



EXPORTAWARD

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FOREIGN TRADE

Official Agenda 2012



The Luxembourg Chamber of Commerce is a founding member of



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

This service is provided through:

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The agenda for 2012 was developed in association with business federations from the private sector and with public authorities. The agenda includes 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 government authorities, in particular with the Ministry of the Economy and Foreign Trade, the Ministry of Finance, and the Ministry of Foreign 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. Furthermore, the Chamber of Commerce is a founding member of the agencies "Luxembourg for Business" and "Luxembourg for Finance".

"Luxembourg for Business" (LFB) contributes to the corporate image of the Grand Duchy of Luxembourg by promoting Luxembourg as a trade platform abroad.

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 (SNCI), the Office du Ducroire (ODL), the Fedil-Business Federation Luxembourg, the Chamber of Crafts. Relying on the strengths of both public and private partners, Luxembourg for Business operates as a trade promotion agency and liaises with Luxembourg's Trade & Investment Offices, its Embassies, Consulate Generals, Honorary Consulates, and other international promotion networks such as for example bilateral Chamber of Commerce to foster Luxembourg's outbound activities.

"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 communication policy.

The Chamber of Commerce and the ODL, in partnership with the agencies LFB and LFF, have launched a new prize called "Export Award" rewarding Luxembourg SMEs in all economic sectors that have distinguished themselves by their efforts of internationalisation of their activities. The prize was awarded for the first time on December 2, 2011 within the framework of the festivities of the ODL's 50th anniversary. Please refer to page 14.

STATE VISITS, OFFICIAL MISSIONS AND ECONOMIC MISSIONS

State Visit: Visit by Their Royal Highnesses the Grand Duke and Grand Duchess following the official invitation of another Head of State. Often, alongside the State Visit, an Official Mission is organised to give companies the opportunity to meet business partners abroad and to showcase their goods, services and technologies. These events 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 Mission: Mission led by a member of the Government and organised in close partnership between the Agency “Luxembourg for Finance” and/or the Agency “Luxembourg for Business” with the Chamber of Commerce as to its trade and commercial component.

Economic Mission: Mission 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 of their products and services abroad;
- the promotion of Luxembourg as a business platform for foreign companies and investors.

| DATE | DESTINATION | ACTIVITY | DETAILS |
|-------------------------|---------------------------------------|--|--|
| January 21 - 26 | Israel (Tel Aviv) | Official Mission led by the Minister of the Economy and Foreign Trade | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce in association with LfB |
| January 29 - February 2 | Gulf Region (Doha, Dubai) | Official Mission led by the Minister of Finance | Financial Sector, Financial Seminar in the UAE, organised by LFF |
| March 10 - 15 | India (Delhi, Mumbai, Chennai) | Official Mission led by the Minister of the Economy and Foreign Trade | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce in association with LfB and LFF |
| March 20 | Luxembourg | State Visit from the Netherlands | Multi-Sectoral and Financial Sector, economic forum organised by the Chamber of Commerce in association with LfB and LFF |
| April 23 - 25 | Germany (Berlin) | State Visit | Multi-Sectoral and Financial Sector, Luxembourg business delegation organised by the Chamber of Commerce in association with LfB and LFF |
| May 7 - 11 | Canada (Montreal, Toronto, Vancouver) | Official Mission led by the Minister of the Economy and Foreign Trade | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce in association with LfB and LFF |
| May 15 | Belgium (Antwerp) | Financial Seminar in presence of the Minister of Finance | Organised by LFF in cooperation with the Ministry of Finance in Flanders |
| May 22 | United Kingdom (London) | Financial Seminar in presence of the Minister of Finance | Organised by LFF in cooperation with the City of London |
| June 4 - 8 | Lebanon (Beirut) | Official Mission led by the Minister of the Economy and Foreign Trade | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce in association with LfB |
| September | Germany (Frankfurt) | Financial Seminar in presence of the Minister of Finance | Organised by LFF |
| October 9 - 11 | Austria (Vienna) | Official Visit | Multi-Sectoral and Financial Sector, Luxembourg business delegation organised by the Chamber of Commerce in association with LfB and LFF |
| October 15 - 19 | Latin America (Mexico, Brazil) | Official Mission led by the Minister of Finance | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce and LFF |
| November | France (Paris) | Financial Seminar in presence of the Minister of Finance | Organised by LFF |
| December | Italy (Milan) | Financial Seminar | Organised by LFF |
| December | France (Paris) | Economic Mission | Multi-Sectoral, Seminar and matchmaking organised by the Chamber of Commerce |
| Second semester | Russia (Moscow, St Petersburg) | Official Mission led by the Minister of the Economy and Foreign Trade | Multi-Sectoral and Financial Sector, organised by the Chamber of Commerce in association with LfB and LFF |

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 Foreign Trade and the Chamber of Commerce provide entrepreneurs with the opportunity to participate 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.

| DATE | DESTINATION | EVENT | SECTOR | DETAILS |
|--------------------------|-----------------------------|---|--|---|
| January 16 - 17 | China (Hong Kong) | Asian Financial Forum | Financial Services | Organised by LFF |
| March 6 - 9 | France (Cannes) | MIPIM | Property Market and Real Estate | Organised by the Chamber of Commerce |
| March 11 - 15 | Belgium (Marche-en-Famenne) | Horécatel | Food Service Industry | Organised by the Chamber of Commerce |
| April 23 - 27 | Germany (Hanover) | Hannover Messe | Industrial Automation, Digital Factory, Energy | Organised by the Ministry of the Economy and Foreign Trade |
| April 30 - May 3 | Qatar (Doha) | Project Qatar | Building and Construction Sector | Organised by the Ministry of the Economy and Foreign Trade and by the Chamber of Commerce |
| May 5 - 13 | Luxembourg (Luxembourg) | Foire de Printemps | Consumer Goods | Information stand organised by the Chamber of Commerce |
| June 5 - 8 | Lebanon (Beirut) | Project Lebanon | Building and Construction Sector | Organised by the Ministry of the Economy and Foreign Trade and by the Chamber of Commerce |
| June 13 - 14 | Luxembourg (Luxembourg) | GR Business Days (cf. page 15) | Automotive Industry, Machinery & Metallurgy, Construction, Environment & Energy, Transport and Logistics | Organised by the Chamber of Commerce |
| June 19 - 21 | Monaco (Monaco) | GAIM Monaco | Hedge Funds | Organised by Lff and AIF |
| September 19 - 22 | Monaco (Monaco) | Monaco Yacht Show | Nautical Exhibition | Organised by the Ministry of the Economy and Foreign Trade and by the Chamber of Commerce in association with the Commission for Maritime Affairs and LfB |
| October 8 - 10 | Germany (Munich) | Expo Real | Property Market and Real Estate | Organised by the Chamber of Commerce Conference organised by the Lff |
| October 21 - 25 | France (Paris) | Sial | Food and Beverage | Organised by the Ministry of the Economy and Foreign Trade |
| November 14 - 17 | Germany (Düsseldorf) | Medica | Medical Device Technology, Medical Products and Medical IT | Organised by the Ministry of the Economy and Foreign Trade |
| November 19 - 22 | France (Paris) | Salon International de l'Emballage | Packaging | Organised by the Ministry of the Economy and Foreign Trade |
| November 27 - 30 | France (Lyon) | Pollutec | Environmental Equipment, Technology and Services | Organised by the Ministry of the Economy and Foreign Trade |

GROUP VISITS TO INTERNATIONAL TRADE FAIRS

The Chamber of Commerce, via its Enterprise Europe Network activities, offers group visits to companies interested in participating in major, international trade fairs. In order to provide added value, these visits are often enriched by the arrangement of individual business meetings (matchmaking) organised and prepared, in advance, according to the companies' needs.

| DATE | DESTINATION | EVENT | SECTOR | DETAILS |
|--------------------------|----------------------|--|--|---|
| March 6 - 10 | Germany (Hanover) | CeBit | Professional ICT technologies | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |
| March 26 - 29 | Spain (Barcelona) | Alimentaria | Food and Beverage | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |
| April 23 - 27 | Germany (Hanover) | Hannover Messe | Industrial Automation, Digital Factory, Energy | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |
| May 14 - 18 | Serbia (Belgrade) | Indjija Industrial Zone - Doing Business Onsite | Engineering, Computer Integrated Factory, New Technologies & Innovations, Construction Building Materials, Automotive, Recycling of car batteries, Machine Building Industry, Metal Industry, Plastic / Rubber Industry, Galvanization of Assemblies | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce in collaboration with the Serbian Chamber of Commerce |
| September 19 - 22 | Morocco (Casablanca) | Sistep Midest | Industrial subcontracting, machinery, equipments & services for the industrial production machines | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |
| October | Turkey (Kocaeli) | Match4Industry - Doing Business Onsite | Automotive Industry, Machinery, Plastics, Chemical Industry | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce with the support of East Marmara Abigem and other Turkish business support organisations |
| October 3 - 6 | Morocco (Casablanca) | Pollutec - Maroc | Environment Protection Equipments, Technologies and Services, Packaging, Sustainable Development | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |
| November 27 - 30 | France (Lyon) | Pollutec | Environment Protection Equipments, Technologies and Services, Packaging, Sustainable Development | Organised by the Enterprise Europe Network-Luxembourg of the Chamber of Commerce |

INTERNATIONAL PARTNERSHIP EVENTS

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 cooperation fairs 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” platforms, which is the strength of this initiative.

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 share. 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 sustainable business relationships via individually selected and high-level business contacts, carefully arranged in advance.

As an individually 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.

| DATE | DESTINATION | EVENT | SECTOR | DETAILS |
|-------------------|-------------------------|--|---|---|
| April 23 - 27 | Germany (Hanover) | Hannover Messe | Industrial Automation, Digital Factory, Energy | b2fair matchmaking event organised by the Chamber of Commerce |
| May 14 - 18 | Serbia (Belgrade) | Indjija Industrial Zone | Engineering, Computer Integrated Factory, New Technologies & Innovations, Construction Building Materials, Automotive, Recycling of car batteries, Machine Building Industry, Metal Industry, Plastic / Rubber Industry, Galvanization of Assemblies | b2fair matchmaking event organised by the Chamber of Commerce in collaboration of the Serbian Chamber of Commerce |
| June 13 - 14 | Luxembourg (Luxembourg) | GR Business Days (cf. page 15) | Eco Environment & Energy, Eco Construction & Sustainable Development, E-mobility, Machinery & Metallurgy, Automotive; Aerospace, ICT, E-commerce & Web-marketing, Transports & Logistics and Services to Companies (Marketing & Communication, Finances, Tourism Convention, Professional Leasing & Business Support Companies) | b2fair matchmaking event organised by the Chamber of Commerce |
| September 19 - 22 | Morocco (Casablanca) | Sistep Midest | Industrial Subcontracting, Machinery, Equipments & Services for the Industrial Production Machines | b2fair matchmaking event organised by the Chamber of Commerce |
| October | France (Thionville) | Salon à l'Envers | Multi-sectoral Meeting point between purchasers and suppliers | Luxembourg delegation and info stand organised by the Enterprise Europe Network – Luxembourg of the Chamber of Commerce |
| October | Turkey (Kocaeli) | Match4Industry - Doing Business Onsite | Automotive Industry, Machinery, Plastics, Chemical Industry | b2fair matchmaking event organised by the Chamber of Commerce |
| October 3 - 6 | Morocco (Casablanca) | Pollutec - Maroc | Environment Protection Equipments, Technologies and Services, Packaging, Sustainable Development | b2fair matchmaking event organised by the Chamber of Commerce |
| November 6 - 9 | France (Paris) | Midest | Processing of Metals, Plastics, Rubber, Electronics and Electricals, Micro Techniques, Surface Treatment and Finishes | b2fair matchmaking event organised by the Chamber of Commerce |
| November 27 - 30 | France (Lyon) | Pollutec | Environment Protection Equipments, Technologies and Services, Packaging, Sustainable Development | b2fair matchmaking event organised by the Chamber of Commerce |

LUXEMBOURG TRADE OFFICE IN BERLIN

Given the importance of the German market in the Luxembourg foreign trade activity, the Chamber of Commerce has decided to open a Trade Office in Berlin in close cooperation with the Ministry of Foreign Affairs and the Embassy of Grand Duchy of Luxembourg in Berlin. Starting March 2012 a Trade Attaché will be promoting the economic and commercial relations between Germany and Luxembourg. The trade office in Berlin may be contacted in the following ways:

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TRADE OPPORTUNITY DAYS

In order to help Luxembourg companies 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 abroad. These days consist of individual interviews with Belgian trade representatives and trade specialists.

DATES

COUNTRIES, CITIES

| | |
|-------|---|
| 13.01 | Philippines (Manila) |
| 30.01 | Netherlands (The Hague) |
| 31.01 | Uzbekistan (Tashkent) |
| 31.01 | Ukraine (Kiev) |
| 31.01 | Kazakhstan (Almaty) |
| 31.01 | Turkey (Ankara) |
| 17.02 | China (Canton) |
| 13.03 | Algeria (Alger) |
| 13.03 | Egypt (Cairo) |
| 13.03 | Libya (Tripoli) |
| 13.03 | Morocco (Casablanca) |
| 13.03 | Tunisia (Tunis) |
| 28.03 | Canada (Montreal & Toronto) |
| 30.03 | Sweden (Stockholm) |
| 30.03 | Denmark (Copenhagen) |
| 30.03 | Norway (Oslo) |
| 30.03 | Finland (Helsinki) |
| 27.04 | Australia (Canberra), New Zealand |
| 14.05 | Mexico (Mexico-City) |
| 14.05 | Argentina (Buenos Aires) |
| 14.05 | Chile (Santiago) |
| 14.05 | Austria (Vienna) |
| 14.05 | Switzerland (Zurich) |
| 15.05 | Spain (Madrid, Barcelona, Bilbao) |
| 15.05 | Portugal (Lisbon) |
| 18.05 | Columbia (Bogota) |
| 18.05 | Uruguay (Montevideo) |
| 18.05 | Cuba (Havana) |
| 24.05 | Iraq (Bagdad), Jordan (Amman) |
| 29.05 | Lebanon (Beirut) |
| 29.05 | Kuwait (Kuwait City) |
| 29.05 | Saudi Arabia (Riyadh) |
| 12.06 | Brazil (Sao Paulo) |
| 19.06 | Russia (Moscow, St Petersburg, Nizhny Novgorod) |
| 21.06 | Pakistan (Islamabad) |
| 11.09 | Singapore (Singapore) |
| 11.09 | Indonesia (Jakarta), Malaysia |
| 17.09 | South Africa (Johannesburg) |
| 24.09 | Vietnam (Ho Chi Minh City) |
| 08.10 | Ireland (Dublin) |
| 08.10 | United Kingdom (London) |
| 05.11 | United States (Chicago) |
| 03.12 | Slovakia (Bratislava) |
| 03.12 | Hungary (Budapest) |
| 03.12 | Czech Republic (Prague) |
| 03.12 | Poland (Warsaw) |
| 03.12 | Latvia (Riga) |
| 03.12 | Slovenia (Ljubljana) |
| 03.12 | Romania (Bucharest) |
| 03.12 | Bulgaria (Sofia) |
| 03.12 | Greece (Athens) |
| 03.12 | Croatia (Zagreb) |
| 03.12 | Serbia (Belgrade), Montenegro |

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. The follow-up that is rigorously performed after each event is another way for the international department to proactively support Luxembourg companies in each step of their internationalisation.

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

The International Department also authorises the use of the labels “Luxembourg” and “Made in Luxembourg”. These labels, created in 1984, serve to identify the Luxembourg origin of products and services. They allow businesses on the one hand to inform Luxembourg consumers about national products and on the other hand to make quality products known abroad.

The Secretariat of the Office du Ducroire (odl@odl.lu) and the Enterprise Europe Network (een@cc.lu) are part of the International Department of the Chamber of Commerce.

The ODL supports your project at all stages by offering two tools in order to efficiently promote exports of goods and services:

- a financial support granted through the COPEL (Committee for the promotion of Luxembourg exports);
- a credit insurance for exports.

The goal of the Enterprise Europe Network 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 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. Furthermore, an integrated service approach at all stages of SME development professional guidance in the company's internationalisation process.

EXPORT AWARD

The Chamber of Commerce and the Office du Ducroire of the Grand Duchy of Luxembourg (ODL), in partnership with the agencies “Luxembourg for Business” (LFB) and “Luxembourg for Finance” (LFF), have launched a new prize called “Export Award” rewarding Luxembourg SMEs in all economic sectors that have distinguished themselves by their efforts of internationalisation of their activities.

The “Export Award” will be awarded every two years and was handed out for the first time on December 2, 2011 within the framework of the festivities of the Office du Ducroire's 50th anniversary. 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.

GR BUSINESS DAYS 2012

A UNIQUE B2B MEETING PLATFORM FOR SMES AND INNOVATIVE START-UPS IN THE GREATER REGION

The 1st edition of the “GR BUSINESS DAYS 2012” will be organised by the Luxembourg Chamber of Commerce on 13th and 14th June 2012 in the premises of Luxexpo with the aim to offer participating companies the possibility to benefit in a dynamic and interactive way from an array of sophisticated and added value b2b services in an interregional and international business atmosphere. Furthermore, this event will enable participating companies to generate new business leads while increasing visibility at low cost and widening the reach towards a qualified audience of important decision makers, buyers, company managers, project implementers and innovative start-ups.

This new professional trade fair aims at stimulating competitiveness and growth amongst SMEs in the Greater Region and beyond and will encompass exhibition stands, symposiums, a start-up village, a multisectorial *b2fair* matchmaking with an automotive forum (buyers/suppliers approach), speed pitches and interactive conferences including a TV Stage, networking receptions and more.

Targeted sectors: Eco Environment & energy, Eco construction & sustainable development, E-mobility, machinery & metallurgy, automotive; aerospace, ICT, E-commerce & web-marketing, transports & logistics and services to companies (marketing & communication, finances, tourism convention, professional leasing & business support companies).

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