



PRESS RELEASE

HAPPEN MAGAZINE OUTLINES NEXT STEPS FOR THE LUXEMBOURG DATA ECONOMY

Esch-sur-Alzette, 13 December 2019 - Luxembourg is firmly determined to put in place the digital innovation policies and assets needed to foster the emergence of a robust data economy and a start-up ecosystem centred on data-driven innovation. Prime Minister Xavier Bettel and Deputy Prime Minister and Minister of the Economy Étienne Schneider outline concrete action and the next steps in the brand new edition of *Happen*, Luxinnovation's international business magazine.

Luxembourg aims to become one of the most advanced data economies in the world. The government has recently launched strategies for data-driven innovation and artificial intelligence in order to turn this ambition into reality. *"The aim is not only to provide an environment where new technologies can be tested and applied, but also where all kinds of digital businesses can prosper and expand within the broader European and global markets,"* says Sasha Baillie, CEO of Luxinnovation.

These digital business opportunities are the central theme of the 2019 edition of *Happen*, Luxinnovation's annual magazine that provides an insight into the advantages of Luxembourg for foreign investors and entrepreneurs on the lookout for a business hub in Europe. *"Luxembourg has a unique ability to become a living lab for real-life artificial intelligence applications,"* says Prime Minister Xavier Bettel in the keynote interview that opens the magazine. *"We want to be at the forefront of this development by optimising the national data market, facilitating the development of skills, boosting investments and collaborating across borders."* *"We offer a unique, secure environment for high-potential digital activities where innovative ideas can be transformed into successful business,"* continues Deputy Prime Minister and Minister of the Economy Étienne Schneider. In his interview, he highlights key actions and initiatives that are being implemented to foster the data economy as well as Luxembourg's advantages for international companies involved in data-driven innovation.

The main features of issue of *Happen* magazine also focus on smart mobility as well as on logistics and supply chain management, two sectors whose development is strongly driven by the expanding use of digital data. In addition, the publication provides an overview of Luxembourg's expanding start-up ecosystem and what the country can offer to innovative start-ups with a digital dimension.

A free copy of *Happen* is available by e-mail: communication@luxinnovation.lu.

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About Luxinnovation

Luxinnovation, contributes to the economic development of Luxembourg by fostering innovation, fuelling international growth and attracting foreign direct investment. Set up as an Economic Interest Group, Luxinnovation is supported by the Ministry of the Economy, the Ministry for Higher Education and Research, the Luxembourg Chamber of Commerce, the Luxembourg Chamber of Skilled Crafts and FEDIL – The Voice of Luxembourg's Industry. www.luxinnovation.lu

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