



Atelier du Ferron  
Rue Noiset, 1/5  
B-4000 LIEGE

BELGIQUE - BELGIE

PP  
BUREAU DE DEPOT LIEGE X  
9/177

QUARTERLY  
MARCH APRIL MAY  
2001  
N°23  
PERIODIQUE  
IMPRIME  
A TARIF REDUIT

PERIODIQUE IMPRIME A TARIF REDUIT, PERIODIQUE TRIMESTRIEL  
N°23 • MARCH • APRIL • MAY 2001

## The LIEGE area in a nutshell

### Province of LIEGE.

**Population:** 1,015,007.

**Languages:** French and German.

**Area :** 3,862 km<sup>2</sup> (1,491 square miles)  
i.e. 13% of Belgium.

### Distance and average travel times:

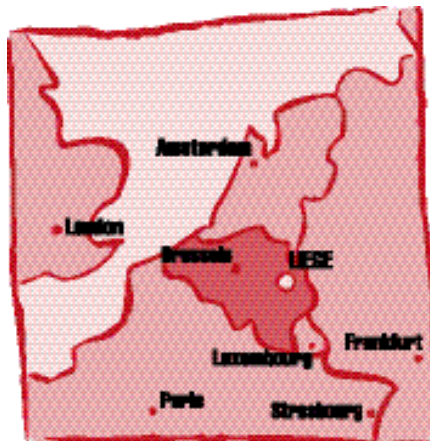
Brussels	100km/62 miles	1h00'
Paris	387 km/240miles	3h00'
Amsterdam	250km/155miles	2h30'
Frankfurt	320 km/199miles	4h00'
London	420 km/261miles	6h00'

### GDP :

EUR 14.89bn  
(\$ 13,34bn)

### Foreign investors:

Principally American, British, Canadian,  
Dutch, French, German, Swedish and  
Swiss.



### Business parks

Business locations include :  
42 industrial complexes, 1 science  
park and other parks dedicated  
to the aerospace, automotive  
and telecommunications sectors.

### Infrastructure

includes: road, rail, waterway  
and air transport facilities  
with intermodal platform links.

### University and research centers:

17,000 students, 2,000 researchers,  
400 professors and assistants.



For any further information, please contact the  
**Economic Development**  
**Agency for the Province of LIEGE**  
Rue Lonhienne, 14 - 4000 Liege - BELGIUM  
Tel: 32-4/230.11.11  
Fax: 32-4/230.11.20



Visit our web site, <http://www.liegeonline.be>  
e-mail: [info@spi.be](mailto:info@spi.be)

## THE QUARTER'S NEWS IN BRIEF...

- **High performance**  
New call centre in LIEGE ,  
Webperformance provides  
multi-channel CRM facilities  
enabling phone, e-mail and  
web response.
- **Pilot upgrades  
at LIEGE**  
Cargo specialist, TNT is to  
train pilots, upgrading to  
the new A300, on site  
at LIEGE airport.
- **Probiox Fights  
Stress**  
Probiox, one of more than  
30 life science companies  
spun off from the University  
of LIEGE, has developed  
tests to improve control  
of oxidative stress.
- **French Oscar for  
ORW ?**  
The Royal Walloon Opera  
(ORW) is a specialist in  
American Musicals.  
The current production  
of Titanic is making waves  
and LIEGE may be heading  
for a prestigious Molière  
Award.



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# Liege

## on line

B E L G I U M

## LIEGE in the news

### LIEGE PUTS THE WORLD ON THE MAP

According to the US Army Corps of Engineers, a key source of information for future missions will be online, geospatial information, using standards-based webmapping technology. **Ionic Software**, a young LIEGE-based company, with worldwide technology leadership in its niche market and 80 per cent export sales, is going to be there in the front line supplying this information.

April 4, Ionic Software hosted the 35th OpenGIS consortium meeting at Hotel Bedford in LIEGE. GIS is a computer system capable of assembling, storing, manipulating, and displaying geographically referenced information. The OpenGIS meeting is the world summit in the field; 120 top-flight specialists, including representatives of Oracle, MIT, NASA, IBM and Microsoft attended the conference. The European Scientific Research Commissioner Philippe Busquin was also present.

Ionic Software has been elected permanent representative of the technical committee on the OpenGIS management committee. This puts it at the heart of the establishment and gives it voting rights in the committee, which meets on a bi-monthly basis, to set world technology standards.

With its partners and the support of the LIEGE Development Agency SPI, Ionic Software is providing distributive mapping/GEO-enabled services to present and analyze information from GEO-services. Clients include the European Space Agency, the US Government, Belgacom, the US Army, Siemens and the Turkish government.

If you want to spot a forest fire or natural disaster from outer space, develop a mobile location service, check an address in Paris or Beijing on the map; or if you need an e-business GEO portal, or webmapping for environmental purposes, Ionic Software will be the location to home in on.

E-mail: [info@ionicsoft.com](mailto:info@ionicsoft.com)  
<http://www.ionicsoft.com>  
<http://www.opengis.org>



## FRENCH OSCAR FOR ROYAL WALLOON OPERA?

The **Royal Walloon Opera** (ORW) has become a specialist in American Musicals, culminating in the success of *Singin' in the Rain*. The current production of *Titanic*, with a cast of 80, 50 musicians and 250 changes of costume is also making waves.

The LIEGE version of *Titanic*, based on the Oscar-winning movie, also included Joel Mitchel, who thrilled Paris audiences in *Singin' in the Rain*. It may be heading for the prestigious French Molière Award.

ORW is gaining a solid international reputation and French producers are interested in *Titanic* whose success was confirmed in LIEGE in December 2000.

Jean-Louis Grinda, ORW's director, has a number of other trump cards up his sleeve, including the 'Dreyfus Affair', with music by Michel Legrand, which might be directed in LIEGE by Claude Lelouch in person.

<http://www.orw.be>



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## HIGH PER4MANCE

**Webper4mance**, a French IT company with locations in Paris and Barcelona has established a new call center in LIEGE, starting with 26 people this year.

Jobs at the company are expected to rise to 126 by the year 2003. The call center represents an investment of EUR 198,000.

The LIEGE location bordering Germany and the Netherlands gives access to multi-lingual human resources. The new venture will also be strengthened by partnership with the Spanish call center specialist, Fonoservice.

Webper4mance provides multi-channel CRM facilities enabling phone, e-mail, and web response to client enquiries. The company responds to written questions, call backs and calls web users from its web/call center. Dealing with incoming calls, it operates a hot line, help desk and also runs telemarketing campaigns.

Webper4mance focuses on a core web issue, i.e.: the failure of 40 per cent of commercial websites to answer their e-mails and the fact that only 14 per cent of web-sites achieve response within 24-hours.

This company is putting the relations back into customer relations management (CRM).

<http://www.webper4mance.fr/uk/adresse.htm>  
<http://www.fonoservice.es/>

## LIEGE HOSTS EU PRESIDENCY

The run up to the introduction of the Euro in 2002 (July 1 - December 31, 2001) will take place during the **Belgian EU Presidency** of the European Union.

During this period there will be a lot going on in LIEGE, the seat of a Prince Bishop for 800 years. The city and its province is full of the romance of history. It was in the LIEGE basin too that Europe's industrial revolution began in the 19th Century and now on the threshold of the 21st Century, LIEGE is again demonstrating a new vitality.

The Ecofin Summit for the Ministers of Finance of the 15 member states will be held in LIEGE in September and be hosted by the Federal Minister of Finance and

Liegeois, Didier Reynders. Mr Reynders will also be holding a meeting with the Ministers of Finance of the 11 member states preparing for the launch of the Euro.

There will be a range of ministerial meetings including one with a focus on regional legislative power to follow up the meeting held in Barcelona for the first time last year. Once again, as was the case after the French Revolution, LIEGE is at the center of change in a world preparing itself for a new socio-political context.

<http://www.eu2001.be>

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## Life-Science Spin-off from the University of LIEGE

**Probiox** is one of more than 30 life science companies spun off from the University of LIEGE. Sponsored by Luc Montagnier, the French scientist who discovered HIV in 1993, Probiox has developed tests to improve control of oxidative stress. This form of stress arises in response to pathological conditions, including cardiovascular disease, cancer and aids.

It's important to control stress oxidants. At the same time it's important to retain the positive benefits of oxidation while avoiding the side effects.

Benefiting from research at the Center for Cellular and Molecular Therapy at the University of LIEGE, Probiox has developed a personal diagnosis system which permits self-treatment. This is a major development in medical practice and a promising market. Probiox has already introduced a general test to be used in sports.

[www.ulg.ac.be/entreprises/interface](http://www.ulg.ac.be/entreprises/interface)



## NY LANDING RIGHTS AND RATING UPGRADES AT LIEGE AIRPORT

**CAL** Cargo Airlines, an Israeli air cargo operator with its European home base at LIEGE Airport, has recently acquired a freight operator's licence for the Tel Aviv-LIEGE -New York route.

**TNT**, the European market leader in global express distribution, logistics and international mail, has its European cargo hub in LIEGE. It is now converting to the A300



Airbus freighter and has also acquired the necessary permits to train its own pilots and those of other companies, who will be upgrading to the new A300, on site at LIEGE airport. Acquisition of 14 of the A300B4F 200 series of aircraft is planned for the next 4 years.

<http://www.liegeairport.com>  
<http://www.tnt-airways.be>

## CMI SPONSORSHIP FOR BELGO-TURKISH ASSOCIATION

LIEGE-based **Cockerill Mechanical Industries** is sponsoring the Belgo-Turkish Business Association. CMI, an international engineering and services group and specialist provider of turnkey equipment, sub-assemblies for maintenance and custom-made technical solutions, employs over 1,500 and achieves sales of EUR 250m annually, 50 per cent of which goes for export.

The Belgo-Turkish Business Association has just celebrated its 75th anniversary. This presented an opportunity to put Belgo-Turkish relations in the limelight. Turkey is

thirteenth on the Walloon export list and the LIEGE region plays a major role in these business relations. CMI's share of the business over the last ten years has been close to EUR 25m.

CMI was also the major sponsor at the gala evening which hosted more than four hundred leading personalities from worlds of business and politics. It was a particularly successful way of celebrating business relations between the two countries.

<http://www.cmi.be/index.htm>

## Business and Leisure

### JAWS ON THE MEUSE

The last thing you expect to see in the River Meuse is a shark. At LIEGE's famous **Dubuisson Aquarium**, you may be forgiven for believing that you've arrived somewhere off the Great Barrier Reef in the coral seas, because sharks will be snapping all around you.

Two new tanks have been built at the LIEGE aquarium; one, with a volume of 10m<sup>3</sup>, shows the coral reef biotope.

The object of the exercise is to produce a major European Aquarium. This is entirely appropriate here as LIEGE University has a high level of expertise in Marine Biology and Oceanography. The aquarium is already a big crowd-puller, attracting around 80,000 visitors annually. This amounts to 42 per cent of all admissions to museums in the city. The University would like to boost the number of visitors to 200,000 and the sharks have been recruited to do the job.

Most recent arrivals at the aquarium are the nine baby Blacktip reef sharks. Of medium size, this shark grows to 1m 60 and it leads a solitary life eating small fish, shrimps, octopus etc. This relatively modest shark is not generally regarded as a man-eater, but it can get excited, especially when there is blood in the water.

<http://www.ulg.ac.be/aquarium>

## LIEGE INVESTMENT GUIDE

Spi+, the LIEGE Development Agency, has published a new brochure for inbound investors to LIEGE. It sketches the strategic location, the dynamic business environment and details the infrastructure. The latter including a state-of-the-art distribution network with one of Europe's leading cargo airports and one of its top three inland ports. LIEGE is also adding an elegant new station to its TGV high-speed rail link and has developed a new highway infrastructure, a European nexus around the city. The bro-

chure details investment grants and tax incentives and facilities offered by a range of agencies. An outline is also given of key business sectors including call centers, logistics and distribution, science and technology, automotive and food. A final chapter deals with the quality of life and the low cost of living. The brochure is available from Spi+ at 14 Rue Lonhienne B-4000 LIEGE or at [info@spi.be](mailto:info@spi.be)

<http://www.liegeonline.be>

## DISTRIBUTION CENTERS IN LIEGE

A new brochure details the facilities available for the distribution industry. It covers the strategic location. The infrastructural modalities are reviewed and case studies are given of existing distribution centers in LIEGE. Costs and benefits are dealt with, including very interesting land prices which range from USD 5 to USD 20 per m<sup>2</sup>, depending on the location. The tax system also allows a five-year exemption from all regional, provincial and municipal taxes,

including real estate, industrial and utilities taxes in the province and the Walloon region. Corporation tax can be brought down from the normally applicable rate of 40%+ to around 21% when all of the benefits are taken into account. Also available from Spi+ at 14 Rue Lonhienne B-4000 LIEGE or at [info@spi.be](mailto:info@spi.be)

<http://www.liegeonline.be>

