



**FOOD PORT**  
**Connecting food port regions**  
**Between and beyond**

**Food Logistic Cluster Management in West  
Flanders and in the North Sea Region**

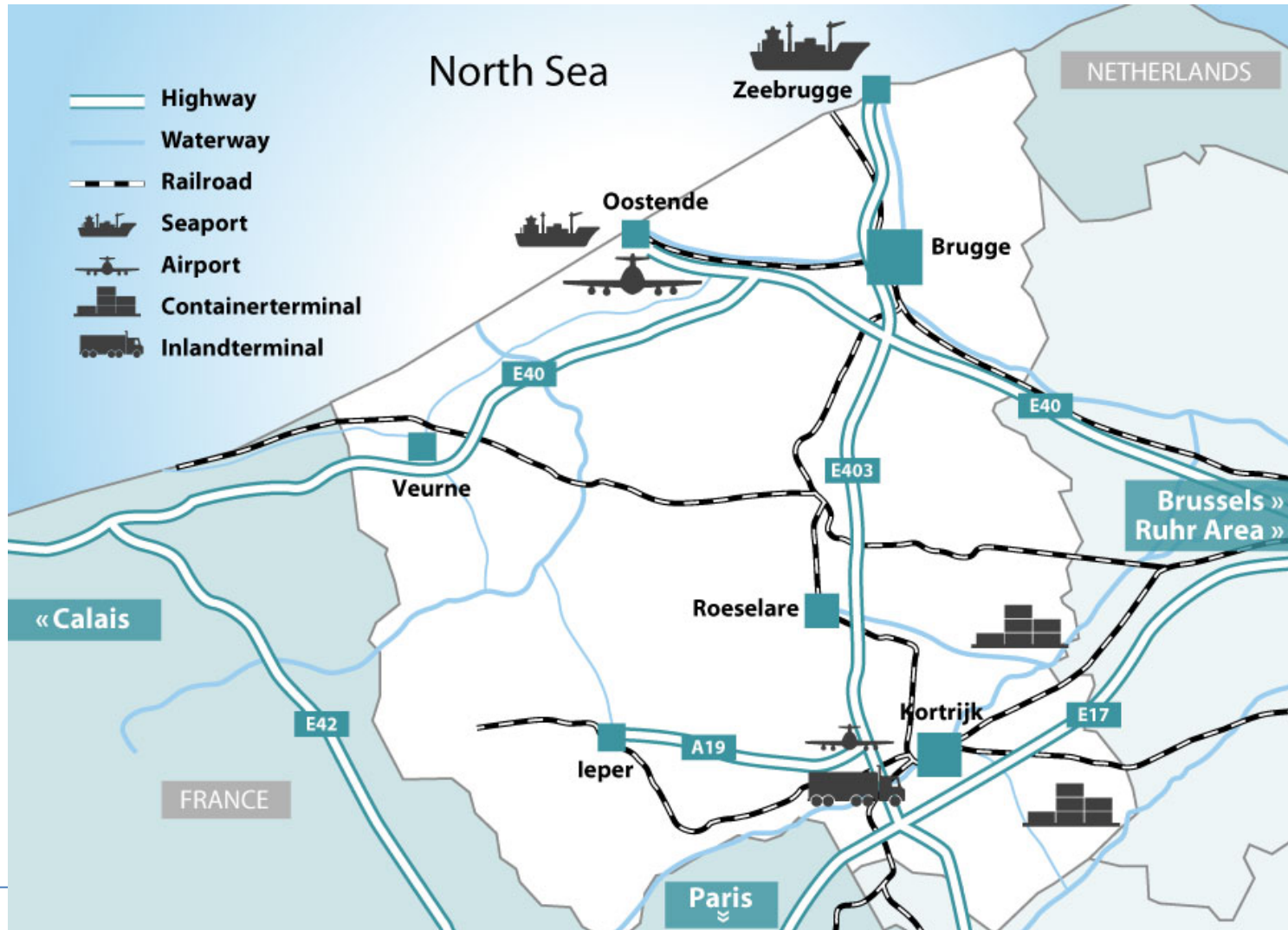
*Ostend, 20-02-14*

*Alexander Demon*

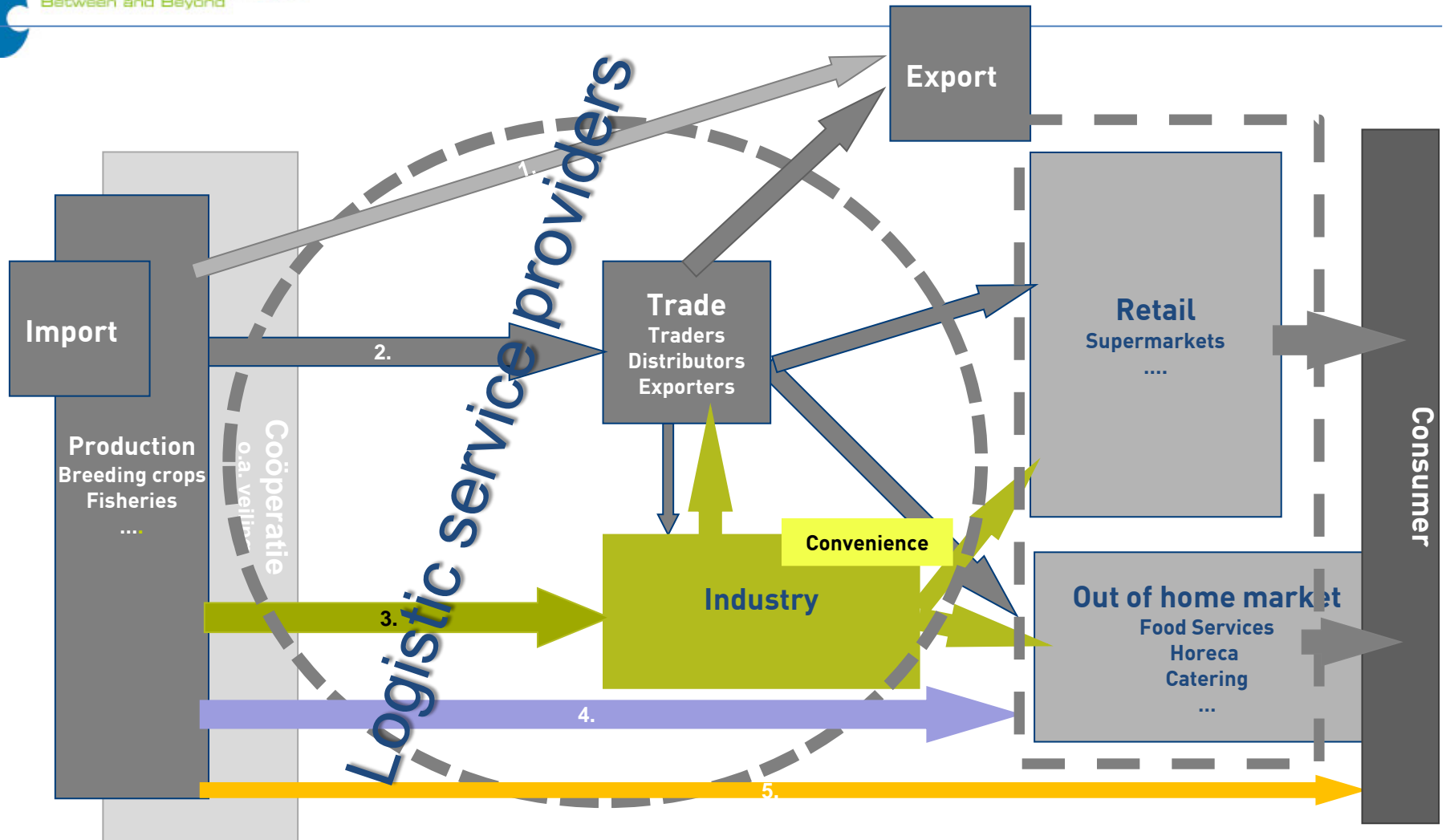
*Bart Vannieuwenhuyse*



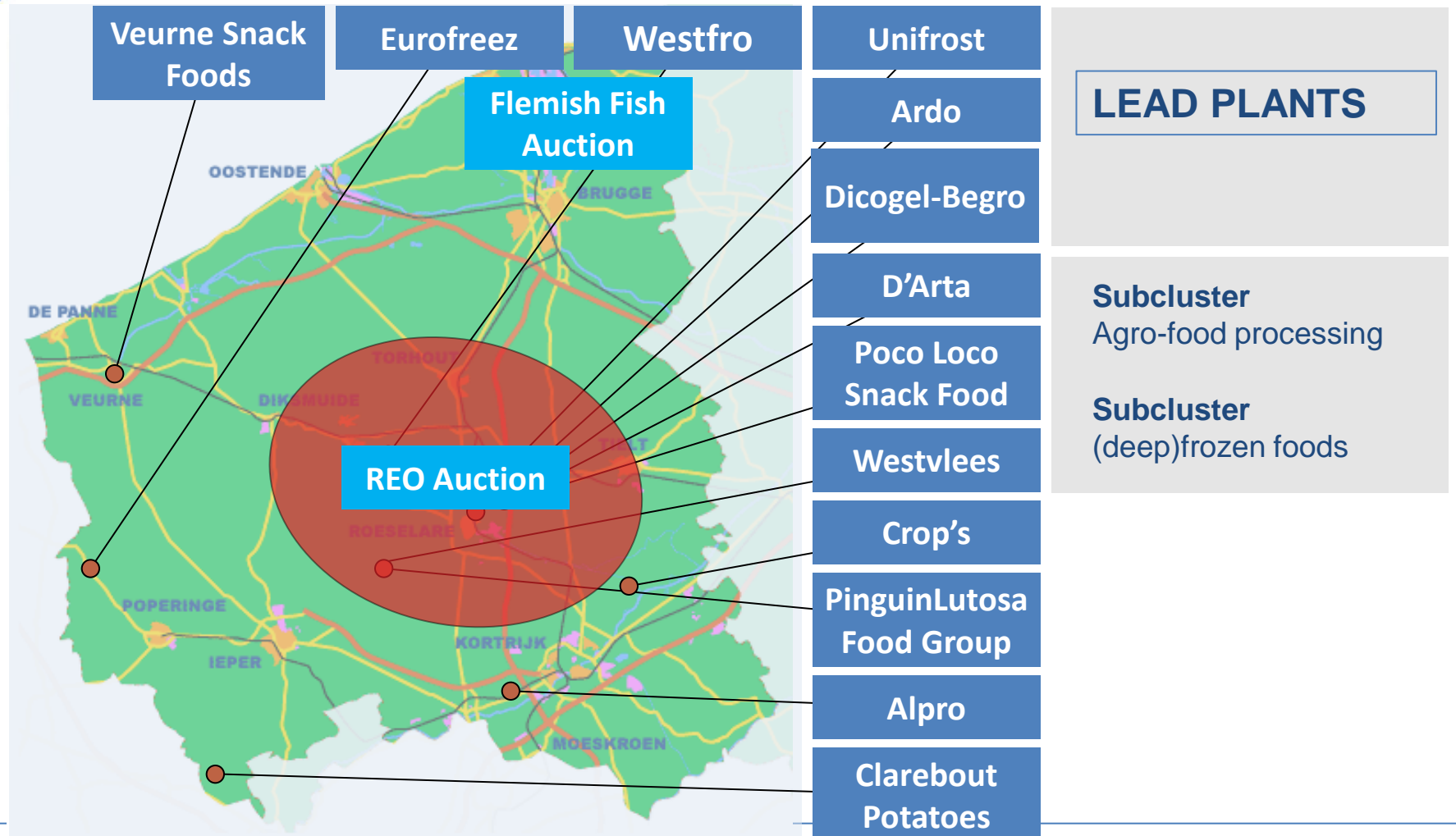
# Transport infrastructure in West Flanders



# Agrofood supply chain



# Agrofood processing industry in West Flanders



# Food Logistic Cluster Management in West Flanders

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- **Mission statement:**

West Flanders has to evolve from a hub for agrofood products to an integrated logistic service network for agrofood products.

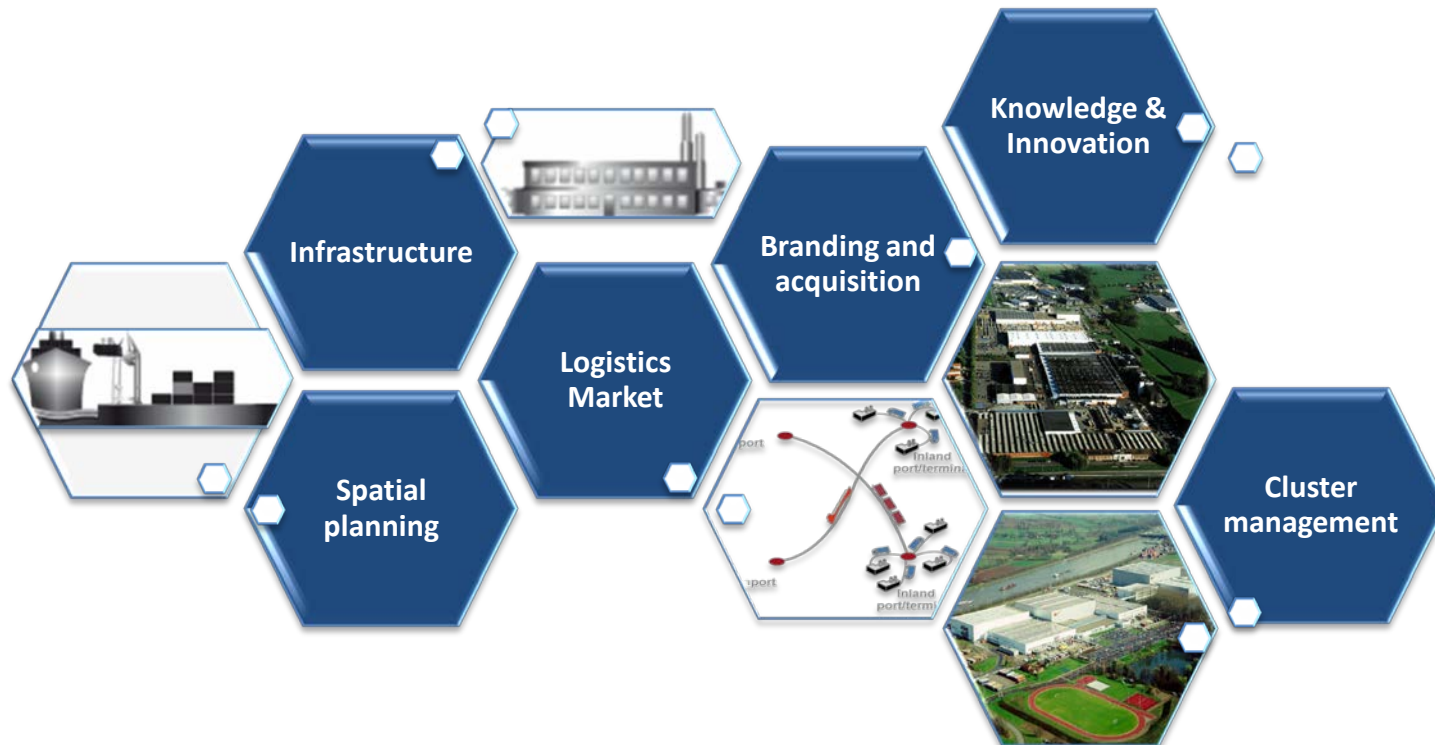
- **Vision:**

West Flanders focusses on:

- Supply chain ‘orchestration’
- Vertical integration
- Bundling of flows and horizontal collaboration
- Clustering of activities

# Food Logistic Cluster Management in West Flanders

- From SWOT and GAP-analysis to an integrated action plan
- Appropriate cluster management: various challenges



- **Actions**

- Logistic Market :

- Strengthen corridors and setting up pilots (bundling of flows) – **initiating**
- Setting up international network – food platforms – **initiating**

- Branding : organising events, trainings, programs, structured promotion abroad - **coordinating**

- Knowledge & Innovation : developing smarter logistics solutions (focus on SME's) - **facilitating**

- Outsourcing process support, modal shift advice, RFID and AEO training

- Infrastructure : ranking of existing missing links – **lobbying**

- Spatial planning : creating logistics food platforms - **orchestrating**

## Our mission - “The Goal”

*...to jointly strengthen and anchor the food sector in the North Sea Region*

## Our vision

*...Challenges and perspectives for the future: a level-playing-field – a fair system*

*...Fair transport – fair trade – fair food...*

*...Need to collaborate...*

## Strategy

*...actions in different fields > action plan – 6 boxes/blocks*

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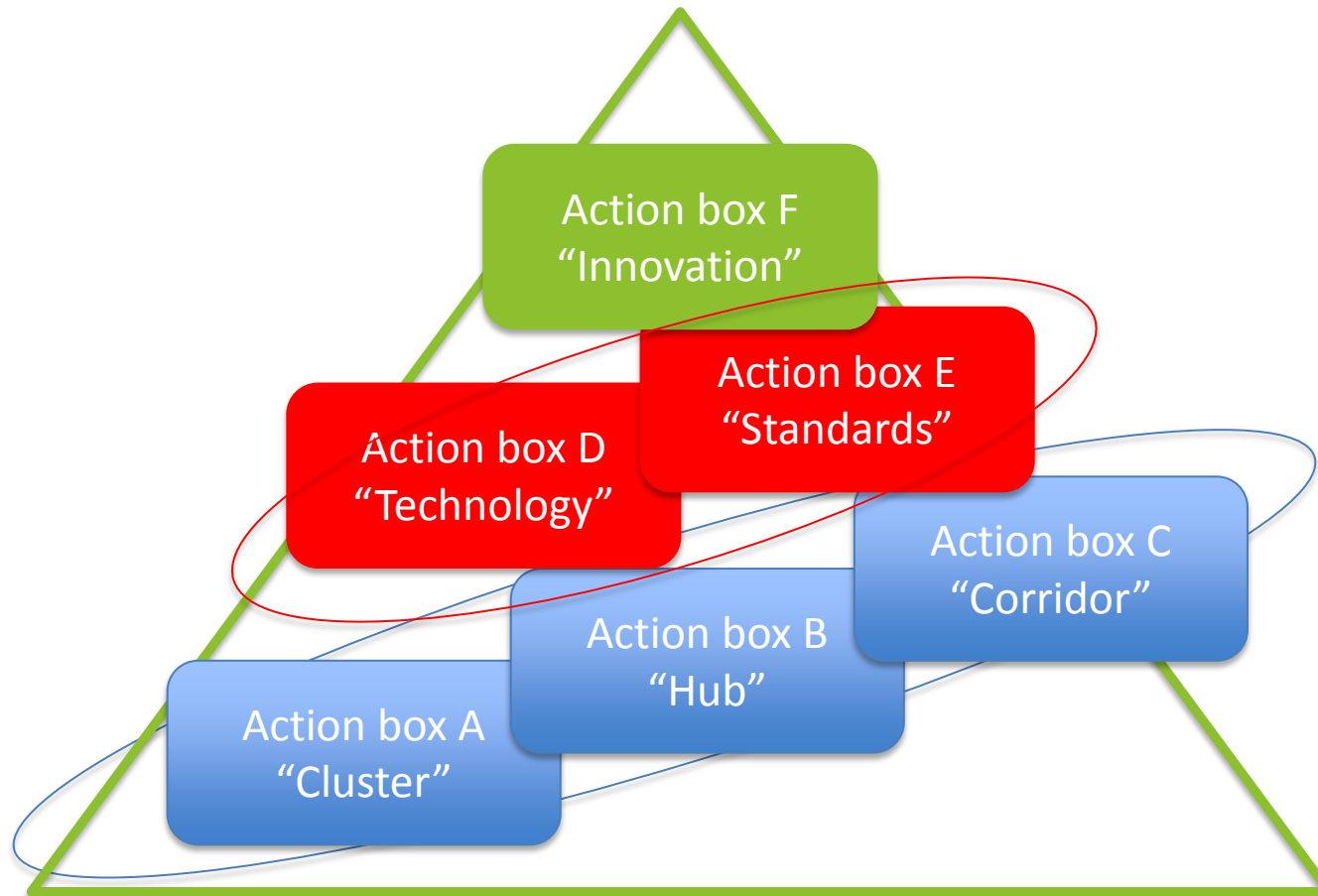


# A balanced plan

- Public steering versus private initiative balance
- Generic versus region specific balance
- Lean and green balance
- Food and Port balance

# Classification in action boxes

The various actions are classified in different action boxes



- Action box A: Set up of an integrated **cluster** strategy customized to the agro-food industry
- Action box B: Activate logistics **hubs** strengthening the agro-food industry
- Action box C: Set up of **corridors** facilitating food supply chains
- Action box D: **Technology** supporting the Food Port system
- Action box E: **Standards** for the Food Port system
- Action box F: **Innovative solutions** and concepts for Food Port Clusters

- “If you want to be incrementally better: be competitive.
- If you want to be exponentially better: be cooperative.”