

## Press Release

# World's first cross supply chain orchestrator enters sustainable logistics arena.

Today saw the official launch of TRI-VIZOR NV, an innovative new player in logistics and supply chain management. The startup company, a University of Antwerp spin-off, wants to enable and orchestrate logistics partnerships between companies in order to realise gains in supply chain efficiency, effectiveness and sustainability. TRI-VIZOR NV is the first company of its kind.

The company has acquired office space south of Antwerp, in the town of Niel. Here, the Waterfront Research Park was constructed in the late 1990s as a joint reconversion initiative by the Province of Antwerp and the University of Antwerp.

### Creative destruction

TRI-VIZOR NV is the first player in the world to offer specialised services to create, support and orchestrate cross-company partnerships in logistics. The company founders regard the fact that the world economy is currently dwindling into a recession as an opportunity, rather than as a threat. They believe it is at such rare moments of *creative destruction* that the global logistics industry is forced to reconsider its ground rules and traditional ways of working, and that radical new ideas can gain ground. All three founders of TRI-VIZOR NV previously worked for the renowned Flanders Institute for Logistics. Alex Van Breedam, professor at the University of Antwerp, will assume the role of CEO. Bart Vannieuwenhuysen and Sven Verstrepen are the other founding partners. They believe that the winning companies and economies of tomorrow, will be those that are the swiftest to adapt to the new global playing field by creating strong alliances and by working together to consolidate their supply chains.

## Clustering and bundling

Horizontal collaboration, even between (semi-) competitors, and the bundling of freight flows across multiple companies, is expected to reshape the logistics landscape in the next decade. By clustering specific logistics activities and consolidating supply chains, significant economies of scale can be achieved in terms of *efficiency* (logistics cost), *effectiveness* (customer service) and environmental *sustainability* (carbon footprint).

The traditional belief in supply chain management used to be that simultaneous improvements in all three of these dimensions are impossible to realise. Even in large multinational corporations, there exist too many trade-offs and freight volumes and activities are just too small or fragmented. As a result, a company that wants to guarantee high service levels and *just-in-time* deliveries to its customers pays a stiff price for this. It cannot use cheaper or more sustainable modes of transportation such as rail or inland shipping. Because it has to ship its products in half empty vehicles, the company will also be held accountable for a relatively high CO<sub>2</sub>-emission or *carbon footprint*. Since a few years now, the logistics world has been adamantly pleading for more collaboration as the only escape from this deadlock. Until today, the main obstacle on the road towards collaboration was the lack of a neutral go-between that owns the necessary methodologies, technologies and credibility to enable collaboration between independent players, sometimes even competitors. TRI-VIZOR NV, as the first company in the world, is convinced that it has developed all the necessary referee skills to do just this. The company wants to become a “knowledge factory” and the pivotal point of a true *Collaborative Logistics Valley* in the Antwerp Port region, with close support from the University and the Province of Antwerp.

The TRI-VIZOR concept appears to be warmly welcomed in the logistics sector, in view of the many opinion leaders and captains of industry that have already signed up for the company’s Advisory Board: Alain Verschoren (rector University of Antwerp), Wouter De Geest (BASF), Luc Hooyberghs (NIKE), Roger Roels (DPWorld) en Marc Vandenplas (former CEO of several logistics service providers). Immediately after its successful launch, major Belgian logistics players such as NYK Logistics, Hessenatie Logistics and Nova Natie announced their first contracts with TRI-VIZOR NV.

## Flanders is just the beginning

According to a recent study of the National Bank of Belgium, the logistics sector accounts for 8% of the country’s GDP and more than 300.000 jobs. Belgium and the Netherlands, in view of their central European location, have always been buzzing with activity in this strategic sector and have acquired an outstanding reputation as innovative global logistics hubs. The presence of multiple seaports and airports, combined with a very dense multimodal hinterland network, make this region a top

spot for European distribution activities. Nowhere in the world is the market for bundling freight flows as high as in the “Low Countries”, thanks to this combination of unique assets. According to the founders of TRI-VIZOR NV, the potential logistics synergies that exist in the Benelux, are virtually endless. Further from home, the concepts of TRI-VIZOR NV can be applied anywhere in the world, as long as a significant bundling potential for freight flows can be assumed.

### **Neutrality as company culture**

Not only shippers and logistics service providers have already expressed an interest to work with TRI-VIZOR NV. Port authorities and infrastructure managers are a target market as well, as they also feel a strong need to organise and orchestrate their inbound and outbound goods flows. A crucial prerequisite to act as independent flow orchestrator across multiple competing companies is absolute impartiality. Such independence and neutrality are already deeply embedded in TRI-VIZOR’s organisation, from the shareholder structure to the company house style. The company’s close links to the University of Antwerp and the global supply chain research community are additional guarantees in this respect.

### **More information**

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