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Antwerp, Belgium: Your catwalk to Europe

where retail's heart
meets retail's mind



Antwerp Headquarters



City of
Antwerp

voka Chamber of
Commerce and Industry
Antwerpen-Waasland



1. Central location

- Direct high-speed train, air and road connections to all European and fashion capitals (travel time less than 2 hours).
- 60% of Europe's buying power within a 500km range – located in the heart of Europe and in the centre of the “yellow banana”.
- Multiple daily flights to all major European destinations and 9 daily flights to the USA from Brussels Airport.

2. Time to market

- Incoming containers are unloaded in warehouses on the day of arrival in the Port of Antwerp – gaining 14h – 72h compared with other European logistics hubs.
- Delivery time to most important retail cities within 24h (500km) and 48h (1000km) – Antwerp and its port are nearest to most European Fashion Capitals within the R'dam – Antwerp – Hamburg – Le Havre range.
- Train: 220 daily departures and over 200 container shuttles per week to more than 40 destinations.
- Barge: 366 departures / week to 55 European hinterland connections (France – UK – Germany – Netherlands: max 36h).
- Road: Antwerp lies at the crossroads of no fewer than 6 major international motorways offering fast and efficient links to France, the Netherlands, Germany, UK and beyond.
- Price comparison: Antwerp is the most cost- and time-efficient port for containers to European hubs.

3. Retail logistics

- Port of Antwerp: 2nd biggest European Port + strongest growth in container market share.
- Shortest, fastest and most (cost-) efficient onward connection to Europe's mega market with more than 60% of Europe's purchasing power within a 24h road radius.
- Fastest growing inbound port for retail containers (2nd largest European Port).
- Best location to set up a European Distribution Centre (Cushman & Wakefield).
- Flanders is home to more than 800 EDCs, including Nike's.
- Strategic logistics retail platforms and fashion logistics specialists.
- Flexibility in manpower, real estate and machinery.
- Ability to absorb large seasonal peaks and lean warehousing.
- E-commerce logistics know-how.
- Bonded warehouses, customs and port know-how.

4. People

- Within a radius of 60km, 6 top level universities and 20 colleges, resulting in a highly-skilled, multicultural and multilingual workforce.
- Europe's best in language skills, maths and science (source OECD).
- Belgium: most productive European workforce (3rd globally) – and Antwerp region highest productivity in Belgium.
- Flanders' employee loyalty is way above EU average.
- Social security and healthcare system are amongst the best worldwide, offering a stable labour climate (one of the lowest strike figures in Europe).

5. Fiscal climate

Belgium has one of the best fiscal and economic climates in Europe. For this reason, many companies choose Belgium as the gateway to Europe.

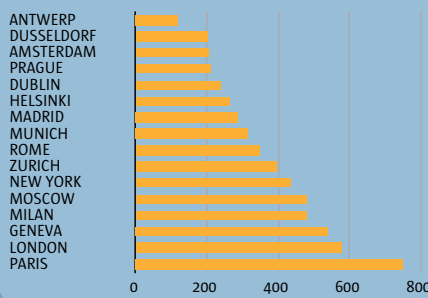
Belgium's fiscal strengths include:

- Beneficial effective corporate tax rate (ETR) compared to neighbouring countries: 25%.
- Notional interest deduction.
- R&D tax incentives.
- Beneficial tax regime for expatriates.
- Tax ruling culture : binding agreements with tax authorities.
- Tax labelling and certifications.
- Customs and global trade incentives.
- European VAT compliance centres.
- Tax cash and cash flow optimisations

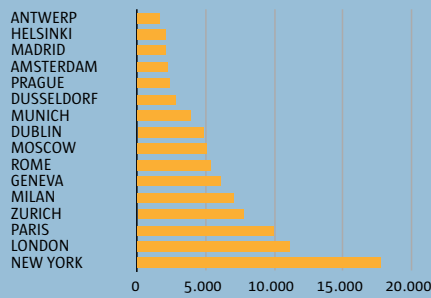
6. Real estate: Euro /sq m/year

(Source : Colliers International / EMEA Rental maps 2011)

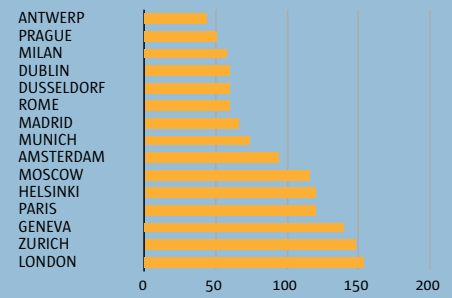
Office rents



Prime high street rents



Warehouse rents



7. Test market

- At the crossroads of 3 main Western cultures: Anglo-Saxon, Latin and Germanic-Nordic.
- Diverse and open population.
- Favourite shopping location in the Low Lands (Belgium – the Netherlands).
- Belgium's busiest shopping street (Meir: 10,000 passers-by / hour) (source CBRE and Locatus).
- In 30' drive time a population of 1,750,000 with an average income way above EU average (5.6 million people in a 60km radius).
- 26.8 % of retailers currently has a store in Antwerp.
- 40 % of all national/international retail chains chooses Antwerp as its favourite Belgian Shopping City. For the 4th time in a row, Antwerp has been elected favourite city of national/international chains (source : CBRE).
- 60 % of European spending power is located in an area of 500 km around the city.

8. Government support

- Antwerp Headquarters' services.
- Financial Times FDI award – Antwerp and Flanders' most attractive city for FDI.
- Antwerp Mayor = manager & marketer.
- Special Investment desk for employment and urban development (all with private sector experience) – One-Stop-Shopping.
- CCI (private model) with focus on retail.
- Belgium's governmental structure is strong with a very business centric attitude.
- National / regional / local authorities work closely together to support your activities.
- Subsidies and incentives.
- Business approach of the different authorities.
- Accessibility of politicians and decision-makers.
- Low level of bureaucracy
- Multilingual government: high level of acceptance of English documentation.

9. Fashion Capital

- Home to Flanders Fashion Institute, MoMu (Antwerp's Fashion Museum).
- RAFA (Fashion Academy – most renowned and oldest fashion institute in Europe) – including graduates like Raf Simons (Jill Sander), Kris Van Assche (Dior men), Bruno Pieters (Hugo Boss, Christian Lacroix), ...
- Home to legendary "Antwerp Six" (Dries Van Noten, Ann Demeulemeester, Dirk Bikkembergs,...).
- Must-see destination for fashionistas (see articles NY Times, NY Post, ...).
- Highest density of cutting edge fashion, high-end furniture and four star dining (from Louis Vuitton, Hermes, Zegna, Gucci, Ralph Lauren, Cartier, Armani, Moncler... monobrand stores – and Forever 21 , Hollister, H&M, Zara, Disney Store, ... - to world renowned concept stores such as Ra and Graanmarkt 13).

10. Quality of life

- All the advantages of a major city (culture, trendy shopping, gastronomy, recreation) without the disadvantages (criminality, congestion, ...).
- "Among the 10 most interesting world cities to visit..." Lonely Planet 2009.
- Expats' favourite: voted "best place in the world to raise children" (HSBC) and "favourite expat city overall" (ECA).
- 5 international schools, excellent healthcare and education system.
- Connectivity (low cost) to all major European cities.



Antwerp

Amsterdam

• 159km

Dusseldorf

• 198km

Paris

• 346km

London

• 370km

Milano

• 945km

Barcelona

• 1370km

• Roma (Rome)

NETHERLANDS

BELGIUM

Brussels

LUX

Luxemburg

GERMANY

Bern

SWITZERLAND

ITALY

UNITED KINGDOM

IRELAND

Dublin

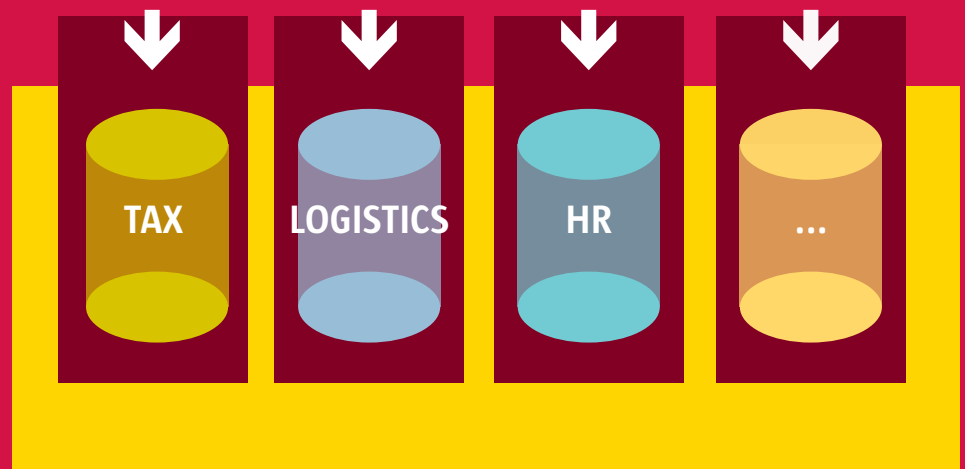
FRANCE

SPAIN

MADRID

Don't:

drive your strategy on accessing a market focusing on only a couple of domains...



How to draw your European expansion strategy?

Do:

Antwerp Headquarters' gives you the full picture to make the right decisions based on a fully fledged 360° business case



Antwerp Headquarters is ready for you

Antwerp Headquarters is a public private partnership (PPP) between the City of Antwerp, Chamber of Commerce and Industry and 23 private partners to map Antwerp as a “Prime Business Location” for foreign investors.

Our aim is to actively promote Antwerp as a business destination abroad, facilitate companies before, during and after the actual set up of their business or branch here in Antwerp.

Our retail initiative offers you an insight in Europe and benchmarks your goals and objectives for a European strategy. If you give us a transparent view into your expectations and needs, based on facts & figures, we promise to provide a full blown business case – tax, legal, logistics, real estate, HR, ... - within 2 months. Drawn up and written by private and public specialists, and presented to you personally. Fully confidential. We are confident of our strengths and interested in your needs. And we will facilitate your company’s expansion.

All our services are offered via a one-stop-shop channel and in close partnership with our structural and ad-hoc partners (Port of Antwerp, Flanders Investment and Trade, ...). And include investment promotion, location management, tax, legal and HR support, networking and expat-service.

Are you ready for Antwerp?

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