

*MINI EUROPE**EUROPEA**NEO**BRUSSELS EXPO***MINI-EUROPE confirmed within the NEO-EUROPEA project**

Brussels, the 6th of January 2021 - Mini-Europe, Europea and Brussels Expo announce the agreement reached last week to extend the operation of Mini-Europe until its integration into the NEO-Europea project. This integration has been confirmed and the agreement between Brussels Expo and Mini-Europe has been extended allowing Mini-Europe to continue and develop its operation.

This agreement is the result of the collaboration between Brussels Expo, Unibail-Rodamco-Westfield and Mini-Europe. It reflects the support of local economic operators to the NEO-Europea project, designed to offer Brussels residents, Belgians and tourists a cutting-edge destination, specific to major European metropolises.

NEO-Europea: a major place for leisure activities

The integration of Mini-Europe within the NEO-Europea project enables a unique leisure offer in terms of size and ambition. Alongside Kinépolis (21 screens and 4,000 seats), Spirouland (the first amusement park of its kind operated by the Compagnie des Alpes) and the Cité des Enfants, a future edutainment discovery centre, visitors to NEO-Europea will have the opportunity to enjoy a renewed experience within the enlarged and renovated Mini-Europe park.

Located on a renowned historical site and perfectly connected to public transport, this exceptional leisure offer will be one of the pillars of a new lively neighborhood combining one third housing, one third shops and one third leisure, culture and restaurants.

Mini-Europe is investing on the Heysel plateau!

"Thanks to the agreement with Brussels Expo, Mini-Europe has been able to confirm the partnership with Europea. This partnership not only ensures the continuity of Mini-Europe as part of the Brussels' heritage: it embodies Mini-Europe's ambition to become a leading attraction in Brussels: even more fun, more interactivity, more culture, more Europe. While certain axes are and will already be developed in the short term, the arrival of NEO-Europea will make it possible to modernise the entire infrastructure, mainly a new pavilion designed by the architect Jean Paul Viguier and co-financed by Europea, as well as new park areas to be developed. This is excellent news, both for the Mini-Europe team and for the hundreds of thousands of Brussels residents and tourists who flock to the site every year. It is also, on a personal level, excellent news for the continuation of the entrepreneurial and family ambition of Mini Europe, which confirms its anchoring on the Heysel plateau after more than 30 years of existence." declares Thierry Meeùs, managing director and Vinciane Meeùs, administration manager.

From this Monday 29th March (if the COVID-19 measures allow it at that time), Mini-Europe will reopen its doors to visitors and is counting on the support of the Belgians, after a very difficult year 2020.

"We are happy to reach this final agreement and to continue this constructive collaboration with Thierry Meeùs and his team. The result will be a transformed and modernised Mini-Europe Park, perfectly integrated into NEO-Europea" says Michel Dessolain, Managing Director Europe of the Unibail-Rodamco-Westfield group and Europea's director. "We are proud to offer NEO-Europea's visitors an unrivalled offer in Europe. These references in the sector contribute to making it a leading destination, contributing to the economic dynamism and international influence of Brussels. These partnerships with the best local players are part of Unibail-Rodamco-Westfield's long-term strategy to establish itself in Belgium." he adds.

The NEO project involves the metamorphosis of the Heysel Plateau into a new friendly district and a leading economic attraction in the Brussels Region. The NEO I contract signed with the Europea consortium formed by UNIBAIL-RODAMCO-WESTFIELD - BESIX - CFE provides for the construction of, among other things, a shopping district, 590 housing units and new green, leisure, cultural and sports areas.

The project will generate 3,000 jobs in the Brussels Region. NEO-Europea and the realisation of several leisure, sports and green space infrastructures as well as a significant proportion of housing should bring the new district to life.

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