



LUXEMBOURG

Your prime business hub in Europe

Seoul, October 6, 2014



Invitation

On the occasion of the trade mission to South Korea, headed by HRH the Crown Prince of Luxembourg and led by the Deputy Prime Minister and Minister of the Economy, HE Mr Étienne Schneider, the Luxembourg Chamber of Commerce, the Ministry of the Economy, the Luxembourg Embassy and the Luxembourg Trade and Investment Office in Seoul (LTIO) have the pleasure of inviting you to a seminar:

LUXEMBOURG, YOUR PRIME BUSINESS HUB IN EUROPE

To be held on:

Monday, October 6, 2014 at 10.00

At Grand Hyatt Seoul

322 Sowol-ro, Yongsan-gu Seoul, South Korea, 140-738

T: +82 2 797 1234

F: +82 2 798 6953

<http://seoul.grand.hyatt.com/en/hotel/home.html>



Draft Program*

10.00-10.30 **Registration and welcome coffee**

10.30 **Welcome Address**

HRH Crown Prince Guillaume of Luxembourg

10.35 **Keynote Speech**

HE Mr Étienne Schneider, Deputy Prime Minister, Minister of the Economy,
Grand Duchy of Luxembourg

10.45 **At the heart of Europe: The Luxembourg economy in a nutshell**

Carlo Thelen, Director General, Luxembourg Chamber of Commerce

11.00 **Division of the participants**

11.05-12.30 **Parallel workshops (Automotive, ICT, Tourism)**

- o Business Opportunities between South Korea and Luxembourg:
Automotive Components

Presentation of the Luxembourg Automotive Cluster

Joost Ortjens, Head of Automotive Components Sector, Luxinnovation

Presentation of the Korea Automobile Parts Association (KAPA)

Seok-Won Kim, Chairman, KAPA

Round table – Presentation of the Korean and Luxembourg Companies

Discussion

- o [ICT: Luxembourg, your trusted hub for e-business in Europe](#)

Welcome Address

Panel discussion

Experts:

High representatives of the Luxembourg ICT sector

- o [Tourism: Discover the unexpected Luxembourg](#)

Welcome Address and Presentation about Luxembourg

Anne Hoffmann, Managing Director, Luxembourg National Tourist Board

Short film about Luxembourg: your next touristic destination

Prize draw

12.30

Networking lunch - reception

Presentation of Luxembourg's Oscar® winning short animated film "Mr.Hublot"

The event is free of charge but registration is compulsory.
Spaces are limited and available on first come, first served basis.
Simultaneous translation English/Korean will be provided.

LUXEMBOURG

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Monday, October 6, 2014 – Grand Hyatt Seoul

Registration form

Mr. / Mrs.:

Position:

Company:

Address:

Phone:

E-mail:

Website:

- Will attend the seminar in Seoul, Hotel Grand Hyatt
- Will attend the sectoral workshop (please choose only one):
- Automotive
 - ICT
 - Tourism
- Will attend the networking lunch-reception

Venue:

Grand Hyatt Seoul

322 Sowol-ro, Yongsan-gu Seoul, South Korea, 140-738

Please reply per E-mail by Tuesday, September 30, 2014

For further information, please contact:

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For further information about Luxembourg, please visit:

www.visitluxembourg.kr

www.investinluxembourg.kr

Promoting Trade. A partnership for success.

Luxembourg for Business was founded in 2008 as an initiative by the Ministry of the Economy and Foreign Trade and the Ministry of Small and Medium-Sized Businesses and Tourism, the Chamber of Commerce, the Office du Ducroire, the National Credit and Investment Corporation (SNCI), the Chamber of Crafts and the Luxembourg Business Federation (FEDIL).

By relying on the strengths of both public and private, Luxembourg for Business operates as a Trade Promotion Organisation (TPO) and liaises with Luxembourg's Trade & Investment Offices, Luxembourg's Embassies, Consulate Generals, Honorary Consulates, and other international promotion networks such as for example bilateral Chambers

of Commerce to foster Luxembourg's outbound activities. Luxembourg for Business functions as a so called 'network agency' and promotes trade and international business in the interest of the Luxembourg economy.

Members of Luxembourg for Business deliver complementary high quality services for promoting 'Made in Luxembourg' goods and services. Their services incorporate a first-class business package of trade missions, trade fairs, personalised matchmaking services and much more to allow companies to successfully set foot in foreign markets and staying ahead of their competitors.

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