



PRESS KIT

NRB deploys a sovereign and agile AI ecosystem

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In an unstable geopolitical context and faced with the unprecedented rise of generative AI, digital sovereignty is now a strategic priority for Europe. The adoption on 9 September of the European AI & Tech Declaration illustrates this shared ambition: to strengthen European technological competitiveness, protect privacy, guarantee national security and preserve economic independence.

Companies are realising the urgency of this situation, and need to accelerate their transition to Artificial Intelligence (AI), or risk being left behind in a rapidly changing market.

“We are at a pivotal moment: the adoption of AI is no longer an option, but must take place within a sovereign and secure framework, serving organisations, their customers and their employees. This is precisely the mission we are pursuing with the deployment of a genuine AI ecosystem in Belgium”,
says Laurence Mathieu, CEO of NRB.



An AI ecosystem unique in Belgium

Faced with these challenges, NRB has adopted a unique position: to be present at all stages of the AI value chain, from fundamental research to the industrialisation of customised solutions, by putting in place a structure and data governance adapted to each entity, and by defending a sovereign, secure and ethical approach.

This ecosystem is built around 3 major pillars:

1. Sovereign and secure infrastructures

NRB operates three geo-resilient data centre campuses. What makes them special? They are based in Belgium, comply with the strictest European regulations and are operated by 100% Belgian teams. These data centres already guarantee the sovereignty and security of critical information for many sensitive organisations: hospitals, public administrations, mutual insurance companies, financial institutions, etc.

The data that is stored there, now described as the «new black gold», represents a resource that is as valuable as it is strategic. But this wealth also attracts covetousness. This information is the target of increasingly frequent and sophisticated cyber attacks, capable of paralysing hospitals, destabilising financial markets or undermining scientific research. Data protection is therefore no longer just a technical issue: it is a question of sovereignty and economic resilience.

In this context, the development of Artificial Intelligence must go hand in hand with data control and security. With its cutting-edge expertise in cybersecurity, NRB is positioning itself as a key player in Belgium. This commitment was rewarded with the Cyber Security Award 2024, which recognises NRB's expertise in protecting the most sensitive digital assets.

2. A sovereign generative AI platform: SophiA

According to a McKinsey study published in 2025, 71% of organisations are already using generative AI for at least one business function. Adoption is rapid, massive... and inevitable.

Beyond infrastructure, offering a sovereign solution is no longer an option. This is a strategic necessity.

With this in mind, NRB has developed SophiA, a sovereign generative AI platform that is unique in Belgium. It integrates all the tools needed to transform organisations – conversational AI, intelligent agents, multi-agent systems – and enables NRB to design and deploy bespoke solutions tailored to its customers' business needs. Hosted in NRB's sovereign data centres, SophiA guarantees total independence from the US Cloud Act and protects the most sensitive data.

For organisations that prefer a hybrid approach, SophiA can also be operated via the infrastructures of hyperscalers. This choice brings flexibility and freedom, while enabling companies and institutions to keep control of their strategic data.

Already adopted by major players in a variety of sectors (industrial, regulatory, financial, media, etc.), SophiA is demonstrating in practical terms its impact in leveraging corporate data exploited by specialised solutions and agents capable of simplifying and accelerating high added-value tasks.

With SophiA, NRB offers a sovereign generative AI platform for private and public organisations wishing to exploit the full potential of AI, without compromising control of their critical data.



3. Investment in innovation and research

Strategic partnership with AI5

NRB has a robust infrastructure, tailor-made solutions and experienced teams. Today, it is strengthening another key skill: its capacity for innovation, thanks to a strategic partnership announced on 12 September with AI5, a Belgian start-up specialising in the creation and integration of cutting-edge AI solutions.

A veritable laboratory for experimentation and prototyping, AI5 offers a unique opportunity to test new products, explore breakthrough innovations and rapidly validate emerging uses.

This partnership between NRB and AI5 brings together the best of both worlds: the robustness and capacity for industrialisation of a major group, combined with the agility and creativity of a start-up. Together, they enable continuous innovation, rapid deployment of proven solutions and large-scale scalability.

AI Chair with the Université de Liège

The future of artificial intelligence lies not only in rapid innovation, but also in long-term academic research. With this in mind, NRB and the Université de Liège have created an AI Chair within the Faculty of Applied Sciences, dedicated to large language models applied to software engineering.

This chair brings fundamental research closer to the needs of industry by comparing the models developed by researchers with the practical problems faced by companies. It enables NRB to benefit from cutting-edge scientific advances and transform them into solutions tailored to its customers, while offering students an immersion in current industrial issues. This partnership illustrates NRB's desire to build solid bridges between the academic and business worlds, and to prepare today the talents who will shape the AI of tomorrow.



With its sovereign infrastructures, its SophIA platform and its strategic partnerships in innovation and research, NRB is positioned as a driving force and promoter across the entire AI value chain.

This integrated approach creates a genuine ecosystem serving businesses and institutions, strengthening their sovereignty and competitiveness and, ultimately, benefiting millions of citizens.



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