



**LO-V-WALL  
or  
VQL-for-Logistics-on-the-GO™ in Wallonia**

**Dr. Jean-Jacques De Gheyndt  
Sales & Customer Support Manager  
Voice-Insight**

### **The “Transport & Logistics in Wallonia” Cluster, Belgium <sup>(1)</sup>**

Set up in July 2004, the “Transport & Logistics in Wallonia” Cluster is there to position Wallonia as a land of logistical excellence.

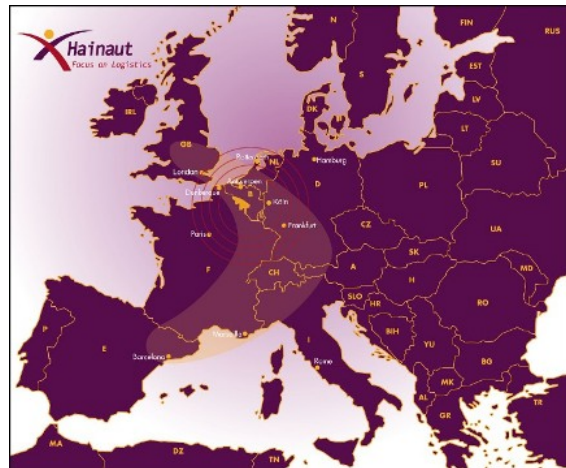
#### **What is a cluster?**

“A cluster is a method of organizing the system of production, established on the initiative of business (possibly along with research centers) and featuring:

- A development framework for linked activities
- Voluntary development between businesses, whether or not traders, of vertically or horizontally complementary interplays and promotion of a joint development vision.”

#### **Wallonia, a region of logistical excellence**

Wallonia possesses a number of features that make it a region in which the transport and logistics sector plays a predominant role in the economic landscape. It has the 8th-largest cargo airport in Europe, the 2nd-largest inland port in Europe, a number of multi-mode platforms, free-flowing trunk motorway routes and a high-density rail network, all of which attest to the robust nature of its infrastructure. In addition, Wallonia can pride itself on having land and properties at very competitive prices and a pool of expertise and skills thanks to its numerous training agencies, colleges and universities, besides being able to rely on qualified professionals with high levels of foreign language ability.



The Walloon region at the centre of the so-called European “Logistics banana”

<sup>1</sup> Source : [http://www.focus-on-logistics.be/xml/liste\\_\\_en-IDC-193-.html](http://www.focus-on-logistics.be/xml/liste__en-IDC-193-.html)

## **The cluster's role and aims <sup>(2)</sup>**

To be able to develop what the region now is and translate its potential into real investment, the Transport & Logistics Cluster combines local initiatives and acts as a forum for the various players, from transport and logistics companies, through administrators of infrastructure and training, to customer firms.

To give solid shape to the region's potential, the Transport & Logistics Cluster has set itself objectives and has been structured in terms of a number of missions. One of its objectives is to raise the competitiveness of individual companies by encouraging them to branch into "third-party logistics" services (3PL). The Cluster Transport & Logistics is focusing its action around a desire to attract new European Distribution Centres (EDCs), combined with evolving these EDCs into ELCs (European Logistics Centres). A further objective for the Cluster is to position the sector as a centre of priority development for Wallonia.

The Cluster attempts to attain these objectives by articulating its action around nine missions, such as encouraging synergy, developing a procedure for sales and permanent prospecting, support for the creation and development of new businesses and extending technological development.

## **Wallonia's "Marshall Plan"**

Belgium's region of Wallonia is also furthering the effort by developing an ambitious action plan to reinvigorate its economy, encourage the creation of new businesses and to help to develop existing ones.

In August 2005, the Walloon government launched an action plan to reinvigorate the regional economy. Unions, employers and political parties, including a majority in the opposition, have generally welcomed the so-called 'Marshall Plan' (**entitled 'Priority actions for the future of Wallonia'**).

This program comes with a budget of more than 1 billion euros to be spent during the next four years, among which € 280 million for 'Competitiveness Centers'. Growth will be focused on specific economic sectors such as pharmacy, health, agro-food, mechanical engineering, transport & logistics, aeronautics, and aerospace.

## **Transport & Logistics 'Competitiveness Centers'**

A call for tender was issued to select ambitious, innovative projects to sustain R&D, company growth and – last but not least – increase employment in Wallonia by creating new jobs for skilled people. This makes the Forem (social promotion for unemployed) a major actor of the Plan.

---

<sup>2</sup> A detailed presentation of the Cluster (1314Kb) can be downloaded from [http://www.focus-on-logistics.be/servlet/Repository/Presentation\\_of\\_the\\_Cluster\\_T.PDF?IDR=552](http://www.focus-on-logistics.be/servlet/Repository/Presentation_of_the_Cluster_T.PDF?IDR=552)

In this context, Voice-Insight submitted a project centered on its **VQL™-for-Logistics-on-the-GO** technology, partnering with major payers in Wallonia (and outside) to jointly build a coherent framework to promote Transport & Logistics in Wallonia : **LO-V-WALL** – *Logistique Vocale en Wallonie* – where the acronym shows the profound involvement of all partners to make this project a success story.





On July 7<sup>th</sup>, 2006, the Walloon Government endorsed the projects introduced by "Conseil de Gouvernance du Pôle de Compétitivité Transport & Logistique" (the selection Committee).

We currently await confirmation and – together with all its partners – Voice-Insight is anxious to start realization.

### LO-V-WALL in a nutshell

The *LO-V-WALL project aims to design, create, market and support (locally and internationally) a unique Vocal Logistics solution. It will be innovative, integrated and flexible, ensuring true economical fallout.*

The Walloon Region made the strategic choice to give its Distribution Centres in Wallonia a competitive advantage by provide them the innovative, integrated, voice-based Logistics & Transport Technology that result from the "*Plan d'Action Prioritaire pour l'Avenir Wallon (Plan Marshall)*" and market it worldwide, instead of undergoing the pressure of international competition.

Delivery	Partner	Logo
Integration of cutting edge speech recognition and speech synthesis engines	<b>Multitel</b> ASBL, a spin-off of the Facultés Polytechnique de Mons is a pure R&D company active (among other high-tech activities) in voice- & image processing. <a href="http://www.multitel.be">www.multitel.be</a>	
	<b>TCTS Lab</b> , a laboratory from the Faculté Polytechnique de Mons <a href="http://tcts.fpms.ac.be">http://tcts.fpms.ac.be</a>	
Create real-time interaction with multiple Warehouse Management Systems via a generic, real-time, interface to account for exception case handling in picking.	<b>Ingrif</b> (Montegnée – Liège) – member of the 'Groupe Richard Flamé' – is the editor of PENTA, multi platform Warehouse Management System solution <a href="http://www.ingrif.be">www.ingrif.be</a>	
	<b>Infflux</b> (Montrueil - France) is a French editor of 'Alice', a family of integrated Logistic Chain Management solutions. <a href="http://www.infflux.fr">www.infflux.fr</a>	

Delivery	Partner	Logo
<p>Enhance the Quality and Tracability of Logistics through RFID integration (creating and querying RFID Tag's information).</p>	<p><b>RFIDEA</b> (Angleur – Liège) is an electronic and software engineering company expert in traceability, offering services and products based on electronic identification. <a href="http://www.rfidea.be">www.rfidea.be</a></p>	
<p>Sustain development of new solutions by Voice-Insight's distributors via a graphical interface to model business logics and automate programming.</p>	<p><b>Voice-Insight's</b> Logistics development center in Nivelles. <a href="http://www.voice-insight.com">www.voice-insight.com</a></p>	
<p>Develop 'e-Learning' tools to support training in Logistics, in class and/or individually (on-line or distant learning).</p>	<p><b>ULearn2B</b> (Genval) - e-Learning is the successor of CBT (Computer Based Training) in the area of New Technologies and covers a variety of pedagogical situations that are useful to keep in mind while analyzing this vast domain. <a href="http://www.ulearn2B.com">www.ulearn2B.com</a></p>	
<p>Validate the frameworks and all successive deliveries in a true Logistics environment that will act as permanent pilot and reference centre</p>	<p><b>Mestdagh</b> (Gosselies) : a Belgian distribution group (representing the Champion trademark in Belgium) with more than 2.200 workforces and 62 supermarkets in Wallonia. <a href="http://www.mestdagh.be">www.mestdagh.be</a></p>	
<p>Promote the skills of Logistics &amp; Transports workforces in Wallonia by training specifically unemployed persons as well as current logistics workers, to the power of voice-driven Logistics &amp; Transport.</p>	<p><b>Forem Logistique</b> (Centres de Compétence de Liège et de La Louvière) – multimodal transport &amp; logistics training and education organized by the Walloon Government. <a href="http://www.leforem.be">www.leforem.be</a></p>	