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## **PRESS RELEASE**

**28 June 2011  
PB 110236**

### **Port world comes together at States General**

**A second 'States General' was organised last week, bringing together over 600 of the Port of Antwerp's business relations. Everyone connected with the Port was there, including Marc Van Peel, Chairman of Antwerp Port Authority and Port Alderman; Eddy Bruyninckx, Managing Director of Antwerp Port Authority; Roger Roels, co-initiator of the Port's 'Total Plan'; Rudi De Meyer, Managing Director of Alfaport; and Hilde Crevits, Flemish Minister for Mobility and Public Works. The Antwerp Port Authority and Alfaport Antwerp entrusted the organisation of this important gathering to several partners including Brandhome. Brandhome provided communication support at operational and strategic level.**

The second 'States General', held precisely a year to the day after the first, was intended to improve the competitive strength of the Port of Antwerp. Over 300 people from the private and public sectors and from 120 different businesses and organisations spent the past few months in a whole range of working groups putting the final touches to concrete projects from improved IT to trade facilitation, exploiting the deepening of the River Scheldt and, of course, talent and sustainability. The States General is a key communication moment with all stakeholders in and around the Port.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.