



WORLD OF MAWYC



WORLD OF MAWYC

PRECIOUSNESS

BEAUTY

CONNECTIVITY

COMMITMENT

DURABILITY

RESPECT

FAMILY

SIMPLICITY

OPENNESS

MYSTERY



WORLD OF MAWYC

**IN A FAMILY**, you build a future together. Accomplishing beautiful things constructively, that is what it is all about. Not with your hands bound together, but free and from the knowledge that you function in a family environment where openness, trust and respect rule. Every family member assumes his or her role and holds one of the keys that opens the door to harmony and success.

It's no different in a company. Every employee has his or her own personality and must be given the opportunity to develop him- or herself further. Only then will there be a strong team with team members who are willing to dedicate themselves to each other and to strive to offer the clients as good a service as possible. That is why it is a shame that the emphasis is placed so squarely on returns in the present economy. Of course, profitability is important. But there is more. Like mutual respect between the company, the employees, the suppliers and the clients. This creates space to continue questioning the service and to improve it in a way that evolves and is sustainable. As a company, it is also crucial not only to expect added value from your associates but also to offer added value to the people who work there. And to offer your clients the best service possible, to surprise them with that little extra they don't expect. Call it our family side, after all, we are a family business. It's been hardwired into our DNA, for more than a hundred years now. The fact that we are a family business does not prevent us from evolving continuously and getting ready for the next step time and again. A family with young children simply has a different dynamic from a family with mostly adults seated around the table. This gives cause for new ideas to surface, offering new outlooks and improving the company. This issue of *World of Mawyc* will give you a chance to get to know the family, it delves into the company's history and it introduces you to its services and passions. Enjoy!

A handwritten signature in black ink, appearing to read 'J. Wyckaert', with a stylized flourish at the end.

JACQUES M.L.M. WYCKAERT, CEO MAWYC GROUP





*Mawyc has had a rich but at times turbulent past. After seventy years, two families are still taking part in two flourishing companies. All the same, the fourth generation almost had to start from scratch.*

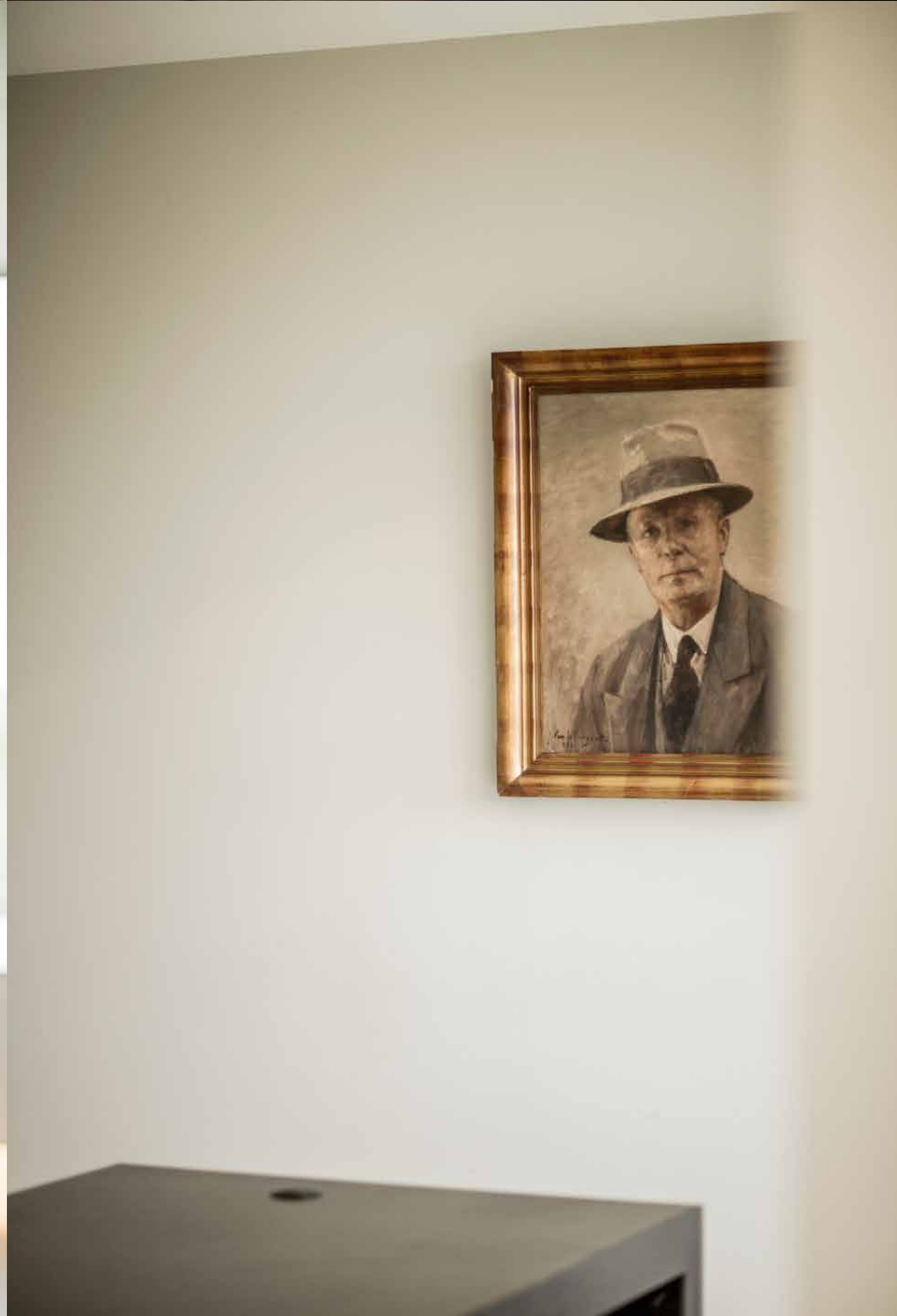
*“The longer you can look back, the farther you can look forward”,* Churchill once noted. It could have been the motto for Mawyc, a group with roots that go back to the beginning of the last century. It is that rich past that resulted in Mawyc combining insurance with the organisation of goods transport. It all began when in 1924, globetrotter Théo Machtelynck incorporated his activity into Théo Machtelynck & Fils, a stevedore company that transshipped cargo from ships to trains and trucks in the harbour of Ghent. In that same period, steward Jules Wyckaert started an independent insurance agency.

By 1970, the descendants of the founders had a flourishing company to show for their efforts. Maurice Machtelynck, at that time in charge of Théo Machtelynck & Fils, had no male successors and decided not to invest in the company any longer. He did have one daughter, Juliette Machtelynck. At that time in the shipping industry, however, it was inconceivable for a woman to be in charge of the company. She did still manage the customs activities and she specialised in inward and outward processing. The company downscaled to this activity and so years of growth came to an end. Succession also became an issue in the Wyckaert family. The two brothers running the insurance company both died relatively young. One of them had a son: Jacques Wyckaert senior. But the young father – meanwhile married to Juliette Machtelynck – did not want to trade in his director’s position with a French insurance company for an uncertain existence as an independent insurance broker. The office continued to exist but the insurance portfolio was reduced substantially. Finally, it was the fourth generation that faced a great challenge. Jacques Wyckaert junior, the current CEO, breathed new life into the insurance activities. A few years later, his sister Katharina, now CFO, would come and join the ranks. In 1990, the activities of Théo Machtelynck & Fils were spruced up as well. “We were starting out self-employed with a rich history but a limited foundation”, Jacques Wyckaert recounts. “Every link in the chain that was required to offer a full service package had to be built up again.” The activities increased and recently the services were broadened through a few acquisitions. In 2010, they were all brought together under one business name: Mawyc.









## WORLD OF MAWYC

*The Mawyc Group is housed in a fairly inconspicuous building in the Ghent harbour. There's nothing in its outward appearance to betray that a wide range of services are bestowed on the world from here.*

**INSURANCE AND FORWARDING.** Mawyc has more than 80 employees available for these two activities, spread out over Ghent, Antwerp and Brussels. From the very beginning of the last century insurance has been one of the most important cornerstones. Mawyc offers insurance policies to private individuals, small and medium-sized companies and multinationals from all around the world. “Entrepreneurs are often only aware of the importance of **insurance** when something goes wrong”, CEO Jacques Wyckaert explains. “Often that goes hand in hand with strong emotions. Because of our involvement and prior analyses we can turn these negative feelings into a positive rationale. It is precisely our task to ensure continuity.”

Mawyc offers many forms of insurance, including liability insurance. Because great responsibility rests on the shoulders of companies, boards of directors and practitioners of the liberal professions. Careless mistakes or small oversights may therefore have great financial consequences. Consequently, adequate liability insurance is paramount. The same is true for group insurance or pension funds, indispensable for the development of an additional pension plan. These only provide added value when all parties are fully aware of the content and the implications thereof. “With a well-founded explanation and careful management, we ensure that everything is clear-cut to the employee. In this way, they will not run into financial problems in the event of illness, accident or death”, Wyckaert relates. There is also an insurance solution for every employer's nightmare: the destruction of his or her assets or the associated loss of operating income and the ultimate financial impact. “With an ‘All Risks’ coverage and detailed continuity plan drawn up by our specialists, we can cover these risks”, says Wyckaert. The Mawyc transport insurance then covers all risks involved in goods transport.

In addition to offering insurance solutions, Mawyc itself organises the transport of goods. An activity known as **forwarding**, the group manages and coordinates the entire chain, from shipper to consignee. The transport is carried out by land, water or air. Mawyc handles the dozen or so intermediate steps that are characteristic of every international transport as well as the associated formalities. The objective is simple: to move a cargo safely, quickly and efficiently from one place to another, also in cases of high urgency. “We ensure that planning is carried out correctly and that the chain never misses a link”, says Wyckaert.

Building on that, Mawyc specialises in **customs brokerage**. It is a complex part of modern trade, it requires not only that companies take into account import and export duties but also that they comply with all required formalities. In addition, this company division within Mawyc arranges for the express transport for urgent deliveries.

Mawyc also has room for good taste. And Javana acts as proof. Javana is a traditional **coffee** roasting establishment with shops in Bruges, Ghent and Ostend. Javana not only produces coffee but also sells around 140 kinds of tea, among which its own blends. The customers are both private individuals and caterers, wholesalers and companies. “It was the discovery of spices and coffee that gave rise to international trade and transport, from which ultimately the need for insurance was born”, says Jacques Wyckaert. “Historically, it is all closely connected and that happens to be reflected in our activities.”



*Our objective is simple: to move a cargo safely, quickly  
and efficiently from one place to another, also in cases of high urgency.*







## WORLD OF MAWYC

*The head office of the Mawyc Group, laid out by the Ghent-based top architect Glenn Sestig, is just like the company itself: straightforward and warm.*

**MAWYC'S ACTIVITIES** used to be divided between two separate locations in Ghent. But since 2002, the year in which the company united in the Ghent harbour, all departments have been operating from the same premises. The building, constructed in the sixties, is surrounded by the docks and the railways of the industrial heart of the East-Flemish provincial capital.

Before the move, the building was taken in hand by Glenn Sestig. He has made a name for himself with, for instance, the layout of the Ghent dance hall Culture Club. In the meantime, the top architect has carried out numerous prestigious projects all over Europe. His trademark: taut, functional and luxurious interiors. For Mawyc, too, he designed an austere but comfortable interior. "This company has a very diverse client portfolio. That's why I thought it very important to create an interior that accommodates everybody, whether they have a modern or classical taste. The taut lines appeal to the younger generation, the natural stone gives it a more classic and warmer touch."

The reception area, which forms the midpoint of two wings, immediately reflects the architect's ideas. The space combines a floor of polished concrete with a glass partition and a wooden desk. Glenn Sestig clearly likes contrasts. "The materials provide a certain tension but feel warm at the same time", the architect explains. In the same way, Sestig plays with volumes. Great massive sliding doors close off rooms and offices, but when they are all open, all of a sudden you get large rooms that transition smoothly from one to the next. In combination with the many glass sections, the sliding doors create openness and comfort. "That openness creates a pleasant atmosphere that makes both clients and staff comfortable", Glenn Sestig explains.

The concept the architect came up with is also symbolic of the philosophy of Mawyc. "The interior radiates purity, directness and simplicity. Values we attach a great deal of importance to", says Jacques Wykaert, CEO of the Mawyc Group. Because the company is active in the services sector, it cannot make its accomplishments tangible. But the building does say a lot about the service the company provides. "Not only must clients feel welcome, they must also experience the great serenity. The idea is that anyone who visits us is given the impression that everything runs smoothly and that we have everything under control. This way, we create a tranquil setting that inspires confidence."





*Mawyc is a family business, something that the staff senses as well. Five key figures from the company put their heads together and share their views on work, values and challenges.*

**MAWYC'S CULTURE** goes back to the beginning of the last century. Meanwhile, the fourth generation is at the helm. The CFO, for instance, is Katharina Wyckaert, who grew up with the company and is close to the staff. "As a family company, you remain closely involved with your employees", the CFO believes. "It's sometimes in the little things: celebrating St Nicholas together or giving someone a bouquet of flowers for his or her birthday. It also means that management must be able to offer a sympathetic ear for the problems of staff members."

Bruno Dewaele, insurance expert and manager of Wyckaert-Comarit, has worked for the company for more than ten years already. Prior to that, he worked for a large multinational. "The transfer to a family company was a very positive experience for me. You are immediately given responsibility and can take decisions yourself. This is always done in consultation and with considerable support, but never with a pedantic finger."

Dewaele is not the only one who made the transfer from an international group to the family-run Mawyc. "In my previous job, I sometimes felt like nothing more than a go-between", relates Stefaan De Brouwer, responsible for the Forwarding business unit. "Reporting directly was not possible and the communication was conducted through a number of intermediary steps. Thankfully, things are run differently here. Everything can be discussed, there is a flattened hierarchy and the communication lines are very short. There is no need for ten-page memos to take a decision." This is the same experience for Tom Vanden Borre, in charge of Strategy & Operations who joined Mawyc at the end of last year. "You can establish a lot without having to wrestle through successive communication lines. As a result, you quickly see the impact of the actions you take."

But, just like any company, Mawyc is facing great challenges. Jacques Wyckaert, CEO: "The world around us is changing. We must build on that, in the interest of both the clients and the staff. That means that we may have to introduce new procedures or have to reflect on our organisation. But in that case, it will be with a view to the long-term future." Standing still is going backwards, Mawyc believes. Hence, much thought goes into services that can make the difference. "Clients must increasingly be made aware that they can come to us with their special needs because we do not simply come up with standard solutions", says Vanden Borre. "That's a challenge for both the management and the staff. But it is a story we work hard on together."



**KATHARINA WYCKAERT**

**Function** director finance, risk and administration  
**Since** “childhood”

**What gives you the greatest satisfaction at the end of the day?** “When I’ve been able to finish all my tasks. I also need to be able to have a good laugh every day. It’s what helps me to leave the stress of the day behind.”

**What is your definition of good service?** “You have to treat clients the same way you’d want to be treated. This means always being friendly, showing respect, making time for the client, keeping your promises and delivering information quickly. You have to be able to put yourself in the difficult situation your client might find him- or herself in.”

**STEFaan DE BROUWER**

**Function** director forwarding  
**Since** 2012

**What gives you the greatest satisfaction at the end of the day?** “Visiting clients gives me lots of energy. The feedback that I pick up there is really valuable and inspires me to improve the services we are offering.”

**What is your definition of good service?** “A good understanding of the clients’ expectations. They shouldn’t have to worry about the proper execution of an assignment. A given assignment is in principle also a well executed assignment. If something goes wrong, then we have to communicate about it clearly.”

**TOM VANDEN BORRE**

**Function** director strategy & operations  
**Since** 2013

**What gives you the greatest satisfaction at the end of the day?** “Positive energy comes from positive business. It’s always fun if you can solve problems at the end of the day or if you can raise your glass to toast a new deal.”

**What is your definition of good service?** “Discovering precisely what your clients need and offering them the right service or the right product. You shouldn’t sell your clients a BMW when it’s a VW Golf they need. Ultimately, it’s about making your client feel welcome.”

**BRUNO DEWAELE**

**Function** legal counsel and manager Insurance non-life  
**Since** 2001

**What gives you the greatest satisfaction at the end of the day?** “If clients show their gratitude and respect because we succeeded in providing them with an appropriate solution or we were able to give them added value. I also often get that positive feeling from the reactions of colleagues I was able to help in word and deed.”

**What is your definition of good service?** “Listening to your clients, finding a solution and then actually managing to see it through. And, in fact, you also have to be able to surprise your clients by offering them that little bit more than they were expecting.”





## INSURANCE

*Doing business involves taking risks. Mawyc Insurance appraises the risks optimally to be able to insure its relations adequately. As an independent and international broker we can furthermore offer customised policies with the best risk coverage/price ratio. Our other strengths include our efficiency, our expertise and our client-friendly service.*







WORLD OF MAWYC

FACTS & FIGURES

INSURANCE IS DULL?

Not at Mawyc. We have already insured the most extraordinary risks, ranging from political risks like nation-alisation of companies in politically unstable regions to abduction to risks associated with handling valuable artwork. We have furthermore assisted in moving a railway bridge in Brittany, in extending a submarine and in switching engines in cruise liners... while they were in operation.

233.000.000 EURO

This is the amount of the largest claim we are dealing with and directing in our offices right now. It is a mixed dossier of fire damages and liability with production downtime.

DID YOU KNOW THAT ...

... both customers and insurers are still astonished by the accuracy and comprehensive service we offer in terms of employee benefits to our professional customers, no matter how large or small they are?

60 %

of the companies that are not insured against loss of profit, goes bankrupt within two years of a serious fire. In addition to purely material damages, the fact is that the financial, commercial and social obligations of a company continue to exist. For that matter, a loss of profit insurance is not only recommendable for large companies. Self-employed people and small and medium sized businesses may also benefit greatly from it.

WWWORLD CLASS

Our WWW services (Wyckaert World Wide) provide the staff of a company clearly noticeable support that allows them to focus on their core duties. We also provide a tailor-made service for companies who work with expats.

*“What I especially come away with, Jacques, is that your work as a broker is exemplary. Something that should also be emphasised! Friendly regards,” Steve Johnson*

EMPLOYEE BENEFITS   DANNY LARNO - DANNY.LARNO@MAWYC.BE   +32 (0)9 265 88 76

NON-LIFE   BRUNO DEWAELE - BRUNO.DEWAELE@MAWYC.BE   +32 (0)9 265 88 63







WORLD OF MAWYC

*Providing honey to the personnel and putting the company philosophy in the spotlight.  
With a beehive on the company premises, Mawyc can achieve two goals with one action.*

**FIVE YEARS AGO**, Danny Larno, employee benefits manager at Mawyc, was stung by bees. Figuratively speaking, naturally. He decided to take a course on beekeeping and installed a few beehives in his orchard. His enthusiasm also inspired Jacques Wyckaert. “Why not install a beehive on the company premises?” the CEO wondered. Ever since, the roof of the company has boasted a beehive with eleven frames.

“As a family company, we like to create a pleasant work space for our employees. Spoiling them with tasty and healthy honey seemed like a fine idea”, relates Jacques Wyckaert. “But the beauty of bees is that the way they are organised shares many of the same characteristics with the way we work. Our company is not hierarchical, we operate more by a flat ‘pancake structure’ in which everyone has a specific task, just like the bees do. The queen can be compared to the team manager. At first, the queen appears to be the one around whom everything revolves, but then it becomes clear that the workers are key to the smooth running of the hive. The queen, with her fertilisation capacities, does ensure the continuing existence of the hive. In turn, the bee keeper, just like the CEO, manages the entire hive.”

The hive, home to about 50,000 bees in summer, has already produced 21 kilos of honey in two years’ time. However, such a healthy yield does not just produce itself. Danny Larno explains. “There is not much to do in winter, but as soon as spring comes back to life, I check the hive weekly: are the bees active? Are they collecting pollen? In spring the hives also have to be extended. They need space to brood, otherwise they will swarm out. Often, I also start to breed a new colony at that time. From June on, you can extract your first harvest. The honey has to be stirred a couple of times a day so that it remains smooth and does not start developing big crystals. In July, after the final harvest, I feed the bees sugar syrup. The most important task in autumn is to ensure that the bees survive the winter in good form. They are also treated against the Varrao mite as that can greatly weaken the bees.”

“We have no plans to market the honey”, Jacques Wyckaert adds. “We give the honey away as a promotional gift and employees who want to, can take a jar home with them. Personally, I’m already on my fifth. Every morning, I have a spoonful of honey on an empty stomach. A perfect, energetic start to your day.”





## FORWARDING

*The world is a village and companies export and import products to and from every corner of the globe.*

*Mawyc Forwarding assists companies with the logistics of transportation – over land, by sea and by air.*

*We also take care of the formalities and specialise in European customs legislation so that  
the entire transport chain runs smoothly and flawlessly.*







WORLD OF MAWYC

FACTS & FIGURES

DID YOU KNOW THAT ...

... Samoa is the most distant point from Belgium?  
Every week, Mawyc sends a few parcels to this island located in the Pacific.

200

is the number of agents who have been selected to be part of our global network. In every air- and seaport, wherever you are in the world, there is a partner with whom we collaborate constructively.

DELICATESSEN

At Mawyc, we appreciate good food and we are specialists at transporting, storing and dispatching precious and delicate food products.

1,037 KILOMETERS

An environmentally-friendly and practical way to get bulk goods from inland locations to the seaports is by way of inland water transport. Flanders has no less than 1,354 kilometers of navigable waterways of which 1,037 kilometers are used by commercial shipping which makes it one of the densest networks of rivers and canals in the world.

AEO

Custom Authorities have awarded Mawyc an AEO or Authorised Economic Operator Certificate. This means that our cargos have to undergo less rigorous border controls and that we are given priority in the control process and this in turn results in faster shipping.

**AIR FREIGHT** MARINA HERRERA - MARINA@MAWYC.BE +32 (0)2 254 75 81

**ROAD FREIGHT** ALAN WYNS - ALAN@MAWYC.BE +32 (0)2 254 75 83

**SEA FREIGHT** SILKE DE HERT - SILKE.DE.HERT@MAWYC.BE + 32 (0)3 610 06 48

**CUSTOMS** IVAN VAN DER STEDE - IVAN.VAN.DER.STEDE@MAWYC.BE + 32 (0)9 225 53 54

**BARGE** BOUDEWIJN VAN RUYSEVELT - BOUDEWIJN.VAN.RUYSEVELT@MAWYC.BE + 32 (0)3 610 06 28

**AGENCY** EDDY VAN LAERE - EDDY.VAN.LAERE@MAWYC.BE + 32 (0)3 610 06 18







## TASTE

*At the origin of international trade is the import and export of spices, coffee and tea. This led to the blossoming of transport and finally also to the insurance sector. It is not so strange, then, that we offer coffee and tea. Just like our services, they meet the highest standards: we work with traditionally roasted arabica and subtly flavoured tea.*







WORLD OF MAWYC

## FACTS & FIGURES

### FULL-FLAVOURED COFFEE

Coffee's country of origin is Ethiopia, where the plant was referred to as *buna*, *bun* or *bunchum*. However, from the botanical perspective, the fruit of the coffee plant are not beans but stone fruit and hence the seeds are in fact pits.

In other words, it would be more correct to speak of 'coffee pits' rather than 'coffee beans'.

### DID YOU KNOW THAT ...

... the Yin Zhen or Silver Needle tea from the Chinese province of Fujian is picked only two days a year? The young buds full of silvery-white hairs resemble silver needles, a factor which immediately explains where the name of the white tea comes from.

### VITAMIN C

Pure South African bush tea is naturally caffeine-free and as a result has a calming effect. The beverage is also rich in antioxidants, minerals, proteins and vitamin C. In other words, something to be included in your daily diet.

### THERE YOU GO!

Your favourite business contact is a gourmet? Treat him or her to a gift package of coffee or tea, selected entirely according to your budget and the taste of your business contact.

### A WIDE RANGE

Mawyc has pure coffee varieties on offer and the beans all come from one specific region in the world: the Brazil Santons Bourbon, with a smooth and mild flavour, the Columbia Supremo, with a full and rich aroma, the Ethiopia Yirgacheffe, with an at once mild and spicy flavour, and, finally, our range also includes a caffeine-free version of the Brazil Santos Bourbon.





*Dear Kaxandra\**,

*It is so refreshing to work with you and your group. Communication is so important in what we do and let me tell you, KDL is top notch!!*

*Thank you very much! Look forward to our next shipment together.*

*Sincerely*

*Mary Thompson, shipment manager Freight Solutions \*\**

\* Kaxandra is a staff member of Mawyc’s Forwarding Air division.

\*\* All names are fictional. A discrete treatment of your file is essential to us and your anonymity is always ensured.



#### **PUBLISHER**

Jacques M.L.M. Wyckaert - Mawyc III nv  
Afrikalaan 287, 9000 Gent, Belgium  
T +32 (0)9 223 35 42; [www.mawyc.com](http://www.mawyc.com); [info@mawyc.be](mailto:info@mawyc.be)

#### **CONCEPT & ART DIRECTION**

Els Van Roey - Miss Tipi  
*A la carte publishing*  
[www.missטיפי.com](http://www.missטיפי.com) - T +32 (0)484 304 309

#### **LAYOUT**

Eva Goethals - Eva Graphics  
[info@evagraphics.com](mailto:info@evagraphics.com) – T +32 (0)485 31 37 91

#### **EDITORIAL OFFICE**

Sven Vonck, Siska Verstraete (associate editor), Isobel Mackie (translation), Stephanie Cnockaert for Miss Tipi (editorial coordination)

#### **VISUALS**

Diego Franssens (p. 4, p. 10, p. 14, p. 16, p. 18 & 19, p. 24), KHUAN+KTRON (p. 8 & 9, p. 21, p. 27, p. 31), *'Man Overboard'* ©Everett Collection, Shutterstock (p. 22), *'Sunrise in early morning with fog'* Tea Plantations at Cameron Highlands Malaysia ©szefel, Shutterstock (p. 32), *'Yellow honeycomb full of honey'* ©Thirteen, Shutterstock (p. 25), Background in grunge style. ©Iulias, Shutterstock (cover), *'Wharf'* ©Mawyc Group (p. 28), *'Checking a load of cotton'* ©Mawyc Group (p. 6)

World of Mawyc is published twice a year.  
All issues – including the French and Dutch translations – are available in full on our website at:  
[www.mawyc.com](http://www.mawyc.com)