

INTERNATIONAL AFFAIRS

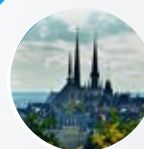
LUXEMBOURG

FOREIGN
TRADE SUPPORT
AND OFFICIAL
AGENDA



Your partner for success





**EXPAND YOUR
BUSINESS
INTERNATIONALLY
WITH THE HELP
OF THE LUXEMBOURG
CHAMBER
OF COMMERCE**

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INTRODUCTION

Luxembourg boasts the world's second most open economy: 80% of the national production (goods and services) is exported and 80% of all exports are services. Supporting Luxembourg companies to enter and expand in foreign markets is thus of utmost importance and one of the main missions of the Chamber of Commerce. This mission is fulfilled by the International Affairs of the Chamber of Commerce.

The International Affairs offer tailor-made guidance on foreign markets. This proactive support to enter new markets is split into various steps: promotion, trade missions, international partnership events, group visits to professional fairs abroad, opportunities to participate in national joint stands on international trade fairs and Business Opportunity Days.

Another task of the International Affairs is to provide information on foreign markets. To this end, conferences and individual meetings are organised with country specialists on a regular basis aimed at informing companies about their target markets.

In order to facilitate the development of Luxembourg businesses in foreign markets, relations between domestic and foreign companies are also promoted by providing information about business opportunities abroad and receiving foreign business delegations in Luxembourg. Activities are organised so that interested Luxembourg companies, from every sector and of any size, can find complete and tailor-made services.

With this brochure, you will discover in detail all the services and products that are offered to the members of the Chamber of Commerce. It also provides you with an agenda of all activities for the coming year.

To receive further information and regular updates on the activities of the Chamber of Commerce please register by e-mail: international@cc.lu in order to be added to our mailing list and subscribe to the newsletter of the Luxembourg Chamber of Commerce, which is issued once a week and includes a section about the forthcoming activities (www.cc.lu/autres-services/newsletter).



A NEW SET-UP FOR OPTIMISED ECONOMIC PROMOTION OF **LUXEMBOURG ABROAD**

In 2016, a new ad-hoc promotion body, the Trade and Investment Board (TIB) was launched with the objective to strengthen the positioning of Luxembourg in the international arena. The TIB federates all promotion stakeholders in Luxembourg, which are, besides the Chamber of Commerce, the Ministry of the Economy, Ministry of Foreign and European Affairs, Ministry of Higher Education and Research, Ministry of State – Department of Media and Communications, Ministry of Finance, Chamber of Crafts, Luxinnovation and Fedil.

Better coordination among all these institutions and organisations aims to help Luxembourg companies expand into international markets and become leaders in their field. Through optimised collaboration, the TIB seeks to attract top global firms to the Grand Duchy of Luxembourg which add concrete value to our country.

Within this set-up, the Chamber of Commerce advertises the internationalisation of Luxembourg companies, the quality of the goods exported and the various services of Luxembourg origin. Within its House of Entrepreneurship, the Chamber of Commerce hosts an investor care platform, a true single contact point for investors interested in setting up operations in Luxembourg. Luxinnovation is in charge of a proactive targeting, sectoral prospection, as well as of business development and market studies.

Luxembourg for Finance is a public-private partnership between the Luxembourg Government and the Luxembourg Financial Industry Federation (PROFIL). The agency for the development of the financial centre consolidates the efforts made by the public authorities and principal actors of the financial sector to ensure the development of an innovative and professional centre through a coherent and structured communication policy. Luxembourg for Finance organises seminars in international business locations and takes part in selected world-class trade fairs and congresses with its own dedicated team. Luxembourg for Finance activities events are geared towards companies from the financial sector.

More information: www.cc.lu, www.houseofentrepreneurship.lu, www.luxinnovation.lu, www.luxembourgforfinance.lu

RANGE OF ACTIVITIES

In order to help its member companies to expand their business beyond the Luxembourg borders, the Chamber of Commerce offers various activities and services and supports them through its network of experts and partners in international trade.

1. TRADE MISSIONS

There are four different types of trade missions.

- a) **Official Missions:** Missions led by a member of the Government and organised in close cooperation with the members of the Trade and Investment Board and/or with Luxembourg for Finance.
- b) **Economic Missions:** Missions organised by the Luxembourg Chamber of Commerce in cooperation with its worldwide partner network. These missions target countries that are chosen by the Luxembourg Chamber of Commerce and that present business opportunities for Luxembourg companies. Often such missions are led to countries which have not yet been visited by an official delegation.
- c) **Roadshows:** Missions organised mostly by Luxembourg for Finance with the goal of promoting the Luxembourg financial centre and its companies abroad.
- d) **Missions for Growth:** Missions gathering companies from all over Europe led by the European Commission, mostly to fast growing emerging markets outside the EU, and, in the framework of the "EUROPE 2020 Strategy for Growth: Promoting Business Partnerships in Europe", also to European member states to stimulate employment, business activity and growth of the local economy. The Missions for Growth are usually linked to international partnership events operated by the Enterprise Europe Network, the European business support network of the European Commission (see further details in the section "Range of products and services").

2. TRADE FAIRS & INTERNATIONAL PARTNERSHIP EVENTS

Within the context of globalisation and increasing market competition, it is in the best interest of Small and Medium Enterprises (SMEs) to take part in international business events and to expand their market presence. Professional trade fairs and cooperation platforms constitute privileged instruments to help find potential business partners in foreign markets.

- a) **National pavilions at international trade fairs:** Exhibitions and trade fairs are vital platforms for any company wanting to increase its market share at an international level. As the participation can be expensive, both the Ministry of the Economy and the Chamber of Commerce provide companies with the opportunity to participate in trade shows at a lower cost as part of a national pavilion gathering all interested Luxembourg exhibitors. This is an all inclusive service which enables companies to concentrate on their core business and optimise their preparation to the trade fair.
- b) **Group visits to international trade fairs:** The Chamber of Commerce offers group visits to companies interested in participating in major international trade fairs. In order to provide added value, these visits are often enhanced by the arrangement of individual business meetings (matchmaking) organised and prepared, in advance, according to the companies' needs and specifications.
- c) **International Partnership Events:** These events allow companies to expand beyond the domestic and regional environment. Instead of making multiple business trips to find the right contact, a participation in International Partnership Events allows entrepreneurs to get individual and targeted meetings in one place with companies interested in partnerships. Furthermore, the *b2fair*® concept enables entrepreneurs to benefit from assets of international trade fairs and the b2b (business to business) platforms, which is the strength of this initiative.



3. LËTZBIZ – A NEW CONCEPT TO TALK BUSINESS

From 2017 onwards, the Chamber of Commerce organises every year several “Lëtzbiz” branded events. These sector-specific or thematic events include conferences, workshops, pitches, b2b meetings and small exhibitions.

The main objective of the events is to inform companies in a dynamic and interactive way about economic topics while offering them the opportunity to network, to find business partners and to present themselves to a larger b2b audience.

Most “Lëtzbiz” events are promoted on an interregional and international level offering both Luxembourg and foreign companies the opportunity to establish cross-border partnerships.

4. BUSINESS OPPORTUNITY DAYS

In order to support Luxembourg companies to enter foreign markets, the Chamber of Commerce organises information days on a regular basis. These days consist of individual meetings with trade representatives and trade specialists. They are organised in collaboration with Belgian foreign trade authorities. Companies can gather information about business opportunities, possible suppliers or clients and get first hand information from contacts based in the respective markets.

5. INCOMING FOREIGN DELEGATIONS

A large number of foreign business delegations visit Luxembourg. Accompanied by an official government representative (e.g. Minister, Vice-Minister, Mayor, Governor) or under the initiative of a foreign partner (e.g. Luxembourg Trade and Investment Offices, Luxembourg Embassies, Bilateral Chambers of Commerce abroad), these delegations visit the Chamber of Commerce in order to meet Luxembourg companies during round tables, b2b meetings or networking events. The Chamber of Commerce invites whenever suitable the concerned members to attend events organised in the context of such visits.

6. COUNTRY SEMINARS

In order to raise the interest of Luxembourg companies and give them the appropriate information about the countries that will be visited during trade missions, the Luxembourg Chamber of Commerce organises country seminars. The main goal of these seminars is to briefly present the economy, the business environment, investment and other business opportunities for Luxembourg companies as well as some key aspects of the culture of the respective country.



RANGE OF PRODUCTS AND SERVICES

1. EUROPEAN AFFAIRS & GREATER REGION

The European Union and the Greater Region form the most important markets for Luxembourg companies, especially for SMEs and micro-enterprises. These markets could also be used as springboard for exporting to other continents, as they form a huge reservoir of potential business partners willing to jointly enter overseas markets.

Within this perspective, the Chamber of Commerce launched in 2013 its service “European Affairs & Greater Region” as part of the “International Affairs”. The service assists and guides company managers in the development of their business relations and in their search for potential business partners especially at regional and European scale.

A wide range of value-added activities, especially dedicated to small and medium-sized companies, are offered: Dynamic meeting platforms, alert services, 3D trade shows, business cooperation databases, joint cross-border activities, networking events, etc. Moreover, the participation in European and cross-border projects as well as international benchmarking contribute to the development of new support measures that are beneficial for Luxembourg companies.

More information: grande-region@cc.lu

2. ENTERPRISE EUROPE NETWORK - LUXEMBOURG: BUSINESS SUPPORT ON YOUR DOORSTEP

The Enterprise Europe Network – Luxembourg (EEN) is operated by the Chamber of Commerce, the Chamber of Crafts and Luxinnovation in order to offer Luxembourg SMEs a very large and diversified portfolio of specialised European business support services. The network's goal is to provide companies with information and assistance in the context of the European integration process and help them understand the opportunities and challenges of the European Market. Personalised services are provided through tailor made assistance on European topics, internationalisation and innovation. The Enterprise Europe Network has around 600 members in more than 60 countries. The Chamber of Commerce is the national coordinator of the network in Luxembourg.

The service and product range of the Enterprise Europe Network of the Chamber of Commerce includes amongst other things the following:

a) Europe2You: Information and advisory service

The Enterprise Europe Network of the Chamber of Commerce is the contact point for information requests, assistance or advice regarding any EU topic (legislation, CE Marking, public procurement, ...) as well as regarding access to new markets abroad (setting up a business, company lists, national legislation, ...).

b) Cross-border partnering services

In order to access a new market, SMEs need in many cases a reliable foreign partner. The Enterprise Europe Network -Luxembourg helps companies in finding the right business partner abroad via its network partners as well as via the Partnership Opportunity Database. This international database offers companies the possibility to register their cooperation profile and contains numerous interesting co-operation requests from companies from all over the world.

c) EU conferences and workshops

In order to inform companies about European topics, EU regulation, market opportunities or EU programmes, the Enterprise Europe Network organises on a regularly basis conferences, seminars and workshops. Being the national coordinator of the European initiative "SME Week", the Enterprise Europe Network also organises this Week's yearly kick-off event.

d) European and regional tender alert service

Public procurement offers companies many opportunities, both in Luxembourg and abroad. In order to help companies in finding public tenders that correspond to their activities, the Enterprise Europe Network offers the possibility to receive on a daily basis interesting procurement projects. Several subscription possibilities are available (fees apply).



e) SME Feedback

Over the last few decades, EU legislation has become increasingly important for companies. In order to provide the European Commission with feedback from companies, the Enterprise Europe Network regularly invites companies to participate in public consultations and communicates concrete problems encountered by SMEs to the European Commission.

More information: www.een.lu / een@cc.lu

3. OFFICE DU DUCROIRE: LUXEMBOURG EXPORT CREDIT AGENCY

The entry into new markets is among the principal challenges a company has to face. Export activity, whether to neighbouring markets, to the markets of the European Union, or to far off countries, constitutes an opportunity for companies to develop their business operations and to increase sales. However, becoming involved in foreign markets is not risk free. The trade credit insurer Office du Ducroire backs up and supports Luxembourg companies in this often difficult task by assisting them in seeking new export markets in the form of partial refunding of costs linked to promotion, export training and participation in trade fairs (export assistance). In addition, a company that identifies new customers abroad can use the Office du Ducroire's safety net in order to protect itself against bad payers, as well as against insolvency of existing customers and political risks (credit insurance). The Office du Ducroire is a public body established in 1961. Its administrative staff is provided by the Chamber of Commerce.

More information: www.odl.lu / odl@odl.lu

4. *b2fair*®: THE CONCEPT TO OPTIMISE YOUR PARTICIPATION IN INTERNATIONAL TRADE FAIRS

As an internationally protected trademark, the *b2fair*® concept combines the assets of trade fairs with the advantages of international matchmaking events. *b2fair*®, along with its partners, organises 8-10 matchmaking events every year allowing companies to find new business partners in an easy and cost-effective way via pre-organised qualitative business meetings.

The matchmaking events offer companies:

- Valuable information on potential contacts prior to the trade fair
- Organisation of individual business meetings according to their specific needs and requests
- Ideal business conditions for:
 - new and high-quality business contacts;
 - generation of new business partners and potential partnerships;
 - successful knowledge transfer at interregional and international level.

In the coming years, *b2fair*® will focus its attention on the Business Development of the concept with an aim to strengthen its position as a leader in matchmaking. A new state-of-art and modern software has been developed which will be promoted to license the concept and to organise more events under the *b2fair*® brand umbrella globally. Emphasis will also be placed on indirect marketing efforts through the “Decentralised Training” programmes on the “A-Z of organising matchmaking events” which will contribute to reinforce *b2fair*® as an expert in the b2b sector.

More information: www.b2fair.com / b2fair@cc.lu

5. LABEL “MADE IN LUXEMBOURG”


To promote national products in foreign markets, the Chamber of Commerce can authorise upon request the use of the label “Made in Luxembourg”. This label, created in 1984 on the initiative of the Ministry of Foreign Affairs, the Chamber of Commerce and the Chamber of Crafts, serves to identify the Luxembourg origin of the products and services. It allows businesses on the one hand to inform Luxembourg customers about native products and on the other hand to make national quality products known abroad.

More information: www.made-in-Luxembourg.lu

6. MARKET GUIDE

The Market Guide is the most important instrument available to create awareness of and promote Luxembourg’s foreign trade. It is recommended to foreign companies interested in building business relations with companies in Luxembourg.





Managed by the Chamber of Commerce since 1954, the Market Guide aims at promoting the international economic and trade relations of Luxembourg based companies. It contains contact details and profiles of roughly 1400 industrial firms, wholesale businesses, banks and service providers active at international level, together with useful addresses of different private bodies and public institutions. Businesses listed in the Guide can update their data online, offering a permanently up-to-date showcase.

More information: <http://guidedumarche.cc.lu> / guidedumarche@cc.lu

7. TRACKING AND SECURING OF COMMERCIAL TRANSACTIONS

Through its House of Entrepreneurship, the Chamber de Commerce is also a first class partner for everything relating to exports, the tracking and securing of commercial transactions. The House of Entrepreneurship sells or provides:

- Certificates of origin and document legalisation,
- Luxtrust digital certificates,
- A.T.A. applications for customs clearance for temporary export,
- Distribution of bar codes EAN/GS1.

More information: www.houseofentrepreneurship.lu / info@houseofentrepreneurship.lu

THE NETWORK OF BELGIAN - LUXEMBOURG CHAMBERS OF COMMERCE ABROAD (BLCCA)

The network of Belgian-Luxembourg Chambers of Commerce abroad (BLCCA) consists of 25 accredited Chambers and 7 associated members representing Belgian and Luxembourg business interests in a country, a group of countries (e.g. Central America) or a region (e.g. the North of France).

With 32 accredited/associated Chambers all over the world, the network of Belgian-Luxembourg Chambers of Commerce abroad is one of the most important bilateral networks in the world. The main purpose of Belgian-Luxembourg Chambers of Commerce is to promote the economic interests of Belgium and Luxembourg abroad and assist companies of both countries in conquering new markets.

For more information, please visit the website of the Belgian-Luxembourg Chambers of Commerce Abroad (BLCCA) network www.blcca.org including the contact details of all the chambers belonging to the network.

OTHER NETWORKS

In order to offer its variety of activities and events, the “European Affairs & Greater Region” team is part of numerous regional and European business support networks contributing to encouraging collaboration and initiating intelligent synergies with economic players in the field, and especially in the Greater Region.

1. AEMC – ASSOCIATION OF EUROPEAN METROPOLITAN CCIS

The Chamber of Commerce is a founding member of the AEMC – Association of European Metropolitan Chambers of Commerce & Industry constituted on 29th April 2016. The Association is the heir of the Club of European Metropolitan CCI created in 1993 and will continue and deepen the tasks of its initially informal Club.


Mainly focusing on the economic attractiveness of metropolitan territories and businesses and driven by its European expertise, the Association aims to contribute to the public debate on the metropolitan development in Europe, to be a regular interlocutor of the institutions of the European Union in this area, to share experiences and information, to intensify exchanges of good practices and cooperation and, finally, to carry out common projects including all or part of its Members.

Moreover, fully aware that the metropolitan areas are a major asset for the competitiveness of European businesses and territories in the coming years, AEMC organises lobbying activities next to the European institutions around the structuring and organisation of metropolitan areas, mainly focused on the economic development in harmony with the urban development.

2. COUNCIL OF THE CCIS OF THE GREATER REGION

Since its launch on 6th June 2016, the Chamber of Commerce is hosting the General Secretariat of the Council of the Chambers of Commerce and Industry of the Greater Region. The constitution of this Council reflects the will of all the regional CCIs of this territory (Rhineland-Palatinate, Saarland, Wallonia, Lorraine and the Grand Duchy of Luxembourg) to formalise and strengthen their cooperation in the common interest of cross-border economic development.

In line with the ideas of the former “Cooperation Charta” between the CCIs of Saar-Lor-Lux-Trier-West Palatinate operating since 1990, the Council meets twice a year to discuss economic topics and policy issues affecting business life of regional enterprises. Concrete and pragmatic at the same time, its missions aim to exchange expertise and knowhow between its members, to organise joint promotional activities, to give common opinions defending the regional company interests as well as to collaborate with the various stakeholders of the Greater Region, in particular the working groups of the Summit of the Greater Region.



The following main topics are placed at the centre of its concerns: red tape simplification, enhanced cooperation in cross-border vocational training, business transfer, SME access to public procurement, circular economy, digital economy and the refugee issue. Another vision shared by the network of regional CCIs is the development of innovative added value services as well as increasingly specialised multidisciplinary assistance and support offered to local companies and SMEs.

3. IGR – INSTITUTE OF THE GREATER REGION

In order to defend the cross border economic interests of the Luxembourg companies, the Chamber of Commerce has been an active member of the IGR – Institute of the Greater Region since 1990.

In its mission to work for a common future and its commitment to promote cross border cooperation in the collective interest of the economic and social development of the Greater Region, the IGR forms an ideal platform for sharing information as well as exchanging visions and views on the main economic challenges of this transnational microcosm. As a strategic think tank operating in symbiosis with the other regional institutions, the IGR puts forward, in an integrative approach, joining forces and exploiting complementarities between the different economic actors of this cross border region.

EXPORT AWARD

The Chamber of Commerce and the Office du Ducroire of the Grand Duchy of Luxembourg (ODL) have launched a prize called “Export Award” rewarding Luxembourg SMEs that have distinguished themselves by their efforts of internationalisation of their activities.

The goal of the “Export Award” is to honour the SMEs that have, thanks to their internationalisation efforts, made Foreign Trade the most dynamic and competitive element of the Luxembourg economy.

By putting the spotlight on the companies, the “Export Award” will contribute to increasing their visibility (SMEs are micro, small and medium-sized enterprises which employ less than 250 people and whose annual turnover does not exceed EUR 50 million or whose total of the annual balance sheet does not exceed EUR 43 million). The “Export Award” is awarded every two years and was granted for the first time in 2011 within the framework of the Office du Ducroire’s 50th anniversary.

More information: www.export-award.lu

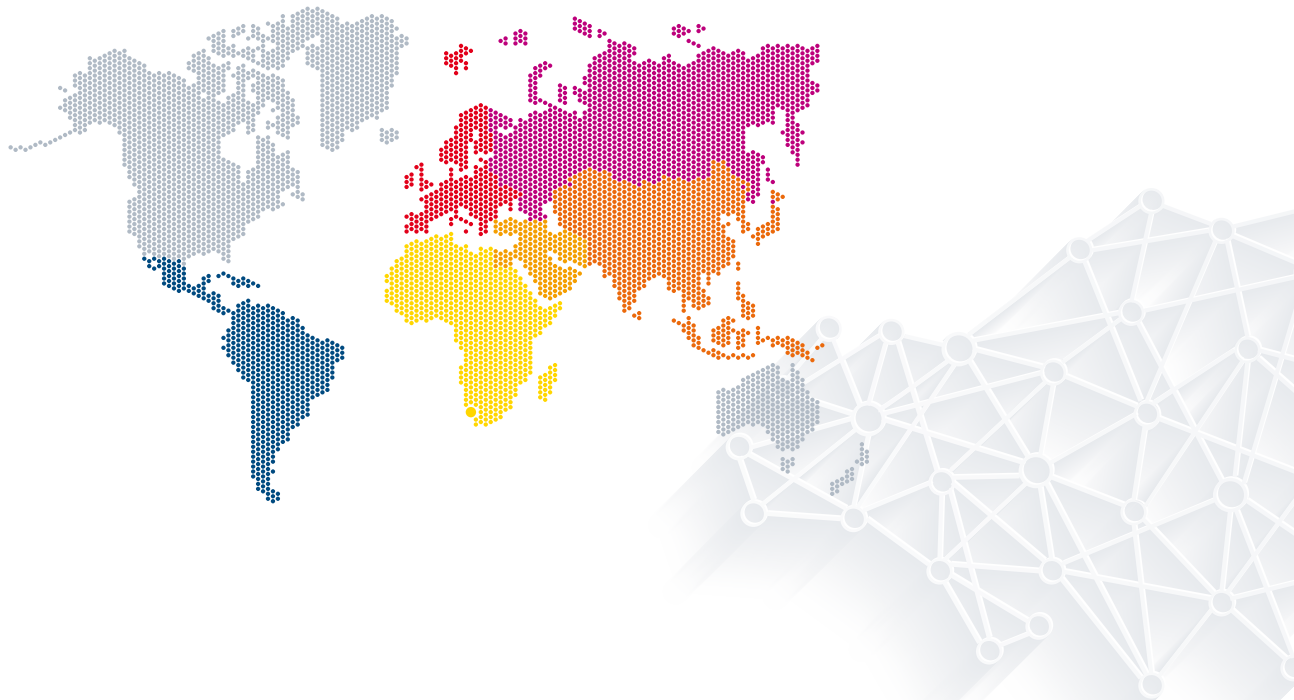
GEOGRAPHICAL APPROACH

What are the most promising foreign markets and economic sectors? How should we approach these markets? Does the Grand Duchy of Luxembourg have a presence on the market or a local network that Luxembourg companies could take advantage of? What activities and events of the Chamber of Commerce can help me develop my business in these countries?

In order to address such questions, the International Affairs are organised in geographical desks representing the following regions:

1. Europe including the Greater Region and Benelux
2. Middle East
3. Russia and Commonwealth of Independent States
4. Asia
5. Africa including Maghreb
6. North America, Oceania, Pacific
7. Latin America

For each geographical area, countries have been classified either as key markets, target markets, or markets to observe. This classification is made according to the needs of the Chamber's members in consultation with the various public and private partners and helps the Chamber of Commerce team to keep focus on the most promising markets.





TRADE DEPARTMENTS AT THE LUXEMBOURG EMBASSIES IN BERLIN, PARIS AND BRUSSELS

Given the importance of Germany, France and Belgium for Luxembourg foreign trade, the Chamber of Commerce and the Ministry of European and Foreign Affairs have, in close cooperation, established a Trade Department at the Embassies of the Grand Duchy of Luxembourg in Berlin, Paris and Brussels.

Commercial Attachés are promoting the economic relations between Germany, France, Belgium and Luxembourg. The **Luxembourg Trade Office in Berlin** is located inside the Luxembourg Embassy to Germany (Klingelhöferstrasse 7, D-10785 Berlin - Phone (+49) 30 26 39 57 26), the **Luxembourg Trade Office in Paris** is located inside the Luxembourg Embassy to France (33, Avenue Rapp, F-75007 Paris - Phone (+33) 1 45 55 13 37) and the **Luxembourg Trade Office in Brussels** is located inside the Luxembourg Embassy in Belgium (75, avenue Cortenbergh, B-1000 Brussels - Phone (+32) 2 737 56 39).

COUNTRY FACTSHEETS

For quick reference, the Chamber of Commerce provides a number of country factsheets available on the website, section "International Affairs". They include basic information about the most interesting countries, their economies, foreign trade relations, Luxembourg network of contacts on the spot and past and future events related to these countries.

Specific updates and in depth information can be provided upon request.

AGENDA

Every year, an indicative agenda is developed in association with business federations from the private sector and with public authorities.

The agenda includes a large number of commercial and business events across various sectors and markets. This wide variety is the result of one clear goal: offering to a maximum number of companies diversified and high quality services which are tailored to the companies' specific needs. In order to achieve this goal, the International Affairs collaborate closely with the government authorities, in particular with the Ministry of the Economy, the Ministry of Finance and the Ministry of Foreign & European Affairs. The Luxembourg Trade and Diplomatic Network, the Belgian Trade Representatives as well as the international network of the partners of the Chamber of Commerce actively support the internationalisation process of Luxembourg companies.

The included agenda is indicative. The most updated information is always available on the website of the Chamber of Commerce:

www.cc.lu/manifestations

A weekly newsletter provides updated information on forthcoming events (Subscription under www.cc.lu/autres-services/newsletter/).

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USEFUL CONTACTS

For information on all activities and to receive all the mailings of the International Affairs, please register by e-mail: international@cc.lu

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Ministry of Foreign and European Affairs

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ALFI - Association of the Luxembourg Fund Industry

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LHoFT-Luxembourg House of Financial Technology

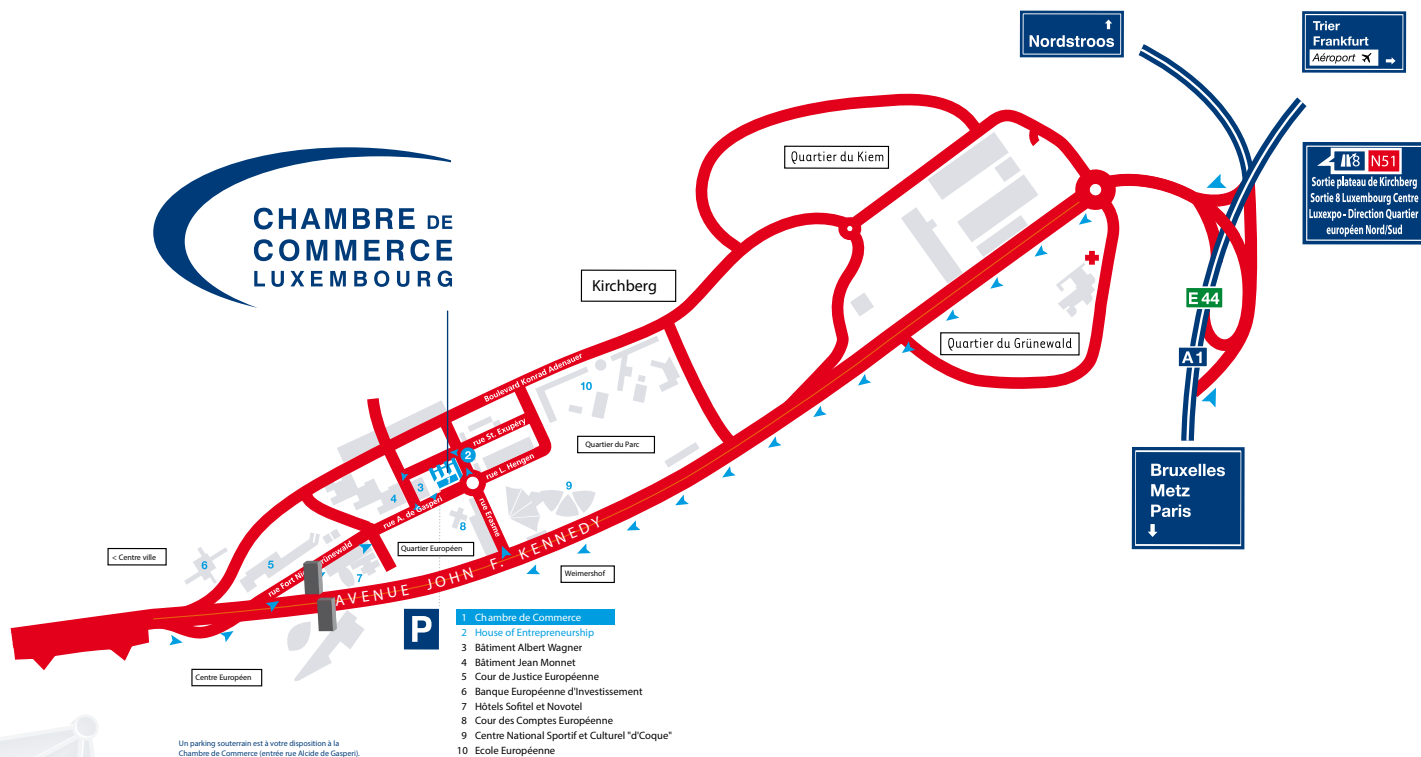
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The International Affairs of the Chamber of Commerce have been committed to setting up a quality management system for their services since the end of 2014. This was rewarded by the ISO 9001:2000 certificate.