

Different view of Russia



// Getting to know the real Russia

Luxembourg's economic relationship with Russia has developed significantly in recent years. Exports of goods from the Grand Duchy having multiplied by seven since the start of the decade, reaching 138 million euros per year by the end of 2008 and Russia supplying well over a quarter of Luxembourg's energy needs. With its population of 145 million people and its ability to produce 10% of the world's oil needs, there is no denying the country's importance, a fact which has not escaped the attention of Luxembourg's business community.

The fourth Russian Regions Day on 12th May sought to deepen these ties further by highlighting the trade and investment potential of specific areas of the Federation; some better known than others. The event was held at the Chamber of Commerce with the close backing of the Ministry of the Economy and Foreign Trade, the Grand Duchy's embassy in Moscow and the Russian embassy in Luxembourg. This year four regions took the chance to present themselves to Luxembourg's small but significant market: Tver, Moscow, St. Petersburg and Murmansk.

Moscow is the economic hub of the country with its 10 million inhabitants and so is the most well known place for foreign business people. Almost as familiar is St. Petersburg, the traditional gateway to the rest of Europe which has made the town the second most important economic centre in the country. Located between these two economic powerhouses, Tver has built up expertise as a logistics centre as well as being home to an extensive metal production industry. Logistics is also important for Murmansk, where the port city in the north west of the country is the outlet for country's northern region. As well, the seminar was reassured that whilst Russia too was suffering from the global downturn the fundamentals remain promising.

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... that there is export insurance?

Indeed, the Office du Ducroire offers export insurance, safeguarding your business transactions on the global marketplace. Insurance can cover political as well as commercial risk. In today's challenging business environment, SMEs are well advised to cover themselves by getting in touch with the Office du Ducroire at odl@cc.lu.

Despite the clouds, still the land of opportunity

// Time for renewal across the Atlantic

Whilst the signs of economic recovery are becoming more evident, no one can doubt that the next ten years will present serious challenges to businesses. Demand is bound to be restrained as funds are diverted to paying back public and private debt, particularly in the world's biggest economy the USA. But whilst the challenges are real, the necessity for American businesses to renew their thinking also presents opportunities for ambitious investors and innovators. After all, the modern computer industry began to take off in the "stagflation" years of mid 1970s.



For example, with the commanding heights of the US automobile industry now on life support, there is no alternative but for it to undertake a complete reassessment of its business model. Hence this offers an opening to the makers of sophisticated car components as the push towards greener and safer vehicles gathers pace. Not least because around two-thirds of production of the average modern is outsourced; a figure which will surely rise as producers strive for innovation.

Despite its current troubles, the United States remains the largest economy in the world and still has considerable powers of reinvention and renewal. Good ideas will find a market there, particularly after the forest-fire of a recession has cleared away the dead-wood. Clients remain eager to seek out promising products and without the noise and froth of the boom years, the search will be on for products and services that can make a real difference. In the words of President Obama's chief of staff Rahm Emanuel, "You don't ever want a crisis to go to waste; it's an opportunity to do important things that you would otherwise avoid."

Upcoming events

Date	Where?	Activities	Details
15-19 June	Morocco, Tunisia	Trade Mission	Multi-sectoral, conducted by the Chamber of Commerce
15-21 June	France, Paris Le Bourget	Paris Air Show	Aviation and Space sector, organised by the Ministry of the Economy and Foreign Trade
4-6 August	Germany, Cologne	RDA	Organised by the Ministry of Tourism
4-6 September	Germany, Düsseldorf	Tour Natur	Organised by the Ministry of Tourism
23-26 September	Monaco, Monaco	Yacht Show	Organised by the Ministry of the Economy and Foreign Trade in association with the Chamber of Commerce
5-7 October	Germany, Munich	ExpoReal	Real Estate sector, organised by the Chamber of Commerce
10-14 October	Germany, Cologne	Anuga	Food and Beverage sector, organised by the Ministry of the Economy and Foreign Trade
October	Germany, Cologne	Visit to Anuga	Organised by the Chamber of Crafts
21-22 October	Belgium, Liège	LFE-Le Forum des Entrepreneurs by initiatives	Services to companies & ICT, organised by the Chamber of Commerce
16-18 November	Spain	Trade Mission	Multi-sectoral, conducted by the Chamber of Commerce
November	Cuba, Havana	Havana International Trade Fair	Visit organised by the Chamber of Commerce
9-12 November	United Kingdom, London	WTM	Tourism, organised by the Ministry for SMEs, Tourism and Housing
23-26 November	U.A.E., Dubai	Big 5 Show	Construction sector, organised by the Ministry of the Economy and Foreign Trade in association with the Chamber of Commerce
1-4 December	France, Paris	Pollutec-Horizons	Environment sector, organised by the Ministry of the Economy and Foreign Trade
December	France, Paris	Visit to Pollutec-Horizons	Organised by the Chamber of Crafts
December	China, Hong Kong	World SME Expo	Multi-sectoral, organised by the Chamber of Commerce
December	China, Hong Kong	Trade Mission	Multi-sectoral