



BOARDROOM
THE BEST RESOURCE FOR ASSOCIATIONS

LUXEMBOURG
REIMAGINED BY INNOVATION

— SEPTEMBER 2022 —

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ADDED VALUE



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BOARDROOM
THE BEST RESOURCE FOR ASSOCIATIONS

Boardroom \ The Best Resource for Associations

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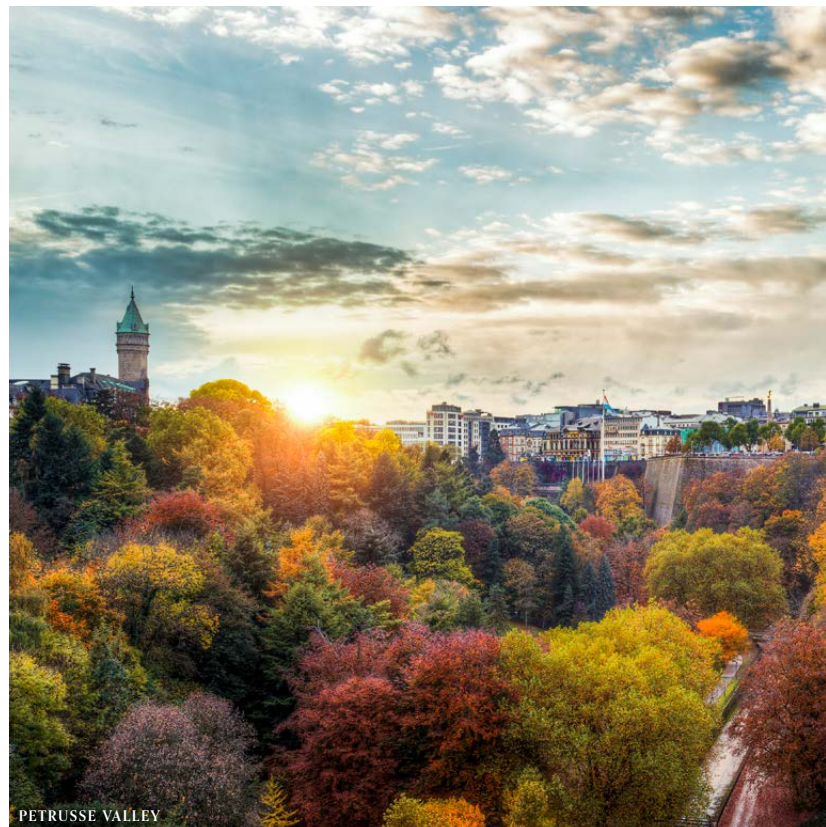
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PETRUSSE VALLEY

Harnessing the Power of Innovation

Small in size but big in skills, that is Luxembourg. Wedged between three larger countries and endless green landscapes, the Grand Duchy has harnessed its compact dimensions to promote collaboration among local players and make its presence prominent in all aspects of society. With a diverse mindset and the determination to pioneer, Luxembourg offers a safe, stable and transparent growth by means of continuous economic transformation and a supportive government. An ideal location for associations looking to combine economic stability, innovation and knowledge for their members.



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THE LUXEMBOURG CONVENTION BUREAU

And they will not be alone. Business Events Luxembourg, the country's dedicated convention bureau consists of a team of experts in local matters willing to help associations organize the right event for their purposes. Formed in 2019, the creation of a bureau was the missing piece of the puzzle for attracting business events.

Francois Lafont, CEO of Business Events Luxembourg, explains: *"The convention bureau is the result of a collaborative work with the Luxembourgish event sector. A work of more than two years had been undertaken with nearly 26 partners who have thought about business events in Luxembourg and who had established 12 proposals, including the creation of a single gateway: the Convention Bureau. The new service functions with equal participation between the Luxembourg government and the capital city of Luxembourg."*

The bureau filled the gap for a strategic way to promote the country's key economic sectors and major advancements

through business events, with its strategy reinvented to keep up with global needs (just like the country's economy). Lafont continues: *"Our strategy is being completely reviewed, but will remain on its fundamentals, to ensure that business events are a tool at the service of Luxembourg's priority economic sectors and can support the country's political efforts in terms of innovation, digitalization and sustainable development."*

Looking beyond business events, Luxembourg is looking to educate existing and attract new associations to be headquartered there and position the country as a global knowledge hub. *"This is the key point of development: commitment is crucial and essential, not only of the associations themselves but also of the people involved within these structures, think tanks, groups. From this intellectual, societal and environmental capital, we try to do everything possible to help the goodwill to be an effective support to the image of our country and our key sectors. At the same time, we are working to organize the destinations and support a very dynamic and innovative ecosystem,"* says Lafont.

MORE THAN ONE CITY

The country has the power to evolve with time, whether that is changing its economic focus or expanding its geographical areas of interest. In fact, when thinking of Luxembourg, most people believe there is just the one city with rural regions around it. In actual fact, the south of the country has recently evolved in a new urban/business/education centre, very well connected to the main city.

The former industrial steel wasteland of Belval (*cover photo*), for instance, has undergone complete redevelopment and has given new life to the area. The project included four residential neighbourhoods, sports infrastructures, recreation and cultural centres, services and business centres, offering high quality of life. Most importantly, the government has concentrated its investment of 1 billion euros in Fonds Belval, a public organization established for the development of the "Cité des Sciences, de la Recherche et de l'Innovation" (City of Science, Research and Innovation) in the area.

The project, which has been evolving for the last 20 years, includes part the University of Luxembourg (one of its campuses is located in the elegant 'House of Knowledge'), a high school, event venues and research labs. Actually, most buildings are themed, according to the various branches of scientific research they house: the national library (dedicated to academic research, but it is also open to the public), the 'House of Humanities and Social Sciences,' and the 'Houses of Life Sciences, Environment and Materials' are but a few examples.

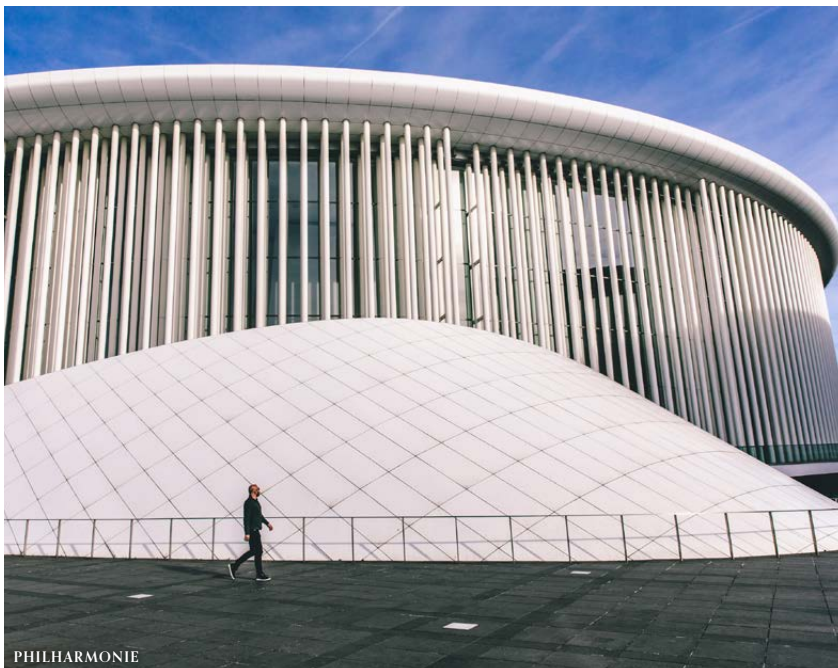
With research and innovation being the nucleus of the Belval project, the innovation cluster is the driving force for its future development. The Biotech building, the 'House of Innovation' and the business incubator Technoport are the centrepiece of the site, with high-end software and equipment for research and flexible infrastructure for innovative start-ups.

LUXEMBOURG'S UNIQUENESS

The Grand Duchy is an exceptional case of a small country which has marked its place on the global map of economic progress, financial stability, knowledge opportunities and quality of life. Its fundamental values of being open, dynamic and reliable have also trickled down in the meetings industry.

Luxembourg Fast Facts

- Population of 645,000 (47% foreign residents)
- +180 nationalities
- Luxembourgish, French, German and English spoken everywhere
- Buses, trains, a new tram line
 - all free nationwide public transportation as of 2020
- 15 minutes from airport to city center
- 2 hours by car or train to major cities
- In the top 4 of most liveable locations in the world
- 5 dedicated convention venues and numerous other meeting facilities
- Maximum conference capacity 6000 pax
- Highly ranked university
- First in Europe for 'Attractive research systems'
- Ranked 7th globally as Innovation Leader in 2021
- 4th in Europe for digital connectivity
- Founding member of the EU, NATO, the UN, OECD



PHILHARMONIE

When asked about his favorite part of Luxembourg as a business events destination, Lafont says: *“Open: Openness to the outside is a key element of the Luxembourg model of society. Luxembourg has always been committed to a united and open Europe. A cosmopolitan crossroads in the center of Europe, where people unite in an international meeting place, a real melting pot of nationalities, cultures and languages.”*

“Dynamic: Luxembourg has constantly reinvented itself. From an agricultural economy, it became an industrial power, then a service society. Today, it is committed with conviction to sectors of the future such as research, digital technologies and the space sector, topics where associations hold their events in.”

“Reliable: Luxembourg is a player you can count on; an economically and politically stable country, a serene environment, a place where life is good. But also where focus is given to sustainability, where congress participants can travel on the nationwide free public transport.”

SPOTLIGHT ON INNOVATION

Luxembourg grew out of the steel industry - which is still very much present - and is now adding the element of digitalization across all sectors and placing circular economy as a priority. In fact, in 2021 the government adopted the Circular Economy Strategy with a vision to make Luxembourg a frontrunner in creating economic benefits, while making a positive impact on people and the environment. A toolbox for changes in regulations, finance and knowledge will lead the country there with innovation in the centre of it all.

In order to promote research, development and innovation, the government has created a national innovation agency, Luxinnovation (*see sidebar*). The agency offers a wide range of services aimed at facilitating innovation, available to companies in all fields of activity. A clear strategy until 2025 has been laid out to support the development of a sustainable, competitive and digital economy through private-sector innovative projects as well

What Luxinnovation is all about: Interview with CEO Sasha Baillie

Luxembourg’s national innovation agency, Luxinnovation, was created over 35 years ago with a clear mandate from the government to help innovation in the country. Entrepreneurs, start-up companies, researchers, foreign enterprises and investors fall under the umbrella of the agency’s support for innovative activities.

What is Luxinnovation’s mission?

We cover the whole array of private companies of any size and of various sectors and help them innovate today in order to be ready to face the challenges of tomorrow. We help them not only get access to national funding programs for R&D development, but also to European programs. We also act as an intermediary for access to knowledge. There are different types of expertise in different fields in Luxembourg present mostly in our research centers; our job is to know exactly where this expertise is found and connect the companies’ sustainable projects to the right research and knowledge.

How do you help Luxembourg’s economy expand sustainably?

Linked to our role as facilitators, we also try to attract foreign companies to Luxembourg that fit into our ecosystem. To do that, we conduct in-depth analyses of Luxembourg’s economic key sectors in order to understand their composition, specializations and competencies, as well as the gaps in the ecosystems. On the basis of that, we go proactively across the world to identify relevant companies (start-ups with new technologies as well as larger, mature businesses) and facilitate their coming to Luxembourg. Our ambition is to attract sustainable projects whose activity would provide a positive contribution to the development of the national economy.

What gives Luxembourg its competitive edge for attracting new companies and associations?

Global companies and associations consider Luxembourg as their entry point to the European market. Luxembourg is a very good place to test new products, services and technologies and optimize them for the European market. It is a compact territory where it is easy to interact with multiple players: governmental officials and decision makers, research centers, industry and a very diverse and international population. It is, in a way, a perfect laboratory for the development of new solutions. It is also an excellent location for digital and data-driven companies that can benefit from Luxembourg’s outstanding digital infrastructure, expertise in cybersecurity and unique resources such as the business-oriented high-performance computer MeluXina.

as collaborative projects involving both companies and research organizations.

The recent Campus Belval is the site of the three major state research institutes and numerous research centres where collaboration between diverse researchers and the university, state institutions and industry results in innovation. The Luxembourg Institute of Science and Technology (LIST) - with a focus on

the research fields of the environment, IT and material research; the Luxembourg Institute of Socio-Economic Research (LISER) - focused on the field of social and economic policy; and the Institute of Quality Assurance (ILNAS) - providing support in standardization, approvals, safety and quality of products and services, are just a few of the centers responsible for Luxembourg’s success in its mission for a diverse sustainable economy.



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The 'Product Circularity Data Sheet' (PCDS) is just one example of what Luxembourg's innovative nature can accomplish: the project links data with circularity in a secure way providing all information of a product's journey throughout the value chain confidentially. One of LIST's current flagship projects focuses on making hydrogen production easier, cheaper and more environmentally friendly so that its use can be truly circular.

Technoport, a technology business incubator based also in Belval, promotes and supports the creation and development of innovative and technology-oriented companies in Luxembourg. According to the company's website, its job is to 'provide either individual entrepreneurs or foreign innovative businesses with access to resources that they typically lack in terms of business support services and infrastructure as well as access to multidisciplinary communities of like-minded persons through the organization of events'.

Earlier this year, the International Association of Science Parks and Areas of

Innovation (IASP) announced that they had chosen Luxembourg as their next location for their 2023 World Conference. Technoport CEO Diego De Biasio says: "We have been a member of this international association for almost fifteen years because it is crucial for us to establish international connections with peers from our industry to better support our companies and validate if we're on the right track in the development of our ecosystem or not."

With such commitment and with great innovative work to show, Technoport placed a bid and won the conference. "We took this opportunity to bid because we noticed that our government was increasingly interested in developing science parks and/or innovation areas in many verticals. So bringing this community of peers to Luxembourg and be able to meet and exchange knowledge and ideas with was crucial for us. It is important to show how we support innovation and knowledge creation as a small country in a globalized world. With the help of Business Events Luxembourg, we created a successful bid," continues De Biasio. Luxembourg

was also chosen for its central location in the heart of Europe, its multicultural environment and its presence of high-level international institutions.

The conference will be held on 12-15 September 2023 at the European Convention Center Luxembourg with an expected attendance of 700 innovation experts from around the world, "a rather broad and diverse community that we look forward to welcome also to celebrate the 25th anniversary of existence of Technoport," concludes De Biasio.

For more information about hosting your next event in Luxembourg

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Key Sectors Offer Associations Added Value

Luxembourg has a long history of reinventing itself to keep up to date with the economic developments taking place over the years. Initially a mostly agricultural country, the Grand Duchy flourished later on by producing steel and creating an important manufacturing and industrial sector. However, the country moved on once more – without losing its manufacturing specialization - to focus on finance and, more recently, to a 4.0 economy, with innovation being in its core.



Business Events Luxembourg has designed a multifaceted strategy to promote the country globally as a hub for association conferences by fostering links between the country's key economic sectors and the university, its research institutions, and companies. The following industries have - and will continue to - add value to any relevant meeting organized in Luxembourg.

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) & DATA SECURITY

Ranked 4th in Europe in digital connectivity according to the DESI index, Luxembourg has the greatest concentration of Tier IV certified data centres and a brand-new supercomputer, all supported by government funding. It has become clear that the country's top priority is to establish a data-driven economy with a mission and a goal to become the most trusted one in Europe.

Luxembourg leaders consider ICT and data as a transformative element in the workplace towards productivity, hence offering to all kinds of businesses access to the best digital infrastructure and specialists. In fact, a new report from Eurostat on 'ICT specialists in employment' highlights Luxembourg's high proportion of ICT specialists in its workforce.

Providing access to data, structuring it and rendering it interoperable, yet secure, is what Luxembourg specializes in, according to Luxinnovation's CEO Sasha Baillie. *"This is a key challenge that Luxembourg is active in and has a lot of knowledge about. You need to understand what the technological needs in different sectors are on getting access to data; it's like loads of little bits of information that you need to be able to mix. And you can only do that, if they're like atoms and function in the same manner. That's where structuring data and rendering it interoperable comes in."*

MeluXina, Luxembourg's own supercomputer, was launched in 2021 to help with the enormous amount of incoming data from all economic sectors. Its usage focuses on industry, particularly SMEs and start-ups, both those based locally as well as across Europe. With a power of 10 petaflops, about 10,000,000,000,000,000 calculation operations per second, the super machine promises to store, structure and distribute data across sectors fast and securely. Such cyber security is also matched by NATO, the EU and the many financial institutions, all of which have developed their own high-level cyber security apparatuses in the country.

The government has also invested heavily in public centres such as the University of Luxembourg's Interdisciplinary Centre for Security, Reliability and Trust (SnT), which conducts research in ICT and engages in projects with industry and the public sector. ICTLuxembourg (another major player in the sector) works as a coordination platform for the trade associations representing the ICT sector in Luxembourg. Its 22 members (associations, academics and enterprises) aim to enhance

synergies, exchange of information and best practices between all the players of the sector.

Conferences that have already chosen Luxembourg have enjoyed and benefited from these synergies. The 24th edition of the European Symposium on Research in Computer Security (ESORICS 2019) presented research on some of the most important issues in computer security. The ICT Spring Europe 2022 global tech conference showcased great opportunities for investors to meet with innovative start-ups and listen to pitches as well as for students who were able to find inspiration and share ideas with entrepreneurs and learn tips and tricks for starting a business. Meanwhile, the Arch Summit 2021 connected tech start-ups and scale-ups with industry leaders, investors, and policymakers.

THE SPACE INDUSTRY

'To infinity and beyond' is a phrase Luxembourg has taken quite literally. Building on its expertise in satellites (which dates back to the 80's with the giant satellite operator SES), the Grand Duchy's government has developed the National Action Plan for Space Science and Technology. Implemented since 2016 as part of SpaceResources.lu (an initiative to establish a unique legal, regulatory, and commercial environment to attract investors, companies, and innovators), the plan led - among other achievements - to the creation of the Luxembourg Space Agency (LSA).

The Agency's task is to support the commercial space sector in Luxembourg attracting companies and start-ups to the country and providing them with access to data, financial support and research. Luxembourg-based ESRIC (Europe's leading research and innovation center in the field of space resources) has developed the Start-up Support Program (SSP), which aims to support early-stage start-ups in the space resources sector, to develop their business models, attract their first customers and secure their first investments.

The government's commitment to advancing the space sector is portrayed through the LuxIMPULSE program, the aim of which is to develop technologies, undertake market research and study new concepts. This is a critical step, taken at a national level, to prepare Luxembourg's operators for competition on the international stage. Managed by the LSA and implemented by the European Space Agency (ESA), the program can help companies established in Luxembourg to bring innovative ideas to market.

On top of an attractive legal framework for space activities and agreements for international cooperation with NASA, a space-oriented education throughout the schooling cycle is implemented. From primary school with tailor-made programs for children and up to university level with two interdisciplinary Master's Degrees in Space Studies, Luxembourg aims to cultivate a new generation of space specialists to stay the rising course of the sector.

Under these circumstances, no better place than Luxembourg to hold a space-related conference. The 11th European CubeSat Symposium took place in 2019, at the University of Luxembourg. 100 attendees were informed about miniature satellites called CubeSats, orbital dynamics and propulsion subsystems.

On 27-28 October 2022, Luxembourg will be called once again the NewSpace capital of the World as the hybrid conference 'Bridging Earth & Space' will be taking place at Luxexpo The Box. Industry-leading start-ups, agencies, investors and executives will get together for two days of educational sessions, start-up pitches and tailored meetings. At the same venue and in hybrid format, the Space Resources Week, in May 2022, connected thought leaders from the terrestrial resources sector, aerospace industry, financial institutions, research institutes and academia.

HEALTHCARE & HEALTH-TECH

Despite a relatively small population, the Grand Duchy has an abundance of expert doctors, nurses, hospitals and clinics at the citizens' disposal, bringing it to the first place among European countries in healthcare. Four hospitals cover the entirety of the land and healthcare is covered at a high percentage (80-100%)

by the state for over 95% of the population, putting patients' rights first.

Healthcare in Luxembourg is largely advanced by the Luxembourg Institute of Health (LIH), a public biomedical research organization which strives to combine collaborations, disruptive technology and process innovation to improve the application of diagnostics and therapeutics. LIH focuses on two priority areas, namely cancer and immunological disorders.

The innovation-driven economy and advanced IT infrastructure have led Luxembourg (mostly in as little time as the last decade) to excel in health technologies. Luxembourg is a leader in medical and diagnostic devices and bio-pharma accounting, counting well over 100 companies in the healthtech sector. Their efforts concentrate on the digitalization of all aspects of health and the patients' medical journey and the creation of smart health solutions for more personalized healthcare.

The House of Biohealth, a hosting facility with office and lab space for both established companies and start-ups in the fields of digital and laboratory-based health products, offers unique opportunities for development. Note-worthy start-ups like LiveMetric,





which produces a wearable, non-invasive medical device that enables AI-augmented care, condition management, and treatment; SOVI Solutions, whose main product is Talkii, a digital companion for people with communication disorders; and ExoAtlet, which produces wearable exoskeletons for people with mobility issues, all share the common denominator of data exchange and inter-sectoral collaboration.

A future Health & Life science Innovation (HE:AL) Campus is coming to the country in 2024 to reinforce the government's efforts to attract even more related companies to Luxembourg. The campus will be dedicated to digital health and personalized medicine and will be open to R&D, innovation and production activities, as well as to health technologies consulting and services.

Luxembourg will also host the European Digital Medicine Conference Luxembourg 2022 in October, with the scientific theme 'Evidence-based medicine in digital therapeutics.' Taking place at the Belval Campus, the event will bring together leaders in academia, industry, medicine, patient organizations and influential policy-makers to discuss the invaluable contribution of digital health

tools for improved personalized patient care and new policy landscapes.

The Grand Duchy is not one to keep such expertise within its national borders. On Luxembourg's initiative, the Luxembourg Healthcare Week 2023 is planned to take place on 20-22 September next year at the Luxexpo The Box. The congress will include an exhibition of more than 150 exhibitors, over 100 conference sessions with current and future actors in the field, as well as over 15 pavilions and shows on topics like the future hospital, innovation in the area, and new start-ups.

The three-day event plans to create stronger bonds between Luxembourg and the region surrounding it (Belgium, France, Germany) in the field of healthcare in order to create together the Health of the Future. *"In the hope that this first attempt will turn into a recurring event with beneficial advancements for the sector and the region in general, Luxembourg is leveraging its know-how to create legacy in healthcare and life sciences,"* says Business Events Luxembourg CEO François Lafont.

LOGISTICS

Located in the heart of Europe and squeezed in between the important markets of France, Germany and Belgium, Luxembourg is a paradise for the quick transportation of goods. An extensive network of motorways helps trucks reach any European city within 24 hours; the technologically advanced airport gets products to their destination within 2 hours maximum; railway lines run for kilometers all over the continent and all the way to the North Sea, the Baltic Sea, the Iberian peninsula, the Mediterranean Sea, Turkey; not to mention the Mertert river port which provides access to waterway traffic on the Moselle and the Rhine, a gateway to some of the most developed economic centres in Europe.

Luxembourg's secret of success is its ability for multimodal transport, a formula that combines the advantages of different types of transport and offers unparalleled connectivity, efficiency and speed. Leading cargo centres are located in key areas of the country and specialize in multimodality with close collaboration and data sharing. The Luxembourg CargoCenter is now the sixth largest freight airport in Europe, with Cargolux, the country's leading all-cargo carrier. The national railway company CFL operates the country's intermodal terminal, whereas two logistics parks, Eurohub Centre and Eurohub South, provide real estate solutions (i.e. by building or renting warehouse facilities) within easy reach of the airport, the multimodal rail/road terminal and the inland river port.

Innovation in Luxembourg is applied once again in the logistics sector. Located next to the airport's cargo centre, Le FREEPORT Luxembourg is a multi-service platform dedicated to the storage, handling and trading of valuable goods (for example artworks, fine wines, precious metals and collectible items). High-tech investments have made the facility a high-quality secure service for sensitive cargo.

With an eye for the future of the sector, the Grand Duchy has founded the Luxembourg Centre for Logistics and Supply Chain Management, part of the University of Luxembourg. With emphasis on the impact of technologies such as artificial intelligence, machine learning and blockchain in the field of procurement, the centre is also a member of the Massachusetts Institute of Technology Supply Chain & Logistics Excellence (MIT SCALE) network.

In spring 2022, F&L, the European Freight & Logistics Leaders' Forum, gathered in Luxembourg about 150 business leaders and decision-makers in global manufacturing, logistics (road, rail, sea, waterways, air), academia, policymakers and science for a conference. The meeting provided a boost to the Luxembourg logistics ecosystem as it facilitated opportunities for local networking and increased collaboration. Under the main topic '*As the freight logistics horizon shifts in front of our eyes, how is the race to success changing?*', the event dealt with current challenges and encouraged actors to act proactively rather than be victims of circumstances.

CREATIVE INDUSTRIES

No surprise that creativity in Luxembourg is a thriving sector; the country enjoys an ever-growing economy, an invested government and a large number of citizens' nationalities with different backgrounds and innovative ideas. This combination has brought opportunities for artists, architects, and designers in the country who are producing unique architectural creations (like the new Luxembourg National Library) and interesting fashion designs (presented at the annual Luxembourg Fashion Week which started in 2019).

Especially in the field of design, may that be in the discipline of product, service, fashion, and even photography, Luxembourg is about to prove its competitiveness again. Business Events Luxembourg and Design Luxembourg have recently won the bid for hosting the European Design Festival 2023. Taking place at the end of May or start of June, and with up to 500 participants expected, the event aspires to give Luxembourg the chance to showcase itself before the European design community, including some of the most successful and innovative agencies.

Demetrios Fakinou, managing director of the European Design Awards, says: "*The enthusiastic involvement from local designers and creative institutions played a major role in our decision. Luxembourg is an exciting place of unique and diverse venues, a country of green innovation, a destination of remarkable infrastructure, and a community of enthusiastic and knowledgeable designers.*"

Lafont emphasizes the importance of the win for the country: "*The teamwork presented by local talent and key players won the organizers and brought the event. Our goal is to establish in the government a special section just for design, based on the collaboration of stakeholders and knowledge exchange after the festival.*"

On the cultural side of creativity, Luxembourg has a seat in the front row. Overcoming its small size, the country has been chosen already three times as a European Capital of Culture. Luxembourg's second largest city Esch-sur-Alzette (or just Esch for short), located in the south, is this year's winner. Under the theme 'Remix Culture' which is meant to emphasize the future of Europe as peacefully multicultural and heterogeneous, the town has organized a series of cultural events, including concerts, exhibitions, and theatrical performances.

According to the organizers, "*Esch2022 aims to create synergies, guarantee sustainable development and, most importantly, ensure that the general public gets actively involved. Its vision is to transform a city with intense industrial history into a future-oriented centre of knowledge and innovative and creative technologies.*"

No wonder the Luxembourg Art Week has taken place five years in a row showcasing the best art from 67 galleries featuring local and regional artists. Such events, in combination with the government's financial support, have attracted almost 2,200 companies active in the creative industries, employing more than 6,300 people.

Venues for Any Event & Experience

Luxembourg has managed to fit in its small territory a wide range of sites which are either purpose-built for business meetings or serve as unique spaces for events with a different vibe. Spread out across the land, conference centres, hotels and unique venues cater for all types of conferences, exhibitions, and social events meeting the needs of any client.

SPECIALLY ADAPTED TO BUSINESS EVENTS

Located in the heart of Europe, Luxembourg's main congress center the **European Convention Center Luxembourg** (ECCL) is also home of the Council of Ministers of the European Union three months a year. Its long history and modern architecture make for an elegant congress center with extensive expertise in organizing high-level events.

In fact, due to the high confidentiality and service quality required for the ministers' meetings the ECCL team can provide all incoming clients with the same level of security both in terms of participants and in terms of content presented on the site. The same can be said for the

technologically advanced audiovisual facilities which include numerous interpretation booths in most rooms as well as streaming, video conference and - more recently - a production studio for virtual or hybrid events.

ECCL is ideally located in the business district of the city, as centerpiece of the Convention Park Luxembourg, in the vicinity

of five hotels, bars and restaurants, cultural venues and shopping. The city centre and the main train station are a short (and free!) tram ride away and the airport is a mere 7 km away, connecting the venue easily with most European countries.

Luxexpo The Box is more than an exhibition centre, it's an innovative, multi-functional venue designed to host an

ECCL in numbers

- 2 Plenary Rooms of 800 and 146 pax
- 11 conference rooms from 35 to 380 pax
- Hemicycle for 646 pax
- 30 sub-committee rooms
- 1 production studio
- Up to 3.600 sqm of Foyers



EUROPEAN CONVENTION CENTER LUXEMBOURG (ECCL)

Belval in numbers

- 13 meeting rooms
- Great Auditorium of the House of Knowledge: 780 pax
- Largest amphitheater (out of 3): 240 seats



array of events and gatherings that align with the company's core values and responsibilities. With its flexible spaces, high ceilings and black walls, the venue offers the perfect base to build on. Furthermore, the company has been structured in a way to ensure that customers

receive the highest quality of service provided by its in-house teams and external partners. Located in the business district Kirchberg, the venue is as equally accessible as the ECCL with European institutes, cultural facilities and international hotels in the immediate vicinity.

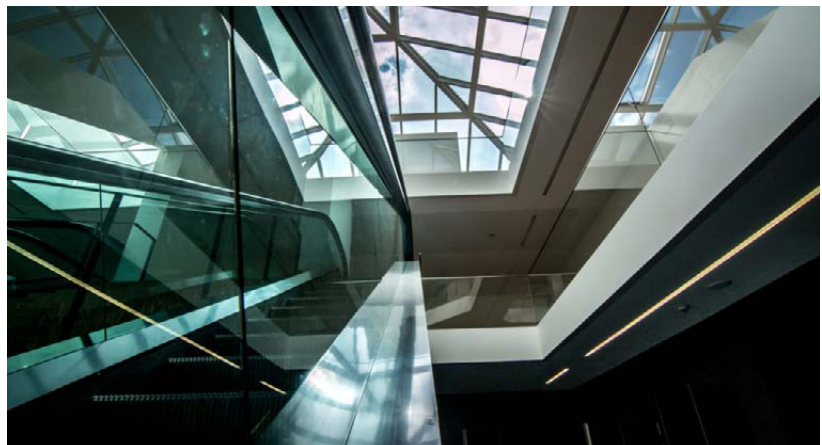
Despite its long existence, the venue does not fail to impress with its innovative approaches and new event concepts. In fact, Luxexpo The Box has changed its core mission to match responsible practices and impact positively the local economy and community. CEO Morgan Gromy states: *"Our goal is to make events count, to attach value to every gathering in order to accelerate the transformation for a better economy and leave an inspiring legacy."*

"Our ambition is to embed sustainability and encourage new global ideas in an integrated fashion across the entire business starting with our people, suppliers and eventually our clients if needed. Fostering an innovation culture that is inclusive and open to new ideas, trends and diversity, will help us grow as a whole," he continues.

To advance the new strategy, Luxexpo The Box recently recruited a Chief Transformation Officer. What's more, the venue is in the process of acquiring the first level of B Corp Certification, 'a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.'

Luxexpo The Box in numbers

- 34,000 sqm of exhibition space
- 2,500 pax in theater
- 30 meeting rooms of all sizes
- New semi-immersive studio for 200 pax



UNIQUE SPACES FOR UNIQUE EXPERIENCES

Imagine attending a meeting under a blast furnace. The **City of Science**, the project that has revived Belval in the south of Luxembourg as mentioned before, adds yet another piece to the puzzle. The site has a collection of rooms in various sizes located in the remodeled area of what used to be one, the industrial area of steel production. It gives the opportunity to organize all kinds of business events. Fitted with high end technology equipment, the multifunctional rooms combine the charm of a unique space with the advantages and practicality of a flexible meeting room.

The area is a new neighborhood with all kinds of facilities around, particularly

the University of Luxembourg and the research centres, offering easy collaboration opportunities during and after a conference. Apart from the parking spaces available, access to the area is made easier with the train coming directly from Luxembourg City. Cycling trails are another sustainable alternative. A tram line is currently being developed to connect the two regions.

GRIDX is the new kid in town when it comes to unique venues. The project, which is set to start operations at the end of 2024, will offer a purpose-built events facility which can be divided in four rooms. The aim for it is to rate among the top 5 largest event venues in Luxembourg. The complex will offer delegates a different experience where upscale automobiles,

shops, virtual and live entertainment, sports and wellness, restaurants and hotels as well as a business center and offices will all be under the same roof.

GRIDX in Numbers

- A modular space of more than 1,400 sqm
- Seating capacity: approximately 900 pax
- 300-sqm outdoor terrace
- 8,000-sqm outdoor area



The construction boasts eco-friendliness. XCarb green steel (produced with a reduced carbon footprint), prefabricated walls for the hotel (already assembled with concrete and insulation for faster assembly, but also to reduce transportation), 4,000 sqm of solar panels, recovered energy from the elevators, and rationalized lighting, heating and air conditioning are some of the sustainable choices integrated in the construction and operation of the complex.

Located in the ever-developing south of the country, in the Wickrange area, the new centre will be only a couple of hours by car from major cities like Brussels, Paris or Amsterdam. The Luxembourg City train station and Findel airport are also nearby, making this destination very convenient for both the general public and professionals visiting an event at GRIDX. It is also located on the route of the new tram line and the bicycle path to the city.

HOTELS WITH MEETING ROOMS

Situated close to the Moselle vineyards, a few minutes away from the city of Luxembourg, the **Mondorf Domaine Thermal** is not a common hotel. Its vast land consists of restaurants, world renowned thermal and spa facilities and fifteen naturally lit meeting spaces, all surrounded by ample green areas.

Mondorf Domaine Thermal in numbers

- 108 rooms (extra 21 rooms in Villa Welcome)
- 15 meeting rooms from 10 up to 350 pax



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A conference coming to the Mondorf can enjoy the expertise of the staff, state of the art technology in the meeting rooms, wellness treatments and proximity to nature. The plenary room Salle des Fêtes in the old thermal building 'Al Thermen' and the historical function room Orangerie are landmark locations for events. At the Mondorf Parc Superior Spa & Conference Hotel delegates can enjoy staying on the same site as the conference.

In heart of the Kirchberg Plateau and among the European institutions and business offices, **Sofitel Luxembourg Europe** enjoys an ideal location for business meetings. A big-sized atrium and six fully equipped meeting rooms all supported by a specialized events team and in-house catering are available for conferences and other types of events. The facility offers 109 sleeping rooms and 7 meeting rooms for up to 50 pax each.

In the northern part of Luxembourg, in the small town of Clervaux, you can

actually rent a city. The '**Clervaux Rent a City**' concept is an original idea which involves renting much more than sleeping and meeting rooms. A conference can ask to utilize the surrounding streets of the three hotels, member of Excellence Group - Le Clervaux Boutique & Design Hotel, Hotel Koener (the two linked with a glass bridge) and the Golf & Country Hotel a bit further away - to create a memorable event experience which goes outside the walls of a meeting room. 135 rooms, 3 meeting rooms and 4 reception rooms with a capacity of 260 pax seal the deal for a one-stop-shop experience.

The concept is complemented by the group's five restaurants and one bar located in the same area. Indoor and outdoor spaces together use sustainable practices for organizing events with low plastic use, local food products and obviously zero emission for delegate transport since the whole city is walkable and at their disposal.



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