

## « SurprisingLux: Look closer for opportunities beyond borders »

Luxembourg, 30 October 2015

Luxembourg launches today via its two promotion agencies *Luxembourg for Business* and *Luxembourg for Finance* the campaign "SurprisingLux: Look closer for opportunities beyond borders." This campaign is designed to dynamically reveal the strength and diversity of the Luxembourg economy through success stories and little-known facets of Luxembourg. These are available in several formats including a brochure, in print and digital, supplemented by a social media campaign. The project is aimed at an international audience and anyone interested in Luxembourg and its economy.

In introducing this campaign, Pierre Gramegna, Minister of Finance of the Grand Duchy, stated: *"I am delighted to present the SurprisingLux campaign. This new concept showcases not only what Luxembourg is today, but our desire to remain at the forefront of innovation through our country's international expertise."*

Francine Closener, Secretary of State of the Economy added: *" Beyond the creative and innovative communication process aimed at an international audience, SurprisingLux shows the multiple and diversified assets of the Grand Duchy and reflects the dynamism and openness of Luxembourg's values, in line with our nation branding concept."*

Although SurprisingLux reveals what many stakeholders in Luxembourg already know, much of it is less known outside Luxembourg. This is why the first part of this publication includes four messages illustrated by a variety of key figures and examples. It invites readers to take a closer look at Luxembourg's assets and strengths as an international business centre:

- Welcome (to) Europe: connecting international business with Europe
- Stability in motion: solidly rooted, naturally innovative
- Human scale, global skills: the shortest route to international talent
- Quality of (business) life: grow your business, live your life

The second part of the brochure looks at Luxembourg's financial and economic sectors in greater detail with concrete examples that highlight the existing synergies between sectors.

The content of SurprisingLux will be continuously enriched with new examples, allowing it to remain relevant and continuing to illustrate the versatility and expertise characterizing Luxembourg's economy. Luxembourg for Business and Luxembourg for Finance welcome contributions from all of Luxembourg's relevant stakeholders to help showcase success stories, additional surprising products, innovative services, and international expertise. New contributions will be unveiled gradually on the [Surprisinglux.com](http://Surprisinglux.com) digital platform and via social media.

This initiative could not have been achieved without the active contribution of over fifty people representing the full range of the economic and financial centre's expertise. The brochure will be available in English from today on [www.surprisinglux.com](http://www.surprisinglux.com) while French, German and Chinese versions will be available before the end of November 2015.

For more information on SurprisingLux:

[surprisinglux.com](http://surprisinglux.com)

#surprisinglux on Twitter

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**Luxembourg for Finance**

Luxembourg for Finance (LFF) is the Agency for the Development of the Financial Centre. It is a public-private partnership between the Luxembourg Government and the Luxembourg Financial Industry Federation (PROFIL). Founded in 2008, its objective is to promote the expertise of the financial centre and the diversification of its services abroad through different communication channels.

The agency continuously monitors global trends and evolutions in finance to identify development opportunities for the Luxembourg financial centre and to serve different target markets and target groups. It is also the first port of call for foreign journalists. In cooperation with the various professional associations, LFF develops documentation on products and services available in Luxembourg and their relevant legal and regulatory framework. Furthermore, LFF organises seminars in international business locations and takes part in selected world-class trade fairs and congresses.

**Luxembourg for Business**

Luxembourg for Business (LfB) was founded in April 2008 as an initiative by the Ministry of the Economy and Foreign Trade, the Ministry of Small and Medium-Sized Businesses and Tourism, the Chamber of Commerce, the Office du Ducroire, the public-law banking institution (SNCI), the Chamber of Crafts and Luxembourg's Business Federation (FEDIL).

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, Foreign Trade Counsellors, Honorary Consulates, and other international promotion networks such as bilateral Chambers of Commerce to foster Luxembourg's outbound activities. Luxembourg for Business also functions as a so-called "network agency" establishing a platform for its members to review, coordinate and improve their trade promotion efforts.