

CLIENT STORY

How Port of Antwerp-Bruges Uses External Intelligence to Navigate Industrial Transformation

As one of Europe's largest ports and industrial ecosystems, Port of Antwerp-Bruges sits at the center of some of the world's most complex challenges, from energy transition and circularity to emerging environmental risks. To navigate these shifts successfully, the port needs more than information. It needs trusted partners who can provide outside-in perspectives, challenge assumptions, and help identify opportunities before they become obvious.

With Lux Research as a strategic partner, Port of Antwerp-Bruges gains visibility into emerging technologies, access to expert insight, and the confidence to make informed decisions across an increasingly complex innovation landscape.

About Port of Antwerp-Bruges

Port of Antwerp-Bruges is one of Europe's largest integrated port and industrial ecosystems, connecting global supply chains while serving as a critical hub for energy, chemicals, logistics, and industrial innovation. The organization is actively driving initiatives across energy transition, circular economy, sustainability, and next-generation industrial technologies.



Erwin Verstraelen

Vice President, Innovation at Port of Antwerp-Bruges

The Challenge: Navigating Transformation Without Tunnel Vision

The challenges facing modern industrial ecosystems are growing increasingly complex. New technologies emerge rapidly, regulatory pressures evolve, and entirely new environmental and sustainability issues can arise seemingly overnight.

For Port of Antwerp-Bruges, success depends on understanding not only what is happening today, but also what is coming next.

The organization needed a partner that could provide a broader view of emerging technologies, challenge internal assumptions, and help ensure strategic decisions were informed by developments occurring across industries, startups, universities, and research institutions worldwide.

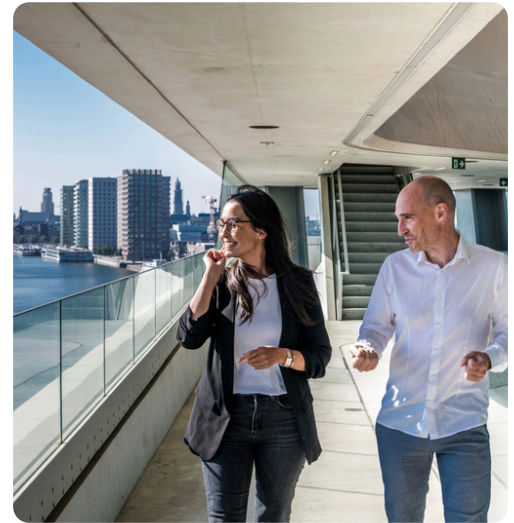


"I don't need suppliers, I need partners."

According to Erwin Verstraelen, the distinction is critical. A true partner understands the organization's objectives, recognizes its challenges, helps identify opportunities, and contributes perspectives that may otherwise be overlooked.



"A partner understands what we're doing, understands our challenges, understands that we try to turn them into an opportunity, thinks along with us and inspires us and also challenges us."



An Ecosystem Approach to Innovation

Port of Antwerp-Bruges operates differently from many organizations.

Rather than focusing on innovation within a single company, the port serves as a platform for an entire ecosystem of industrial players, technology developers, startups, universities, and research institutions.

This ecosystem perspective requires a constant influx of external intelligence and diverse viewpoints. Lux helps the port:



Horizon Scanning

Identify emerging technologies and trends before they become mainstream.



Technology Maturity Assessment

Understand which innovations are ready for deployment and which remain early-stage opportunities.



Outside-In Perspective

Provide alternative viewpoints that help prevent tunnel vision and internal bias.



Ecosystem Engagement

Connect emerging technologies and innovators with real-world industrial environments where solutions can be tested, validated, and accelerated.



"You provide outside-in view. You broaden our scope, you challenge us, and that basically makes you part of the ecosystem."

The Approach: Turning Global Challenges Into Innovation Opportunities

One area where this partnership has been particularly valuable is PFAS remediation.

Five years ago, PFAS received relatively little attention. Today, it has become a major global environmental challenge.

Rather than viewing this solely as a problem, Port of Antwerp-Bruges sees it as a catalyst for innovation.



"If the entire world has a problem, you know that innovation will pick up."

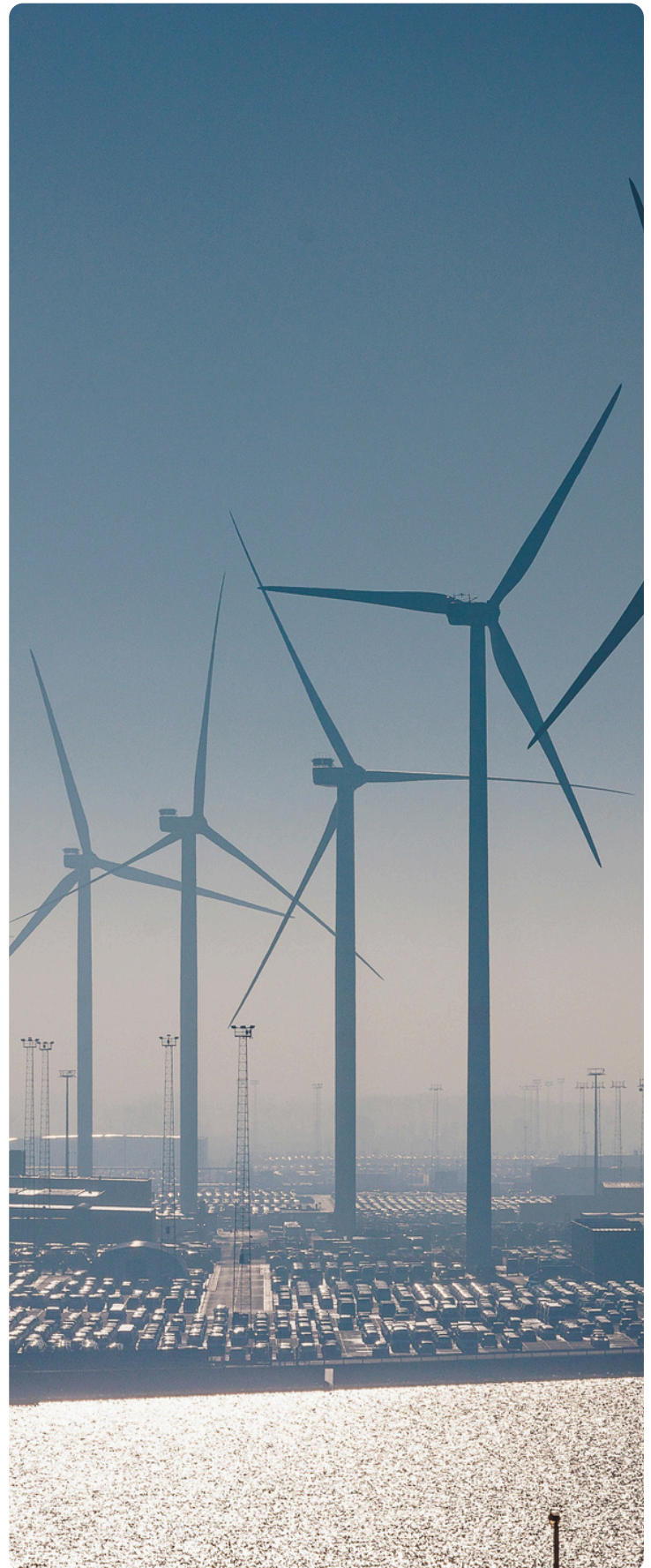
Working closely with Lux analysts, the port continuously monitors developments across PFAS remediation, measurement technologies, water treatment solutions, land remediation approaches, and emerging startups.

Regular analyst engagements help the team track multiple technology pathways simultaneously, ensuring they understand both current capabilities and future breakthroughs.

As promising solutions emerge, the port can leverage its ecosystem to help accelerate market readiness and adoption.



"We make sure that we follow all these different tracks in PFAS remediation, measurement, immobilization, water, land, to see what is happening."



The Impact: Better Visibility, Better Decisions, Better Outcomes

By embedding Lux into its innovation process, Port of Antwerp-Bruges has strengthened its ability to navigate uncertainty and identify opportunities across a rapidly changing industrial landscape.



Broader Strategic Visibility

Teams gain a clearer view of emerging technologies, market developments, and innovation activity happening beyond the port's immediate network.



Faster Identification of Opportunities

The organization can spot promising technologies earlier and engage innovators before solutions become widely adopted.



Reduced Risk of Tunnel Vision

External perspectives challenge internal assumptions and reveal alternative pathways that might otherwise be missed.



Stronger Ecosystem Innovation

The port can more effectively connect startups, researchers, and technology developers with industrial partners capable of accelerating commercialization.



The Bigger Shift: From Industry Observer to Innovation Catalyst

For Port of Antwerp-Bruges, innovation is not simply about adopting new technologies. It is about creating the conditions that allow innovation to thrive across an entire ecosystem.

Partnering with Lux helps the organization maintain visibility into emerging opportunities, understand where technologies are headed, and make more informed decisions about where to focus its efforts.

The result is a stronger ability to transform global challenges into opportunities for industrial innovation, sustainability, and long-term growth.

Conclusion

For Port of Antwerp-Bruges, Lux is more than a research provider. It is a strategic partner that brings outside-in thinking, expert perspective, and continuous visibility into emerging technologies.

By challenging assumptions, expanding horizons, and helping the port stay connected to innovation happening around the world, the partnership enables Port of Antwerp-Bruges to make better decisions and accelerate progress across its industrial ecosystem.



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