

The Province of East Flanders

&

Voka - Chamber of Commerce

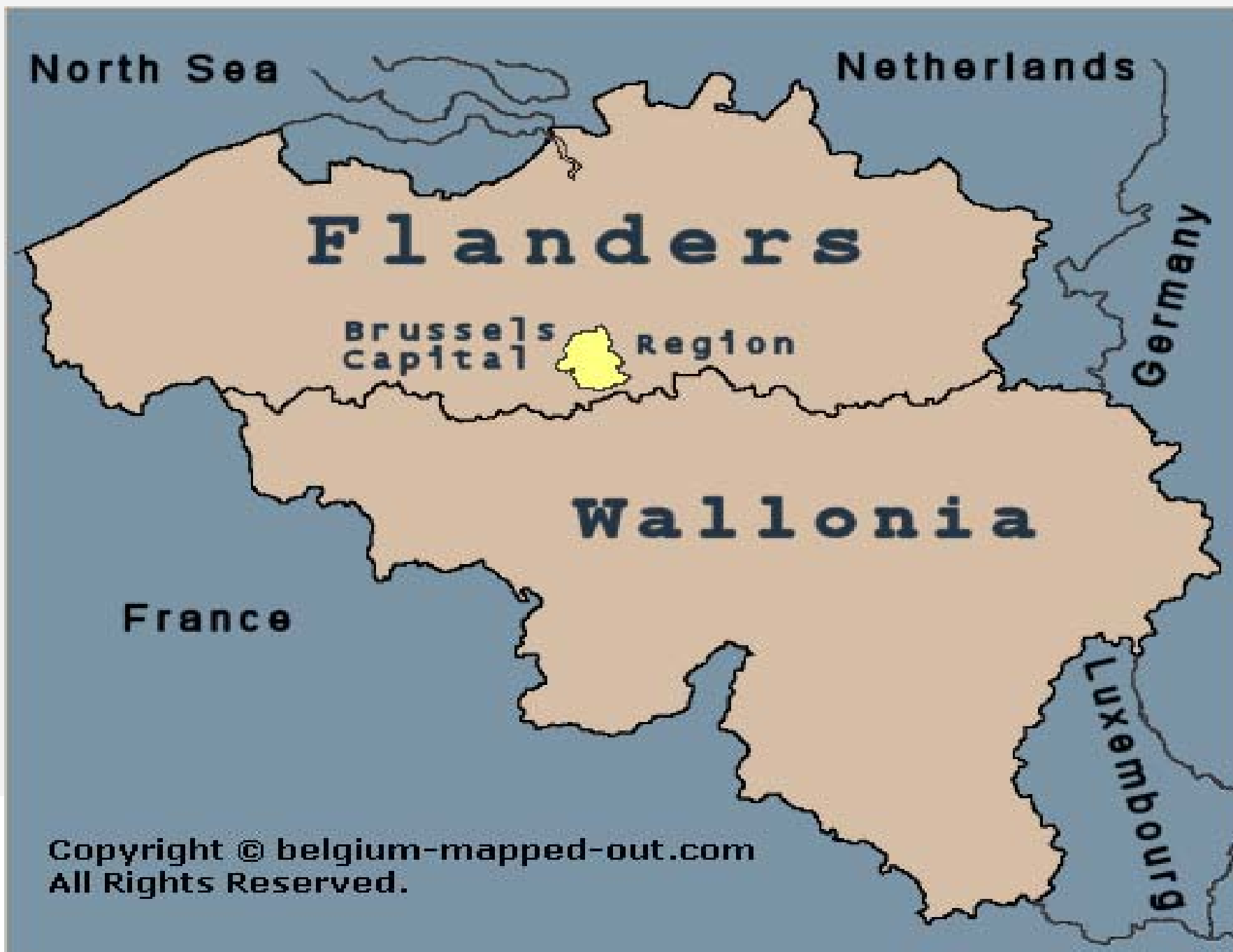
Istanbul Chamber of Commerce

June 28th, 2010

Flanders in the world







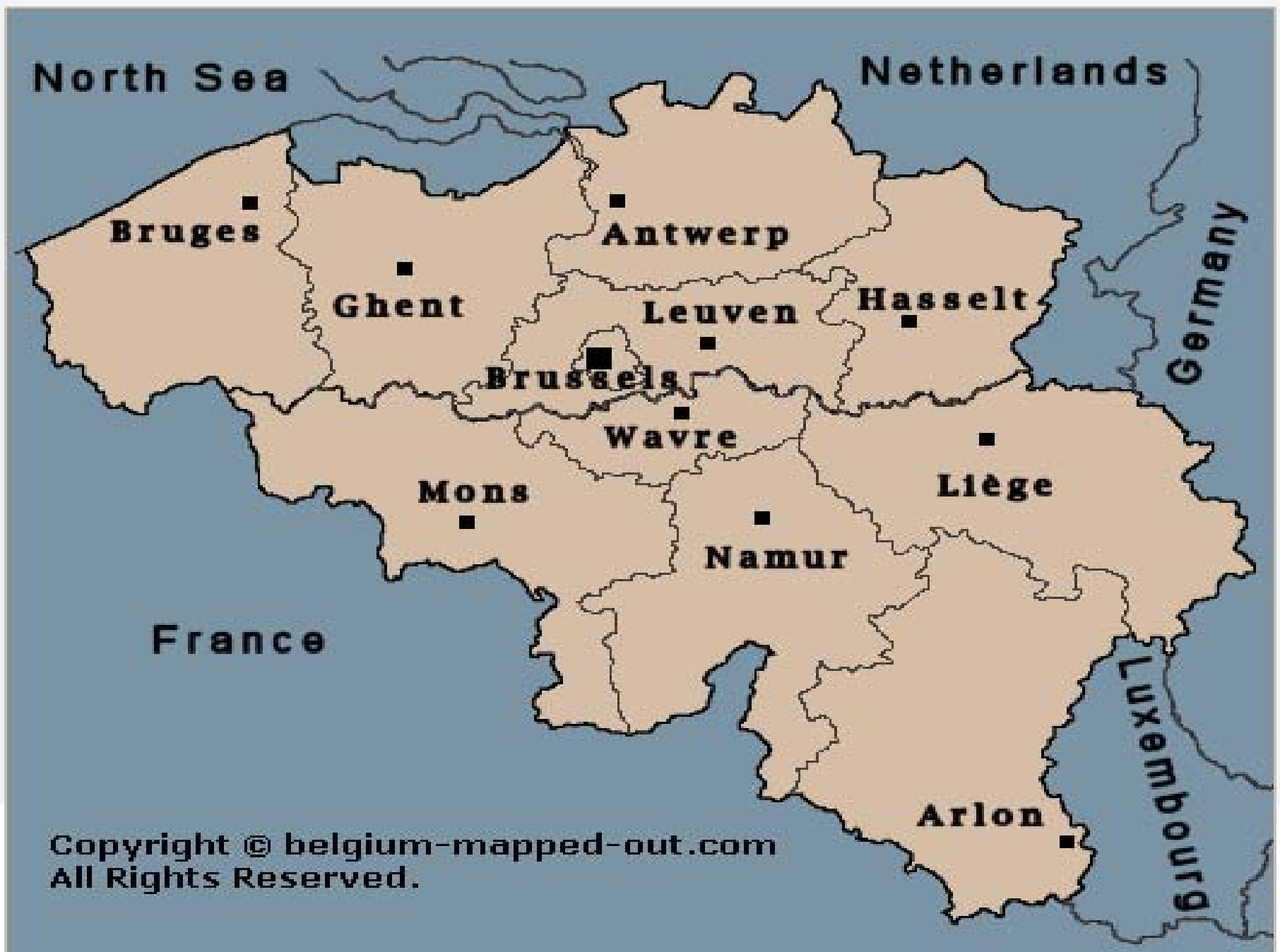
Copyright © belgium-mapped-out.com
All Rights Reserved.

Flanders: some figures

- 6 million people
- Highest concentration of ports in the world
- 175 billion euro of exports (80% Belgian exp)
- High level of education
- 19th century: textile industry
- Now: biotech, IT, niche markets



Copyright © belgium-mapped-out.com
All Rights Reserved.



Copyright © belgium-mapped-out.com
All Rights Reserved.

The province of East Flanders

Economic & Geographical Figures

East Flanders

- 1 389 199 inhabitants
- 463 inhabitants/km²
- BBP 25400€/inhabitant
- Labor productivity 62500€/inhabitant
- Export: 43380€/inhabitant

East Flanders

- Port of Ghent
 - 24MT
 - Companies: Volvo, Honda, Katoennatie, Arcelor Mittal, Ahlers, Citrosuco
 - Connected to the North Sea by the Seacanal Ghent-Terneuzen (31km)
 - Ongoing talks to build a larger lock, which would allow larger ships to dock in Ghent



ArcelorMittal



KATOEN NATIE



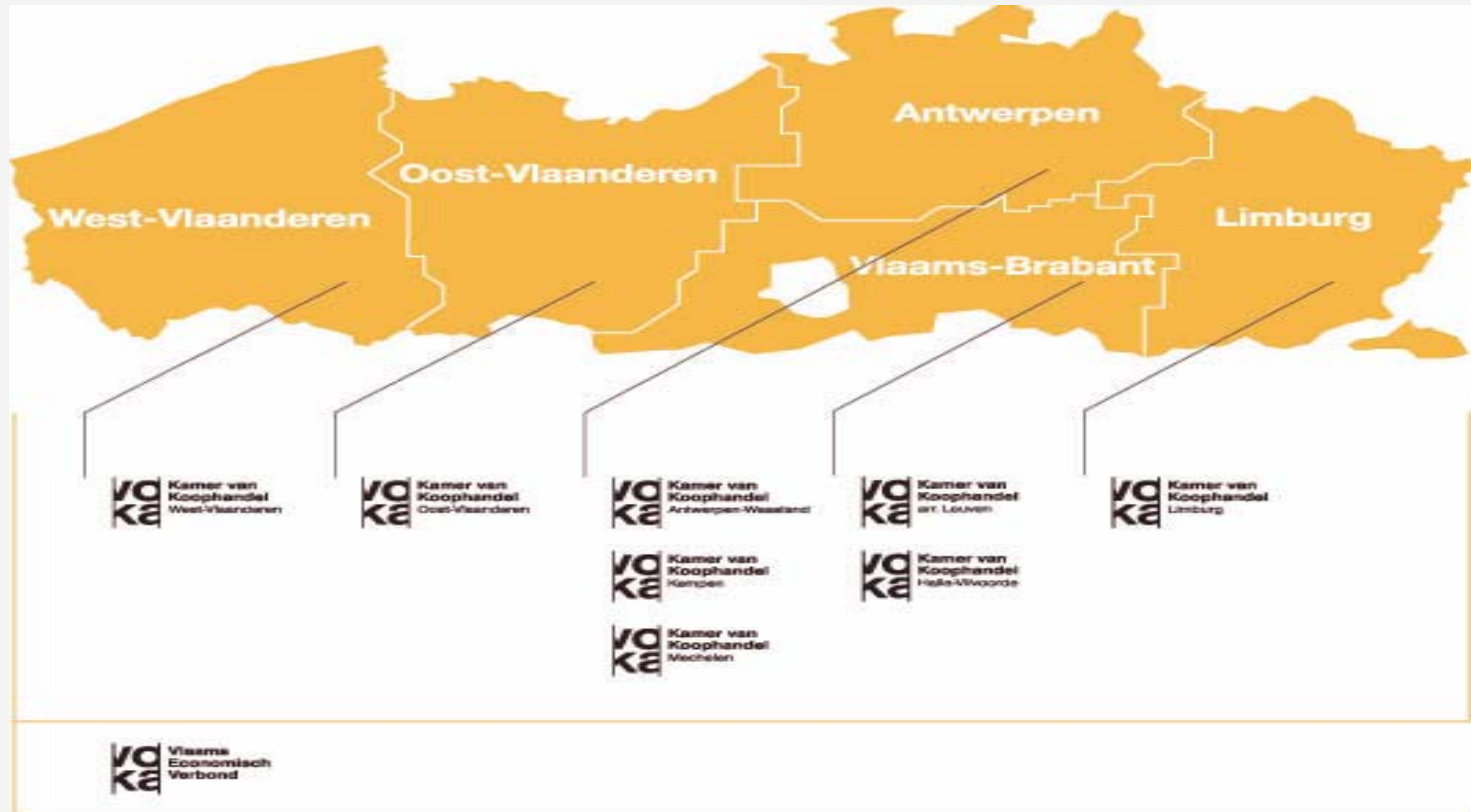
Kamer van
Koophandel
Oost-Vlaanderen



Voka

The Flemish network of companies

Voka, the Flemish network of companies



Voka-VEV

- Alliance of the Flemish Economic Union and the eight Flemish Chambers of Commerce
- Founded 01/01/2004
- 17,000 members
- 280 employees
- Politically independent
- Multisectoral
- 60% of the added value and employment in Flanders

Voka- East Flanders' Chamber of Commerce

- Chamber of Ghent est 1729
- 2000: Chamber of Commerce East Flanders est.
- 2004: VOKA VEV
- Offices in Ghent, Oudenaarde, Aalst and Dendermonde: keeping touch with each sub region



Voka- East Flanders' Chamber of Commerce

3000 members (Volvo, Honda, Arcelor Mittal,...)

50 employees in 4 offices

Second largest Belgian Chamber

Accredited

ISO certified

Canon 40D F22 iso100 10mm hdr Grijsfilter ND8 grad



Raam's Fotografie

Staten van Oost

Voka- East Flanders' Chamber of Commerce

- Our structure: 6 competence centres to support our companies
 - Lobbying
 - Services
 - Networking
 - Communication
 - Training & Education
 - Internationalisation

Lobbying

- Promoting the interests of member companies
- Determining viewpoints at local, regional, national and European level
- Contacts with public authorities and politicians
- Dossiers:
 - Mobility
 - local planning
 - efficient public administration
 - Taxation
 - election debates, economic crisis...



Services

- General information
- Legal service
- Administrative formalities
- Company database and corporate guide
- Publications
- Environmental service
- Medical check-up service



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

Networking

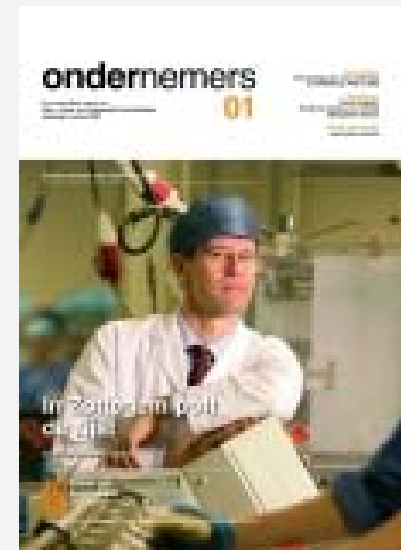
- A network of 17,000 member companies
- Multiple activities for formal and informal contacts
 - Receptions
 - Discussion forums
 - Networking events
 - Trade missions
 - etc.



"Oh, yes, now I remember. We spoke at the company picnic."

Communication

- Website: www.voka.be
- Magazine: Ondernemers
- Newsletters
- Next month in the Chamber
- Press articles



Training & Education

- **Principles**

- **Leren met maten – learning with friends**

PLATO



- **Leren met mate – open education**

CHAMBER ACADEMY

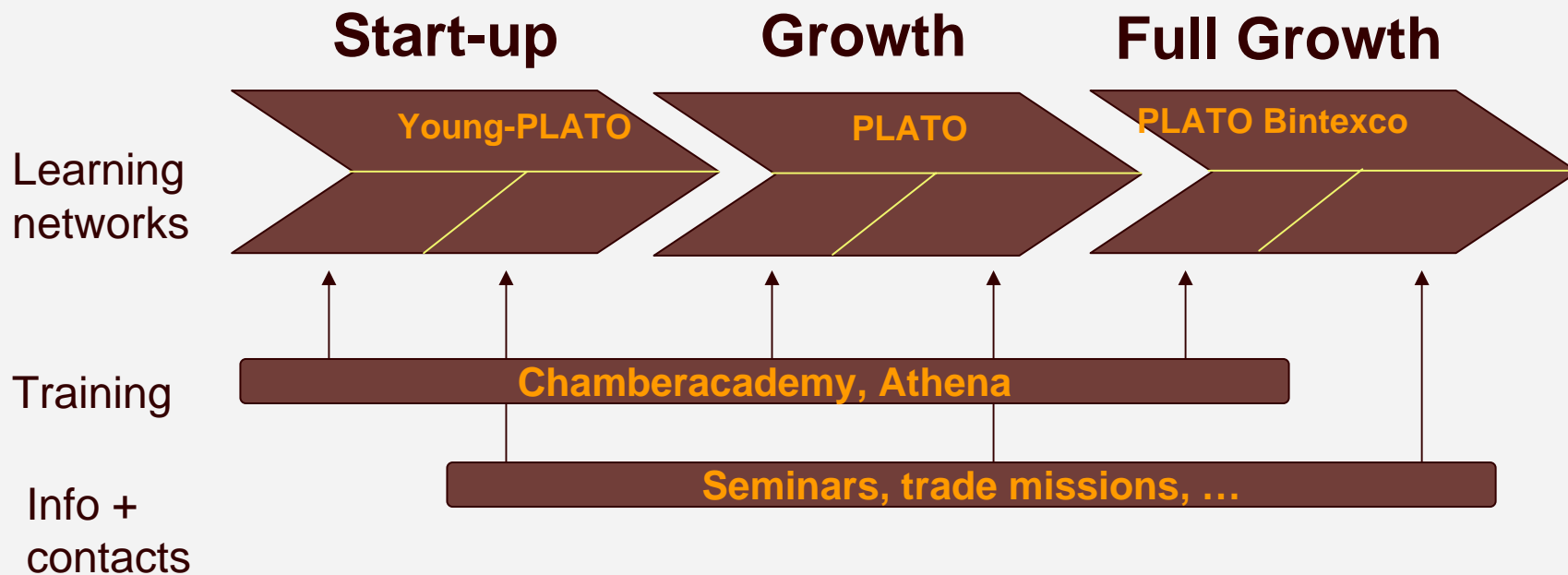


- **Leren op maat – customized courses**

ATHENA



Company support



Learning networks: Plato



- 19 projects since 1990
- 340 godfathers
- 70 godfather companies
- 1800 SME's



Why Do Companies Participate in learning networks?

SME owners are responsible for **EVERYTHING** in their company:

Finances management, HR, purchasing,, marketing, ...

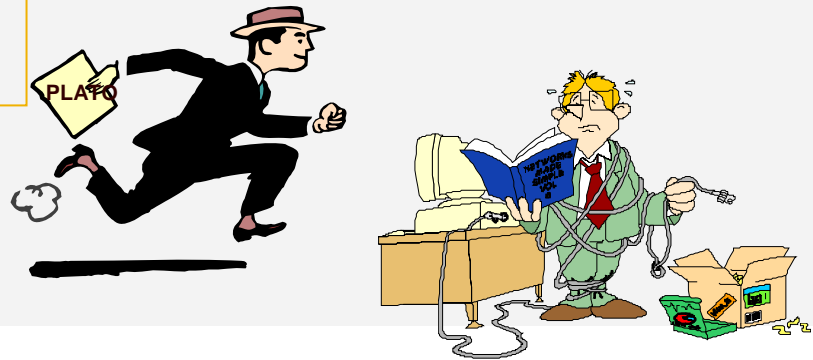
But the entrepreneur has a

LACK OF TIME AND MEANS

For expensive and time-consuming trainings

The project deals with **BOTTLENECKS** and practical questions

The entrepreneur has a **NEED** for information and contact with colleagues



Aim of the PLATO project

- Professionalize SME management
- Creation of a dynamic, informal network where people can discuss their problems and solutions in a confidential way
- Linking of Plato company networks in different countries
- Cooperation bond between the different Chambers of Commerce / Business Associations.

Key players Mentorshipproject

Mentors

entrepreneurs

Chamber of Commerce

Other socio-economic partners

Mentorcompanies

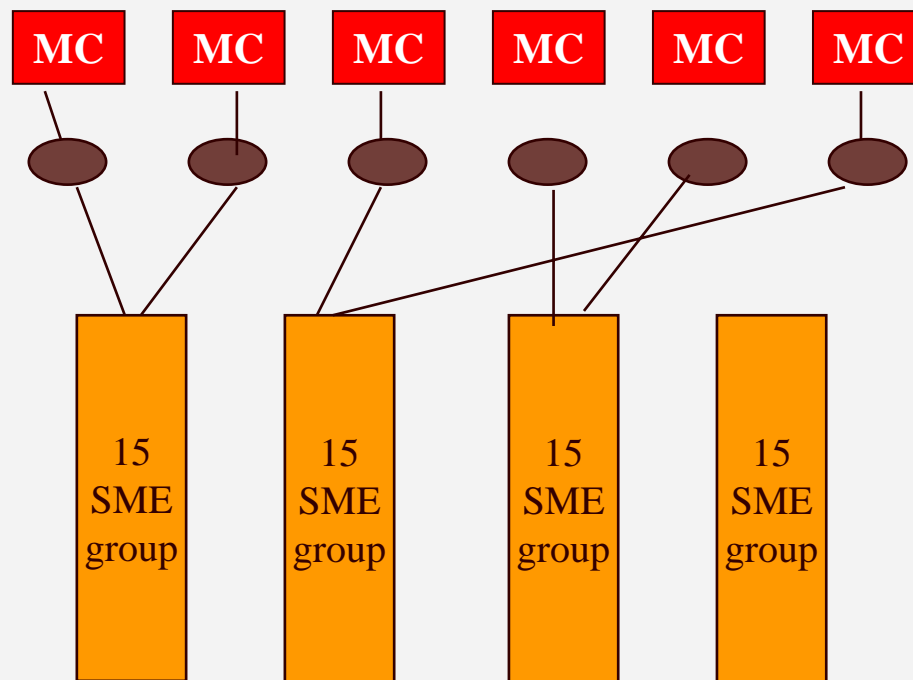
S(M)MEs



Kamer van
Koophandel
Oost-Vlaanderen

Mentorshipproject

- ❖ **Mentors** from multinationals guide a fixed group of 15 to 20 S(M)ME owners during 2 years, via monthly sessions.
- ❖ Starting point are the bottle necks and practical questions of the group members
- ❖ Size and sector decide upon the group composition. The members are no competitors
- ❖ Exchange of experiences on marketing, sales, production, accountancy, HR, strategy,...



Monthly Meetings

Practical: confidential sessions that offer an answer to questions such as:

- How do I recruit someone?
- How does my banker look at my company?
- How do I read my financial situation?
- How to make a marketing plan for a new product?



Chamber Academy

Open Education



Seminars and training build around three concepts

- ✓ Current topics
- ✓ Affordable (for small companies)
- ✓ Quality (organization, content, trainer)

Twice a year (January and September) we communicate a calendar with topics in a variety of training fields

- ✓ Sales
- ✓ Legal
- ✓ Financial
- ✓ Marketing
- ✓ ...

Athena

In-house training courses, tailored to a company's specific needs

Active in the following fields:

- training initiatives which allow an organization and its teams to realize their full potential. Focus on how well the organization (and its teams) are performing;
- training initiatives that develop people's talents (personal skills & attitudes, individual coaching);
- specialized advice & consultancy for staff matters & people management.

Training & Education: other Projects

- Bomma-Trio- Studentstarter – Starterschool
- Zilveren Schatten (Silver treasures)
- Evenwicht werkt – Wellness at work
- Evoleren – Competence management
- Qwic (selfsteering teams)
- Pecunia (learning network mergers and acquisitions)
- Vesta(relationship local enterprises-local administration)
- Environment Charter – learning network energy
- Quadrant – sustainable economy

International Entrepreneurship

- Certificates of origin, ATA carnets, ...
- Helpdesk
- Country and export related seminars
- Economic missions
- Flanders Investment & Trade



International projects

- **Various subsidy channels**
 - Flemish
 - Belgian
 - EU
- **Various topics**
 - Transfer of best practices
 - Labor mobility
 - Plato
 - Compass

The establishment of
PLATO
Networks
in
Foreign Countries

Foreign Plato Projects

Currently our chamber established Plato projects in:

Hungary, Romania, South Africa, Ukraine, Poland,
Slovakia, Croatia, Slovenia, Poland, Serbia, Bulgaria &
Egypt

Using various ways of funding, both Flemish & EU

Transfer of the Plato Best Practice

Compass Company Guidance projects



What is Compass?

- Intensive guidance
- During 1 year
- On 1 country
- On BRIC or emerging economies
- 2010: Turkey – Vietnam - Russia



**Kamer van
Koophandel**
Oost-Vlaanderen

Thank you for your attention

Contact

Stefan Derluyn

stefan.derluyn@voka.be

+32-9-2661446

+32-479-901227