



TAIWAN

Luxembourg trade mission to Taiwan and
8th Taiwan - Luxembourg Joint Business Council Meeting

November 11-13, 2015



Luxembourg



A JOINT-VENTURE FOR MUTUAL BENEFIT.



Taiwan



BUSINESS ORGANISATIONS

// Chamber of Commerce of the Grand Duchy of Luxembourg

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BUSINESS DELEGATION

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THIS IS LUXEMBOURG

Small country with safe values!

Over the years the Grand Duchy of Luxembourg has established itself as a sound hub for finance, logistics, automotive components, ICT, life sciences and clean technologies. Located in the heart of Europe, Luxembourg is the ideal gateway to the European market with over 500 million consumers. The country has one of the best locations in Europe being surrounded by 3 of the continent's top industrialised countries. Thanks to this strategic location, 60% of the European Union's GDP can be serviced in less than a day.

Openness to the world

Markets and decision-making centres are close by: the time to reach Paris by high speed train is down to about two hours, London and Milan can be reached by air within 90-minutes and Frankfurt is a mere 30-minutes flight. Closer to home, Luxembourg is the economic engine of the Greater Region, formed by the neighbouring countries, with 165,000 commuters crossing the borders each day.

A magnet for talent

Luxembourg is an expert at importing knowledge both via long-term immigrants and cross-border commuters. As a truly international country in Europe, Luxembourg counts almost 47% non-Luxembourgish residents. Cross-border thinking, mobility and the cosmopolitan nature of its working population thereby contribute to the high productivity of the Grand Duchy. The language skills of the workforce enable our companies to proudly claim: We speak the language of our customers.



An attractive business environment

Luxembourg offers an exceptional range of assets and opportunities for doing business in Europe due to its political and social stability, skilled and multilingual workforce, state-of-the-art infrastructures, excellent connectivity to markets and competitive legal & regulatory environment.

Thanks to these strategic assets, Luxembourg has been able to attract many of the world's leading companies to establish their headquarter in the Grand Duchy. Among those global players are ArcelorMittal, the world's largest steel-maker, satellite communications giants SES and Intelsat, automotive components maker Delphi (Powertrain Systems), chocolatier Ferrero, PayPal, Ebay, RTL Group, the leading European radio and TV broadcaster, Internet voice and video call provider Skype and Cargolux, Europe's biggest all-cargo airline, but also a growing number of Taiwanese companies such as TSRC.

The facts behind the success-story

Luxembourg ranks amongst the best countries to live in and is internationally recognised for its world class financial sector, being the leading wealth management centre in the Eurozone and being ranked second in the world in the investment fund industry. Other types of financial services, like Fintech, add to this mix, which, together with supporting service companies, accounts for around 50% of output.

The Government is keen to assist the private sector in creating growth and reach the desired developments and goals. The economic attractiveness is an important asset of Luxembourg.



A high technology environment and European hub

Research, development and innovation are key factors in ensuring competitiveness and success in today's modern industries. Luxembourg is well aware of these challenges and therefore the Government has set up a research driven University, as well as Public Research Centres, which are working with the best universities and research centres from around the world.

Their mission is to boost and foster R&D activities in Luxembourg, to encourage technical and scientific cooperation, as well as to promote technology transfer between the public and private sector and to stimulate the development of new economic activities.

R&D support

In the Luxembourg knowledge-based economy, innovative enterprises are encouraged to multiply their R&D activities through direct financial support of up to 50% of the costs of an industrial research project and up to 25% for a pre-competitive development project. The law foresees even greater support for SMEs which can also qualify for consulting, temporary hiring of experts and protection of Intellectual Property. The Government also encourages companies to collaborate with Research Institutes.



Taiwan & Luxembourg: A Joint-Venture with many opportunities!

ICT - Cybersecurity

With its first-class infrastructures and telecommunication networks, as well as a culture of trust and security reflected by an appropriated and business-friendly legal framework, Luxembourg thrives as the ideal place to serve as a global hub for the distribution of digital content, such as music downloads, streaming, online gaming, video-on-demand, pay TV and digital radio and television transmissions.

The Government is aware that information security is a societal challenge that must be addressed jointly by adopting appropriate behaviour, putting in place effective and efficient organizational and technical measures while respecting the principles of proportionality and necessity. The Government promotes national and international collaboration and is determined to democratize information security by identifying potential synergies while reducing costs and complexity of procedures for all stakeholders.

In Luxembourg, Cyber Security has become a critical asset for the attractiveness of the economy. The government is reviewing its strategy on a recurring basis and updates its governance tools. Information security has evolved into a societal challenge that needs to be addressed jointly by engaging in appropriate behaviours and by implementing effective and efficient organisational and technical measures, while complying with principles of proportionality and necessity. A common approach is fundamental when it comes to ensuring cyber security. For this reason, the promotion of cooperation on a national and international level is an important element of the national cyber security strategy, since the identified synergies can contribute to reduce the costs and complexity of procedures for all stakeholders.



The background of the image is a solid teal color with a subtle gradient, transitioning from a darker shade on the left to a lighter shade on the right.

BUSINESS ORGANISATIONS

CHAMBER OF COMMERCE

of the Grand Duchy
of Luxembourg



Jeannot ERPELDING
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Daniel SAHR
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Just two years after the Grand Duchy of Luxembourg gained independence, King Grand Duke William II issued a decree on 1st of October 1841 establishing the Chamber of Commerce.

This represented the first manifestation of autonomy for a state now required to manage its own affairs. Business entrepreneurs now had a body to promote their interests.

As a professional chamber and public institution encompassing all sectors of business other than agriculture and the handicraft industry the Chamber of Commerce conceives its rationale and its role as guardian of the interests of its affiliated companies.

In the Grand Duchy of Luxembourg, membership of the Chamber of Commerce is mandatory for all selfemployed individuals, commercial companies, and branches of foreign companies established in Luxembourg and undertaking a commercial, financial or industrial activity.

The Chamber of Commerce has more than 50,000 affiliated members, representing 75% of total employment and 80% of GDP. International Affairs is one of the five service areas of the Chamber of Commerce. Its primary task is to support companies in foreign markets. This active support in conquering new markets takes various forms, including economic promotion missions.

Finally, the Chamber of Commerce receives foreign delegations and offers specialist advice in connection with foreign markets. It also publishes a Market Guide, available online (www.guidedumarche.cc.lu), listing several hundred Luxembourg companies seeking to establish contacts abroad.

Also a part of the International Affairs service area is the Office du Ducroire. The Office du Ducroire (www.duicroire.lu) is a unique service available to exporters in the fields of credit insurance, financial assistance for exports and advice to companies in both these areas.

The Chamber of Commerce of the Grand Duchy of Luxembourg is a founding member of Luxembourg for Business and Luxembourg for Finance.



// Chamber of Commerce

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BUSINESS DELEGATION

ALFI

The Association of the Luxembourg Fund Industry (ALFI) is the representative body of the Luxembourg investment fund community. Created in 1988, the Association today represents over 1,300 Luxembourg domiciled investment funds, asset management companies and a wide range of service providers such as depositary banks, fund administrators, transfer agents, distributors, legal firms, consultants, tax experts, auditors and accountants, specialist IT providers and communication companies. The Luxembourg Fund industry is the largest fund domicile in Europe and a worldwide leader in cross-border distribution of funds. Luxembourg-domiciled investment structures are distributed on a global basis in more than 70 countries with a particular focus on Europe, Asia, Latin America and the Middle East.

For further information, do not hesitate to consult our website at www.alfi.lu. You can also keep up to date with the discussion by following @ALFifunds on Twitter or join ALFI's LinkedIn group.



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DELOITTE



Cedric CARNOYE
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About Deloitte Global

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of 210,000 professionals, all committed to becoming the standard of excellence.

About Deloitte in Greater China

We are one of the leading professional services providers with 22 offices in Beijing, Hong Kong, Shanghai, Taipei, Chengdu, Chongqing, Dalian, Guangzhou, Hangzhou, Harbin, Hsinchu, Jinan, Kaohsiung, Macau, Nanjing, Shenzhen, Suzhou, Taichung, Tainan, Tianjin, Wuhan and Xiamen in Greater China. We have nearly 13,500 people working on a collaborative basis to serve clients, subject to local applicable laws.

About Deloitte AP ICE – Hong Kong

Asia Pacific International Core of Excellence (AP ICE) was established in June 2010 to provide international tax consulting services to Asia Pacific based companies investing abroad as well as multinational companies investing in Asia Pacific. AP ICE is based in Hong Kong and it has a team of 25 senior tax professionals from 15 tax jurisdictions. Within AP ICE, Luxembourg is covered by Cedric Carnoye who has over 8 years of experience in international tax consulting and over 4 years practical experience in Hong Kong.

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德勤

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EBRC

Over the years, EBRC became a European centre of Excellence and Trust in the management of sensitive information.

Headquartered in Luxembourg, the second largest investment fund centre in the world after the US, the premier captive reinsurance market in the EU and the premier private banking centre in the Eurozone, EBRC has been focusing since 2000 on highly demanding international Clients and a very strong and risk-based banking regulation.

Luxembourg has a strategic position at the heart of Europe. This location allows direct access to 70% of the European GDP within 700 km, prime selection criteria for the companies targeting Europe for their business development.

If the offering of EBRC has become highly diversified over time, from Data Centre-/ Business Continuity services to advanced Cloud-/full Managed and IT Security services, EBRC business model is still unique in the IT industry.

In the framework of the PFS (Professional of the Financial Sector) status, EBRC meets the requirements of the CSSF (Commission de

Surveillance du Secteur Financier in Luxembourg), and is therefore allowed to operate ICT services for banks, financial institutions and investment fund companies. These quality and security requirements are considered as best practices within EBRC and are to be met for any client managing sensitive information (e-commerce, hospitals & bio banks, international institutions, public sector, industry, SMB, etc.).

In a very competitive context, EBRC is continuously investing and innovating to provide its Clients excellence and trust while drastically reducing their carbon footprint. Focus on high added value services and operational excellence, based on measured and objective evidences:

- Unique position worldwide as service provider operating 3 Tier IV Data Centres/15 000 m² IT space (Design & Fault Tolerant Constructed Facility)
- ECO Datacenter 5* Certification: 3 out of EBRC 5 Data Centres, a European premiere
- Institute “EMEA Datacenter Facility Management award 2015”
- Business Continuity & Disaster Recovery



Jerry PROBST
International Business
Development Manager

certifications (BCI, DR11)

- Fully certified integrated offering: Outsourcing-, Managed-, Cloud-, Resilience, Security-, Advisory services
- EBRC unique One-Stop-Shop (= 1 SLA) offering is fully certified: ISO 27001 (Information Security), PCI DSS Level1 (Online Transactions), ISO 20000 (Service Management), ISO 9001 (Quality Management), ISO 14001-50001 (Environmental-Energy Management)



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JAN DE NUL GROUP



David LUTTY
Director

People and global expertise. These are the corner stones of Jan De Nul Group's success. Thanks to its skilled employees and the world's most modern fleet, Jan De Nul Group is a leading expert in dredging and marine construction activities, as well as in specialized services for the offshore industry of oil, gas and renewable energy. The combination with its civil engineering and environmental activities renders the Group complete.

Our professional and innovative solutions are trusted across the industry. Whether it concerns reclamation of new areas for port extension, maintenance dredging or comprehensive port infrastructure works, together with our customers, we build for further economic development.

In the course of 2015, Jan De Nul Group executed dredging and reclamation works in several ports in Taiwan. In the ports of Mailiao and Kaohsiung, the Group executed maintenance dredging works in the port channels and basins. In Kaohsiung, reclamation works were also part of the scope of the port expansion program.



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LUXCONTROL

Luxcontrol is an independent inspection company offering a large range of customized services in organizational and technical risk management in the fields of Quality, Health, Safety and Environment (QHSE). Founded in 1978, the company employs today more than 260 experts on three continents and has its headquarter in the Grand-Duchy of Luxembourg.

Luxcontrol's core markets are the private and public building and construction sector, the industry and the service sector in Luxembourg.

International activities have been developed in specific niche markets.

Since 1985 Luxcontrol is in automotive homologation and assists the automobile industry worldwide in accessing new markets.

Notified as a Technical Service by the United Nation Economic Commission for Europe in Geneva and at the European Commission in Brussels, Luxcontrol provides its services in close partnership with the national homologation authority, Société Nationale de Certification et d'Homologation (SNCH), acting on behalf of the Luxembourg Ministry of Transport.



Jacques EISCHEN
Administrateur délégué



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OFFICE FREYLINGER



Pierre KIHN
CEO

Founded in 1966, Office Freylinger is a European leader in Intellectual Property Law offering a comprehensive range of Intellectual Property (IP) Law services covering patents, trademarks, designs, domain names and copy rights.

This includes: Filing and prosecuting applications for patents, trademarks and designs at local, European and worldwide levels; Building an IP strategy, providing opinions (patentability, registrability, infringement,...); Portfolio management; Contracting (licencing and other agreements); Enforcement, litigation; Due diligence; Audits.

Location

Office Freylinger is strategically located in Luxembourg, recognized as one of the top international business-friendly countries in Europe. In order to centralize and develop IP assets from Luxembourg, Office Freylinger has built a multilingual, multicultural team with legal, creative and technical competencies. Since 2008, Intellectual Property (IP) revenues in Luxembourg companies can benefit from an 80% tax exemption.

Services

Office Freylinger provides a broad range of ser-

vices related to patents, trademarks, designs, domain names, IP conflicts and valuation.

Office Freylinger assists its clients in developing adequate Intellectual Property strategies to help them in acquiring and expanding strong market positions based on strong Intellectual Property Rights. It therefore leads its clients through every stage of the innovation process, from research to commercialization.

Office Freylinger advises SMEs and multinational companies, public-funded or private research organizations as well as business entrepreneurs.

Operating in a multilingual environment, all team members are able to work in at least three working languages, namely French, German and English.

Office Freylinger protects its client's interests worldwide through its network of IP professionals. In Europe, Office Freylinger is able to act on behalf of its clients directly before the European Patent Office, the Community Trademark Office and the WIPO as well as before the national intellectual property Offices of the French, German and English speaking-countries.

Eager to provide a full service and anticipate its client's needs, Office Freylinger has developed innovative tools such as:

- **Online tools:** website and iPhone / iPad App dedicated to (free) trademark search and filing;
- **Trademark packages:** pick a level of service and avoid surprises (depending on the package, may include the drafting of a license agreement and opposition follow-up);
- **European patents packages:** available for patent applications in Europe, validations, transfers and changes of names.



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ONE TWO & CO.



Christian NGUEKENG
Ing. Managing Director

ONETWO & Co, www.one2co, is also a Joint venture in Digital Marketing business, E-Commerce and FINTEC in Africa through:

- Africa Online Shop:
www.afrishop24.com, now running in Cameroon since two years , we plan to cover 21 countries in West and Central of Africa for a market of more than 900 millions.
- www.greelineeurope.com :
Distribution of green energy products in Africa
- www.A54marketinggroup.com:
Prospection, digital marketing in Africa
- www.smartransfer24.com :
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PAUL WURTH INTERNATIONAL



René STOLTZ
Managing Director

Located in Luxembourg since its creation in 1870, Paul Wurth has transformed itself into an international engineering company. Today the Paul Wurth Group is one of the world leaders in the design and supply of the full-range of technological solutions for the iron & steel industry and affiliated sectors. As well as its work for industry, Paul Wurth has gained an excellent reputation for planning and managing major regional construction and infrastructure projects. With more than 1500 highly-skilled staff and a vast network of international entities and affiliated companies, the Paul Wurth Group can pride itself in having a solid global presence in all the major steelmaking markets of the world. Paul Wurth International S.A. Taiwan Branch with its location in Kaohsiung, Taiwan is responsible for the South East Asian market.

Focus on the construction and modernisation of complete blast furnace plants, incorporating the very latest, state-of-the-art technologies. Today Paul Wurth's portfolio extends to cokemaking and direct reduction technologies. The design and construction of complete plants, systems and processes are supplemented by a whole range of custom services - engineering, project management, site supervision, commissioning and after-sales service - as well as by environmental protection technologies. The Paul Wurth Group also has state-of-the-art steelworks technologies and is continuing to extend its range of products and services to the needs of the non-ferrous and ferro-alloy sector.



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STREFF



Max CHORUS
Managing Director

STREFF's main activity is the "wall to wall" moving of household goods for private and corporate customers. The world wide moving services are archived in co-operation with partner companies who are leaders in there local markets and provide the best services expected by customers.

At Streff all members of staff are focused on the highest level of quality. With more than thousand feedbacks per year we prove our quality standards continuously. You'll find our monthly quality report under streff.lu.

Also we can assure a full relocation service. This offer of service is for individuals as well as for company staff and their families who need to adapt quickly and in an efficient way to their new environment.

An other important part of our business is the office moving. In order to achieve a minimum disturbance of our customers own business we have invested in suitable equipment to ease the handling and speed up the transfer of the goods to be moved.

Streff is the only moving company to provide container loading at floor level by window or balcony and outside elevators up to 45 m length. Archive and PC trolleys, heavy item lifter for safes and full filing cabinets are only a few of the used special equipment.

Since 2005 Streff has achieved the status of PSF (provider of the financial sector) from the Luxembourg Ministry of Finance to ensure security and data protection. In this area Streff offers additional services as archive logistics, electronic archiving, and all kind of destruction of documents and data media.

In 2008 we have been awarded with the "Prix Luxembourgeois de la Qualité".

Streff operates five warehouses with a total capacity of about 165.000 m². Here we provide containerized furniture storage, archive storage and document destruction services for our customers.

Apart from palletized and wooden container storage, our speciality is to store fully loaded steel shipping containers (from 20 foot up to 45 foot and up to 30.000 kg each) inside of our temperature controlled warehouses.

This allows us to load, seal, store and re-deliver all goods entrusted in our care without individual physical handling in and out of storage, which assures the integrity of the shipment and reduces the risks of damages and of course the handling cost.



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TELINDUS TELECOM

Telindus Luxembourg is the Proximus Group's ICT branch and, through Telindus Telecom, the Group's enterprise operator in Luxembourg. It provides solutions to a variety of private and public-sector companies. Its areas of expertise include enterprise networks and connectivity (national and international), datacenters, systems, storage, security, collaboration, applications and mobility.

With a customer centric approach, Telindus Luxembourg positions itself as the privileged partner for businesses and administrations. In order to accompany its customers, in their digital transformation, at their own pace, with the highest respect for their evolution, Telindus developed a wide range of managed services to meet their very specific needs. With more than 400 accomplished specialists, Telindus Luxembourg's strategy is to focus on customers' needs managed through a single point of contact to meet overall ICT requirements.



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The Chamber of Commerce of the Grand Duchy of Luxembourg is proud to present the Luxembourg Companies at the Trade Mission to Taiwan and at the 8th Taiwan-Luxembourg Joint Business Council Meeting. The Chamber of Commerce hopes that numerous fruitful business contacts will be established with local companies. The Chamber of Commerce is a service provider to all those concerned with any commercial, financial or industrial activity in Luxembourg. For enquiries, please feel free to contact the International Affairs of the Chamber of Commerce.

Chamber of Commerce of the Grand Duchy of Luxembourg

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Company profiles in this brochure were provided by the International Affairs of the Chamber of Commerce of the Grand Duchy of Luxembourg.

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