Press release — 01/02/2024

Digital Spring 2024
An immersive experience at the heart of the IT ecosystem of the Brussels-Capital Region

Brussels, 1 February 2024 – The Brussels Digital Spring is returning to the emblematic Tour & Taxis site on 22 and 23 March. From virtual reality to cybersecurity, artificial intelligence, eGaming, retrogaming and exploring digital business opportunities, the 4th edition of this unmissable event promises a captivating immersion in the latest technological advances. Follow the guide!

Supported by Paradigm, the [Brussels Digital Spring 2024](#) is a large-scale initiative to raise the profile of the digital ecosystem in the Brussels Region.

Supported by the Brussels Region and the Minister for Digital Transition, Bernard Clerfayt, this free event is positioned as a key platform for networking. It will bring together a wide audience, from digital novices to experts, sharing and enriching their expertise. The mission is clear: to initiate, raise awareness and guide the general public through the exciting world of digital technologies.

"*The Digital Spring is an immersive experience where visitors can touch, test, develop, code, and perhaps even discover careers in the digital sector, which are increasingly in demand in the Brussels job market*," says Bernard Clerfayt.

Overview of the 2024 programme

The Brussels Digital Spring invites visitors to explore fascinating spaces where captivating demonstrations and immersive experiences will arouse the curiosity of each individual. Paradigm offers an itinerary teaching visitors about the environmental footprint of the digital sector, using the illustration of a laptop's ecological backpack. Fans of "Smart Buildings" will discover cutting-edge technological solutions for smarter, more sustainable buildings.

The Brussels Digital Spring also offers a variety of conferences and *pitches,* in the form of "Pecha Kucha", on topics such as the digital twin, climate and technology, mobility,

cybersecurity, eGaming, digital professions and training, and digital inclusion. Digital experts from a variety of sectors will share their knowledge to broaden the public's horizons.

Young and old, with family or friends, visitors will also have the opportunity to explore the latest trends and innovations shaping the digital future of our society. They will also be able to take part in the range of interactive activities on offer in the various exhibition spaces featuring some 50 representatives of the Brussels, national and international digital ecosystem.

Educational experiences for schools

The Brussels Digital Spring has put together a range of events that are as appealing as they are specially designed to feed students' boundless curiosity.

Highlights include workshops to raise awareness of the environmental impact of digital technology, as well as online scams, robotic arm demonstrations, discoveries of digital professions, eGaming sessions, introductions to coding, and many other exciting attractions!

An opportunity for youngsters to discover, enjoy and have fun with digital technology, with a variety of dedicated stands just for them!

Invisible Festival, an exclusive premiere for the Brussels Digital Spring

The Brussels Digital Spring is causing a sensation by opening the doors to the unprecedented "Invisible Festival". For the first time, visitors will be invited to explore this unique universe, celebrating the cultural richness and diversity at the heart of Europe, in the world's second most cosmopolitan city, Brussels.

This event puts the spotlight on the forgotten and little-known heroes of history with a rich programme of activities featuring 3D avatars, augmented reality and other immersive artistic experiences. An invitation to travel into invisible dimensions where digital art comes to life, offering a sensory and cultural experience unlike any other.

Practical information
- *Where?* Tour & Taxis, Avenue du Port 86c, B-1000 Brussels
- *When?* Friday, 22 March and Saturday, 23 March 2024
- *Digital Spring 2024 programme*
- *Registration via Eventbrite*