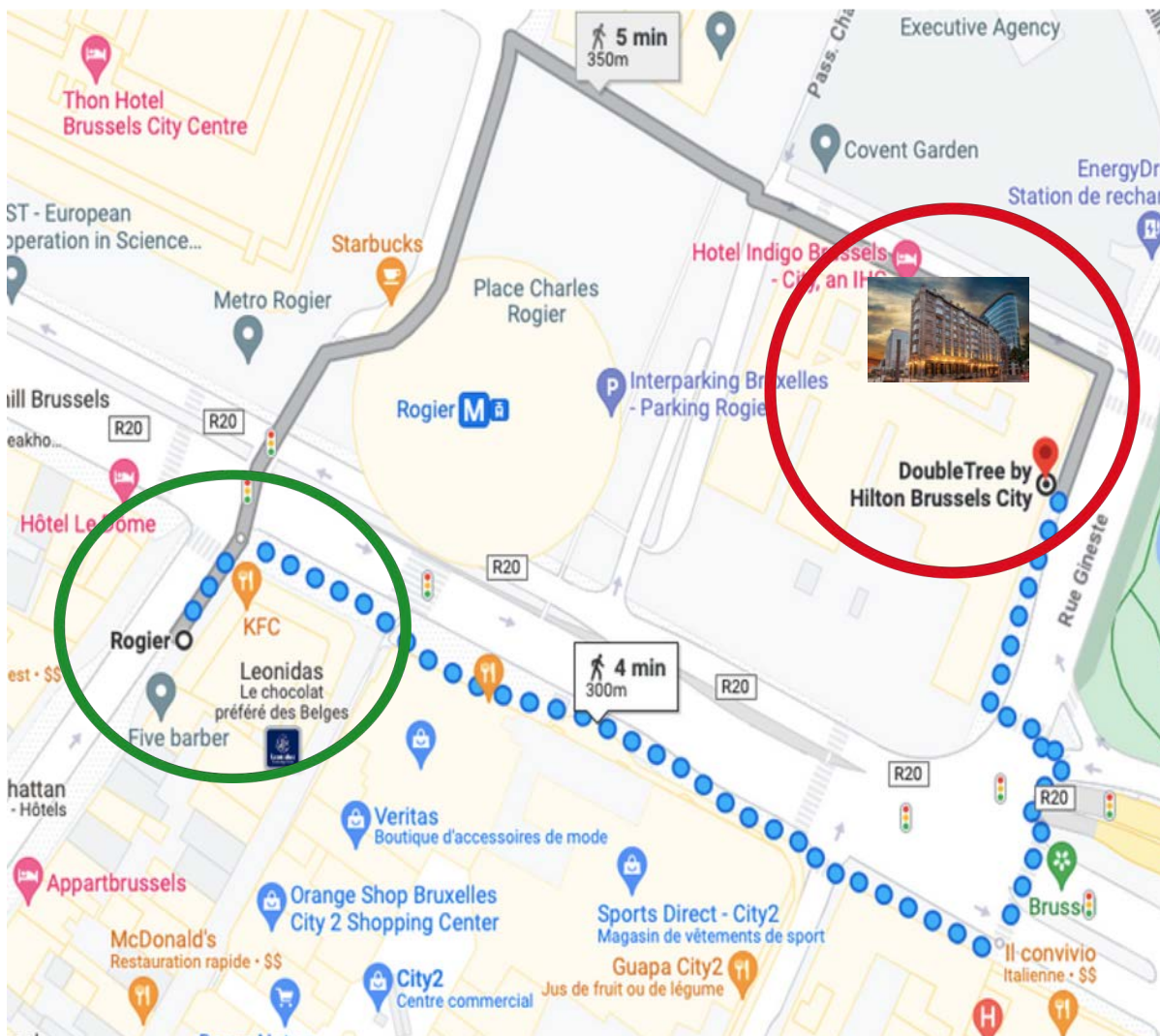


Departure by tram : **Rue du Châtelain 17, 1000 Brussels**

From the hotel head north east on rue Châtelain towards Av. Louise. Turn left on Av. Louise. Turn right on Rue du Bailli (your destination is on your left). Take the tram 93 at Bailli stop. Get off at Parc stop and walk to the Metro. Take M1 or M5 heading to Gare de l'Ouest or Erasme and get off at De Brouckère. Follow the signs to Rue des Halles/Rue de l'Evêque/Boulevard Anspach. At the exit of the metro, turn left on Rue de l'Evêque, then take the first left onto Rue des Halles.



To go to DOUBLE TREE BY HILTON (Rue Gineste 3, 1020 Brussels)



A/ **Departure by Tram** : Rue du Châtelain 17, 1000 Brussels

Exit the hotel and head north east on Rue du Châtelain towards Av. Louise. Turn left on Av. Louise. Turn left on Rue du Bailli (your destination is on your left). Take tram 93 Stade at Bailli (3 stops). Get off at Louise and take the Metro (underground).

B/ **Departure by metro** : Departure by metro : M2 or M6. Get off at Rogier. At the exit of the metro, turn right onto Boulevard du jardin Botanique, then take the first to the left on Rue Gineste.

C/ **By car**, access : underground parking Interparking. Rogier Entrance : place Charles Rogier - 1000 Brussels. Open 24/7, contact : 025495454






You will be entitled to an exceptional rate for the day of October 21 of 16 € instead of 22€. To do this, please have your ticket validated at the hotel reception.





# To go to the CHÂTELAIN HOTEL (Rue du Châtelain 17, 1000 Brussels)


 To go to the Châtelain Brussels Hotel from Brussels International Airport (BRU), there are several options :


 BRU ➡  ➡ Châtelain Brussels hôtel

 BRU ➡ train  ➡ Gare Centrale or Gare du Midi ➡  ➡ Châtelain B. hôtel

 BRU ➡ train  ➡ Gare Centrale or Gare du Midi ➡ Public transports ➡ Châtelain B. hôtel

## 1. Route directions from Brussels Zaventem International Airport (BRU)


 : At the airport exit - Duration : according to the traffic, between 20 to 35 minutes - estimated price : between 40 and 50 €.

 : **At the airport level -1, take the Brussels Airport Express train to Brussels Central or Midi train station. It leaves every 15 minutes.**

Duration : 20 minutes - Fare : 10.30 € one way

Log on to SNCB : <https://www.belgiantrain.be/fr>


## 2. Route directions from BRUSSELS - CENTRAL


 : At the train station exit - Duration : according to the traffic, between 10 and 20 minutes - Estimated price : between 20 and 30 €.

By public transports : By tram, at Gare centrale, take a 6 minute walk south east and get on Tram 93 to Legrand (7 stops). Get off at Bailli. Duration : approximately 17 minutes.

At Bailli, head north east onto Rue Bailli towards Rue de Livourne. Then turn right on Rue de Livourne and turn left on 17, Rue du Châtelain. Duration : approximately 2 minutes.

## 3. Route indications from BRUXELLES MIDI station

 : At the station exit - duration: according to the traffic, between 10 and 15 minutes - Estimated price: between 15 to 20 €

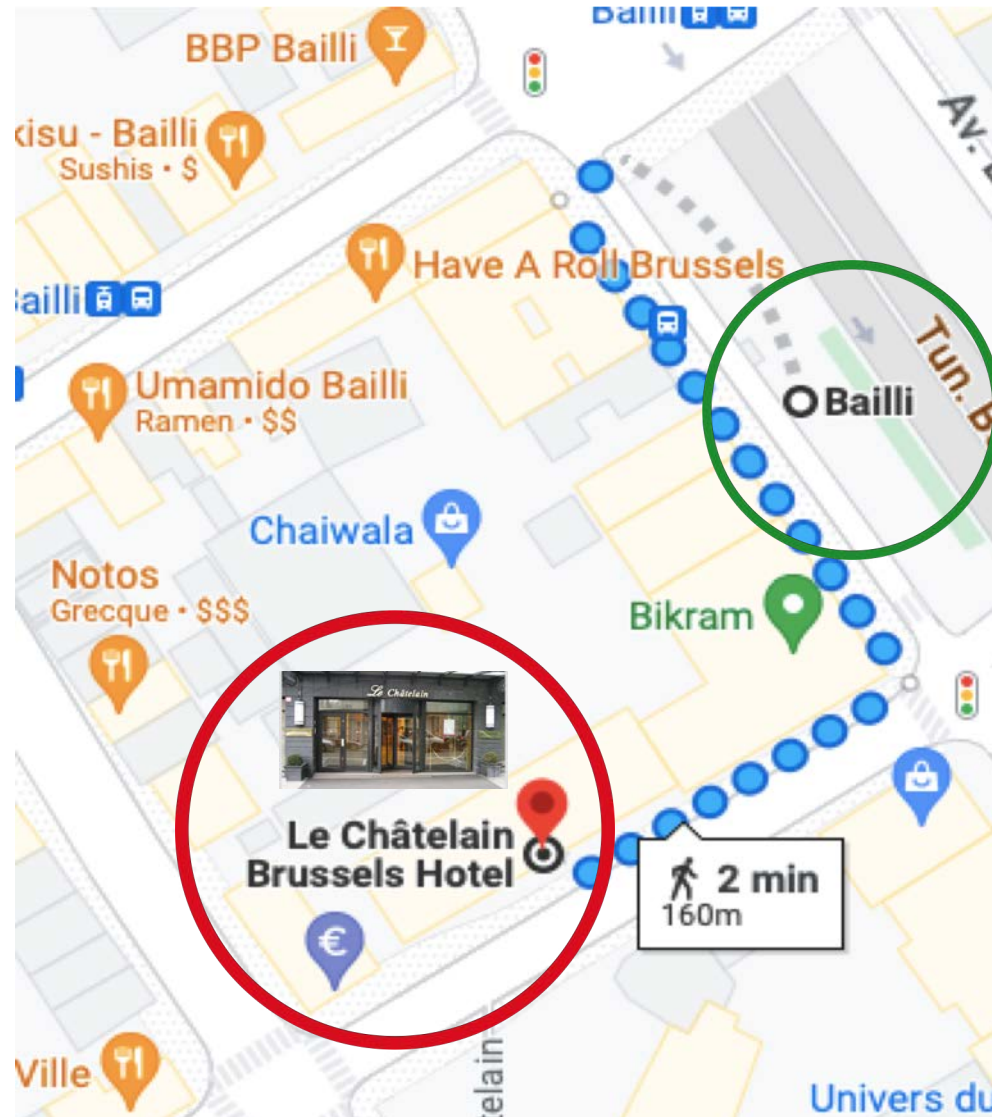
 : take M2 or 6 to Elisabeth and get off at Louise (3rd stop). Walk 1 minute and get on Tram 93 at Louise to Legrand and get off at Bailli (3rd stop). Head north east onto Rue bailli towards Rue de Livourne. Turn right on Rue de Livourne. Turn left onto Rue du Châtelain. Duration : approximately 16 minutes.

## 4. By car

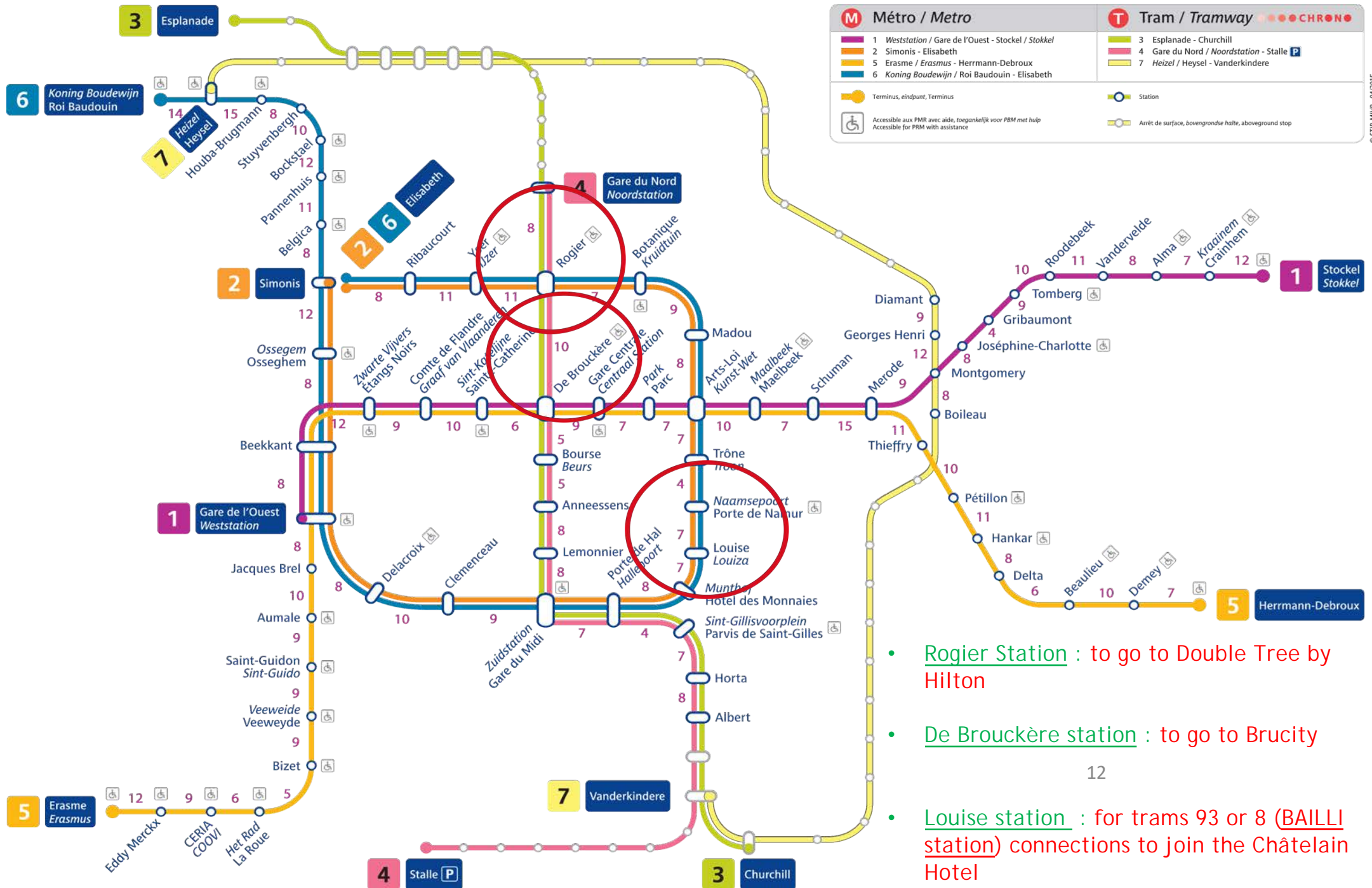
For the area is very animated in the evening, we strongly advise you to privilege taxis and/or public transports to go to the Gala with ease on October 21, 2023.



To go to the Gala on October 21 (Rue du Châtelain 17, 1000 Brussels)



# METRO routes





## TRAM routes

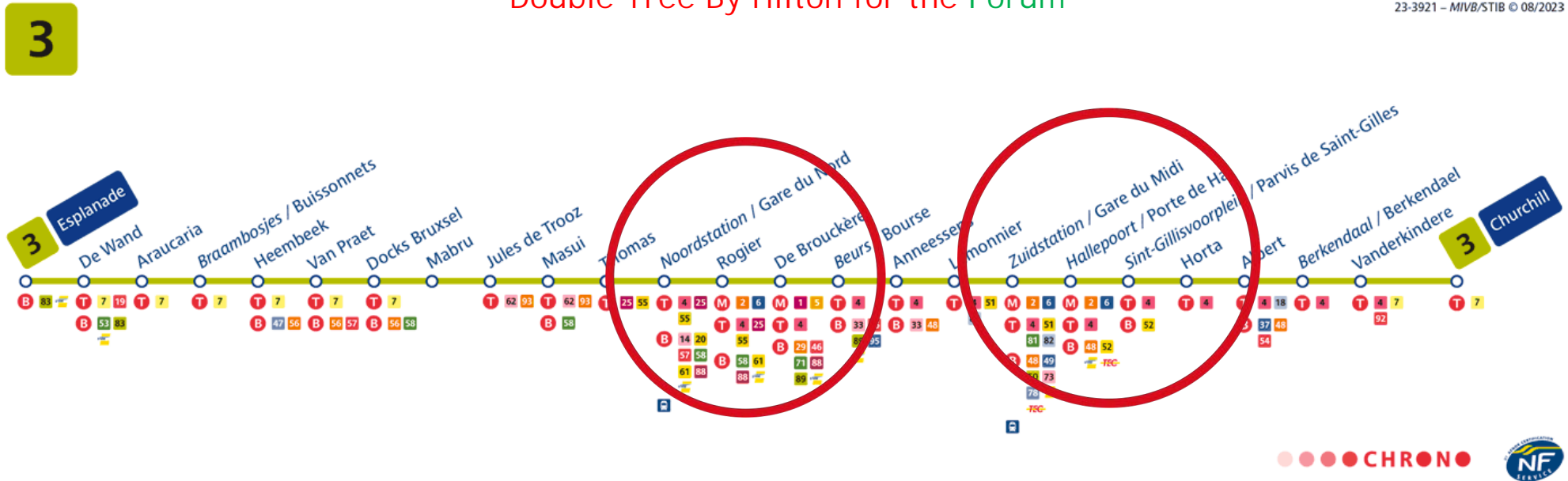


At LOUISE get on tram 93 to Legrand  
and get off at BAILLI to reach the  
Châtelain Hotel for the GALA

## TRAM routes

At gare du Midi get on tram 3 to  
Esplanade or tram 4 to Gare du Nord  
and get off at **ROGIER** to reach the  
Double Tree By Hilton for the **Forum**

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Ticket Jump 1 Fare : it costs 2.10 € at the counter, and 2.50 € on the tram (have the exact amount of money or 5 € max). Information points at all stations or at <https://www.stibmivb.be/index.htm?fr>

### Useful contacts :

🚕 Autolux : booking number +32 2 512 31 23 or email [dispatching@taxisautolux.be](mailto:dispatching@taxisautolux.be)

🚕 Verts : booking number +32 2 349 49 49 (24/7) or email [info@taxis.be](mailto:info@taxis.be)

🚕 : heetch.com or uber.com (via mobile apps)

Worldwide VIP Chauffeuring and Limousine services : booking number +32 2 772 00 00 or email [info@directwayworldwide.com](mailto:info@directwayworldwide.com) - [www.directwayworldwide.com](http://www.directwayworldwide.com)

Contacts support team of the Rebranding Africa Forum : +32 4 86 907 653 - +32 4 72 692 809

Email : [logistique@rebrandingafrica.com](mailto:logistique@rebrandingafrica.com)



Don't forget to carry an identification document ( driving license, id or passport) with you at all times when traveling



[www.rebrandingafrica.com](http://www.rebrandingafrica.com)



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