

His job: business-maker

Although his business card says “Project Manager,” Didier Heusse’s three children have a hard time saying what their father’s job is. Overseeing a plant’s construction, recruiting personnel, ensuring the facilities run smoothly before he leaves: these are some facets of his job. Actually, this Verviers native is currently working on a cogeneration and wood pellet manufacturing plant in Plenesses, but he has also already started working on a children’s show!

Who said engineers were extremely serious people? Didier Heusse breaks stereotypes and shows that a technical job can serve artistic ends. In addition to being an engineer, this 40-year-old man is also the producer of a children’s show.

“It was my brother-in-law’s idea. He is a singer and musician and wanted to put on a show in the style of ‘Lili and the Snails.’ He asked me to shoulder the practical part.”

When you think about it, running a show and running a business are close to the same thing – for Didier Heusse, anyway.

“It’s a family project. My wife, her sister, her husband, my mother-in-law, and myself are all involved. Each person has his or her specialty. The show will come out in 2011. We’re aiming high; we want to debut it at Francos and see it play in the big halls, not in school cafeterias.”

Because of this, most of his nights are dedicated to the project. There is still a little bit of time to play tennis with friends or go for a walk, though.

“I love sports. When I was younger, I went to Verviers on my bicycle with a friend for a 3,500 km ride!”

Amidst his children’s toys – which are scattered throughout every room of his house – Didier Heusse works on his projects.

“This is an exciting job that is unusual. I don’t pretend to have invented it, but I don’t know a Scotsman in Flanders who does the same thing...”

The starting point for this unusual job was the successful launch of the Nomacroc (makers of synthetic corks) plant in Belgium in 2001.

“We started with nothing.”

On the strength of his first success, Nomacorc sent him to China to duplicate his work there. It was this experience that gave him the idea to go into business for himself. Even if, for the moment, he still manages projects for other companies, his dream is to found his own when the right time comes.

“If, one day, I have my own company, it would be in the green energy field. I am very concerned with environmental protection.”