



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Bert Celis



Bert Celis is the co-founder and coordinator of Flanders' Bike Valley, where he now occupies the position of Innovation manager. Flanders' Bike Valley ("The Global Cycling Center") was established in 2013 as one of the first bottom-up clusters in Flanders, as it was founded by 4 local SME's. Flanders' Bike Valley focuses on 6 major topics: Mobility, Sports (involvement of the Belgian Cycling Foundation and the Belgian Olympic Committee), Safety & Healthcare, Science & Technology, Industry & Government and Tourism.

Bert has extensive knowledge of innovation and project management for breakthrough projects in the industry. He follows-up every project within Bike Valley and welcomes all new open innovation initiatives and ideas from the biking sector. His specializations lie in the Aerodynamics (cycling wind tunnel) and Cycling Performance Management sectors.

Bert will give a presentation titled "*BikeValley: CHIPS*" in parallel session B – Cycle Highways and Cycle Tourism: Is There a Synergy? (11:15-12:45).

