

## Contact

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edouardcambier](http://www.linkedin.com/in/edouardcambier) (LinkedIn)  
[www.seedfactory.be](http://www.seedfactory.be) (Company)  
[www.spacious.agency](http://www.spacious.agency) (Company)  
[go.beci.be/mo/fr](http://go.beci.be/mo/fr) (Company)

## Top Skills

Entrepreneurship  
Start-ups  
Advertising

## Languages

English (Professional Working)  
French (Full Professional)  
Dutch (Professional Working)

## Honors-Awards

President of the BWA jury "NWOW"  
Awards  
Past-President IAB (Internet  
Advertising Bureau)  
Jury @ HEC Entrepreneurs  
Jury @ Solvay Automotive  
Jury @ The Language Technology  
Industry Summit

## Publications

Belgique Une niche qui va encore  
grandir  
« Quel avenir pour le coworking au  
temps du coronavirus ? »  
Coworking, l'avenir du bureau est  
plus que jamais entre tes mains  
Seed Factory, le coworking de la  
com', défend sa spécificité  
We pivoted our coworking business  
model to offer Com-PR services

# Edouard (Mr. Coworking) Cambier

Helping 232 hubs & socialworking spaces to find tenants.  
Brussels Region

## Summary

I help 232 hubs & socialworking spaces to find & keep tenants. Click  
here =>

[https://www.eventbrite.be/e/have-a-meet-with-mr-coworking-  
tickets-117271200317](https://www.eventbrite.be/e/have-a-meet-with-mr-coworking-tickets-117271200317)

« True blood » Belgian, Edouard is a francophone from Flanders sailing economically as easily in Flanders as in Brussels. His experience in the world of media, marketing and event organization led him to work closely with Dutch, French, English and Belgian companies. Edouard Cambier has been working for nearly 20 years on ecosystem creation missions. In 1998 he collaborated in the grouping of the editorial offices of Roularta (Trends, Knack, Le Vif, KanaalZ ..), which became 'Brussels Media Center', and then he participated in the creation of Seed Factory, a 'Mar-Tech' hub in Brussels which brings together more than 150 entrepreneurs in communication, marketing and media. In 2013, he is co-founder of Co.Station, an ambitious thematic accelerator in the field 'Fin-Tech'. He is now working with Accenture and Just In Time on a Mobility-Tech platform and a Competence Center of 3.825m2 in the center of Brussels. President of the largest platform of business centers, incubators and accelerators in the country, comprising 232 serviced office buildings & social workplaces (the 'BWA' or Belgian Workspace Association), Edouard is in permanent contact with all the market players and has a Unique expertise on trends in office real estate and new ways of working ('NWOW'). He attaches great importance to the '3T' values: Talent, Tolerance and Technology.

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## Experience

Seed Factory  
Co-Owner  
September 2002 - Present (18 years 2 months)

Région de Bruxelles-Capitale, Belgique

Specific projects that Edouard Cambier worked on while at Seed Factory include:

Seed Factory - Co-owner (2002 - Present)

Seed Factory is the first building with 150 coworkers for the communication industry.

Responsibilities : PR, marketing & growth.

Belgian Workspace Association - President (2017 - Present)

BWA is a non-profit association representing the needs of operators, suppliers and customers of business and coworking centres. The BWA promotes the sector to government, local authorities and the wider business community in general. The BWA is the voice of the Business & Coworking Sector since 1989  
<http://www.belgianworkspaceassociation.be/>

Fondation Roi Baudouin (2018 - Present)

Fondateur des "Amis de 100.000 Entrepreneurs" gérée par Luc Tayart de Borms <https://www.kbs-frb.be/> et <https://www.100000entrepreneurs-dons.be/>

BECI - Consultant New Ways of Working (2017 - 2018)

Its objective is to strengthen the presence and influence of Brussels business world in Belgium and internationally <http://www.beci.be/> & <https://www.mobilitystore.brussels/>

Spacious Agency - Founder (2002 - Present)

We believe in new ways of working. We create delightful workspace, business and human experiences. Do you want to create a 'social workplace' or discover new opportunities for your workspaces? We can intervene punctually according to your needs and the stage of progress of your project. <https://www.spacious.agency/>

Co.Station (V1) - COO (Jan 2014 - Sep 2014)

Co.Station's goal is to boost the digital ecosystem in Belgium, by stimulating entrepreneurship and providing the startup/scaleup community with the tools to innovate & grow <http://co-station.com/>

Enabler - Co-owner (Sep 2002 - June 2020)

Our consultants stand by you in establishing your communication strategy  
<http://www.enabler.be/>

Affiniteam / Bien être à la carte - Co-owner (2001 - 2003)

The "Corporate Concierge" concept was a success and sold to Groupe Accor  
<http://www.bienetrealacarte.com/notre-histoire/>

## Belgian Workspace Association

Président

November 2017 - Present (3 years)

Bruxelles et périphérie

BWA is a non-profit association representing the needs of operators, suppliers and customers of business and coworking centres. The BWA promotes the sector to government, local authorities and the wider business community in general. The BWA is the voice of the Business & Coworking Sector since 1989  
<http://www.belgianworkspaceassociation.be/>

Responsibilities : PR, marketing, growth & lobby

## Informa

CEO - Belgian Branch

April 2000 - August 2002 (2 years 5 months)

Brussels Area, Belgium

Institute for International Research (Informa <https://informa.com/> today) believes in the power of knowledge and skills to act as a lasting catalyst to organizational achievement.

Every year, IIR works with hundreds of thousands of business executives providing them with knowledge and skills through training, conferences, seminars, e-Learning, blended solutions, exhibitions, consulting and mentoring.

As the CEO for the Belgian branch of this global network active in 70 countries, Edouard initiated an important partnership with Roularta Media Group, and oversaw strong growth in the Marketing and ICT segment of the business.

Responsibilities : General Management, strategy, growth, PR & marketing

## Roularta Media Group

Strategic Alliance Director

February 1995 - April 2000 (5 years 3 months)

Brussels Area, Belgium

Edouard joined Roularta Media <https://www.roulartamedia.be> as Commercial & Marketing Director, and moved on to become the Strategic Alliance Director.

Edouard initiated partnerships with Tijd, Le Soir, Promedia for brand new projects such as @dnet, Trends Online, Trends Review, IAB Belgium as well as the FEBIAC catalogue in cooperation with Le Vif and Knack.  
Responsibilities : Strategy, growth, PR, marketing & sales.

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## Education

### Solvay Entrepreneurs

2500 hours of trainings @ Solvay, Ichech, , IIR, Stichting Marketing, BWA, IAB, BECI, in strategy, marketing, digital transformation & team leadership  
· (1985 - 2019)

### Solvay Brussels School

Dirigeant et Développement, Business Administration and Management, General · (2011 - 2011)

### IIR Belgium

e-Master degree , Marketing & Communication · (2000 - 2002)