



# FOREIGN TRADE

Official Agenda 2014



Published by the Luxembourg Chamber of Commerce.

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

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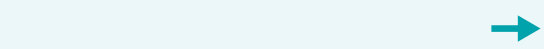
Official Missions, Economic Missions and Roadshows

National Pavilions at International Trade Fairs

Group Visits to International Trade Fairs

International Partnership Events

Business Opportunity Days





The agenda for 2014 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 Affairs collaborates closely with the government authorities, in particular with the Ministry of the Economy, 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. 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, the Chamber of Commerce, the National Company of Credit and Investments (SNCI), the Office du Ducroire, the Fedil-Business Federation Luxembourg and the Chamber of Crafts.

"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.



# OFFICIAL MISSIONS, ECONOMIC MISSIONS AND ROADSHOWS

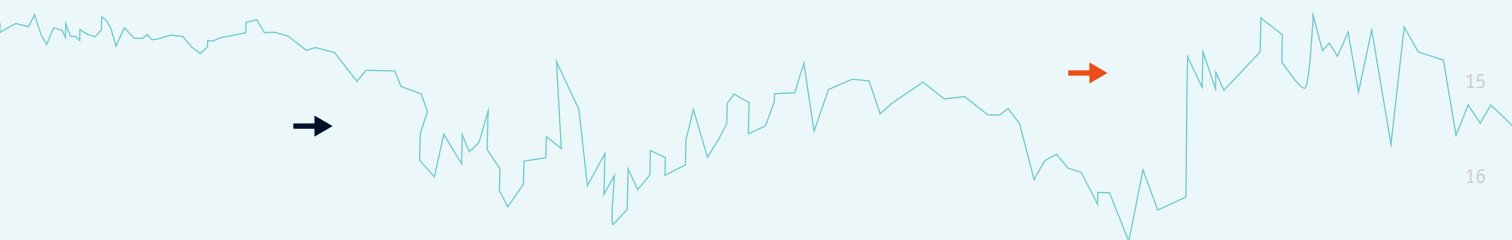
**Official Mission:** Mission led by a member of the Government and organised in close partnership between the Agency “Luxembourg for Finance” and/or the Agency “Luxembourg for Business” with the Chamber of Commerce as to its trade and commercial component.

**Economic Mission:** Mission organised by the Luxembourg Chamber of Commerce in cooperation with its worldwide network of partners. These missions target countries that are chosen by the Luxembourg Chamber of Commerce and that present new business opportunities for Luxembourg companies. Usually these missions are led to countries which have not yet been visited by an official delegation.

**Roadshow:** Mission organised by Luxembourg for Finance with the goal of promoting the Luxembourg financial center and its companies abroad.

**Mission for Growth:** Mission gathering companies from all over Europe led by Mr Antonio Tajani, Vice-President of the European Commission, mostly to fast growing emerging markets outside the EU, but, in the framework of the “EUROPE 2020 Strategy for Growth: Promoting Business Partnerships in Europe” also to European member states to stimulate employment, business activity and growth of the local economy. The Missions for Growth are usually linked to renowned international partnership events.

DATES	COUNTRY (CITY)	ACTIVITY	DETAILS
February 18 - 19	Belgium (La Louvière)	Mission for Growth	EU Mission led by EC Vice-President Mr Antonio Tajani
March 31	Germany (Bottrop)	Economic Mission	Organised by the Chamber of Commerce in collaboration with the Luxembourg Embassy in Berlin
March 31 - April 4	Australia (Perth, Sidney)	Economic Mission	Organised by the Chamber of Commerce (multi-sectoral)
April 28 - 29	Portugal (Lisbon)	Economic Mission	Organised by the Chamber of Commerce (multi-sectoral)
May 7 - 9	Poland	Official Mission	Organised by the Chamber of Commerce (multi-sectoral)
June 17	Czech Republic (Prague)	Roadshow	Organised by LFF (open to all sectors of activity)
June 30 - July 4	Asia (Beijing, Shanghai, Singapore)	Official Mission	Organised by LFF (open to all sectors of activity)
June	USA (Chicago, Atlanta)	Economic Mission	Organised by the Chamber of Commerce (multi-sectoral)
Sept. 30 - Oct. 2	Russia (Moscow, Kazan)	Official Mission	Organised by the Chamber of Commerce (multi-sectoral)
September 18	Luxembourg (Luxembourg)	Taiwan-Luxembourg Joint Business Council	Organised by the Chamber of Commerce
October 7 - 11	Japan (Tokyo), South Korea (Seoul)	Official Mission	Organised by the Chamber of Commerce (multi-sectoral)
October 27 - 31	India (Delhi, Mumbai,...)	Official Mission	Organised by the Chamber of Commerce (multi-sectoral)
November 14 - 20	Brazil (Sao Paulo, Rio de Janeiro), Mexico (Mexico City)	Official Mission	Organised by LFF (open to all sectors of activity)
December 2	Italy (Milano)	Official Mission	Organised by LFF (open to all sectors of activity)
December	Lebanon (Beirut), UAE (Dubai)	Official Mission	Organised by LFF (open to all sectors of activity)
2 <sup>nd</sup> Semester	European Union (destination tbc)	Mission for Growth	EU Mission led by EC Vice-President Mr Antonio Tajani
	Sweden (Stockholm), Denmark (Copenhagen)	Economic Mission	Organised by the Chamber of Commerce (multi-sectoral)
	Spain	Economic Mission	Organised by the Chamber of Commerce (multi-sectoral)



# 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 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.



DATES	COUNTRY (CITY)	ACTIVITY	SECTOR	DETAILS
March 11 - 14	France (Cannes)	Mipim	Property Market and Real Estate	Organised by the Chamber of Commerce
April 1 - 3	Germany (Rust)	World Hosting Days	International hosting and cloud industry	Organised by the Ministry of the Economy
June 3 - 6	Lebanon (Beirut)	Project Lebanon	Building and construction	Organised by the Ministry of the Economy
June 18 - 19	Luxembourg (Luxembourg)	GR Business Days	Eco-technologies, environment & renewable energy, eco construction & sustainable development, automotive & e-mobility, machinery & metallurgy, materials & production technologies, space technologies, life science & biotechnology, ICT & e-commerce, transport & logistics, training & education, marketing & communication, banking & finances, MICE, services to companies	b2b trade fair organised by the Chamber of Commerce
October 6 - 8	Germany (Munich)	Expo Real	Property Market and Real Estate	Organised by the Chamber of Commerce
October 19 - 23	France (Paris)	Sial	Food retail, institutional and commercial catering	Organised by the Ministry of the Economy
October 16	France (Thionville)	Salon à l'Envers	Multi-sectoral meeting point for purchasers and suppliers	Organised by the Chamber of Commerce
November	Belgium (Marche-en-Famenne)	b2lux	Multi-sectoral	Organised by the Chamber of Commerce
November 4	Belgium (Louvain-la-Neuve)	Digiwal	ICT, mobile solutions, social media, cloud	Organised by the Chamber of Commerce
November 12 - 15	Germany (Düsseldorf)	Medica	Medical device technology, medical products, and medical IT	Organised by the Ministry of the Economy
November 19 - 21	Turkey (Istanbul)	Logitrans	International transport logistics	Organised by the Ministry of the Economy
December 2 - 3	Belgium (Liège)	Wallonia Export & Invest Fair	Multi-sectoral	Organised by the Chamber of Commerce
December 2 - 5	France (Lyon)	Pollutec	Cleantech, energy and sustainable development	Organised by the Ministry of the Economy. The Greater Region is selected to be the fair's "Technology Focus Region" offering high visibility to companies from Luxembourg and the Greater Region.



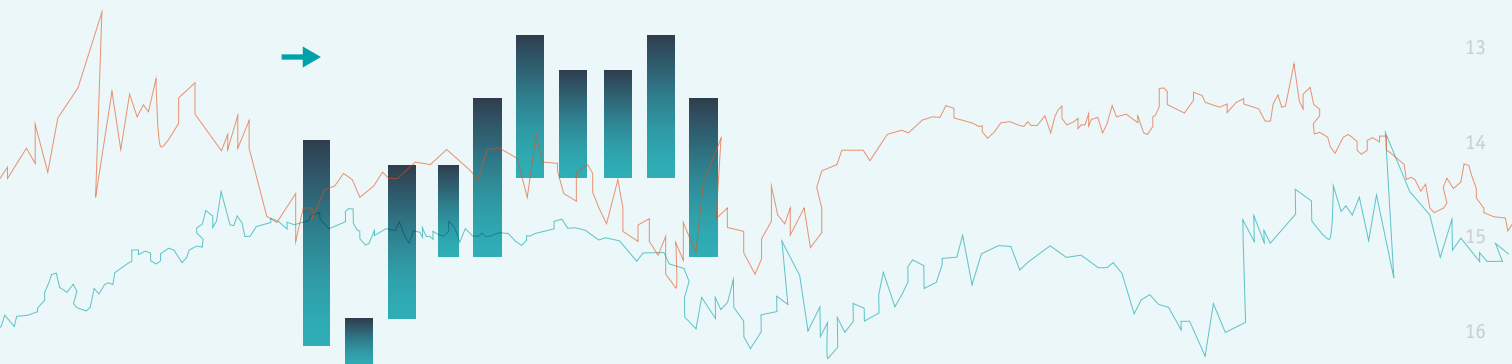
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# GROUP VISITS TO INTERNATIONAL TRADE FAIRS

The Chamber of Commerce 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.

DATES	COUNTRY (CITY)	EVENT	SECTOR
March 5	United Kingdom (London)	Ecobuild	Sustainable design, construction, energy and built environment
March 11 - 13	Spain (Madrid)	Salón de Gourmets	Food and beverage
March 11	Germany (Hanover)	CeBIT	Digital business solutions enterprise content management, ERP & data analysis, IT Services, system integration, web & mobile solutions, research & innovation, security, IT Infrastructure & data centres, communication & networks
March 17	Belgium (Kortrijk)	Tavola	Food and beverage
April 9 - 10	Germany (Hanover)	Hannover Messe	Industrial sector, technology and energy
July 9 - 12	Russia (Yekaterinburg)	Innoprom	Industry, intelligent technologies, materials and solutions
September 16 - 18	France (Toulouse)	Innovation Connecting Show	Industry & innovation
September 24 - 25	Turkey (Kocaeli)	Santek	Electrical engineering, electronics, capital and consumer goods
October 10 - 11	Italy (Venice)	Salone delle MicroImprese	Multi-sectoral
October 16	Belgium (Brussels)	European Parliament of Enterprises*	Multi-sectoral
November	Slovakia (Bratislava)	Slovak Matchmaking Fair	Engineering, automotive, electro-techniques, chemistry, energy, infrastructure, ICT, wood, food
November 4	Belgium (Louvain-la-Neuve)	Digiwal	ICT, mobile solutions, social media, cloud
December 2 - 5	France (Lyon)	Pollutec	Water & wastewater, waste, renewable energy, risk prevention and management, analysis, measurement & monitoring, sustainable development, air, sites & soils
December	France (Paris)	Paris Business Meetings	Multi-sectoral

\* Organised by EuroChambres



# 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



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 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.

DATES	COUNTRY (CITY)	ACTIVITY	SECTOR
March 5	United Kingdom (London)	Ecobuild Matchmaking Event	Sustainable design, construction, energy and built environment
March 11	Germany (Hanover)	CeBIT Future Match	Digital business solutions enterprise content management, ERP & data analysis, IT Services, system integration, web & mobile solutions, research & innovation, security, IT Infrastructure & data centres, communication & networks
March 17	Belgium (Kortrijk)	Tavola Food Business Meetings	Fine foods and fresh products
April 9 - 10	Germany (Hanover)	Hannover Messe	Industrial sector, technology and energy
June 18 - 19	Luxembourg (Luxembourg)	GR Business Days	Eco-technologies, environment & renewable energy, eco construction & sustainable development, automotive & e-mobility, machinery & metallurgy, materials & production technologies, space technologies, life science & biotechnology, ICT & e-commerce, transport & logistics, training & education, marketing & communication, banking & finances, MICE, services to companies
July 9 - 12	Russia (Yekaterinburg)	Innoprom	Industry, intelligent technologies, materials and solutions
September 24 - 25	Turkey (Kocaeli)	Santek Match4Industry	Electrical engineering, electronics, capital and consumer goods
September 30 - October 2	Czech Republic (Brno)	MSV	Engineering industry
October 10 - 11	Italy (Venice)	Salone delle MicroImprese	Multi-sectoral
November 4	Belgium (Louvain-la-Neuve)	Digiwal	ICT, mobile solutions, social media, cloud
November 4 - 7	France (Paris)	Midest	Processing of metals, plastics, rubber, electronics, micro techniques, surface treatment and finishes, production technology for metal in sheets, tubes, coils and sections equipment
November	Slovakia (Bratislava)	Slovak Matchmaking Fair	Engineering, automotive, electrotechnics, chemistry, energy, infrastructure, ICT, wood, food
December 2 - 5	France (Lyon)	Pollutec	Water & wastewater, waste, renewable energy, risk prevention and management, analysis, measurement & monitoring, sustainable development, air, sites & soils
December	France (Paris)	Paris Business Meetings	Multi-sectoral



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## LUXEMBOURG TRADE DEPARTMENT IN BERLIN AND IN PARIS

Given the importance of the German and of the French market in the Luxembourg foreign trade activity, the Chamber of Commerce and the Ministry of Foreign Affairs have, in close cooperation established two trade departments at the Embassies of the Grand Duchy of Luxembourg in Berlin and in Paris. A trade representative is promoting the economic relations between Germany and Luxembourg and between France and Luxembourg. The trade departments in Berlin and in Paris may be contacted in the following ways:

### Ms Cindy Tereba

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### Ms Laurence Sdika

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## LUXEMBOURG TRADE AND INVESTMENT OFFICES

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## EUROPEAN AFFAIRS & GREATER REGION

The European Union and the Greater Region form the most important markets for Luxembourg companies, especially for SMEs and micro-enterprises. These markets could also be used as springboard for exporting to other continents, as they form a huge reservoir of potential business partners willing to jointly enter overseas markets.

Within this perspective, the Chamber of Commerce launched in 2013 its service "European Affairs & Greater Region" integrated into the "International Affairs". Being specialised in the development of new qualitative services, its collaborators assist and guide company managers in the development of their business relations and in their search for potential business partners at regional, European and international scale.

The service offers Luxembourg companies a wide range of value-added services. Dynamic meeting platforms, alert services, 3D trade shows, virtual business co-operation databases, joint cross-border activities, networking events etc. can be found amongst the innovative services allowing especially small and medium-sized companies to do business in another way.

In order to offer a variety of original activities and events, the "European Affairs & Greater Region" team is part of numerous regional and European business support networks contributing to encouraging collaboration and initiating intelligent synergies with economic players in the field, and especially in the Greater Region. Moreover, the participation in European and cross-border projects as well as international benchmarking contribute to the development of new support measures that are beneficial for Luxembourg companies.

## BUSINESS 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)

03.02	Russia (Saint Petersburg)
03.02	Russia (Nizhny Novgorod)
03.02	Russia (Moscow)
03.02	The Netherlands (The Hague, Maastricht)
03.02	Uzbekistan (Tashkent)
03.02	Ukraine (Kiev)
03.02	Kazakhstan (Almaty)
03.02	Turkey (Istanbul)
11.02	Canada (Montréal, Vancouver)
11.02	Canada (Toronto)
11.02	Morocco (Casablanca)
11.02	Tunisia (Tunis)
11.02	Algeria (Alger)
18.02	Brazil (Sao Paulo)
17.03	Australia (Sydney)
01.04	Sweden (Stockholm)
01.04	Denmark (Copenhagen)
01.04	Norway (Oslo)
01.04	Finland (Helsinki)
05.05	France (Paris, Lyon, Montpellier)
09.05	Uruguay (Montevideo)
09.05	Cuba (La Havana)
13.05	Spain (Madrid)
13.05	Spain (Barcelona)
13.05	Spain (Bilbao)
13.05	Portugal (Lisbon)
15.05	Mexico (Mexico-City)
15.05	Argentina (Buenos Aires)
15.05	Chili (Santiago)
15.05	Colombia (Bogota)
16.05	Egypt (Cairo)
16.05	Libya (Tripoli)
19.05	Saudi Arabia (Riyadh)
21.05	Malaysia (Kuala Lumpur)
30.05	Philippines (Manila)
27.06	Australia/New Zealand (Canberra)
27.06	Indonesia (Jakarta)
27.06	Singapore (Singapore)
30.06	China (Canton)
12.09	Germany (Berlin)
12.09	Austria (Vienna)
12.09	Switzerland (Zurich)
19.09	Kenya (Nairobi)
19.09	Ivory Coast (Abidjan)
06.10	Ireland (Dublin)
06.10	United Kingdom (London)
21.10	Pakistan (Islamabad)
21.11	USA (Chicago)
21.11	USA (Houston)
28.11	Iran (Teheran)
28.11	Lebanon (Beirut)
28.11	Kuwait (Kuwait-City)
05.12	Iraq/Jordan (Bagdad/Amman)
08.12	Slovakia (Bratislava)
08.12	Hungary (Budapest)
08.12	Czech Republic (Prague)
08.12	Poland (Warsaw)
08.12	Latvia (Riga)
08.12	Slovenia (Ljubljana)
08.12	Romania (Bucharest)
08.12	Bulgaria (Sofia)
08.12	Greece (Athens)
15.12	Croatia (Zagreb)
15.12	Serbia Montenegro (Belgrade)



## INTERNATIONAL AFFAIRS 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 Affairs. 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 Affairs 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 Affairs 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 Affairs authorises the use of the label "Made in Luxembourg". This label created in 1984, serve to identify the Luxembourg origin of products and services. It allows businesses on the one hand to inform Luxembourg consumers about native 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 Affairs of the Chamber of Commerce. The ODL supports projects 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.

## EXPORT AWARD

The Chamber of Commerce and the Office du Ducroire of the Grand Duchy of Luxembourg (ODL), have launched a prize called "Export Award" rewarding Luxembourg SMEs in all economic sectors that have distinguished themselves by their efforts of internationalisation of their activities. The goal of the "Export Award" is to honor 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.

[www.export-award.lu](http://www.export-award.lu)

## ENTREPRISE EUROPE NETWORK BUSINESS SUPPORT ON YOUR DOORSTEP

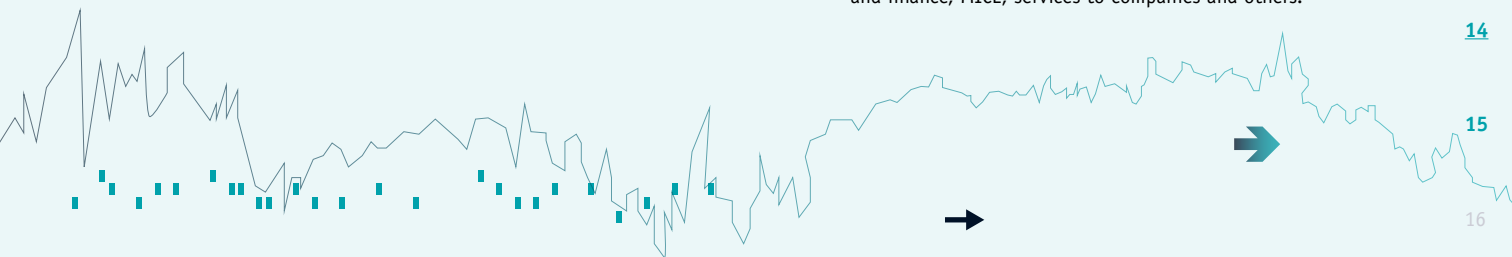
The goal of the Enterprise Europe Network is to provide companies with information and assistance in the context of the European integration process and help them understand the opportunities and challenges of an enlarged European Market. The Enterprise Europe Network – Luxembourg is operated by the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

## GR BUSINESS DAYS 2014 THE REFERENCE B2B TRADE FAIR IN THE GREATER REGION

After the resounding success of the 2<sup>nd</sup> edition of the professional trade fair "GR Business Days" dedicated to SMEs and innovative start-ups of the Greater Region, the Chamber of Commerce of the Grand Duchy of Luxembourg has decided to organise once again this important business meeting platform on 18<sup>th</sup> & 19<sup>th</sup> June 2014. Especially in today's critical economic environment, this professional trade fair aims at stimulating competitiveness, growth and economic development of businesses. Thanks to a variety of events and numerous value added b2b services, the GR Business Days will surprise you and invite you to "talk business" in unique ways.

With almost 2,500 participants, which shows a strong progression of more than 38% compared to its 1<sup>st</sup> edition, this original and dynamic event was very successful in standing out as the b2b reference trade fair for SMEs in Luxembourg, in the Greater Region and beyond. Furthermore, 178 exhibitors participated in the trade fair and more than 3,500 individual business meetings amongst companies from more than 20 different countries were organised. In addition, more than 100 speed demos and elevators pitches, 28 workshops as well as 9 high level round tables and interactive conferences succeeded in offering visitors a rich and varied programme.

Target sectors: Eco-technologies, environment & renewable energy, eco construction & sustainable development, automotive & e-mobility, machinery & metallurgy, materials & production technologies, space technologies, life science & biotechnology, ICT & e-commerce, transports & logistics, training & education, marketing & communication, banking and finance, MICE, services to companies and others.



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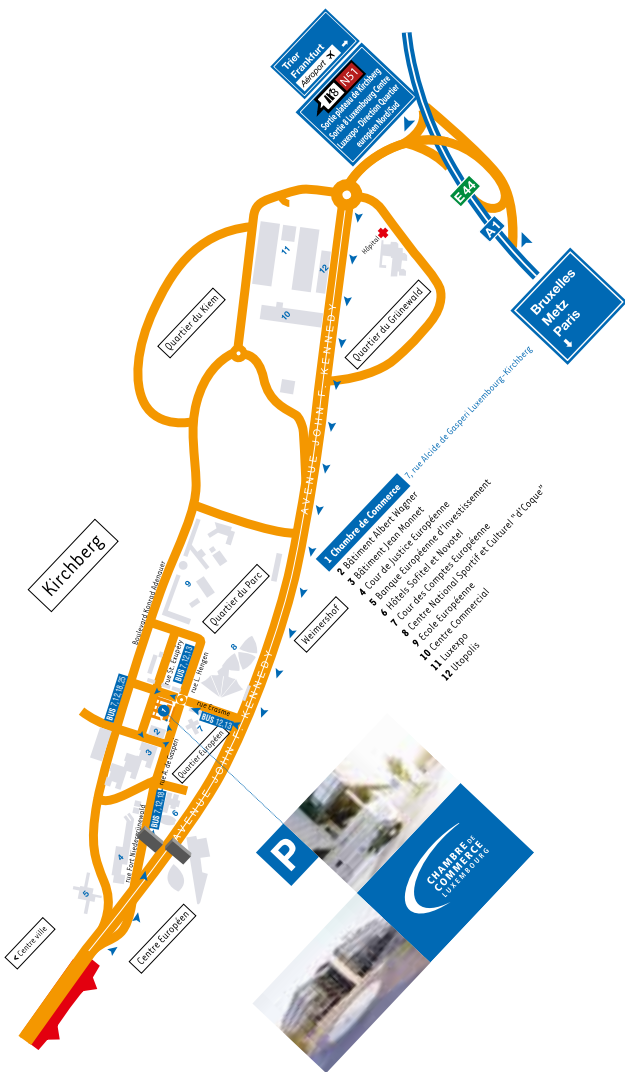
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EXPORTAWARD





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The Luxembourg Chamber of Commerce is a founding member of:

