



FOREIGN TRADE

Official Agenda 2010



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG



CHAMBRE DE
COMMERCE
LUXEMBOURG

An important role of the International Department of the Chamber of Commerce is to actively support Luxembourg companies during their entry in and expansion on foreign markets.

This service is provided through:

State visits, Official Missions and Trade Missions	p. 4-5
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Guided Visits to Specialist Trade Fairs	p. 6-7
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The agenda for 2010 was developed in association with business federations from the private sector as well as with public authorities. The agenda involves more than one hundred commercial and business events across a large number of 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 Department collaborates closely with the agencies "Luxembourg for Finance" and "Luxembourg for Business". The Chamber of Commerce is a founding member of both agencies.

"Luxembourg for Finance" (LFF) is a public-private partnership between the Luxembourg Government and the Luxembourg Financial Industry Federation (PROFIL). It 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 communications policy.



"Luxembourg for Business" (LFB) contributes to the corporate image of the Grand Duchy of Luxembourg by promoting Luxembourg as a trade platform abroad. It advertises the internationalisation of Luxembourg companies, the quality of the goods exported and the various services of Luxembourg origin.

LFB federates all foreign trade stakeholders in Luxembourg:

- The Ministry of the Economy and Foreign Trade
- The Chamber of Commerce
- The Ministry of Small and Medium-Sized Businesses and Tourism
- The National Company of Credit and Investments
- The Office du Ducroire
- The Fedil-Business Federation Luxembourg
- The Chamber of Crafts



STATE VISITS, OFFICIAL MISSIONS, AND TRADE MISSIONS

State Visits: Visits by Their Royal Highnesses the Grand Duke and Grand Duchess following the official invitation of another Head of State. Often, alongside the State Visits, Trade Promotion Missions are organised to give companies the opportunity to meet business partners abroad and to showcase their goods and services. These visits are enhanced by the presence of the Head of State, which gives a high visibility to the event and the Luxembourg economy in general.

Official missions: Missions led by a member of the Government and organised in close co-operation with the Chamber of Commerce as to its trade and commercial component and with the Agencies “Luxembourg for Business” and “Luxembourg for Finance”.

Economic missions: Missions led by the Chamber of Commerce in close collaboration with its international networks, the Agency “Luxembourg for Business” and/or the Agency “Luxembourg for Finance”, the Luxembourg trade or diplomatic network abroad, the Belgian trade representatives and/or the relevant government department.

The goal of these missions is twofold:

- The promotion of Luxembourg companies and their products and services abroad;
- The promotion of Luxembourg as a trade platform for foreign companies and investors.

DATES	DESTINATION	ACTIVITIES	DETAILS
January 8-14	India (Delhi, Kolkata, Mumbai)	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB
January 11-13	Middle-East (Bahrain, Dubai)	Official Mission/ LfF Roadshow	Financial Sector, organised by LfF, led by the Minister of Finance
April 12-15	Russia (Moscow, St. Petersburg)	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB and LfF
May 12-19	Middle East (Abu Dhabi, Saudi Arabia)	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB and LfF
June 9	Belgium (Brussels)	Economic Mission	Multi-sectoral and finance, organised by the Chamber of Commerce in association with LfF
June 13-16	Romania (Bucarest, Timisoara, Cluj)	Economic Mission	Multi-sectoral, organised by the Chamber of Commerce in collaboration with RomLux Asbl
June 19-24	Israel (Tel Aviv), Lebanon (Beirut)	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB and LfF
September	France (Lyon)	LfF Roadshow	Financial Sector, organised by LfF
September 6-8	Algeria	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB
October 9-10	China (Shanghai)	Official Visit	“Luxembourg Day” at the World Expo Shanghai in presence of H.R.H. the Grand Duke (cf details page 12+13)
October	South America (Brazil)	Official Mission/ LfF Roadshow	Financial Sector, organised by LfF, led by the Minister of Finance
October 31- November 4	Angola	Official Mission	Multi-sectoral, led by the Minister of the Economy and Foreign Trade in association with LfB
November 17	Italy (Milan)	LfF Roadshow	Financial Sector, organised by LfF
November 20-24	Sweden	Official Mission	Multi-sectoral and environmental technologies, led by the Minister of the Economy and Foreign Trade in association with LfB

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, the Ministry of the Economy and Foreign Trade, the Ministry of Small

and Medium-Sized Businesses and Tourism and/or the Chamber of Commerce provide entrepreneurs with the opportunity of participating in trade shows at a lower cost as part of a national pavilion gathering all 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.

DATES	DESTINATION	EXHIBITION / SHOW	DETAILS
January 5-11	New Delhi, India	Auto Expo	Automotive industry organised by the Ministry of the Economy and Foreign Trade
March 7-11	Marche-en-Famenne, Belgium	Horécatal	Food service industry organised by the Chamber of Commerce
March 16-19	Cannes, France	MIPIM	Property market and real estate, organised by the Chamber of Commerce in association with LFF and LFB
April 6-9	Moscow, Russia	Mosbuild	Construction sector organised by the Ministry of the Economy and Foreign Trade
April 19-23	Hanover, Germany	Hannover Messe	Industrial automation, drive & automation, digital factory, energy, organised by the Ministry of the Economy and Foreign Trade
May 1-9	Luxembourg-Kirchberg, Grand-Duchy of Luxembourg	Foire de Printemps	Consumer goods, booth set up by the Chamber of Commerce at Luxexpo
May 1-October 31	Shanghai, China	World Expo Shanghai	Multi-sectoral - Commercial Week taking place October 7-15
June 1-4	Beirut, Lebanon	Project Lebanon	Building and construction show organised by the Ministry of the Economy and Foreign Trade and the Chamber of Commerce
June 8-11	Munich, Germany	Automatica	Robotic and mechatronic industry organised by the Ministry of the Economy and Foreign Trade
September 21-25	Monaco	Monaco Yacht Show	Nautical exhibition, organised in association with the Commission for Maritime Affairs, LFB and the Chamber of Commerce
October 4-6	Munich, Germany	ExpoReal	Property market and real estate, organised by the Chamber of Commerce in association with LFB and LFF
October 17-21	Paris, France	SIAL	Food service industry organised by the Ministry of the Economy and Foreign Trade
October 20-21	Liège, Belgium	Forum des Entrepreneurs by initiatives	Services to companies, ICT organised by the Chamber of Commerce with the support of the Ministry of Small and Medium-Sized Businesses and Tourism
November 21-24	Dubai, U.A.E.	The Big 5 Show	Building and construction show organised by the Ministry of the Economy and Foreign Trade and the Chamber of Commerce
November 30 December 3	Lyon, France	Pollutec	Environmental equipment, technology and services, organised by the Ministry of the Economy and Foreign Trade

GUIDED VISITS TO INTERNATIONAL TRADE FAIRS

The Chamber of Commerce offers guided visits to companies interested in participating in major international trade fairs. In order to provide added value, these visits are very often supplemented with individual business meetings (matchmaking) organised and prepared, in advance, according to the companies' needs.

DATES	DESTINATION	EXHIBITION / SHOW	DETAILS
April 19-23	Hanover, Germany	Hannover Messe	Industrial automation, drive & automation, digital factory, energy, organised by the Enterprise Europe Network of the Chamber of Commerce
May 5-9	Istanbul, Turkey	Turkeybuild	Products, technologies and services of the building sector, organised by the Enterprise Europe Network of the Chamber of Commerce
June 8-10	Milan, Italy	Expo Italia Real Estate	Real estate industry, organised by the Chamber of Commerce
September 28- October 2	Graz, Austria	Euro Sun	Solar thermal energy, energy efficiency: solar heating, cooling and buildings, organised by the Enterprise Europe Network of the Chamber of Commerce
October 6-10	Istanbul, Turkey	CeBIT Bilişim Eurasia	ICT, telecommunications, software and services, organised by the Enterprise Europe Network of the Chamber of Commerce
October 26-27	Stuttgart, Germany	Global Connect	International contacts and investment, organised by the Enterprise Europe Network of the Chamber of Commerce
November 30- December 3	Lyon, France	Pollutec	Environment protection equipments, technologies and services, sustainable development, organised by the Enterprise Europe Network of the Chamber of Commerce

INTERNATIONAL PARTNERSHIP EVENTS (*b2fair*)

International Partnership Events allow companies to expand beyond the domestic and regional environment. Instead of making various business trips to find the right contact, the participation in co-operation fairs allows entrepreneurs to get individual and targeted meetings in one place with companies interested in partnerships. Furthermore, the “*b2fair*” concept enables the entrepreneurs to benefit from the assets of international trade fairs and from the “b2b” platforms, which is the strength of this initiative.

DATES	DESTINATION	PARTNERSHIP EVENT	DETAILS
April 19-23	Hanover, Germany	Hannover Messe	Industrial automation, drive & automation, digital factory, energy, matchmaking event based on the <i>b2fair</i> concept
April 28-30	Poitiers, France	Futurallia	Multi-sectoral matchmaking event
May 5-9	Istanbul, Turkey	Turkey Build	Products, technologies and services for the building industry, demolition and energy efficiency, matchmaking event based on the <i>b2fair</i> concept
September 13-17	Brno, Czech Republic	MSV	Machinery, automotion and engineering, matchmaking event based on the <i>b2fair</i> concept
September 28-October 1	Graz, Austria	Euro Sun	Solar thermal energy, energy efficiency: solar heating, cooling and buildings, matchmaking event based on the <i>b2fair</i> concept
October 6-10	Istanbul, Turkey	CeBIT Bilişim Eurasia	ICT, telecommunications, software and services, matchmaking event based on the <i>b2fair</i> concept
October 7-8	Shanghai, China	World Expo Shanghai	Multi-sectoral <i>b2fair</i> matchmaking event followed by the Luxembourg SME Week
October 20-21	Liege, Belgium	BICT – Business International Cooperation Trade	Services to companies and ICT
October 21	Thionville, France	Salon à l'Envers	Multi-sectoral meeting point between purchasers and suppliers
November 30-December 3	Lyon, France	Pollutec	Environment protection equipments, technologies and services, sustainable development, matchmaking event based on the <i>b2fair</i> concept



BUSINESS OPPORTUNITY DAYS

In order to help Luxembourg companies to enter foreign markets, the Chamber of Commerce organises information days on a regular basis, to give information about business opportunities and to help companies sell their products or services. These days consist of individual interviews with Belgian trade representatives and trade specialists.

“LUXEMBOURG BOARD OF ECONOMIC DEVELOPMENT” – TRADE AND INVESTMENT OFFICES

China	P. Ferring	Shanghai
India	A. Bhardwaj	New Delhi
Japan	Y. Matsuno	Tokyo
South Korea	Y. Kim	Seoul
Taiwan	H. Mignot	Taipei
United States	F. Knaff	New York
United States	G. Schmit	San Francisco
U.A.E.	A. Pansin	Dubai

DATES

COUNTRIES, CITIES

15.01	Malaysia, Kuala Lumpur
15.01	Philippines, Manila
25.01	Uzbekistan, Tashkent
25.01	Ukraine, Kiev
25.01	Kazakhstan, Almaty
02.02	Netherlands, The Hague
04.02	Sweden, Stockholm
04.02	Denmark, Copenhagen
12.02	China, Canton
26.02	Syria, Damascus
26.02	Iraq/Jordan, Bagdad/Amman
02.03	Mexico, Mexico
02.03	Colombia, Bogota
02.03	Argentina, Buenos Aires
02.03	Chile, Santiago
04.03	Singapore, Singapore
09.03	Brazil, Sao Paulo
11.03	Switzerland, Zurich
11.03	Austria, Vienna
15.03	Morocco, Casablanca
15.03	Tunisia, Tunis
15.03	Algeria, Alger
16.03	South Africa, Johannesburg
31.03	Canada, Montréal
31.03	Canada, Toronto
12.04	Australia, Sydney
12.04	Indonesia, Jakarta
29.04	Israel, Tel Aviv
10.05	Saudi Arabia, Riyadh
14.05	Russia, Moscow
14.05	Russia, Saint-Petersburg
14.05	Russia, Nizhny Novgorod
04.06	Lithuania/Latvia/Estonia, Vilnius
14.06	Kuwait, Kuwait City
14.06	Lebanon, Beirut
15.06	Spain, Madrid
15.06	Spain, Barcelona
15.06	Spain, Bilbao
15.06	Portugal, Lisbon
18.06	Iran, Teheran
18.06	Egypt, Cairo
18.06	Libya, Tripoli
22.06	Poland, Warsaw
17.09	United Kingdom, London
17.09	United Kingdom, Birmingham
17.09	Ireland, Dublin
11.10	Hungary, Budapest
11.10	Czech Republic, Prague
11.10	Pakistan, Islamabad
15.11	Serbia Montenegro
15.11	Croatia, Belgrade
19.11	Greece, Athens
19.11	Turkey, Ankara
30.11	Slovakia, Bratislava
30.11	Slovenia, Ljubljana
30.11	Rumania, Bucharest
30.11	Bulgaria, Sofia
08.12	United States of America, Chicago
14.12	Cuba, Havana
14.12	Uruguay, Montevideo

800 km 1600 km



WORLD EXPO SHANGHAI COMMERCIAL WEEK OCTOBER 10-15

The Luxembourg Chamber of Commerce, a founding member of the “G.I.E. Luxembourg @ Expo Shanghai 2010”, will organise a commercial week in and around the Luxembourg Pavilion in October 2010. The date October 10th 2010 has been officially decreed by the Expo-Organisers as the Luxembourg Day at the World Expo and will also be the official launch of the commercial week. The objective of this event is to showcase and promote Luxembourg products and services in various sectors of activities to targeted Chinese companies.

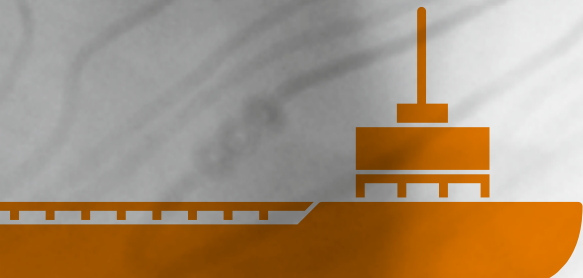
China has become an indispensable partner for Luxembourg Foreign Trade. Our exports to China have more than quintupled between the mid 90's and mid 2000's. Our imports from China have increased by a tenfold during that same period.

Nowadays the commercial transactions between Luxembourg and the Asian Continent exceed the ones Luxembourg has with the American Continent. The Chinese market offers a multitude of business opportunities in sectors such as ICT, Eco-Technologies, Automotive, Finance and Logistics. Thousands of Chinese SME's are on the look out for strategic alliances with European small and medium sized enterprises.

The commercial week will be a succession of sector specific seminars and with subsequent business matchmaking. Each Luxembourg participating company will be able to showcase and present to the Chinese audience its products and services. Each of the commercial days will be closed with a networking reception at the Luxembourg Pavilion.

THE PROGRAMME:

- October 7, 2010** b2fair – International Business Cooperation
- October 8, 2010** b2fair – International Business Cooperation
- October 9, 2010** Luxembourg Official Reception hosted by the Commissioner General in presence of H.R.H. Grand Duke Henri
- October 10, 2010** Luxembourg Day at the World Expo
- October 11, 2010** ICT Day
- October 12, 2010** Automotive Day
- October 13, 2010** Eco-technologies Day
- October 14, 2010** Maritime & Logistics Day
- October 15, 2010** Food & Beverage Day



THE INTERNATIONAL DEPARTMENT OF THE CHAMBER OF COMMERCE

Supporting Luxembourg companies in foreign markets through visits, missions and trade fairs is not the only role of the International Department. Another task is to provide information on foreign markets. This is achieved by organising conferences and individual meetings to inform entrepreneurs about their target markets.

In order to facilitate the development of Luxembourg businesses in foreign markets, the IDCC also provides specialised guidance on foreign markets and receives foreign delegations in Luxembourg. In addition, the IDCC publishes a bi-annual Market Guide which lists hundreds of Luxembourg businesses, actively looking for a partnership abroad.

The Office du Ducroire and the Enterprise Europe Network are part of the International Department of the Chamber of Commerce.

THE OFFICE DU DUCROIRE: THE ONE STOP SHOP FOR EXPORTERS

Entering new markets is a major challenge for a business. Export trade within the region, to the new members of the EU or to farther destinations is an opportunity for every single business to expand its turnover. However, this opportunity also bears risks.

The Office du Ducroire assists Luxembourg companies in the research of new markets and grants subsidies for promotion expenses, training and/or the participation in trade fairs as part of a company's preparation to expand internationally.

Also, the company has the possibility to use the "security network" of the Office du Ducroire to protect itself against customer insolvency and against political risk.

ENTREPRISE EUROPE NETWORK - BUSINESS SUPPORT AT YOUR DOORSTEP

The goal of the Enterprise Europe Network of the European Commission is to provide companies with information and assistance within the context of the European integration process and help them understand the opportunities and challenges of an enlarged European Market.

The Enterprise Europe Network – Luxembourg is operated by the Chamber of Commerce, the Chamber of Crafts and Luxinnovation in order to offer Luxembourg SME's a very large and diversified portfolio of specialised European business support services. Personalised services are provided through: tailor made assistance on European topics and innovation, an integrated and unique EU service approach at all stages of the SMEs' development and professional guidance in the companies' internationalisation process.

THE "b2fair" CONCEPT: OPTIMISATION OF TRADE FAIR PARTICIPATION:

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

The b2fair matchmaking events are professional business exchanges aimed at opening new market scales and establishing high-quality sustainable business relationships via individually selected and targeted business contacts, carefully arranged in advance.

As an internationally protected trademark, the b2fair concept combines the advantages of both forms of market development, thus enabling participating companies to explore new market opportunities, stimulate fruitful business contacts and exchange business experiences at an international level.

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