



Press Release

BEAL INTERNATIONAL WINS THE 13th NIPPON EXPORT AWARD

Tokyo/27 October 2026 - The *Nippon Export Award (NEA)* is a biennial award attributed to a successful company exporting, importing or distributing Belgian-Luxembourg products or services into or within Japan. The event, in its 13th edition this year, is organized by the Belgian-Luxembourg Chamber of Commerce in Japan under the patronage of the Embassies of Belgium and Luxembourg and the regional trade offices in Tokyo.

This year the award is going to BEAL INTERNATIONAL, a Belgian family-owned company specialising in the design, manufacturing and distribution of innovative products for the construction and decoration sectors.

"The NEA jury praised BEAL INTERNATIONAL for preserving the traditional Japanese "sakan" craftsmanship and promoting these traditional techniques towards women. The jury also praised the company's efforts to adapt to the Japanese market, including the integration of Japanese stones, as well as its commitment to using materials that pose no health risks.", said Fabrice Tilot, President of the Belgian-Luxembourg Chamber of Commerce in Japan.

Barbara Thiry, CEO of BEAL INTERNATIONAL, commented as follows:

"It is with great honour that BEAL INTERNATIONAL receives the Nippon Export Award. For many years, BEAL has grown alongside its Japanese partners. We are deeply grateful to the architects, designers, contractors, distributors and many other professionals who have placed their trust in our products and contributed to our development in Japan. Seeing our solutions used in a wide variety of projects throughout the country is both a privilege and a constant source of motivation.

For BEAL, Japan is far more than just an export market. The high standards expected by Japanese professionals in terms of product quality, aesthetics, finishing and craftsmanship, as well as their continuous pursuit of technical excellence, have been a major driving force behind the improvement of our products, services and training programs. The knowledge and insights we have gained through our collaboration with Japan have also helped us enhance the value we provide to customers around the world.

*Furthermore, we are proud that BEAL's technologies and products can contribute to the development of architecture and interior design in Japan. Being able, in some way, to support the preservation and transmission of Japan's exceptional plastering traditions and the remarkable skills of its *sakan* craftsmen is one of the greatest rewards of our work.*

This award belongs not only to BEAL, but also to all the Japanese customers, business partners and colleagues who have supported us throughout this journey. We would like to express our sincere gratitude for their trust, support and commitment.

We look forward to continuing to learn and grow together with our partners in Japan while striving to deliver even better products and services in the years to come."

An award ceremony will be held at the Embassy of Belgium in Japan on 10 December 2026.

About the Nippon Export Award

The *Nippon Export Award* was initiated in 2004 by the Belgian-Luxembourg Chamber of Commerce in Japan, and aims to reward companies for significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

Selection criteria of the *Nippon Export Award* include:

- Presence in the Japanese market and the company's significant achievements in its trade with Japan
- Vision in new niche markets and daring innovation
- Perseverance in market share growth, adaptability of products and services to Japanese tastes and standards
- Originality of approach (marketing, distribution, environment protection, design, research, etc.)
- The company's spirit (marketing, merchandising, etc.) and values.

Out of 4 candidates, the Nippon Export Award task force selected 3 finalists.

The winner was chosen by an independent jury familiar with the Japanese market.

The *Nippon Export Award* is held under the High Patronage of the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, Flanders Investment & Trade (FIT Tokyo), Wallonia Export-Investment Agency (AWEX Tokyo), hub.brussels Tokyo, Luxembourg Trade and Investment Office (LTIO Tokyo) and the Luxembourg Chamber of Commerce, and has the strong support of the Belgo-Luxembourg Market Council (BLMC).

About BLCCJ

Since its foundation in 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) has been connecting Belgium, Luxembourg and Japan, fostering economic, commercial and networking interests between the 3 countries.

The BLCCJ:

- promotes and supports commercial activities between Belgium, Luxembourg and Japan
- increases awareness of Belgium & Luxembourg in Japan
- provides an active networking environment

The BLCCJ currently represents the interests of 130 members and is a founding and active member of the European Business Council in Japan (EBC).

<https://blccj.or.jp/>

About BEAL INTERNATIONAL

Founded in 1974, BEAL INTERNATIONAL is a Belgian SME headquartered in Fernelmont, in the Namur region of Belgium. Today, its products are specified and distributed in many countries around the world.

BEAL develops and manufactures innovative seamless mineral coatings as well as technical products for architecture, interior design, and construction. Combining technical expertise and innovation, the company offers high-performance solutions that meet both aesthetic and functional requirements while addressing on-site technical challenges.

Its main product ranges include: MORTEX®, BEALSTONE®, laMONTE and CAPILASIL®

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For more information on the Nippon Export Award 2026-2027, please contact the Belgian-Luxembourg Chamber of Commerce in Japan:

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