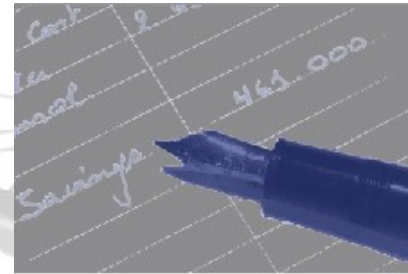
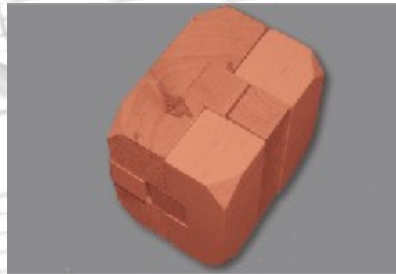
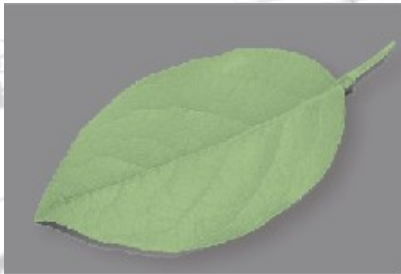


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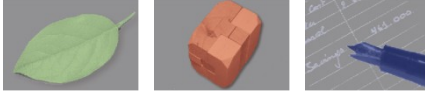
The World's First Cross Supply Chain Orchestrator
(2008)

TRI = VIZOR

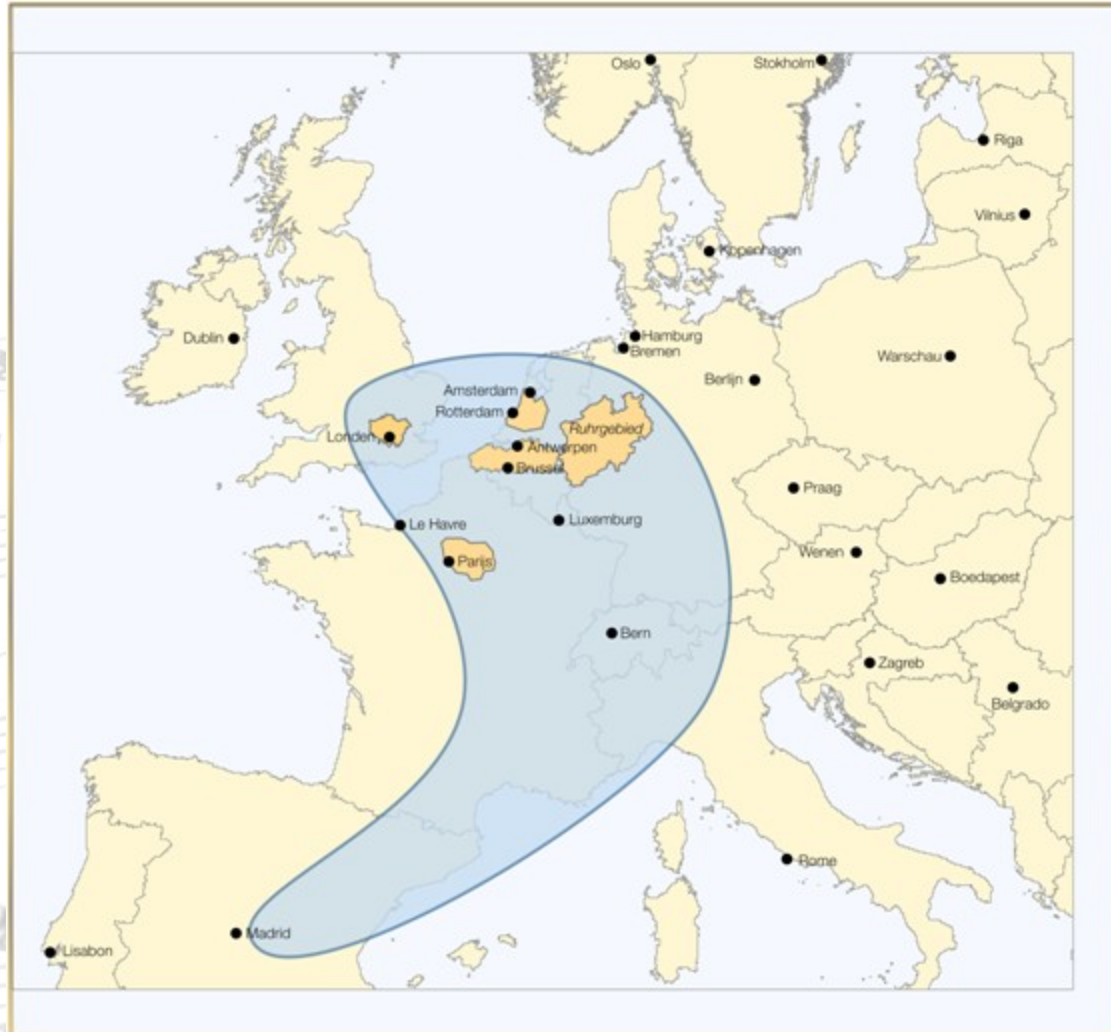
THE WORLD'S FIRST CROSS SUPPLY CHAIN ORCHESTRATOR



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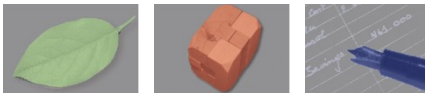


Flanders in Europe



15.06.09

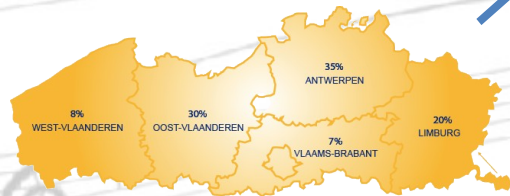
Source: VIL,
2008



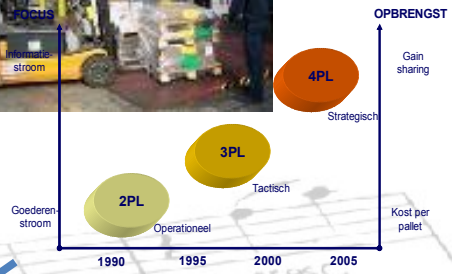
Preparing products for European markets



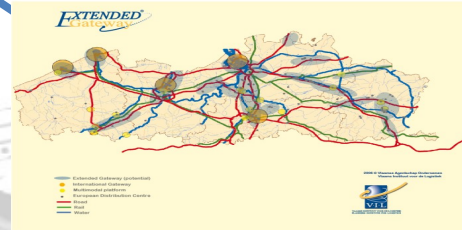
Proximity



EDC know-how



Know-how & 3PL evolution

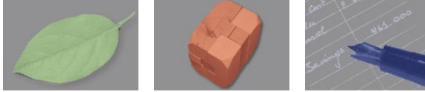


Unique Value Proposition

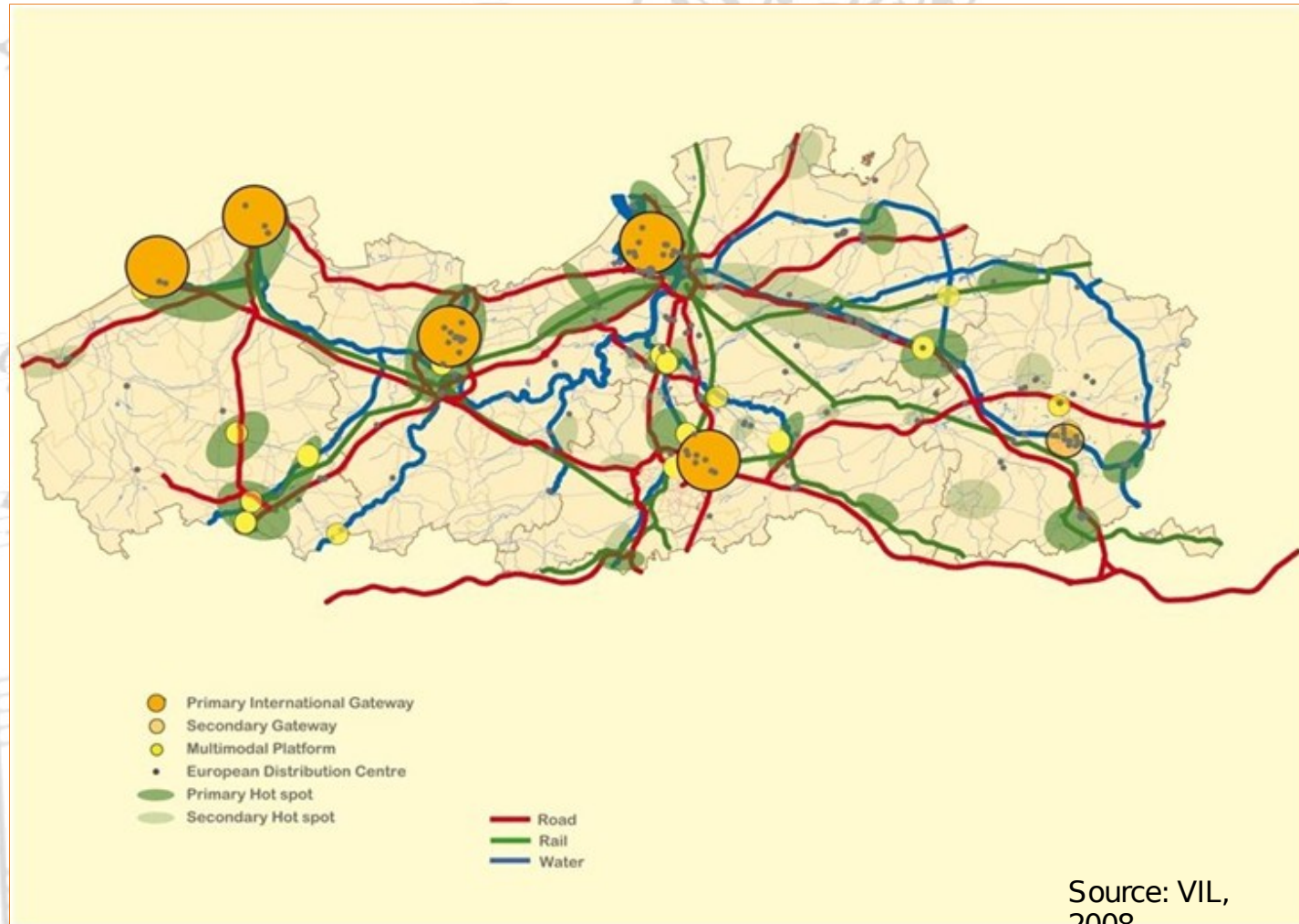


Attractiveness

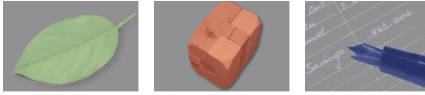
EXTENDED Gateway



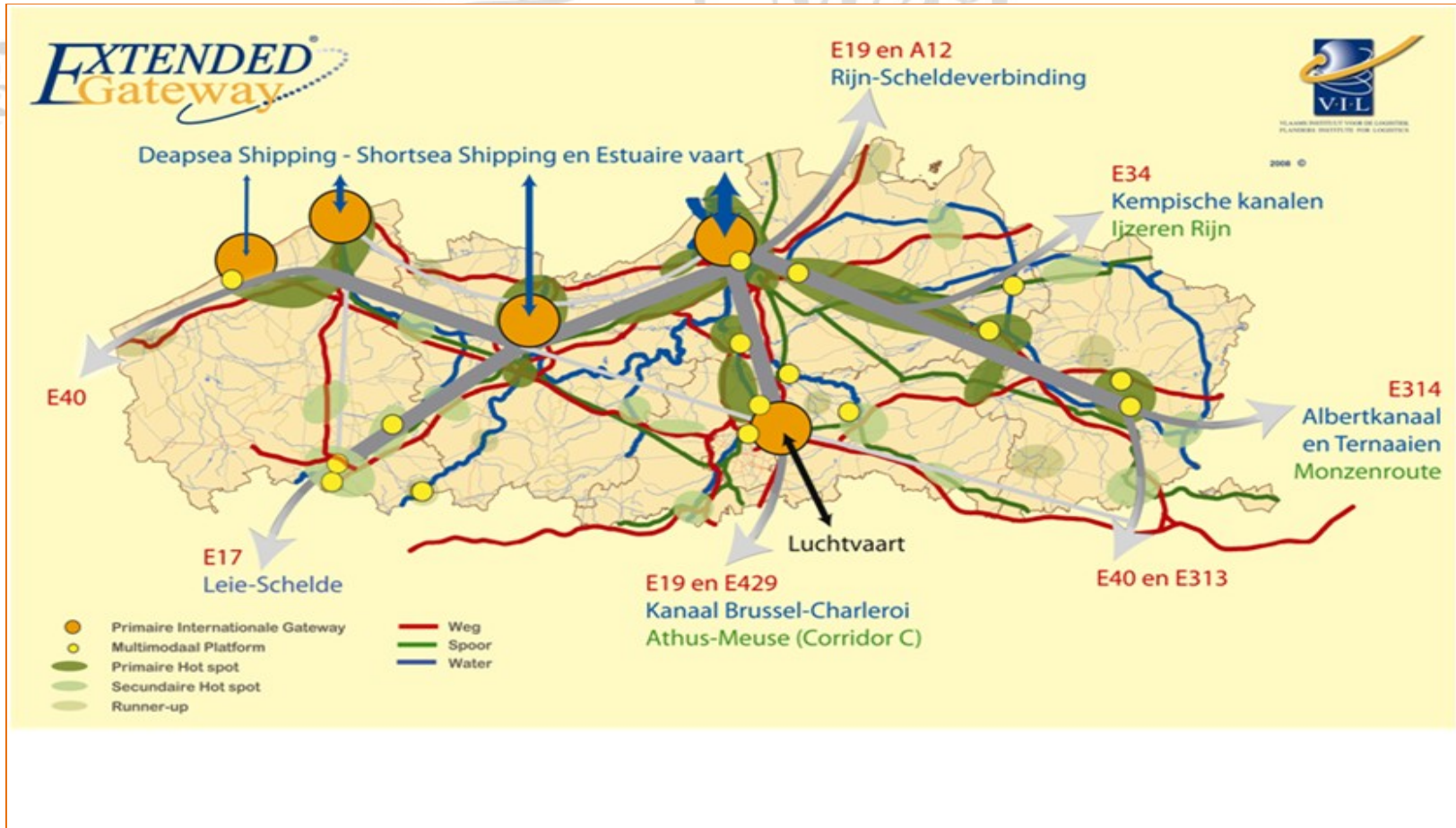
Extended Gateways in Flanders

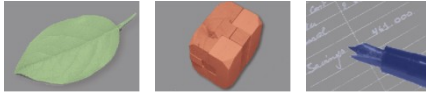


Source: VIL,
2008



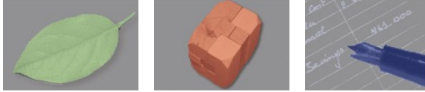
Extended Gateway for Europe





Status Extended Gateway 'project'

- ≡ Concept developed at VIL
- ≡ Studies in provinces of Flanders (May - June 2008)
 - ≡ POM's + partners
 - ≡ Strategy and action plan
- ≡ Integration towards Flanders (July - October 2008)
 - ≡ Extended Gateway Flanders - Gateway for Europe
 - ≡ Strategy and action plan
 - ≡ Flanders Port Area - hinterland strategy
- ≡ Clustering and bundling in practice
 - ≡ Crossing 'borders and boundaries'



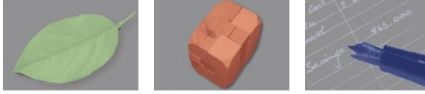
Vision

- ≡ Before 2006 : Trade off between 2 supply chain forces

Efficiency

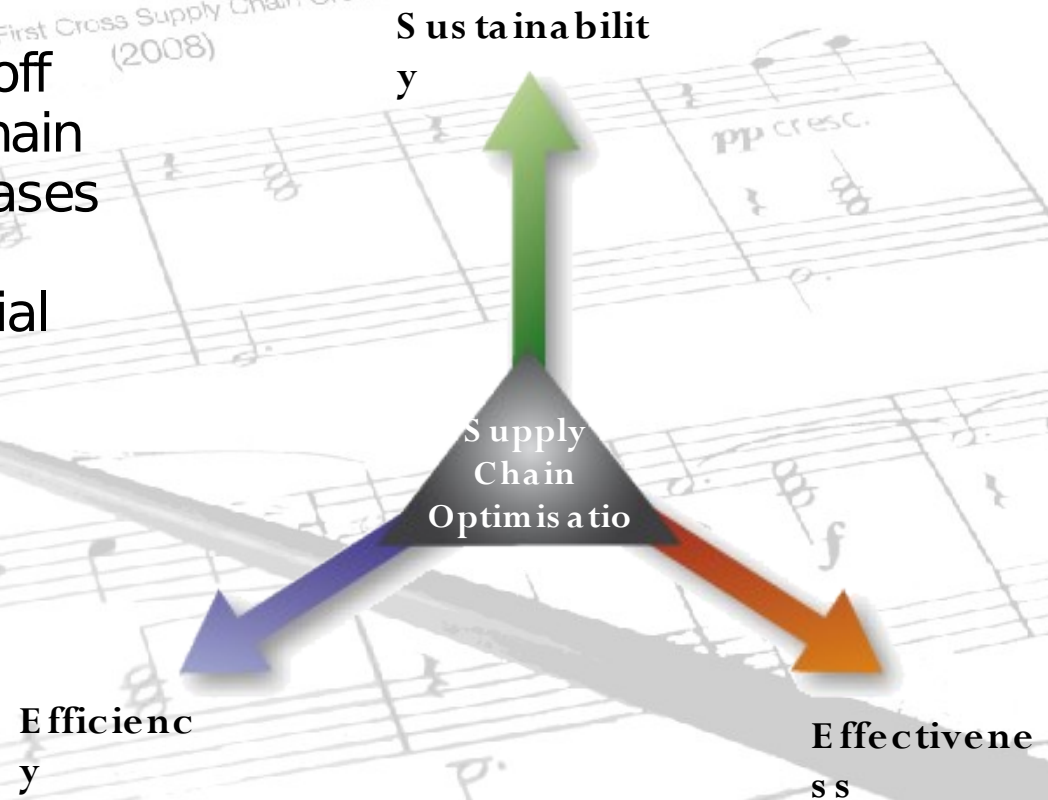
Supply
Chain
Optimization

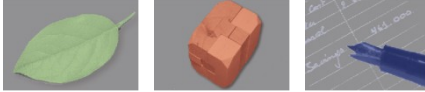
Effectiveness



Vision

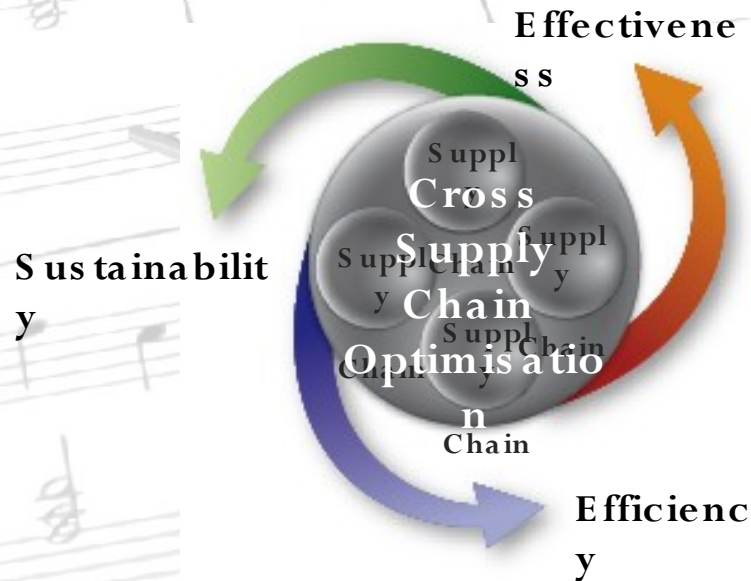
- Since 2006 : Trade off between 3 supply chain forces further decreases optimisation and improvement potential

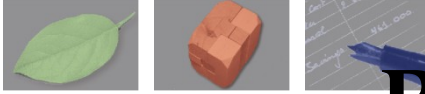




Vision

- Only cross-company collaboration, consolidation and bundling of flows can further improve efficiency, effectiveness and sustainability simultaneously





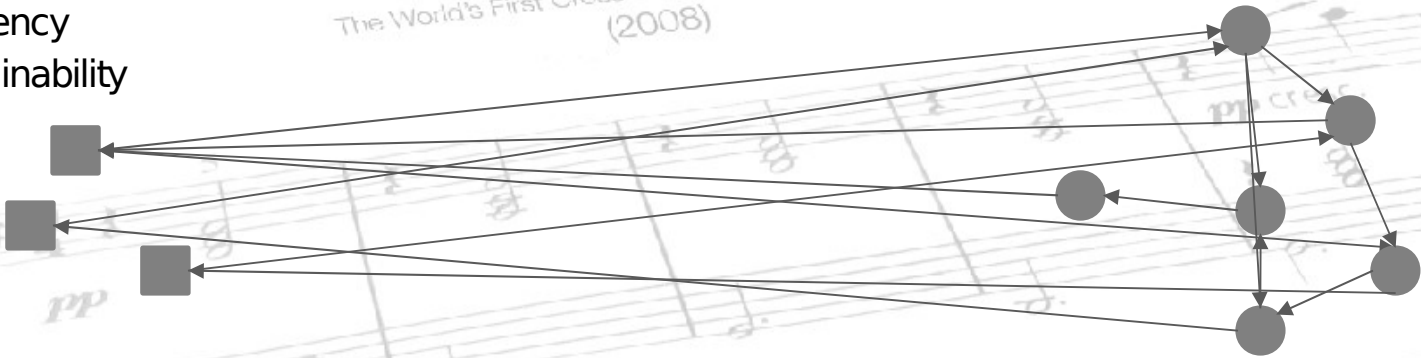
Bundling and consolidation

Point-to-Point: simple

Low effectiveness

Low efficiency

Low sustainability

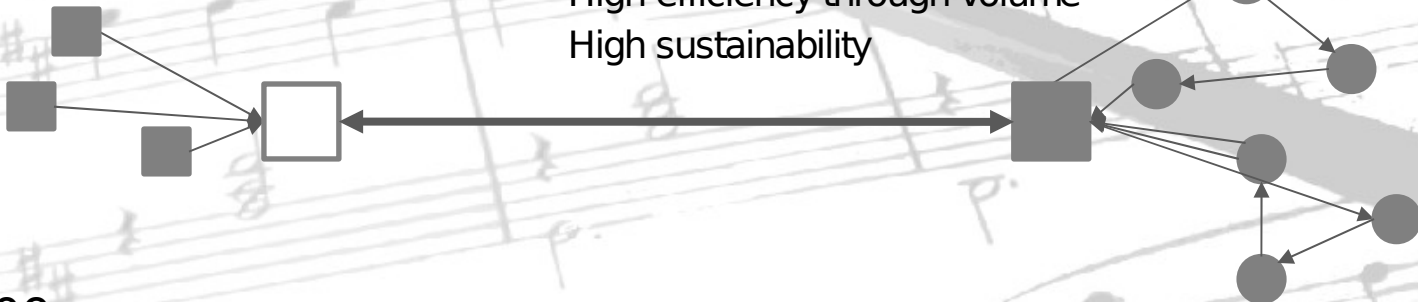


Decoupling: challenging

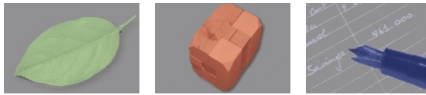
High effectiveness

High efficiency through volume

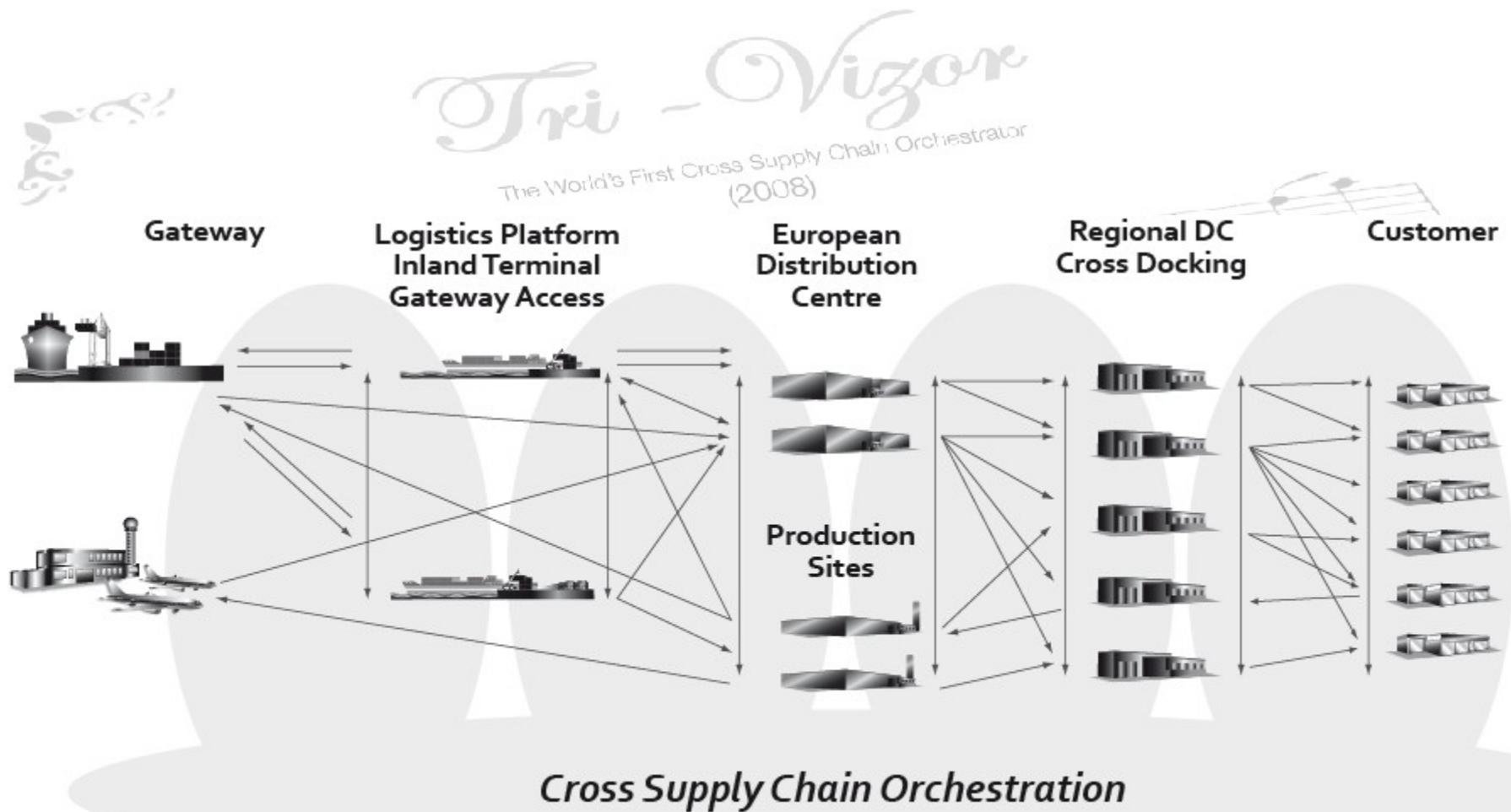
High sustainability

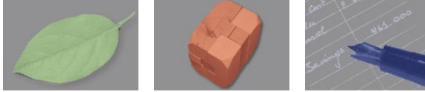


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Orchestration





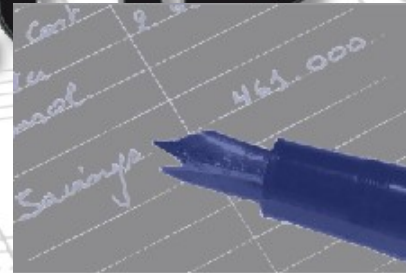
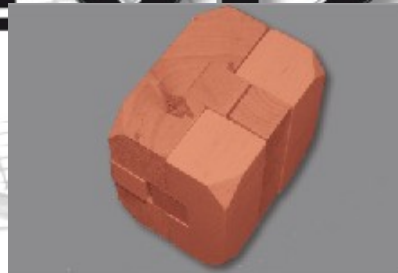
Issues

- ≡ Location of 'Gateway Access Points'
 - ≡ Parameters: volumes, distances, back haul opportunities, need for orchestration...
- ≡ How can orchestration affect the total logistics cost of shippers?
- ≡ How can a port affect the total supply chain cost of a shipper?

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The World's First Cross Supply Chain Orchestrator
(2008)

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