



Press Release

International Launch of the Belgian “Smart Port Limburg”- branding concept by Locate in Limburg and POM Limburg at Transport Logistic 2019 in Munich (Germany)

Smart Port Limburg, will become the new common branding for the promotion of Belgian Limburg’s attractive unique selling proposition (USP) for logistics, and presented today at the Transport Logistic fair in Munich, Germany.

Hasselt, June 4th, 2019 – As from today onwards, the Logistics Platform Limburg (LPL), powered by POM Limburg, and Locate in Limburg (LIL), the Limburg Invest Promotion Agency will be using the “Smart Port Limburg” branding for the promotion of Limburg’s assets in the field of logistics and supply chain. The baseline ‘join.innovate.accelerate.’ encourages logistics companies to ‘join Limburg’s regional ecosystem for logistics, increase the innovation power of their supply chain en accelerate their competitiveness and their efficiency’.



New branding concept

The prime acquisition efforts carried out by “Locate in Limburg” are twofold: on one hand it aims to attract physical flows to Limburg, resulting in increased logistical activities for regional logistics service providers (“3PL’s” or “4PL’s”), of which an abundance are already present today . On the other hand “Locate” focuses at significant direct investments by production companies (“shippers”) in so-called “EDC’s” (European Distribution Centres). The construction and exploitation of such EDC’s has been an important source of sustainable job creation in Belgians Limburg for many years, both for blue- and white collars. Well known regional success stories are Nike ELC, Stanley Black & Decker, Mobis Parts Europe, Carglass Distribution Europe, SKF Logistics Services and more recenty Weerts Group, and are widely used as reference cases when dealing with international prospects.

Recent research commissioned by POM Limburg and the LPL, carried out by international consultancy firm Roland Berger in the course of 2018, revealed that out province lacked an international strong dedicated logistics branding concept to capture the strong USPs of Limburg as a logistics hot spot. “Locate In Limburg”, our Invest Promotion Agency (IPA), used a too generic concept to market our significant assets and its branding concept put too much emphasize on the roll-out or leading to a physical location or direct investment in primarily EDC’s. The attraction of new flows of goods, generating substantial revenue for our logistics service providers was not well captures, notwithstanding the fact that this activity is in many cases a logical first step in the process of establishing an EDC.

The increasing importance of automation and digitization, by applying Blockchain, Internet of Things, AI in the global logistics sector, requires also that Limburg promotes its capabilities on this level as a European champ.



“Having evolved over the years into an already important extended gateway for the physical distribution of high value goods from the European mainports towards the European hinterland, the “Smart Port Limburg”-branding will also position Limburg on the digital level as an extended gateway, equipped with the necessary smart, technological and other features required to be future-proof in the fast evolving global logistics industry” comments **Frank Zwerts**, Managing Director of Locate in Limburg and CEO of POM Limburg.

“Smart Port Limburg offers besides an attractive branding concept for the logistics assets of our Province, also a structure that captures physical flows of goods as well as direct investments to our Province. Smart Port Limburg analyses, initiates and facilitates the building blocks to realize that vision.”, states **Pascal Vranken**, chairman of the Logistics Platform Limburg (LPL). A Logistics House, an experience centre or an innovation centre could be examples of such building blocks. These concepts can be further elaborated and implemented as we further implement our Smart Port concept.

“The logistical sector is already a strong sector in our region and with an additional strong branding as Smart Port Limburg it can only strengthen and reinforce our sector, activities and direct investments in our region. We are thrilled by the potential this offers to the Logistics sector” confirms **Tom Vandeput**, Deputy Governor of the Province of Limburg and chairman of POM Limburg.

Kick-off branding Smart Port Limburg

“The new Smart Port Limburg branding and website www.smartportlimburg.com will be launched at the prestigious Transport Logistic fair in Munich, Europe’s largest fair for transport and logistics, taking place between June 4th and 7th, 2019 in München Expo. The LPL and Locate in Limburg are sharing a booth in the Flanders Investment & Trade (FIT) pavillion (Hal B3 booth B3 109/210). This initiative clearly confirms our commitment to the logistics industry in our region which still has an important potential for growth.”, says **Frank Zwerts**, Managing Director Locate in Limburg and CEO POM Limburg.

Visit our booth at the international desk of Smart Port Limburg at Transport logistic Munich Hall B3 stand B3 109/210

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About the organizing organisations

About POM Limburg www.pomlimburg.be

POM is the Provincial Development Agency of Belgium province of Limburg. It carries out the socio-economic program as governed by the Province of Limburg. This ambitious program aims to accelerate Limburg economical by organising sector and regional stakeholders councils according to the triple helix concept and by carrying out actions and projects of significance to leverage our region as attractive for business and innovation. POM is pivotal in participating in project such as Energyville, Droneport, Health research campus, our Co-working spaces, Nextgen Make campus, Expat Welcome Centre ... Next to her core regional and sector council tasks, POM also develops new industrial space, analyses and publishes Regional economical data. POM is chaired by Vice-governor Tom Vandepuut and day-to-day managed by Frank Zwerts, Managing Director

About Locate in Limburg www.locateinlimburg.com

Locate in Limburg is the invest Promotion Agency for the Belgian province of Limburg. It is funded by European, Flemish and Provincial budgets and its main mission is, in addition to efforts made by the Flemish Invest promotion Agency Flanders invest and trade (FIT), to attract Direct Investments exclusively to Limburg. To execute on its mission, Locate has a support desk and business astute and sector experienced Business Development Managers that internationally promote Limburg as an attractive investment region. It is thereby supported by structural respectful partners VLAIO, FIT, the province of Limburg, LRM, VOKA, VKW Limburg, UNIZO Limburg. Locate is chaired by the Governor of Limburg Herman Reynders and day-to-day managed by Frank Zwerts, Managing Director

Logistics in Limburg

The Logistical sector, 520 sustainable companies, employs 11.000 people in Limburg (4th most important sector in the region) and is recognised as a core sector for growth in the region. Thanks to its unique geolocation, in the catchment area of the 2 largest European seaports and its proximity to the largest European consumer markets, it is a sector of continues growth and attraction for the region. The strong logistical DNA, vast areas of space (727 hectares) at competitive prices, multilingual staff and culture, and the multimodal connectivity by air, train, truck and boat is it an ideal location for European wide distribution.

