

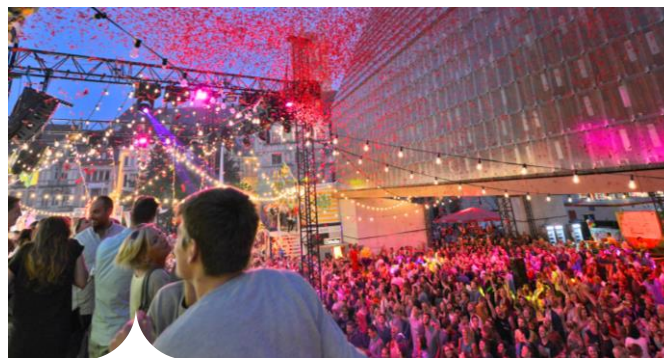


Why Ghent's 'de max'



A pocket-sized metropolis

OK, Ghent is not terribly big: you can cycle from one side of town to the other in half an hour. But when Ghentians like something, we describe it as '*de max*', literally 'the max(imum)'. Why are we so fond of this superlative phrase? Well, we like to think big. We don't believe in distance and division. We believe in accessibility and connection. After all, 1 in 3 Ghentians has roots outside Belgium.



Where we do things together

Our city is a magnet for talent from all over the world. We enjoy an open and creative atmosphere thanks to our vibrant cultural scene, our many renowned knowledge institutions and innovative companies. And though Ghentians are known for being rebellious and pioneering, we leave no one behind. We look out for each other and do all we can to build this city together.



Our way

Ghent is a proud city that has always marched to the beat of its own drum. A city where you can be who you are, where there is room to think differently and plot your own course. We're not afraid to swim against the current if we believe we're headed in the right direction. It's no coincidence that Ghent was crowned the veggie capital of Belgium and Europe's first car-sharing city.