









LET'S MAKE IT HAPPEN

LUXEMBOURG?

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LET'S MAKE IT HAPPEN



HOW CAN SUCH A SMALL COUNTRY HAVE SUCH A BIG FOOTPRINT? IT'S ALL ABOUT SPIRIT. FROM THE KNIGHTS OF THE MIDDLE AGES TO PIONEERS OF SPACE EXPLORATION, THE ENDURING QUALITY OF BOLDNESS HAS RUN THROUGH LUXEMBOURG'S 1,000 YEARS OF HISTORY. COUNTLESS INFLUENCES HAVE COME TOGETHER OVER THE YEARS TO SHAPE THE COUNTRY, LEAVING A LEGACY OF OPENNESS AND PROSPERITY THAT CONTINUES TO WELCOME PEOPLE AND IDEAS FROM OUTSIDE.

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THE WORLD AT YOUR DOORSTEP

Luxembourg's motto could be:

"THE COUNTRY WHERE EVERYONE FEELS AT HOME".

Almost half the population comes from another part of the world, and even in New York, London or Paris you'd be lucky to meet people from so many different nationalities during an evening out, or even in the office.

> SINCE EVERYONE SPEAKS SEVERAL LANGUAGES, YOU WILL ALWAYS FIND A WAY TO COMMUNICATE.

OVER THE CENTURIES, LUXEMBOURG HAS BEEN ABLE TO PRESERVE ITS FORESTS, WHICH STILL COVER MORE THAN A THIRD OF ITS TERRITORY. BUT IT'S A LAND OF CONTRASTS, TOO: FROM THE VAST FORESTS AND NATURE PARKS OF THE NORTH TO THE VINEYARDS SLOPING DOWN TOWARD THE MOSELLE RIVER IN THE EAST, THE GENTLE HILLS DOTTED WITH CASTLES ACROSS THE CENTER OF THE COUNTRY, AND THE FORMER OPENCAST MINES OF THE SOUTH THAT NATURE HAS SO SPECTACULARLY RECONQUERED.

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AT THE HEART OF NATURE

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EDUCATION FOR THE FUTURE

THE OPPORTUNITY TO LEARN FOUR OR FIVE LANGUAGES ALMOST AS SOON AS YOU CAN SPEAK,

to grow up with children whose background may be very different but who are absorbing the same values of openness, tolerance and appreciation of diversity – this is the internationallyminded philosophy that underpins Luxembourg's education system.

IT OFFERS CHILDREN A UNIQUE EXPERIENCE AND THE BEST POSSIBLE PREPARATION FOR THE WORLD OF THE FUTURE: COSMOPOLITAN, SHARING AND ULTRA-CONNECTED.











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BRIMMING WITH ENERGY

CONFIDENCE IN THE FUTURE

and energy in pursuit of new ideas and opportunities are a striking sign of the country's optimistic outlook for any new arrival in Luxembourg. That's essential today to create a dynamic, innovative economy that attracts

NEW INITIATIVES, INVESTORS AND THE PEOPLE.



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SMART NATION

LUXEMBOURG IS AMONG THE COUNTRIES THAT HAVE UNDERTAKEN THE GREATEST TRANSFORMATION OVER THE PAST FEW DECADES.

Today it owns the two most precious resources for inventing the economy of the future. One is a digital infrastructure with the highest standards of performance and security, positioned at Europe's technological crossroads. Even more important is the huge diversity of human resources and capabilities that it attracts from all over the world.

THESE DAYS, LUXEMBOURG IS AN EXPERIENCE TO HIGHLIGHT ON ANY INTERNATIONAL CV.









PEACE OF MIND

IN AN EVER MORE COMPLEX AND STRESSFUL WORLD,

peace of mind has become ever rarer, and in greater demand. Luxembourg is the world's safest capital city, but no less interesting for that.

EVERYONE CAN ENJOY ITS QUALITY OF LIFE, WHETHER SINGLE OR IN A FAMILY, AT THEIR OWN PACE.





LUXEMBOURG PROVIDES SOMETHING THAT'S ESSENTIAL FOR EVERY CITIZEN, INVESTOR OR ENTREPRENEUR: STABILITY AND RELIABILITY. IN POLITICAL, LEGAL, ECONOMIC, TAX OR SOCIAL MATTERS, THE COUNTRY HAS BUILT ITS REPUTATION ON FUNDAMENTAL RESPECT FOR INSTITUTIONS, INDIVIDUALS AND THEIR RIGHTS – A PHILOSOPHY THAT MAKES DAILY LIFE, BOTH PERSONAL AND PROFESSIONAL, EASIER FOR ALL.

ROCK SOLID STABILITY

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RESPONSIBLE AND GENEROUS

AS A FOUNDING MEMBER OF ALL MAJOR INTERNATIONAL ORGANISATIONS,

Luxembourg has always taken to heart its responsibilities on the global stage. As a melting pot of different cultures, it encourages dialogue. As a prosperous country, it looks to share.

The grand duchy takes pride in

BEING AMONG THE WORLD'S MOST GENEROUS COUNTRIES IN TERMS OF DEVELOPMENT AND HUMANITARIAN ASSISTANCE.





THERE'S NO SPORTING VENUE TO TOP THOSE PROVIDED BY NATURE.

IN NATURE'S ARENA

LUXEMBOURG'S FORESTS OFFER A WONDERLAND FOR RAMBLERS AND HIKERS,

but the country that has given the Tour de France legendary heroes such as François Faber, Nicolas Frantz, Charly Gaul and the Schleck brothers is also a delight for cycling enthusiasts.

Breathtaking routes attract riders of all abilities to the country's national parks, along the Moselle (including Schengen, symbol of a Europe without borders), or through the spectacular landscape of former iron ore mines for the most dedicated.



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CREATIVE LUXEMBOURG

CONCERTS, FESTIVALS, PLAYS, EXHIBITIONS, LECTURES – IT'S NOT EASY TO FIND TIME TO TAKE FULL ADVANTAGE OF LUXEMBOURG'S RICH CULTURAL LIFE. THE ROCKHAL AND THE DEN ATELIER CONCERT HALLS HAVE MADE THE COUNTRY A DATE ON THE BIGGEST EUROPEAN TOURS.





THE CULTURAL SCENE IS AS DYNAMIC AS THE COUNTRY'S DEMOGRAPHIC MAKE-UP, A MELTING POT OF TALENT SERVED BY NEW CREATIVE HOTSPOTS SUCH AS THE ROTONDES, 1535°, THE KULTURFABRIK AND THE BAMHAUS. THE SOUTHERN REGION IS GEARING UP TO BECOME THE EUROPEAN CAPITAL OF CULTURE IN 2022, AND THE CREATIVE INDUSTRIES HAVE ESTABLISHED A CLUSTER ORGANISATION TO NURTURE THE TALENT LUXEMBOURG PRODUCES IN ABUNDANCE. ATTENTION, TALENT!

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LIVING, LUXEMBOURG-STYLE

THE GRAND DUCHY'S TOP-CLASS RESTAURANTS HAVE EARNED MORE MICHELIN STARS FOR THE SIZE OF ITS POPULATION THAN ANY OTHER COUNTRY.

It's a hub of global gastronomy, where passion and innovation in the kitchen are central to everyday life. Accompanied, of course, by the country's characteristic wines, from hidden local treasures to prize-winning grands crus sought after by connoisseurs abroad.

IT'S NOT ONLY THE BEAUTIFUL LANDSCAPES AND ARCHITECTURAL GEMS THAT ARE ATTRACTING RECORD NUMBERS OF TOURISTS TO LUXEMBOURG, BUT ALSO ITS LIFESTYLE.





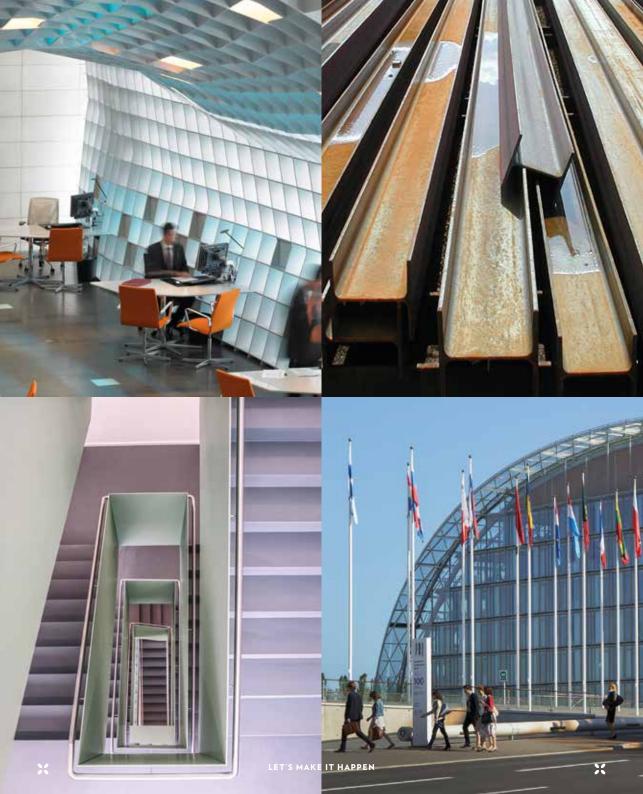
THE NEXT FRONTIER?

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GLOBAL STEELMAKING POWERHOUSE, EUROPEAN BROADCASTING PIONEER, REVOLUTIONARY IN SATELLITE COMMUNICATIONS, LEADING EUROZONE FINANCIAL CENTRE, INNOVATOR IN CLIMATE FINANCE - LUXEMBOURG IS ALL OF THESE. THE TARGET FOR TOMORROW: TO BECOME <u>THE</u> GLOBAL CENTRE FOR EXPLORATION AND USE OF SPACE RESOURCES. THE GRAND DUCHY HAS ALWAYS CAST ITS VISION AND AMBITION FAR BEYOND ITS BORDERS - AND SPACE IS THE NEXT FRONTIER.

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