

• **WF** invest in
WEST FLANDERS
VISION AND AUDACITY



CONTENTS

1. **West Flanders, in the entrepreneurial heart of Europe**
2. **West Flanders, gateway to Europe**
3. **Lucky 4: The four strengths of West Flanders**
 - **AGRO-FOOD CLUSTER:** spicing up the economy
 - **NEW MATERIALS CLUSTER:** pioneering change
 - **BLUE ENERGY CLUSTER:** ahead of the wave
 - **MECHANICAL ENGINEERING AND MECHATRONICS CLUSTER:** powering the future
4. **West-Flanders in Facts & figures**
5. **New growth in West Flanders**
 - Creative Industry
 - Care sector





WEST-FLANDERS

Quality of life, it's part of us...

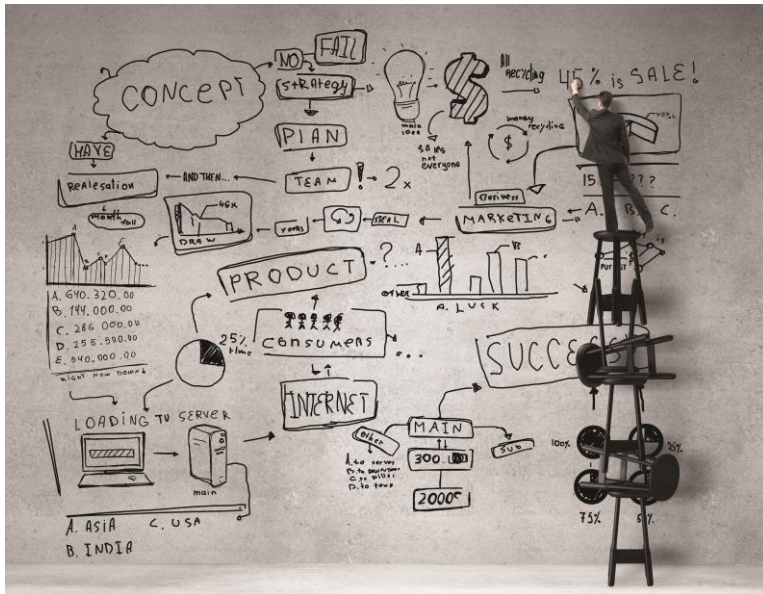
CULTURE / FOOD / ARTS / SPORTS / GREEN SPACE / CUISINE / CARE / ...



WEST-FLANDERS

Born entrepreneurs:

The industrial recovery of companies in West Flanders after World War II is enduring. Turnover and exports continue to rise. Expansion, automation and environmental investments guarantee a bright future.



WEST-FLANDERS

Born entrepreneurs:



- **Small and medium-sized enterprises** are of great importance for the economic development of West Flanders. They are the engine of West Flanders.
- West Flanders moreover enjoys a **favourable investment climate** for companies large and small.
- With a growing **start-up** rate of about 1,5 % in Flanders, West-Flanders takes the lead by far with a **growthrate of about 6,4 %** start over the first 9 months of 2014.
- **Strongholds of West-Flemish Entrepreneurship:**
 - Capacity to adapt
 - Flexibility
 - Tenacity
 - workers-doers
 - Loyalty of the workforce

WEST-FLANDERS

IN THE ENTREPRENEURIAL HEART OF EUROPE

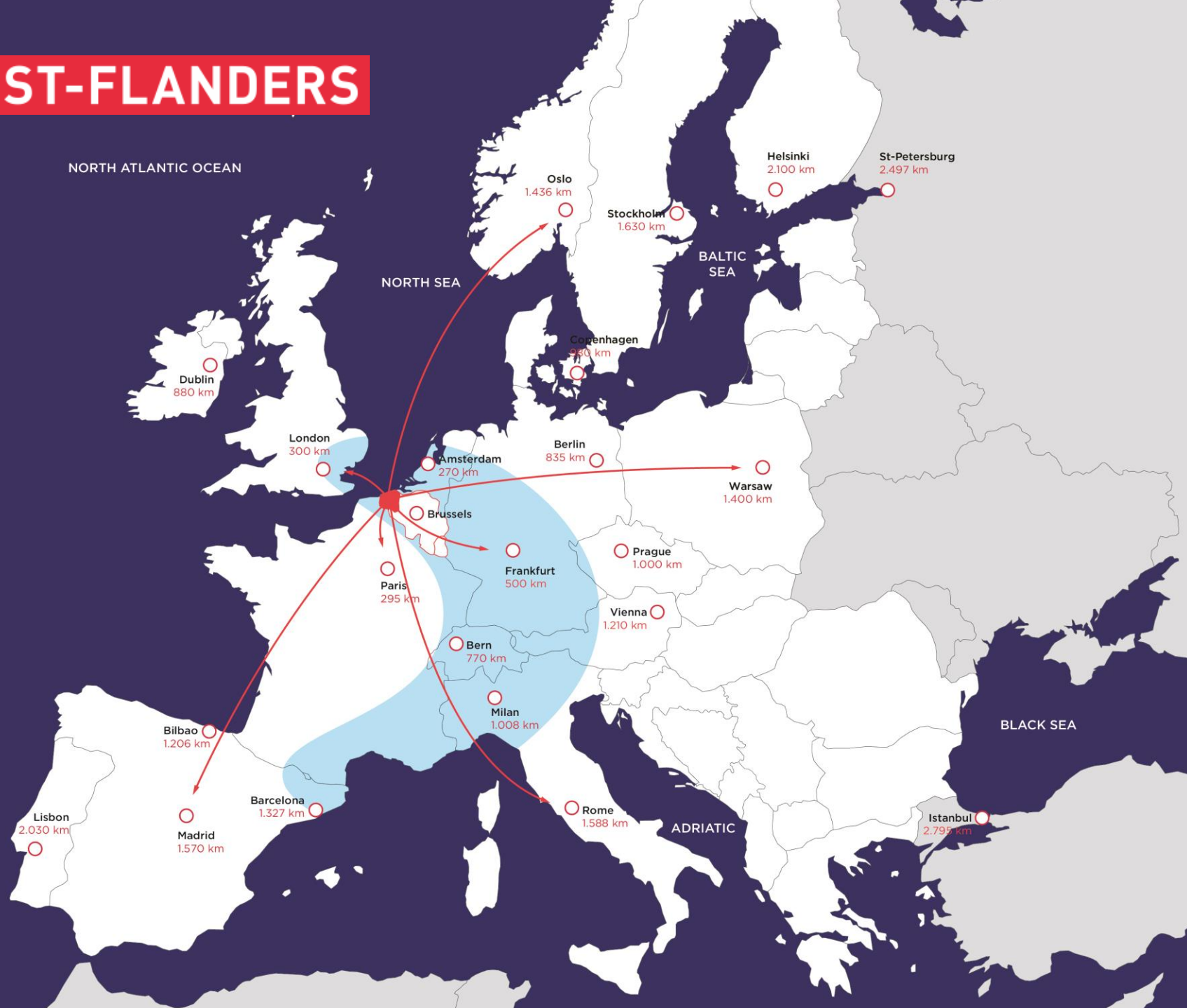
“Zeebrugge is perfectly located within the logistical ‘banana’ at the centre of the supply route from manufacturers and within the European warehouse network.”

*Christophe Monos, Terminal Manager,
Sea-Invest Fruit and Food Division – BNFW*

60% of European purchasing power is located within a 500-kilometers range



WEST-FLANDERS



WEST-FLANDERS

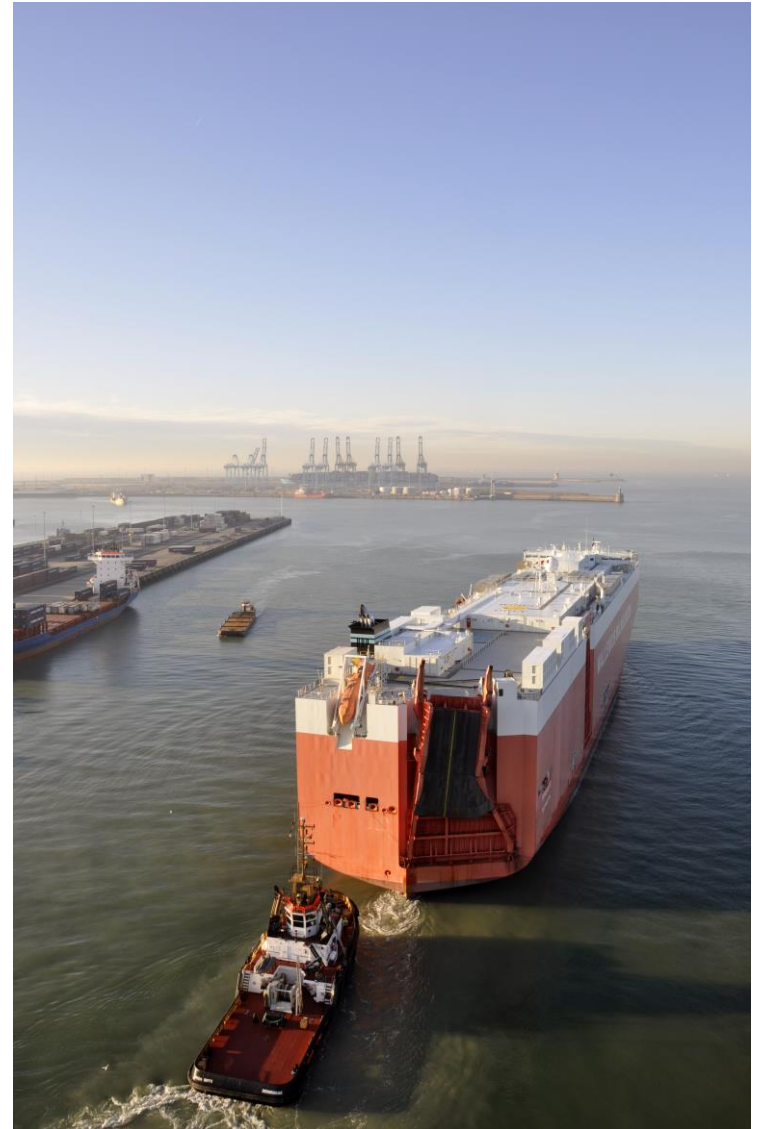
GATEWAY TO EUROPE

A true logistics and transportation hub:

Two deep-sea ports and **two international airports**, coupled with strong transportation and logistics knowhow and expertise, make West Flanders the ideal location for (European) distribution.

“The presence of highly skilled port workers is a big plus for our investment.”

*Martin Verbrugge, CEO and chairman of Verbrugge Terminals.
(in ‘Ondernemen in West-Vlaanderen’, 31 January 2014)*



WEST-FLANDERS

NORTH SEA

THE NETHERLANDS

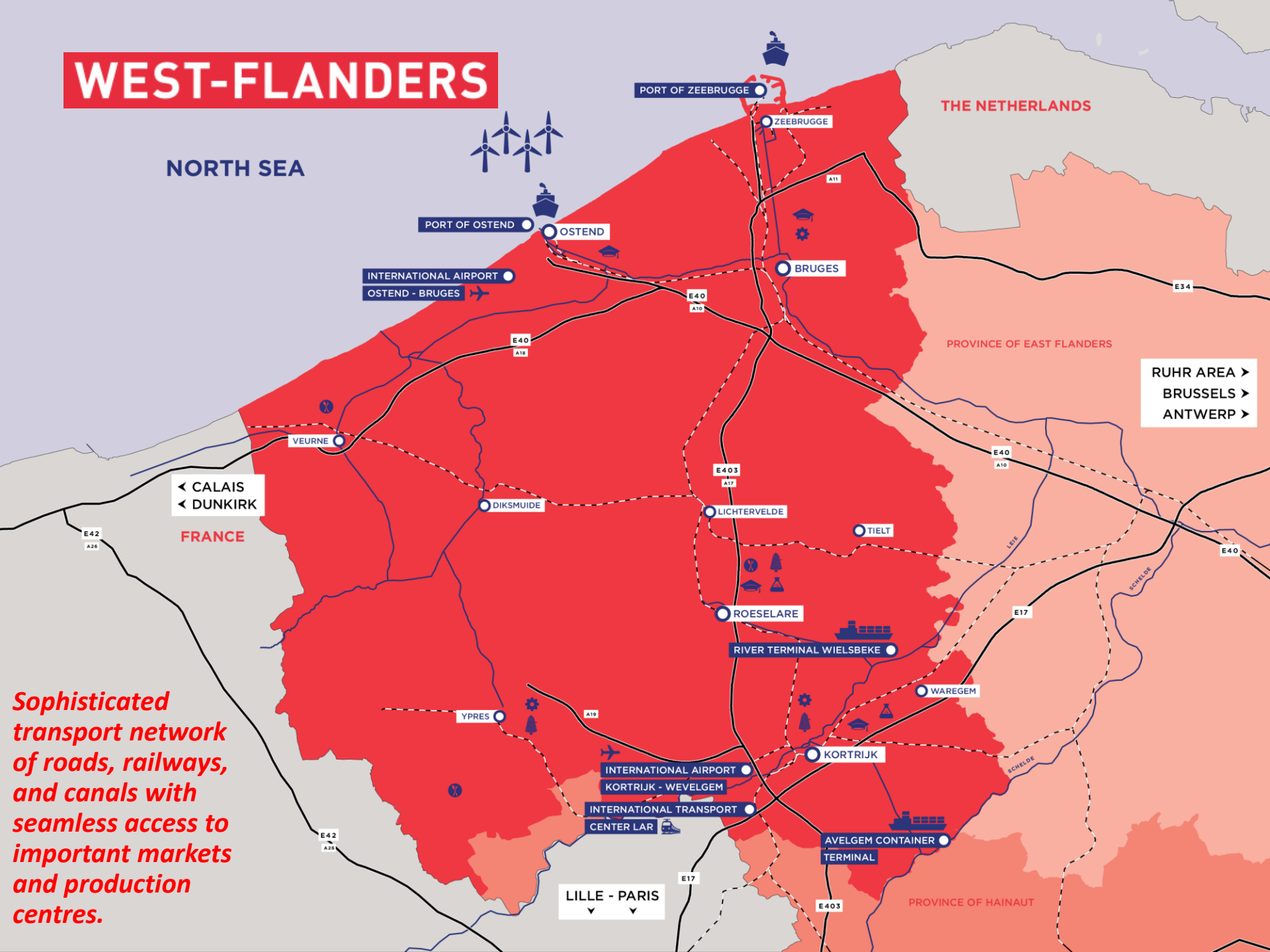
PROVINCE OF EAST FLANDERS

RUHR AREA >
BRUSSELS >
ANTWERP >

FRANCE

PROVINCE OF HAINAUT

Sophisticated transport network of roads, railways, and canals with seamless access to important markets and production centres.



LILLE - PARIS

WEST-FLANDERS

ENDLESS LOGISTIC POTENTIAL

Our **2** international harbours:

Port of Ostend: offshore energy, bulk, and general cargo

Port of Zeebrugge : frequent intercontinental connections for containers, daily crossings to the United Kingdom and Scandinavia. Access to the hinterland is equally efficient, with frequent high-speed rail connections to amongst others, France, Germany (Ruhr region), and Italy.

Our **2** international airports.

- **Ostend** : passengers and cargo
- **Kortrijk-Wevelgem** : business travel.



THE FOUR STRENGTHS OF WEST FLANDERS

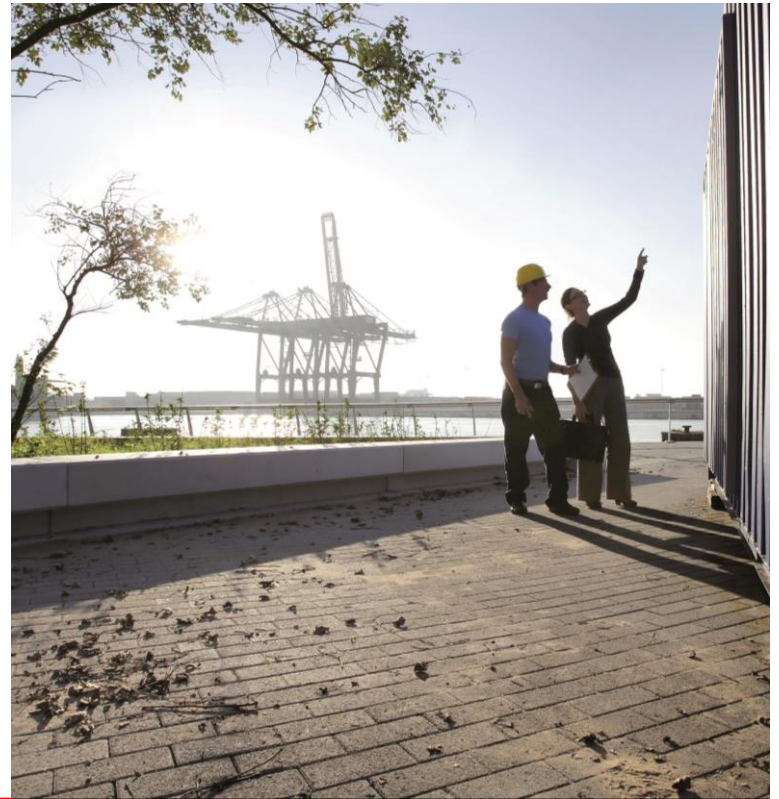
Characteristics of the four West Flanders clusters.

Tradition and experience

High-quality *business acumen*

Dynamic partnerships with *suppliers* and centres of academic excellence

As strategic hubs, all four clusters focus heavily on innovation, creating an intense dynamism with global impact.



LUCKY 4 • WF

1 **AGRO-FOOD CLUSTER:**
spicing up the economy



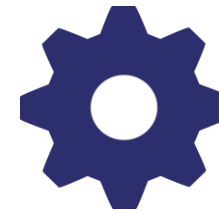
2 **NEW MATERIALS CLUSTER:**
pioneering change



3 **BLUE ENERGY CLUSTER:**
ahead of the wave



4 **MECHANICAL ENGINEERING AND
MECHATRONICS CLUSTER:**
powering the future



1

AGRO-FOOD CLUSTER

Spicing up the economy





1. AGRO-FOOD CLUSTER: spicing up the economy

Did you know: If the vegetables on your plate were frozen at one point, chances are they came from West Flanders.

- Belgian frozen vegetable exports amount to around **1.2 million tonnes**, of which approximately **90% originate from West Flanders**.
- **Around 30% of all frozen vegetable production in the EU takes place in Belgium**, but it is the companies located in West Flanders together with their branches abroad that dominate European sales with approximately **65% of market share**.



1. AGRO-FOOD CLUSTER: spicing up the economy

35%

OF FLEMISH INVESTMENTS
IN THE AGRO-FOOD
INDUSTRY ARE MADE IN
WEST FLANDERS





1. AGRO-FOOD CLUSTER: spicing up the economy

Our companies are world renowned for the production and processing of meat, fish, vegetables, potato and grain products, not to mention beer...



“The right soil worked by experienced farmers, a favourable sea climate, high-performance companies, motivated employees, and all of the above combined with a central location in Europe; these are the primary ingredients of the thriving agro-food industry in West Flanders.”

Dirk Decoster, CEO, Agristo.



1. AGRO-FOOD CLUSTER: spicing up the economy



Extra boost through :

- high quality of **raw materials**
- **technological** development
- long agro-economic **tradition**
- **central location** in relation to Europe's largest consumer markets
- Agriculture and food companies located enjoy **extensive support from local universities and centres of excellence.**



1. AGRO-FOOD CLUSTER: spicing up the economy

24 BREWERIES

brewing

180 LOCAL BEERS



House of many rooms

- The *House of Food* in Roeselare is the *centre of excellence* for the local agro-food sector.
- **partnership** with a wide variety of players
- information and **guidance on jobs** and professional **training**
- sharing **cutting edge knowledge** to ensure that local businesses continue to shine at international level

2

NEW MATERIALS CLUSTER

Pioneering change





2. NEW MATERIALS: Pioneering change



“The transparent synthetic sheets we produced for the World Cup stadium in Brasilia are a nice calling card.”

Gertjan Venema, Site Manager, Bayer Material Sciences. (in ‘Ondernemers in West-Vlaanderen’, 11 April 2014)





2. NEW MATERIALS: Pioneering change



Plastics, textile companies are focusing their efforts on *combining new materials and technologies to create innovative products*, such as bio-based polymers and smart textiles.



An extensive *training and education network* and excellent *support to companies in the field of fundamental and applied research* :



With a wide variety in *specialised demo and testing facilities* eg. VKC site in Kortrijk. *Research teams* on the Technology Campus Ostend , the *International Biopolymer Chair* at Kulak, combined with the Industrial Design Centre at Howest and the *innovation services* provided by Sirris

3

BLUE ENERGY CLUSTER

Ahead of the wave





3. BLUE ENERGY: Ahead of the wave



With worldwide demand for clean technology on the rise, West Flanders is *maximising the region's resources and knowledge* to turn cleantech into an economic powerhouse.

“Belgium and the Netherlands are important offshore wind markets. From our new building in Ostend we can further specialize in the maintenance of windmills.”

*Flemming Ougaard, COO, Vestas Offshore.
(laying of the foundation stone, 19 August 2013)*



3. BLUE ENERGY: Ahead of the wave





3. BLUE ENERGY: Ahead of the wave



Ostend transforms

- unique location on the North Sea coast
- wealth of knowledge and expertise within easy reach
- The focal point in and around Ostend : Renewable Energy Base Ostend (REBO)
- Focus : wind, wave, and tide energy
- *Energy production, knowledge development and logistical services hand in hand.*



3. BLUE ENERGY: Ahead of the wave



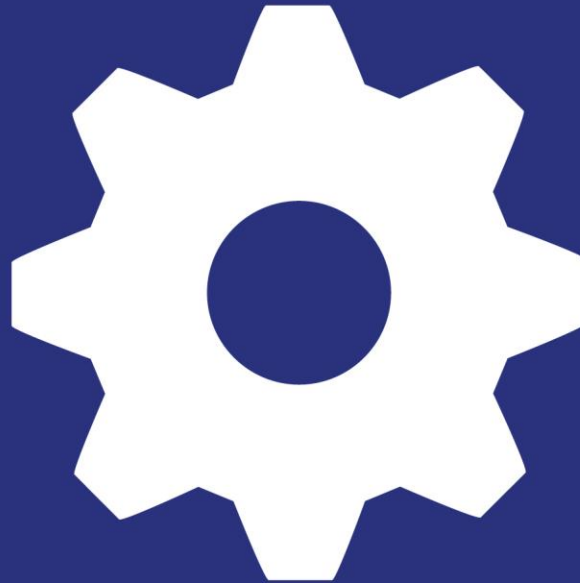
Business network

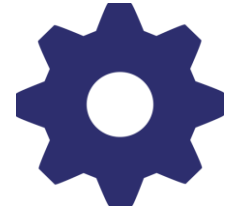
- Greenbridge knowledge centre as its cornerstone.
- A state-of-the-art sustainable research hub in Ostend
- Testing facilities such as towing and tide tanks, as well as renowned knowledge centres complete the picture.
- Support provided by The Flanders Maritime Cluster business network

4

MECHANICAL ENGINEERING & MECHATRONICS CLUSTER

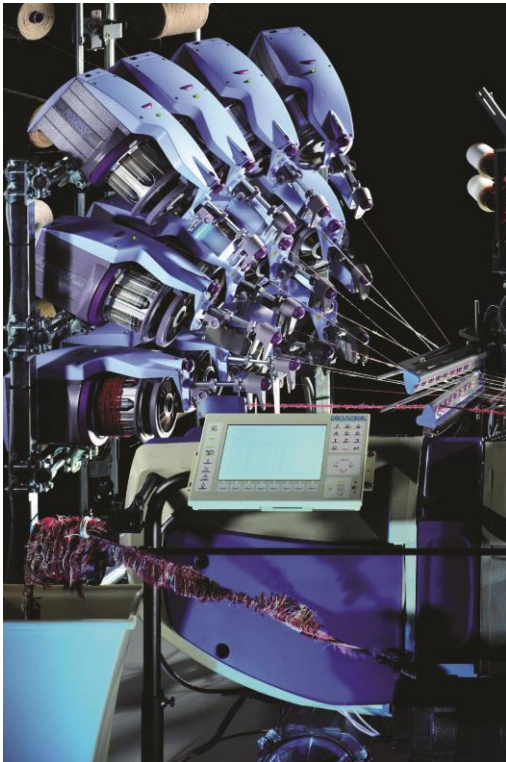
Powering the future





4. MECHANICAL ENGINEERING & MECHATRONICS CLUSTER:

Powering the future



“For the production and assembly of our parts we opted for a business model with numerous subcontractors located within a 50 km radius.”

*Michiel Lannoye, Operational Manager, Umbrosa.
(in ‘Makers’, May 2014)*

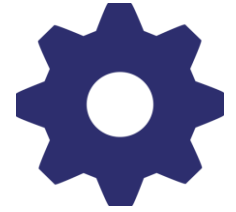


4. MECHANICAL ENGINEERING & MECHATRONICS CLUSTER:

Powering the future



With **242 facilities**, employing **12,000 highly skilled people** and representing **more than €1 billion in added value**, the M&M cluster also contributes to innovation in other sectors as they move towards the future and industry 4.0.

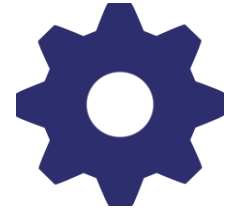


4. MECHANICAL ENGINEERING & MECHATRONICS CLUSTER:

Powering the future



- West-flemish **passion for finding solutions** to ever-changing needs in a **continuous innovation process**.
- **importance** to **all the other clusters** in West Flanders. **Continuous cross-fertilization** ensures that these clusters have access to the most advanced equipment
- **eXpertise at Industrial Automation Kortrijk (Xiak)**, product and process design degree courses in Kortrijk, and testing facilities on **Technology Campus Ostend** all contribute to a top innovation ranking for our mechatronics companies.



4. MECHANICAL ENGINEERING & MECHATRONICS CLUSTER:

Powering the future



- The presence of the Flemish competence centre for product development and industrial design, **Flanders Inshape** (Kortrijk)
- **Top multinationals** including **CNH** (agricultural equipment), **Daikin** (air conditioning), **Spicer Off Highway** (transmissions), **Bombardier** (transport systems), **Picanol and Vandewiele** (textile machinery), **LVD** (metal working machinery)...

WEST-FLANDERS · WF

FACTS & FIGURES



M&M COMPRISES
68%
OF FLEMISH TURNOVER

51%
OF FLEMISH EXPORTS AND

45%
OF INVESTMENTS
IN WEST FLANDERS



UP TO
112
ACADEMIC MAJORS
— with approximately —
16.700
STUDENTS



35%
OF FLEMISH INVESTMENTS IN
THE AGRO-FOOD INDUSTRY ARE
MADE IN WEST FLANDERS

GATEWAY TO EUROPE



BRUSSELS **1h**
PARIS **1h30**
LONDON **2h30**
AMSTERDAM **3h**



34
PAINTINGS
by Flemish Primitives

299 km
WATERWAYS

2
— international —
AIRPORTS



CONGRESS FACILITIES
UP TO
2.000
PEOPLE



24
BREWERIES
— brewing —
180
LOCAL BEERS



4.178 km
CYCLING ROUTES

110.700
SMALL & MEDIUM-SIZED
ENTERPRISES



2

— international —
HARBOURS



12
UNESCO
world heritage sites



11.500
JOBS
in creative industries



WEST FLANDERS ACCOUNTS FOR

64%
OF FLEMISH INVESTMENTS,

58%
58% OF FLEMISH EXPORTS,

55%
55% OF TURNOVER
IN THE TEXTILES SECTOR

WEST-FLANDERS

New growth in West Flanders : CREATIVE INDUSTRY

- As a major source of **inspiration** for the traditional economy and a **true catalyst of innovation**
- **New media and gaming** are priority areas, and the steady influx of young creative professionals is assured
- West Flanders can also count on the **historically strong print media sector** in the Bruges region, which boasts a vibrant network of PR, communications and advertising companies.



WEST-FLANDERS

New growth in West Flanders :

CARE SECTOR



- West-Flanders is driving a **unique collaboration** between industry, knowledge centres, the public sector, and care institutions to tackle this problem.
- Through **innovative business models** and the creation of **new – exportable – opportunities**, for example, in ICT, materials, logistics, infrastructure, and food.
- Knowledge and expertise centres such as **Cretecs and VIVES**, and dynamic consortia of companies such as **PRoF**, represent possibly the **largest open innovation network in the caresector in Europe**.

WEST-FLANDERS

EDUCATION



Howest

A fast-growing university with campuses in **Bruges** and **Kortrijk**, Howest offers 23 professional bachelor degrees and applied research in several fields including product design, digital arts & entertainment, and server sizing.

www.howest.be

Vives

As the **largest university in West Flanders with 13,000 students and 26 bachelor degrees**, VIVES also provides expert support to businesses in, amongst others, agro- and biotechnology, product and process design, and care innovation.

www.vives.be

KULeuven

With 52,000 students and 11,500 staff members, KULeuven is Flanders' largest university, and has a world-class reputation for medicine and engineering. With Kulak in **Kortrijk**, Technology Campus **Ostend** and **Bruges** campus, KULeuven has a strong presence in West Flanders.

www.kuleuven.be

UGent

With more than 38,000 students and 8,000 staff members, UGent is one of the largest universities in Flanders. It is world renowned for subjects such as biotechnology, aquaculture, and microelectronics. The university is present in West Flanders with its **Kortrijk** campus.

www.ugent.be

WEST-FLANDERS

INTERNATIONAL BUSINESS OFFICE

New initiative in West Flanders

- With the International Business Office, the Province of West Flanders and its Development Agency (POM West-Vlaanderen) wants to offer a **material** as well as **immaterial supportive frame** for companies that want to explore business opportunities on the Continent.
- The IBO is strategically well situated in West Flanders, with close links to main gateways as the airport of Lille, the shuttle in Calais, ports in Oostende, Zeebrugge and Calais, all of them in less than 1 hour drive. Moreover, the location offers unique possibilities towards both the Flemish/Belgian market as the **French market**.
- The IBO aims at becoming **the anchor point** for foreign companies and other economic organizations



WEST-FLANDERS

INTERNATIONAL BUSINESS OFFICE

Material support

offer:

- fully equipped office space with basic administrative support
- meeting rooms
- meeting place/restaurant
- possibility of short term renting (a day, a week, a month,...)
- large network of business centers, in West Flanders as well as in Northern France, with offices and workshops



WEST-FLANDERS

INTERNATIONAL BUSINESS OFFICE

Material support

Bar d'office

- Flex working opportunities at our Bar d'office
- Co-work space
- Associated with 10 other flemish cities
- Antwerpen, Leuven, Hasselt, Genk, Kortrijk, Ronse, Mechelen, Turnhout, Melle, Brussel, Edegem en Ieper



WEST-FLANDERS

INTERNATIONAL BUSINESS OFFICE

Immaterial support

- Get introduced through our **personal contacts**
- The West Flanders Development Agency, thanks to a **large network** of partners, facilitates your contacts and your immersion into the West Flemish business environment.
- We can arrange **business introductions** with most public or private parties, from the **local authorities** to the seaports, from a West Flemish **niche player** to an **international corporation**.
- A **questionnaire** is being held between all West Flemish companies to gather additional information on their needs in **international cooperation**
- We are setting up account management and durable **communication** around this topic, with a dedicated **account manager**

WEST-FLANDERS

INTERNATIONAL BUSINESS OFFICE

Immaterial support – Welcome Pack

- Who's Who
- Offices meeting centres and industrial locations
- Guidance to how to set up you business in West-Flanders
 - tax , legislation , administration (FITagency)
- List of usefull information
 - Finding a notary
 - Finding a lawyer
 - Finding an accountant
 - Finding a translator
 - Insurances guide
- Relocating to West Flanders - some practical issues
- Leisure : The 5 things to explore during your first months in West Flanders

• **WF** invest in
WEST FLANDERS 
THANK YOU.