

Fernand Grulms  
(Luxembourg  
for Finance)



Photo: Jan Deffrenoy

## BRANDING

# PUTTING LUXEMBOURG ON THE MAP

Nobelux, the Belgian-Luxembourg Nordic Countries Chamber of Commerce in Luxembourg, hosted a presentation by Fernand Grulms, on Luxembourg for Finance (LFF), the financial centre's new promotional body.

*"Our mission is to leverage and coordinate communication about Luxembourg's financial centre,"* says Fernand Grulms, CEO of the new venture between Profil – the Luxembourg Financial Industry Federation – and the government. Launched in January, the economic interest group (GIE) has thirteen staff members and an annual budget of three million euros, uniting the promotional forces of ABBL, ACA and ALFI, as well as resources from the legal, EDP, real estate sectors. Grulms continues: *"LFF aims at raising awareness of the country's financial know-how in many sectors, by putting Luxembourg on the map as a financial centre, in the Middle East, Asia and Latin America, and by communicating a unified message from our industry"*. The project is timely: as Fernand Grulms further points out, other places have set up similar promotional agencies, such as the Dubai International Financial Centre (DIFC), which advertises what they have on offer. By comparison, the DIFC operates with a yearly 25 million euro budget. LFF will attend trade fairs and provide information to the international press to highlight the myriad of financial services in Luxembourg and target universities to promote the Grand Duchy as *"a nice place to live and work"*. In addition, LFF will study how this country is portrayed in foreign media. The ultimate goal is to brand and publicise *"the sum of all the activities and products Luxembourg can offer"*, to maintain the country's position as a major global financial player, and to develop and diversify it in the coming years.

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