

# Flanders Port Area

“Together” works

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FLANDERS PORT AREA - [www.flandersportarea.be](http://www.flandersportarea.be)

# Enhanced cooperation in the Flemish port sector



# Content

- ▶ Flanders Port Area:
  - Introduction
  - Why cooperate?
  - Partners
  - Strategic themes
  - Principles of cooperation
- ▶ 30 action points in 6 areas of cooperation
- ▶ Get to know us: Joint promotion and marketing





Zeebrugge

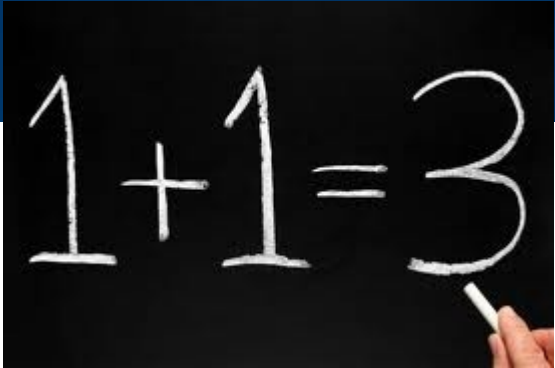
Ostend

Ghent

Antwerp

Brussels





Port of  
Antwerp

PORT OF  
BREHENT

Port  
Oostende

PORT OF  
ZEEBRUGGE

# ► Partners:



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# Principles of cooperation

Bottom-up approach

Added value

Relevant partners



# 30 action points in 6 areas of cooperation

Economic  
and  
commercial

Logistics

Policy issues

Operational  
tools

Reaching  
students and  
employees

Public  
support





# Get to know us: Joint promotion and marketing

- ▶ 3 target groups:
  - Commercial relations abroad
  - Students and employees
  - General public



## Commercial relations abroad (1):

- Code of Conduct
- Antwerp en Zeebrugge: container traffic
- Ostend and Zeebrugge: cruises
- Ghent, Antwerp, Zeebrugge : multimodal platforms in the hinterland



## Commercial relations abroad (2):

- Exhibitions and trade missions
- Presentation
- Joint statistics and indicators
- Label:



# Reaching students and employees

- Tuning of initiatives
- Support Flemish Government
- Educational material
- Initiatives by other organisations

Port of  
Antwerp

PORT OF  
GHENT

Port  
Oostende

PORT OF  
ZEEBRUGGE



# General public

- Overview initiatives
- Newsletter
- Flemish Port Day

Port of  
Antwerp

PORT OF  
GHENT

Port  
Oostende

PORT OF  
ZEEBRUGGE

IS DIT JOUW BEELD  
VAN DE HAVEN?



Vernuim je kijk tijdens de Vlaamse Havendag op 25 juni!

Binnenkort (21 juni) voor de Vlaamse Havendag in Antwerpen, een evenement dat ook in vele andere Vlaamse havens.  
De haven van Antwerpen, Gent, Oostende en Zeebrugge hebben ook een heel mooi evenementenprogramma voor een aantal 100 meters die schepen.

 [www.vlaamshavendag.be](http://www.vlaamshavendag.be)



**Vlaamse  
Havendag.be**  
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# Thank you for your attention!

  
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