



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

Public-Private cooperation in the Butchers' Hall.
Connecting regional authorities and local producers in a
structural and unique commitment

Chantal Gheysen, Economic Council of East-Flanders

19th June 2018– Crete

The Butchers' Hall

The promotional centre for East Flemish regional products



How it all started

1. Expertise EROV in regional products since 1990



How it all started

2. O'de Flander

- Promotion of East Flemish geneva
- Association of 10 companies
- All actions are coordinated by EROV



How it all started

- ## 3. Promotion of regional products since 1994
- International and national fairs

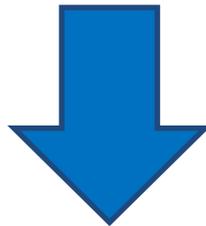


How it all started

4. Organisation of markets in the centre of Ghent and promotions to stimulate the use of regional products in other organisations



Success of actions in regional products



Need for a permanent centre to promote the regional products

Description and aims

- Search for a building with touristic attractivity in Ghent, the capital of the province
- The promotion of regional products (shop and restaurant) and local tourism
- Cultural initiatives (expositions, ...)
- Integration of other important economic sectors such as ornamental plants, textile, construction industry, ...

Location: Butchers' Hall

- 1998: city of Ghent proposes a medieval building, the Butchers Hall, not in use that moment
- 1999-2000: preparative discussions between the city, the province and EROV
- 1 September 2000: contract signed (trade lease), EROV uses the building, the city of Ghent owns it.
- 2001: Concept and building of the centre: a contemporary construction of steel and glass within a medieval hall dating from the beginning of the 15th century

26 January 2002: Opening of the centre









Financing the project

- City of Ghent: owner of the complete building
- Province of East Flanders: building and financing the centre
- Mercurius: project from the Flemish government to stimulate local authorities to improve the centre of the city by new activities: 25 % contribution

Marketingplan

Situation

- Analysis of the market:
 - No other similar initiative in Belgium
 - Unique concept
- Competition
- Defining the target groups – customers
- SWOT – analysis

Marketingplan

Aims and strategy

Specific aims:

- Quantitative (turnover)
- Qualitative (general purpose)

Marketingplan

Actions

- **Product:** defining the assortment for the shop and the restaurant
- **Price:** defining a competitive price, taking into account the price of the surrounding business
- **Place:** Defining opening hours, contacts with suppliers
- **Promotion:** each target group needs a specific communication: General public (living or working in Ghent), guided groups, individual tourists
- **Personnel:** beginning with 1 manager, 1 assistant-manager and 1 cook.
- Defining the **domestic rules**

Concrete realization

Promotion of regional products: production needs to take place in the province

- Financial commitment from all participating companies
- A fixed amount when entering
- Agreement for each of the 54 participating companies: direct delivery at wholesalers price
- A contribution calculated on the turnover
- Regular meetings: companies are partners within the centre

Concrete realization

- Unique location and concept
- Now 5 full time employees within the EROV organisation
- Opening hours 10 a.m. till 6 p.m., closing day on Monday
- Increasing success
- Adapted use of the building for the city
- Own centre for the Province
- Area more attractive, also for the surrounding shops
- Increase of the local tourism



“Lekker Oost-Vlaams” since 2015

lekker
Oost-Vlaams

provincie
Oost-Vlaanderen

lekker
Oost-Vlaams



GROOT VLEESHUIS

Oost-Vlaamse streekproducten
in uniek historisch kader



Butchers' Hall

Regional products of East Flanders in a
unique historical setting

Taste and discover the story of East Flemish products such as ham, cheese, beer, geneva, regional cake "mattentaart", cuberdons, chocolate ...

Surprise your friends or family with original gift baskets filled with regional products, also available online in our webshop.

Book a special arrangement for groups from 10 persons (breakfast, lunch, coffee break, receptions, walking dinner).

Experience the promotional centre in the heart of Ghent, in a unique building with wooden vaults. The hams at the roof refer to the medieval market function (sale of meat).

The Butchers' Hall, promotional centre for East Flemish regional products, is an initiative of the Economic Council of East Flanders with the support of the Province

E-shop since February 2017

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ruime selectie in **webwinkel**

ALLES
al het lekkers

DRANKEN
van bitter tot zoet

HARTIG
met pit

ZOET
lekker zoet

PAKKETTEN
verras iemand



Purpose of promotional centre

- “Quality” in all its aspects
- Upgrading of touristic area (building was not in use)
- Promotion for regional products and touristic information
- Meeting centre
- A part of the provincial instruments
- Mercurius project
- Public-private cooperation
- Opportunity for starting up companies and small enterprises
- Touristic effect e.g. guided groups

Why positive case?

- Based on existing need
- Supported by SME's
- Agreement public-private with mutual commitment
- Good marketing policy: sales increasing
- Employment: 5 full time employees
- More touristic attractiveness of the area
- Use of Mercurius



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Thank you!

More info available at:
www.grootvleeshuis.be/en

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