

AT A GLANCE...

“The promotion of the Grand Duchy as a place that welcomes foreign investment, as an exporting country, and as a tourist, cultural and commercial destination will be based on the implementation of a concept of ‘nation branding’. Positive values carried by the image of the Grand Duchy will be set forth and applied by the various actors and in official media campaigns, for which the Government will make available the necessary resources.”

(Government Program, page 35, December 2013)

1

GOALS

- Support the country's international relations (political, economic, cultural and commercial)
- Attract investors, professionals and visitors
- Ensure coherent engagement with other countries

6

BUDGET

€ 970,000 for 2016

2

STAKEHOLDERS

- Ministries through key committee
- Sector development agencies (tourism, business, finance, culture and sport)
- Diplomatic and consular network, overseas trade and investment offices
- Luxembourg Chamber of Commerce
- Public administrations with direct public contact
- Bodies with international links (economic, cultural, sport etc.)

PRIORITY ACTIONS

- Creation of an accessible online toolbox with key messages
- New promotional material (film, videos, brochures, online tools, presentations, public campaigns)
- Clear messages to increase the country's visibility on economic and state missions abroad
- Participation in key international events
- Host relevant activities to raise Luxembourg's profile abroad
- Improve welcome for foreign visitors
- Raise awareness at the national level (workshops, training, conferences...)

5

3

THE PROCESS

First phase: What's the message? What's the content?

Defining the values and the country's profile. Then, developing the core messages through a process involving all sectors of society including Luxembourgers and foreigners, both resident and non-resident.

January 2014 to June 2015

Second phase: How do we create the strategy?

Develop the key areas of focus. Craft first messages to be communicated.

September 2015 to July 2016

Third phase: Promotion

Roll out wider activities to amplify the messages supporting the strategy.

Since January 2016

4

ORGANISATION

Coordination Committee Inspiring Luxembourg includes 15 ministries, agencies and other bodies