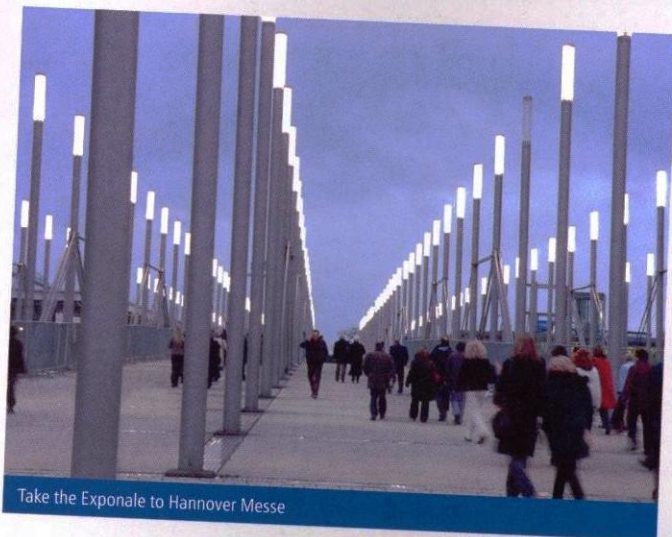


Hannover Messe for industrial innovation



Take the Exponale to Hannover Messe

Hannover's annual trade fair styles itself "The world's leading showcase for industrial technology, materials and product ideas" and it is hard to disagree. The 2009 Messe drew over 200,000 people of whom a quarter came from outside Germany.

Most of these international visitors were European but one fifth were from Asia and 7% from the Americas. Around 6,150 exhibitors from 61 countries filled the 225,000 square metres display area which featured more than 4,000 new products. Over half the exhibitors were non-German. For 2010, Hannover Messe organisers have indicated that the spotlight will be on industrial automation, energy, technology, industrial subcontracting and cutting-edge technologies. The Ministry of the Economy and Foreign Trade will lead effort to this fair with a Luxembourg Pavilion between 19-23 April 2010.

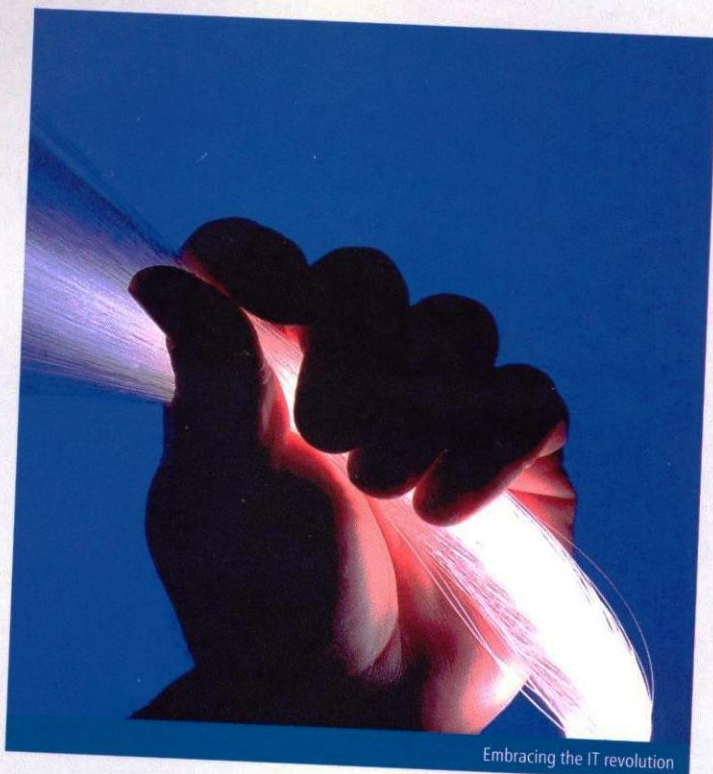
An e-commerce pioneer

Luxembourg has successfully embraced the IT revolution while strengthening its position in the media sector linked to the long-term presence of two home grown European giants in the field, namely RTL Group in media and SES in satellite transmissions. Other multimedia and telecommunications companies have since followed suit, using its first-class infrastructure and telecommunication networks, as well as a culture of trust and security reflected by an appropriate legal framework.

Luxembourg thrives as the ideal place to serve as a global hub for the distribution of digital audiovisual content, such as music downloads, video-on-demand, pay TV and digital radio and television transmissions. Home to the 'stars' of the ICT sector, Luxembourg hosts Amazon, iTunes, eBay, PayPal, Vodafone, RealNetworks, Rakuten, Skype and many other ICT companies which elected the Grand Duchy as a platform to access worldwide markets.

ICT expertise has also helped other sectors. For example, the requirement for banks to keep their data safe has seen the growth of sophisticated data centres and business continuity facilities. Since 2005 Luxembourg has been the first country in the European union, with a national Public Key Infrastructure providing online certification. This ICT know-how has been an important factor for the biotech industry which, too, relies on confidentiality of medical data.

These advantages were put into clear focus at the ICT Spring conference on 15th and 16th March in Luxembourg which featured presentations from important local and international IT and business professionals. Subjects debated included datacentre services, new internet developments, intellectual property, green IT, cloud computing, e-commerce...



Embracing the IT revolution

Upcoming trade missions, fairs and trade-related events

Date	Where?		Activities	Details
6-9 April	Russia, Moscow	MosBuild	National stand	Construction sector. Luxembourg Pavilion organised by the Ministry of the Economy and Foreign Trade
12-15 April	Russia, Moscow, St. Petersburg		Trade Mission	Multi-sectoral, organised by the Ministry of the Economy and Foreign Trade, Chamber of Commerce and Luxembourg for Finance
19-23 April	Germany, Hanover	Hannover Messe	National stand, guided visit and international partnership event	Industrial technology, materials and product ideas. Luxembourg Pavilion organised by the Ministry of the Economy and Foreign Trade and guided visit and b2fair matchmaking event organised by the Enterprise Europe Network of the Chamber of Commerce
28-30 April	France, Poitiers	Futurallia	International partnership event	Multi-sectoral. Participation organised by the Enterprise Europe Network of the Chamber of Commerce
1 May - 30 Nov.	China, Shanghai	World Expo 2010	National pavillon	Organised by Luxembourg@Expo Shanghai GIE
5-9 May	Turkey, Istanbul	Turkey Build	Guided visit and international partnership event	Products, technologies and services of the building sector. Guided visit and participation in the b2fair matchmaking event organised by the Enterprise Europe Network of the Chamber of Commerce
12-20 May	Saudi Arabia, Abu Dhabi		Trade mission	Multi-sectoral, Ministry of the Economy and Foreign Trade and Chamber of Commerce
1-4 June	Lebanon, Beirut	Project Lebanon, trade fair	National stand	Construction sector, stand organised by the Ministry of the Economy and Foreign Trade and Chamber of Commerce
8-11 June	Germany, Munich	Automatica fair	National stand	Automotive sector, stand organised by the Ministry of the Economy and Foreign Trade
19-24 June	Israel, Lebanon		Trade mission	Multi-sectoral, organised by the Ministry of the Economy and Foreign Trade and Chamber of Commerce
6-8 September	Israel,		Algeria Trade Mission	Commercial week organised by the Chamber Of Commerce
22 September	Monaco		Monaco Yacht Show	Maritime sector
8-14 October	8-14 October		Shanghai	China World Expo Multi sectoral

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