

Dear BCNC Members,

Due to the COVID-19 pandemic, the Belgian Club of Northern California is changing regular club events from past years. The BCNC “**8th at 8**” **Virtual Event** series (always happening on the 8th of each month at 8 pm) was started in January to learn more about our members who want to share their passion and interests. To be one of our presenters, please contact us by email at [Pierre@bcnc.com](mailto:Pierre@bcnc.com).

On January 8th, Doris Davis spoke about “The Battle of the Bulge”.

On February 8th, we had the chance to listen to Trees Martens of Emma’s Delights presenting “The Making of Chocolate Pralines”, with a foreword “Introduction to Chocolate” by Richard Callebaut.

We thank Trees and Richard for their wonderful presentations of chocolate. And thank you to our BCNC members and friends for a great attendance. Here are some of the comments received for our BCNC “**8th at 8**” virtual event:



“You started this masterfully with your new program. A very clever way to circumvent the challenges of Covid-19 and cook up a most excellent series. We can’t wait for Feb 8th at 8.”

“We enjoyed the presentations so much last night., both the talk and the demo.”

“We want to thank you for the wonderful presentation last night”

“We would like to thank you for arranging the chocolate presentation on Zoom yesterday evening. The presentation was interesting and informative. Please thank Richard and Trees for the presentation.”

“We learned more about chocolate, its growth and development patterns and the preparation of those sweets that everyone loves. Thank you again for your hard work.”

“Thank you for a great organization.”

Presenting the upcoming BCNC “8th at 8” virtual Zoom Event:

**Monday, March 8th at 8 pm**

**A Mission to Improve Prenatal Health with Advanced Technology**

**by Julien Penders of Bloomlife**

**Moderator: Wim Sohier, FIT**

We have the great chance to have with us a passionate entrepreneur, an inventor, a scientist, an innovator, a visionary, a dad of 3...all in one: **Julien Penders**, co-founder of Bloomlife, a consumer health company developing wearables for prenatal health. What’s the vision? To impact the transformational experience of pregnancy and childbirth to drive behavior change towards healthy living for mom, baby, and family.

Founded in 2014 and based in San Francisco with offices in Belgium, Bloomlife is developing smart pregnancy wearables that measure important health parameters of mom and baby from conception to birth. By combining wearable technology with data analytics, Bloomlife strives to provide moms and clinicians with better information to improve birth outcomes. [www.bloomlife.com](http://www.bloomlife.com)



Prior to founding Bloomlife, Julien was Program Director at *imec* (Interuniversity MicroElectronics Centre, an international research & development organization active in the fields of nanoelectronics and digital technologies, headquartered in Leuven, Belgium) where he led the wearable healthcare activities for North America. Earlier, Julien also served as Program Manager at the Holst Centre/*imec*, where he led wearable health projects for market leaders in both the medical and consumer spaces. He has authored over 60 peer-reviewed publications and 14 patents in the field of wearable technologies and connected health. He has been

a keynote speaker at multiple public events and conferences, including TEDx and the Creativity World Forum. He serves on the IEEE Technical Committee on Biomedical Health Informatics, and sits on the Program Committees for several international conferences.

Julien was a 2004/2005 fellow of the Belgian American Educational Foundation. He holds a M.Sc. degree in Systems Engineering from University of Liège, Belgium (2004), and a M.Sc. degree in Biomedical Engineering from Boston University, MA (2006).

What brought Julien Penders to this type of business? Why did he come to the San Francisco Bay Area? How is he getting venture capital? How long will it be before his company becomes profitable? Why is this technology needed? What are the challenges of COVID-19 on Bloomlife? What is the future for this product and for Bloomlife?

This is a novelty in science and the future is really bright for Bloomlife and for Julien Penders. So we are really thrilled to have him join us for this March “**8th at 8**” event.



The Moderator for this event will be **Wim Sohier**, Flanders Investments and Trade. As FIT’s Science & Technology Counselor in San Francisco, Wim Sohier has witnessed the international boom of start-ups from Flanders – and the interest they generate among foreign investors – up close. Wim Sohier: “Supporting ambitious entrepreneurs in their international expansions and seeing them succeed, that’s why we do what we do.”

Please join us for your BCNC “**8th at 8**” virtual event with Julien Penders of Bloomlife and moderator Wim Sohier.

**When:** Monday March 8th at 8pm

**Where:** Virtual Meeting; the Zoom link will be emailed to registered participants 24 hours prior to the event.

**Cost:** There is no cost for this event; however, we are suggesting a donation of \$5 per BCNC member and \$10 per non-member.

**Registration:** please go to our website [www.bcnc.com](http://www.bcnc.com) and select “8th at 8” under “Events”. You can pay by credit card, incl. Paypal, or mail your check to our treasurer: Fabienne Sowa, 2820 Willow Creek Trail, Cool, CA 95614. Deadline to register: Saturday, March 6, 2021.

**Membership sign up:** visit [www.bcnc.com](http://www.bcnc.com) and select “Become a BCNC Member”.

We are looking forward to having you with us for this “8th at 8” virtual Zoom event.

Thank you,  
The BCNC Board

**NOTE:**

The Belgian Club of Southern California is organizing on February 25 at 10 am PST an informational seminar for the latest news on U.S. immigration. Learn more about what to expect for the coming weeks and how your business & travel can be impacted. 45min with our expert Robert Blanco, Corporate and Business Immigration Attorney at Radcliff Mayes LLP in Los Angeles. Register at <https://tinyurl.com/BelgianBusinessClub>.