

Why Luxembourg?

What is Luxembourg? What's its DNA? What makes this country unique?
What are its values?

For some years now, Luxembourg and all those who represent the country in one way or another have been thinking and acting to promote the advantages of the Grand Duchy in a credible, authentic and coherent way.

Since March 2013, consecutive governments have made promoting the country one of their priorities. This is in order to increase Luxembourg's notoriety and strengthen its economic, cultural, tourist and political influence in the world.

In this context, a broad participatory process served to identify the country's strengths and determine three fundamental values: reliability, dynamism and openness, a combination unique to Luxembourg.

These values were then visually rendered via the "Signature of Luxembourg" logo, composed of the word "Luxembourg", the X symbol and the invitational slogan "Let's make it happen".

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As a central element, the **X symbol** is composed of four red and blue arrows, which meet around a central white space. The X symbol is representative of Luxembourg's values:

- The arrows represent Luxembourg's **dynamism**, from which new ideas are born;
- The orientation of the arrows, which point inwards and outwards, symbolizes the reciprocal exchange and **the opening** of the country;
- The letter X symbolises a crossroads, in addition to representing the stable environment and **trustworthiness** that characterises the Grand Duchy;
- The centre of the symbol is composed of a white + sign, which symbolises the **capacity / willingness to unite** and which is representative of the added value that results from reciprocal exchange.

The invitation “Let’s make it happen” addresses everyone in an intentionally open way to encourage them to develop projects with the country, with the aim of mutual success.

The two elements - the X symbol and the invitation – are complementary and transmit a promise embodied by the country in the form of a “Luxembourg Signature”: moving forward together.

This document shows that the values of openness, dynamism and reliability – a combination specific to Luxembourg – have been truly experienced for a long time and in all areas.

After all, it is the histories and personalities of its inhabitants, as well as the development of its company, that determine the particular character of Luxembourg.

That is why we chose to expand on this argument, not to represent our assets sector by sector, but rather to demonstrate through concrete and tangible facts that openness, vigour and reliability are a part of Luxembourg’s DNA.

This document is not intended to be exhaustive, but it does provide some useful examples. It will be constantly updated in order to achieve our objective, which is to provide all those who wish to speak about Luxembourg with a practical and useful working platform based on values that are vividly experienced.

The “Inspiring Luxembourg” Committee



Luxembourg, an open country

356 kilometres of border... open to everyone

Located in the centre of Western Europe, Luxembourg is the second smallest state in the European Union after Malta, with a surface area of 2,586 square kilometres. It shares a border with three countries, France, Germany and Belgium. These borders now only appear on maps, since they are open and crossed daily by over 190,000 cross-border workers who have chosen to contribute to Luxembourg's economic dynamism.

> **195,123** cross-border workers

101,987	46,718	46,418
France	Belgium	Germany

... and open to innovative ideas

Luxembourg does not enjoy this economic dynamism by chance. Since the decline of the steel industry, the country has been constantly opening up to new ideas, innovating and reinventing its economy. One example is the establishment of a legal framework for the exploration and use of space resources in 2017, forging a new direction for Europe.

Luxembourg, a pioneer in space

Luxembourg entered the space sector in the early 1980s and has since developed an ambitious space policy:

- 1985** Establishment of SES (Société Européenne des Satellites);
- 2005** Luxembourg joined the European Space Agency;
- 2016** Launch of the SpaceResources.lu initiative;
- 2018** Creation of the Luxembourg Space Agency (LSA);
- 2019** Launch of the interdisciplinary master's degree in Space Studies at the University of Luxembourg.

Luxembourg is recruiting

If all non-Luxembourg nationals and cross-border residents feel welcome in Luxembourg, this is mainly for two reasons.

First, the country's booming economy acts as a magnet: the steel industry has attracted Italians and Portuguese; the European institutions drew EU citizens here; the services sector attracted French, Belgians, Germans and British citizens, etc.

On the other hand, Luxembourg's multilingual environment is a significant asset.

Luxembourg, a multilingual country

Luxembourgish or "Lëtzebuergesch" became the national language in 1984, but it is only one of the country's three official languages, along with French and German.

In addition to these, there are many others: Luxembourgers are fluent in an average of **3.6 languages!**

Among those commonly used are English and Portuguese. In Luxembourg, as elsewhere, English has become an essential working language and is a vector for easier communication and integration. As for Portuguese, no one will be surprised at its scope given that Luxembourg is home to the largest number of Portuguese expatriates in the world, in proportion to the number of inhabitants.

Due to its geographical location and its tradition of immigration, Luxembourg attaches great importance to the study of languages. In the country's school system, Luxembourgish is the language of communication. From the beginning of elementary school, students learn German and French. English is studied in secondary school, and a fourth foreign language may be added for those who wish.

In parallel to the state school system, many international schools have opened, enabling foreign students to study in French, English or German.

A cosmopolitan population

There are many languages spoken in Luxembourg! Indeed, the country has **175** different nationalities, accounting for **48%** of its residents. This percentage is constantly increasing, also due to annual net migration that has exceeded 10,000 people per year in recent years.

Luxembourg is definitely a land of encounters, exchanges and dialogue, mirroring the image of the European Union, born out of the desire to strengthen the bonds of friendship between people.

Luxembourg's role in the construction of Europe

In the area of European development, Luxembourg is a forerunner, as it is one of the six founding nations of the European Coal and Steel Community, which was later to become the European Union.

A symbol of continuing open-mindedness, in 1985, thirty-three years after the birth of the ECSC, Luxembourg once again provided the scene of a European breakthrough with the principle of free movement within the EU as ratified by the **Schengen Agreement**, a name taken from a Luxembourg wine-growing village on the banks of the Moselle and symbol of the three country location Germany-France-Luxembourg.

Did you know?

- Luxembourgier Joseph Bech and Frenchman Robert Schuman, born in Luxembourg, are considered to be the "Fathers of Europe".
- The European Monetary Union, which gave rise to the euro in 2002, is the legacy of another Luxembourgier, Pierre Werner.

Luxembourg City, a European capital

As the first historic seat - the Grand Duchy has contributed from the outset to the European plan, hosting the headquarters of the institutions of the European Coal and Steel Community (ECSC) – Luxembourg is one of the three seats of the European Union and in two districts of its capital, on the Kirchberg plateau and in Gasperich, hosts the following entities:

- The Court of Justice of the European Union,
- Several Directorates-General of the European Commission (no fewer than three Luxembourgers have held the Presidency since its inception: Gaston Thorn from 1981 to 1985, Jacques Santer from 1995 to 1999 and Jean-Claude Juncker from 2014 to 2019),
- The Secretary General of the European Parliament,
- The European Investment Bank and the European Investment Fund,
- The European Court of Auditors,
- The European Stability Mechanism,
- The EuroHPC, the European Joint Undertaking for High Performance Computing.

The faces of Luxembourg City

The city features numerous buildings with futuristic designs coexisting alongside a 10th century fortress complex with forts, bastions and casemates and architecture representing Renaissance, neo-Renaissance, Art Nouveau, Art Deco or modernist styles.

While a city is characterised by its buildings, we can certainly say that Luxembourg City is firmly anchored in the 21st century, yet refuses to eschew its past. Like other capitals, it has developed with time, with its population and its needs.

Diversity also in culture

In Luxembourg, where the mixture of cultures is significant, the cultural offering is particularly rich and varied, the result of openness in multiple directions: many plays are multilingual, many films are co-produced in partnership with other countries and shown in the country's cinemas, and films are widely distributed in their original language with subtitles.

And rights for all

Inclusion, tolerance, non-discrimination, solidarity... These are all essential values that Luxembourg upholds with full conviction, in the spirit of the European Union, and applies on a daily basis.

Did Prime Minister Xavier Bettel not proclaim his homosexuality during a 2019 summit meeting between the European Union and the League of Arab States, in order to condemn the death penalty for homosexuality in certain countries?

In recent years, Luxembourg has introduced major legislation to further the liberalisation of society:

- 2004 Civil partnerships (PACS) for mixed or same-sex couples;
- 2009 Legalisation of euthanasia;
- 2014 Legalisation of abortion;
- 2014 Legalisation of same-sex marriage and adoption by same-sex couples;
- 2018 Legalisation of cannabis for medical purposes.

Luxembourg and the rest of the world

Luxembourg applies solidarity and a policy of reaching out to others well beyond the borders of the European Union.

In 2018, Luxembourg granted refugee status to 978 people, representing 44.5% of the applications received, for international protection. In addition, Luxembourg is one of six Member States to have responded positively to the appeal of the humanitarian vessel Aquarius to take in some of its asylum-seeking passengers.

Exasperated by comments made by the Italian Minister of the Interior Matteo Salvini on 14 September 2018, Jean Asselborn, Luxembourg Minister for Foreign and European Affairs, exclaimed “Merde alors!” sparking a social media storm. So much so, that a Luxembourg sports brand put it on a t-shirt sold to benefit Sportunity, a charity that works to help integrate refugees through sport.

Through development cooperation and humanitarian action, Luxembourg is helping to eradicate poverty in developing countries.

Luxembourg, a member of the OECD Development Assistance Committee, has contributed **1%** of its gross national income to this effort since 2009. This makes it the second most generous contributor of official development assistance among OECD member countries after Sweden, whereas the United Nations recommends contributions of 0.7%.

This unwavering commitment was enhanced in 2013-2014 when Luxembourg had the honour of serving as a non-permanent member of the United Nations Security Council.

Did you know?

According to a study published by the consulting firm Nomad Capitalist, Luxembourg's passport was classified as the best in 2019 for the second consecutive year, as its holders can visit 186 countries without requiring a visa.



**Luxembourg,
a dynamic country**

From an agricultural country to a service economy ...

Luxembourg's economic prosperity is not down to luck, but rather to its proactivity and adaptability.

The country's economic transformation took place in stages:

- In 1839, upon independence, Luxembourg was an agricultural country.
- In 1859 the first railways were built; this was the beginning of the industrial revolution. Luxembourg discovered iron ore deposits and built blast furnaces, steel mills and rolling mills, becoming an industrialised and prosperous country, thanks to the steel industry.
- In the 1970s, the global crisis in the steel sector hit the Luxembourg economy hard. Since the mid-1970s, Luxembourg has been moving towards a service driven economy dominated by financial services.

... and a sustainable financial centre

Luxembourg has been providing financial services as a primary activity for 30 years, giving single and non-European investors access to the single market:

- In 1988, Luxembourg was the first country to transpose the UCITS European Directive into national law, thus enabling the emergence of a cross-border investment fund industry, an industry in which Luxembourg has built up an expertise with world-class infrastructure and experts serving a global market. Today, Luxembourg is the **world's second largest investment fund centre**.
- With the implacable global trend toward greater transparency, since 2009 private banking in Luxembourg has undergone a transformation with the abandonment of banking secrecy. For over ten years, this financial centre has provided core European competence for private banking, demonstrated by a constant increase in assets under management.
- Cross-border competence also applies to the insurance sector, where Luxembourg's international orientation makes it a major player on a pan-European level.
- In recent years, Luxembourg's financial centre has established itself as the European leader in green and sustainable finance. Luxembourg is also home to the **first – and only – green stock exchange** in the world. In 2019, the Global Financial Centres Index (GFCI) ranked Luxembourg as the 4th largest green financial centre in the world.

Economic diversification

Heavily dependent for a long time on the financial sector, Luxembourg has undertaken, in recent decades, a policy of economic diversification based on a strategy of “multi-specialisation” in the priority economic sectors of information technology and communications, 4.0 smart industry, space, environmental technologies, motor vehicles, health technologies and logistics.

Luxembourg at the forefront of innovation

Without innovation, there is no redemption. Since the mid-1980s, Luxembourg has built a holistic innovation ecosystem with complementary components:

- renowned public research organisations, such as LIST, Liser, LSCB and LIH;
- attractive financing measures (NRF);
- hubs for collaboration between private and public players.

The national agency Luxinnovation, created in 1984, is one of the key players in this ecosystem. It intervenes to support companies in their innovation process and to find pragmatic solutions to help them successfully establish themselves or to complete their development projects. The organisation therefore contributes to Luxembourg’s economic development by stimulating innovation, a growth factor, and by attracting international investors, companies and appropriate skill sets to meet the country’s diversification strategy.

Luxembourg has been one of the **“Innovation Leaders”** since June 2018 on the European Innovation Scoreboard.



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A dynamic start-up ecosystem

Efforts are also underway to accelerate the development of the start-up ecosystem in Luxembourg, with a view to promoting the country as a **“Start-up Nation”**.

Since the creation of the country's first incubator Technoport in 1998 the landscape has been crowded with numerous public and private initiatives. In addition to hosting facilities, Luxembourg also offers a wide range of support services for young entrepreneurs, including Luxinnovation and the House of Startups.

Success stories

The consequence of this economic dynamism is reflected in the success stories of companies of various sizes, whose influence extends well beyond the country's borders.

SES is the world's leading satellite operator with a network of more than 70 satellites occupying two orbits. Based in Betzdorf, the company is a leader in the global distribution of satellite video.

RTL Group, a European television pioneer, now has a presence in nearly 60 television channels (M6 in France, Vox in Germany, Antena 3 in Spain, etc.) and more than 30 radio stations in Europe (RTL, RTL2 in Luxembourg, Fun Radio in France, Radio Contact in Belgium, etc.).

Talkwalker, a start-up launched in 2009, specialising in monitoring and analysing the web and social networks for companies, has opened several offices in the United States and Germany and is ranked in the Top 10 of global social listening platforms.

Doctena, a start-up created in 2012 to help people make individual medical appointments online, has expanded its activity to Belgium, the Netherlands, Switzerland, Germany and Austria. The company employs more than 70 staff and manages more than 10,000 medical appointments agendas.

“ Your influence lies not in the power of numbers, but in your ability to unify different interests and ambitions. This is an art the people of Luxembourg have perfected over two centuries... Luxembourg is emblematic of European cooperation. Of countries large and small joining forces as equal partners. ”

King Willem-Alexander of the Netherlands

“ Luxembourg is an example of global solidarity and enlightened common cause. ”

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Ban Ki-moon, UN Secretary-general

“ Commitment, solidarity and responsibility, that’s what they called it and that is not a simple declaration of intent for Luxembourg, but something we look at with admiration; it is a living political reality. ”

Frank-Walter Steinmeier, President of the Federal Republic of Germany

**“ I would love to come back here.
Wonderful place. ”**

Morcheeba (British music band)

“ The China National Table Tennis Teams have greatly appreciated the hospitality we have been offered in Luxembourg and the people we’ve met and cooperated with. Luxembourg and its capital are green oases. The air is fresh, the landscapes are beautiful, we simply had a great experience first time in Luxembourg. ”

Liu Guoliang, Chinese table tennis legend

**“ Luxembourg – little country,
big champions. ”**

Christian Prudhomme, Director of the Tour de France

Towards a digital government

The creation of a **Ministry of Digitalisation** in 2018 has shaped the government's desire to make a success of Luxembourg's digital transformation, through its state-of-the-art infrastructures developed on a national level.

Luxembourg relies on principles such as "digital by default", "once only" and transparency as well as avant-garde technologies related to artificial intelligence, blockchain, big data and the Internet of Things.

International benchmarks are showing that developments and initiatives are already bearing fruit:

- Luxembourg ranks 5th among the EU Member States and is one of the "best performers" in terms of digitisation. (Digital Economy and Society Index 2018 – DESI);
- The Women in Digital Index 2018 ranks Luxembourg third in the EU;
- The European Commission's Digital Transformation Scoreboard 2018 places Luxembourg fifth.

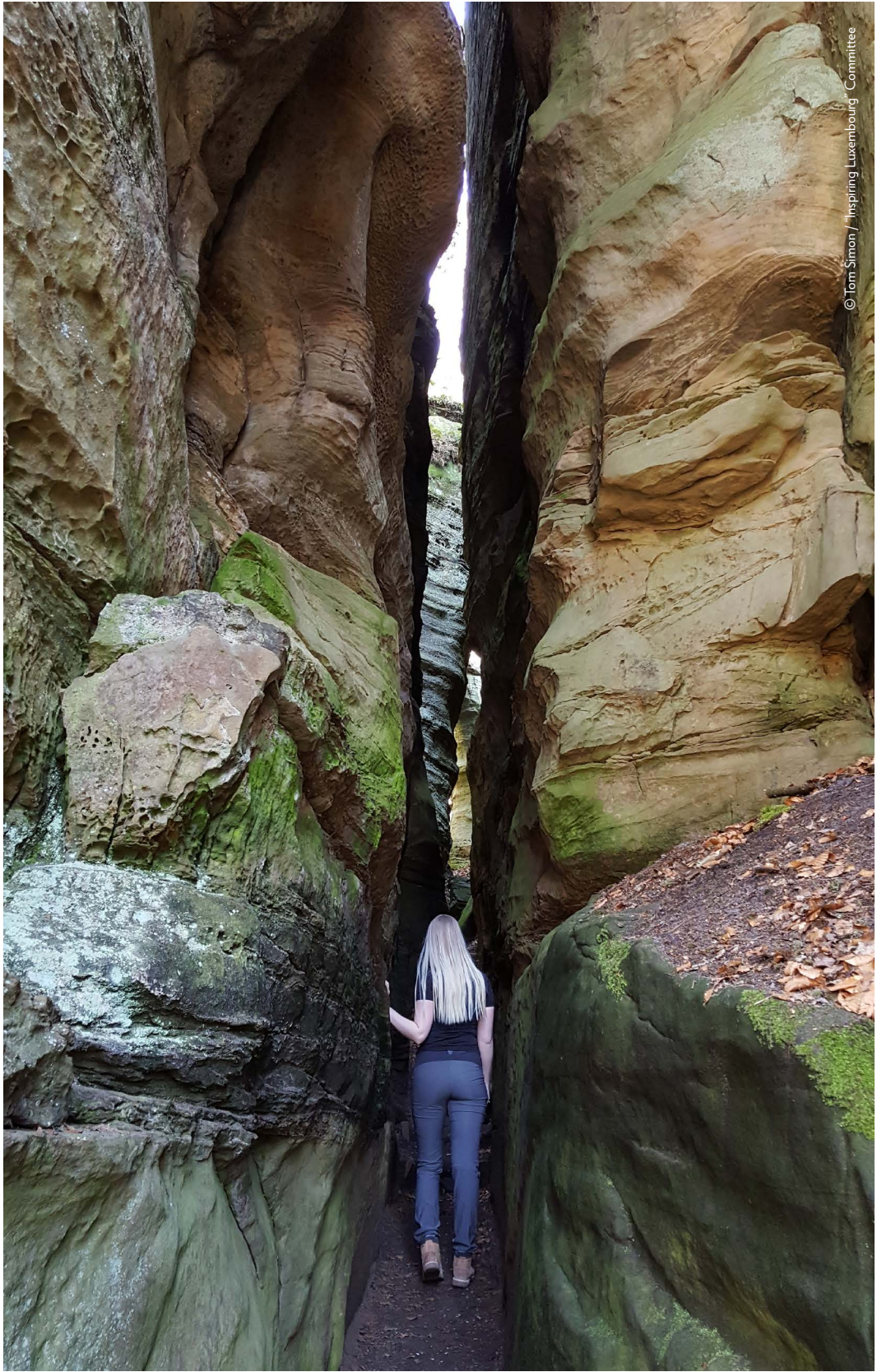
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A new and promising university

The University of Luxembourg, the only public university in the country, has provided a multilingual, international and research-oriented environment since 2003. With more than 6,000 students from 113 different countries, it is at the centre of the Cité des sciences et de l'innovation in Belval, where it combines innovative state of the art with a human face.

In 2018, the Times Higher Education Supplement ranked it as 12th amongst new universities.





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“A healthy mind in a healthy body”

- **Josy Barthel** won the gold medal in the 1,500 metres event at the 1952 Summer Olympic Games in Helsinki;
- In 1909, Luxembourger **François Faber** was the first foreign rider to win the Tour de France;
- Cyclist **Nicolas Frantz**, winner of the Tour de France in 1927 and 1928, is the only rider in the event to date to have worn the leader's yellow jersey right from the first to the last stage (in 1928);
- Cyclist **Charly Gaul** also won the Tour de France in 1958, as well as the Giro d'Italia in 1956 and 1959;
- Cyclist **Andy Schleck** won the Tour de France in 2010;
- Tennis player **Gilles Müller**, 2001 Junior World Champion, also won the ATP 250 tournament in Sydney in 2017;
- Paralympic shot putter **Tom Habscheid** broke the world record in his category in 2019 (F63);
- **Jenny Warling** became European karate champion in her category in 2019 (under 55 kg).

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Luxembourg is proud of its talented athletes and has been developing its sports infrastructure to encourage new talent.

The National Sports and Cultural Centre “d'Coque”, which houses an Olympic swimming pool, has hosted a number of national and international events since 1982.

The UEFA and World Rugby standard Luxembourg national stadium will be inaugurated in October 2019, replacing the Josy Barthel stadium.

Construction of the national velodrome in Mondorf-les-Bains will begin in 2020.

Culture is booming as well

Luxembourg City has twice been designated as European Capital of Culture, in 1995 and 2007.

Esch-sur-Alzette, capital of the industrial belt and second largest city in the country, is set to receive the same honour in 2022.

Spotlight on cultural institutions and events...

- The legendary photographic collection *The Family of Man*, designed by Edward Steichen for the MoMa in 1955, became a permanent exhibition at the Château de Clervaux, after a worldwide tour covering 150 museums. The collection, which is intended as a manifesto for peace through humanist photography, is part of UNESCO's Memory of the World.
- Since 2005, Luxembourg has enjoyed one of the most prestigious concert halls in Europe in the form of the Philharmonie, designed by the French architect Christian de Portzamparc. It is open to all styles of music and is now the permanent home of the Orchestre philharmonique du Luxembourg (OPL), which was established in 1933 under the name of Grand orchestre symphonique de Radio Luxembourg.
- Also in 2005, the Rockhal opened its doors in Belval: the complex comprises three concert halls, the main one with a seating capacity of 6,500, and has hosted performances by all the world's rock, techno and rap stars. In addition, the Rocklab Resource Centre is proud of its six rehearsal rooms, a recording studio and a dance hall.
- The Mudam was inaugurated in 2006. It features contemporary art in all its forms, in a setting designed by the Sino-American architect Ieoh Ming Pei.
- In 2011, the first Luxembourg City Film Festival took place, offering a panorama of international contemporary creativity featuring fiction, documentaries, special screenings, national productions and a section for young audiences.
- Since 2015, Luxembourg has also had a contemporary art fair, Luxembourg Art Week under the aegis of Alex Reding.

...and Luxembourgish talents

- Actor André Jung was voted best actor of the year by the German magazine Theater Heute in 1981 and 2002.
- In 2003, the visual artist Su-Mei Tse received the Golden Lion for the best national offering at the Venice Biennale.
- The classical pianist Jean Muller won the 2004 Francis Poulenc International Piano Competition.
- In 2014, Zeilt Productions won the Oscar for Best Animated Short Film for “Mr Hublot”.
- The album “Angélique Kidjo sings with the Luxembourg Philharmonic Orchestra” orchestrated by the composer Gast Waltzing took the Grammy Award for Best World Music Album 2016.
- Actress Vicky Krieps starred in Phantom Thread (2017) by director Paul Thomas Anderson with Daniel Day-Lewis.
- In 2018, France Musique devoted a special night to pianist Francesco Tristano.
- In 2019, actress Désirée Nosbusch won the Adolf-Grimme Award for the best female role for the television series Bad Banks.



**Luxembourg,
a reliable country**

Political stability...

Luxembourg is a parliamentary democracy operating under a constitutional monarchy.

A coalition government has been led by Prime Minister Xavier Bettel since 2013. Ministers from three different parties, the DP, LSAP and Déi gréng, have managed to overcome their differences with a single objective in mind: good governance of the country.

Luxembourg's Head of State is HRH Grand Duke Henri, who, together with the government, form the constitutive body of the executive power. He has powers that the Constitution and laws expressly confer on him.

The grand-ducal family symbolises the unity of the country in Luxembourg and abroad. **HRH Grand Duke Henri** and his wife HRH Grand Duchess Maria Teresa, HRH Hereditary Grand Duke Guillaume and his wife HRH Hereditary Grand Duchess Stéphanie make state visits and carry out other economic missions throughout the world to represent Luxembourg internationally.

In the eyes of foreign investors, the Luxembourg monarchy is perceived as a guarantee of reliability, fostering lasting relations. However, it is not the only guarantee.

... and sustainability

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The main outline of the National Plan for Sustainable Development was presented in September 2018. This plan is part of the United Nations Agenda 2030 and is a real roadmap for combining the economic, social and environmental dimensions of sustainable development.

Did you know?

- Luxembourg's SuperDrecksKëscht waste management system has been emulated in Switzerland, Sweden, Cyprus and Germany!
- As of 1 January 2017, all new construction in Luxembourg must comply with the AAA passive house standard, which guarantees energy performance, thermal insulation and reduced environmental impact.
- A total of 800 public charging stations will be installed by 2020 in an effort to promote electro-mobility. According to a study published by LeasePlan, Luxembourg has the third greatest number of public charging stations per inhabitant, with a total of 1.9 charging points per 1,000 inhabitants.
- As of 1 March 2020, public transport will be free for everybody, residents and non-residents alike, throughout Luxembourg.

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Luxembourg is a green country...

Nature is within easy reach in Luxembourg, with open countryside, numerous forests (which cover a third of the country), lakes, rivers and natural parks.

Soon, **1,000 km of cycle paths** will criss-cross the country, rejuvenating former railway lines or waterways, opening up original, sporting and leisure opportunities to discover splendid castles and magnificent natural sites.

Even the capital city, with a quarter of its area covered by green spaces, is not to be outdone.

Playgrounds, multi-sport fields, bicycle paths, health trails, sign-posted paths, benches, picnic tables, community gardens, grassy areas for dogs – everything is designed to make the surroundings as pleasant and varied as possible for families.

... and it's connected

According to the EU Commission's Digital Economy & Society Index 2018 (DESI), Luxembourg is one of the leading countries for connectivity, human capital and the use of the Internet:

- Connectivity (2nd): Luxembourg performs particularly well with regard to adopting fixed and mobile broadband;
- Human capital (5th): Luxembourg has a high level of digital skills;
- Internet use (4th): Internet use by individuals is significantly above the EU average in all areas.

Luxembourg is safe...

Luxembourg, with its **very low crime rate**, is one of the safest countries in the world, as outlined in RiskMap 2019, carried out by the consulting firm Control Risks.

Social conflict is very rare in Luxembourg, with the National Conciliation Office ensuring that dialogue between trade unions, employers and the government never breaks down.

Luxembourg has an **AAA** rating, the maximum score for reliability and security given by the largest international financial rating agencies (Standard & Poor's, Fitch, Moody's and DBRS).

Melusina (2013), work by Serge Ecker © Laura Berti / "Inspiring Luxembourg" Committee



... respects...

Against a global backdrop featuring a growing trend towards transparency, Luxembourg has stood out in recent years as one of the key European players in the fight against fraud and harmful tax practices.

For Luxembourg, transparency and achieving a level playing field on a global level are requirements for effectively fighting against tax fraud. The exchange of information and cooperation amongst administrations are at the heart of global efforts to increase tax transparency.

Luxembourg is one of the first countries to adopt the Standard for Automatic Exchange of Financial Account Information in Tax Matters for financial statements, while the automatic exchange of advance tax rulings in Europe was introduced under Luxembourg's European Union Council presidency in 2015. It was also at the forefront during the adoption of the **BEPS action plan**, which aims to fight against tax evasion by ensuring that profits are taxed at the location where these are generated and where value creation takes place.

Luxembourg now receives worldwide recognition for complying with the highest international standards for tax transparency.

In 2019, Luxembourg was deemed **"largely compliant"** to the international standard for transparency and exchange of information on demand.

... and protects

The current Luxembourg social security system (health insurance, pensions, family benefits) is generous. It is actually the best health system in the world according to a study conducted by the Legatum Institute. With an average life expectancy in Luxembourg of **82 years**, one can believe it!

In 1995, Luxembourg created a Ministry for Equality between Women and Men and in 2006 passed a law on **equal rights** which condemns all forms of discrimination, direct or indirect, based on religion or belief, disability, age, sexual orientation and actual or assumed affiliation with a race or ethnic group.

With an average wage difference of 5.5% between women and men, Eurostat ranks Luxembourg third among EU countries with the lowest wage gap. (2018)

To protect against risks faced by Luxembourgers who are increasingly online, the country made cybersecurity one of its priorities. The establishment in 2018 of the **Cybersecurity Competence Centre**, which is regularly consulted by foreign authorities, attests to this, as does Estonia's opening of a "Digital Embassy" in Luxembourg in 2017.

The Grand Duchy ranks 11th out of 175 countries in the latest Global Cybersecurity Index (GCI) published by the International Telecommunications Union.

An elevated happiness index

The UN World Happiness Report 2019 ranks Luxembourg as the 14th happiest country in the world, ahead of its neighbours, Germany, Belgium and France.

GNH and GDP

What if gross national happiness and gross domestic product were closely linked? The same World Happiness Report 2019 awards Luxembourg second place for purchasing power in the world and first in Europe.

By automatically indexing salaries, wages and pensions to increases in the consumer price index, Luxembourg ensures that citizens maintain the same purchasing power, irrespective of the cost of living.

This high level of purchasing power contributes to achieving good quality of life.

Ten Michelin star restaurants!

The famous Michelin restaurant guide has awarded stars to no fewer than 10 Luxembourg restaurants in its 2019 edition, two of which have been given two stars.

In addition, the only woman to have ever been awarded a Bocuse d'Or is from Luxembourg! She is Léa Linster, who won the award in 1989.

All this is an incentive to discover Luxembourg cuisine, which some say perfectly combines French quality with German quantity.

Luxembourg's wines and cremants round out the gastronomic experience in Luxembourg:

More than 20 gold medals were awarded to Luxembourg cremants at the National Cremant Competition of France and Luxembourg, proof of the know-how and awareness of quality exhibited by Luxembourg winemakers.

A rock, literally and figuratively

Luxembourg City sprang up from a castle built on the Bock cliffs. A powerful fortress-city developed around this rock over the centuries.

The capital's fortifications and its old town, symbols of continuity, were added to UNESCO's World Heritage List in 1994.

Luxembourgers are very attached to **traditions** which, because of the multicultural nature of its people, have become richer over time. Among the traditional religious, pagan, regional and national holidays that occur throughout the year are: Lichtmëssdag (Candlemas), Fuesend (Carnival), Buergbrennen (Bonfire Evening), Bretzelsonndeg (Pretzel Sunday, Emaischen (Emmaus Festival), Oktav (market and pilgrimage to the shrine of Our Lady of Fatima), the Gënzefest (Broom Flower Festival), the Echternach dancing procession (listed in Unesco's Intangible Cultural Heritage of Humanity!) National Day, the Schueberfouer (giant funfair), Saint Nicolas's Day or one of the many Moselle wine festivals.

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