



LUXEMBOURG COMMERCIAL WEEK
WORLD EXPO 2010 SHANGHAI

October 7th-15th 2010



卢森堡
LUXEMBOURG
EXPO 2010 SHANGHAI

WELCOME
TO THE
LUXEMBOURG
PAVILION

COMMERCIAL WEEK

The Luxembourg Chamber of Commerce, a founding member of the "G.I.E. Luxembourg @ Expo Shanghai 2010", will organize a commercial week in and around the Luxembourg Pavilion in October 2010. The date October 10th 2010 has been officially decreed by the Expo-Organizers as the Luxembourg Day at the World Expo and will also be the official launch of the commercial week. The objective of this event is to showcase and promote Luxembourg products and services in various sectors of activities to targeted Chinese companies.

China has become an indispensable partner for Luxembourg Foreign Trade. Our exports to China have more than quintupled between the mid 90's and mid 2000's. Our imports from China have increased by a tenfold during that same period.

Nowadays the commercial transactions between Luxembourg and the Asian Continent exceed the ones Luxembourg has with the American Continent. The Chinese market offers a multitude of

business opportunities in sectors such as ICT, Eco-Technologies, Automotive, Finance and Logistics. Thousands of Chinese SME's are on the look out for strategic alliances with European small and medium sized enterprises.

The commercial week will be a succession of sector specific seminars and with subsequent business matchmaking. Each Luxembourg participating company will be able to showcase and present to the Chinese audience its products and services. Each of the commercial days will be closed with a networking reception at the Luxembourg Pavilion.

THE PROGRAM:

October 7, 2010	b2fair
October 8, 2010	b2fair
October 9, 2010	Luxembourg Official Reception hosted by the Commissioner General in presence of H.R.H. Grand Duke Henri
October 10, 2010	Luxembourg Day at the World Expo
October 11, 2010	ICT Day
October 12, 2010	Automotive Day
October 13, 2010	Eco-Technologies Day
October 14, 2010	Maritime & Logistics Day
October 15, 2010	Food & Beverage Day



Maritime & Logistics

The Luxembourg maritime legislation has proven its effectiveness and the Luxembourg shipping sector continues to grow even in an environment of continuously changing global economy.

For many years and still today, the world's economy has been depending on shipping. In fact, this sector was globalized before the word "globalization" was even known. Although the shipping as a whole is currently suffering from the international economic crises, it is of critical importance to China and its economy.

As a major supplier to the world, Chinese exports are essentially shipped by sea. Additionally China is home to many shipyards which are supplying vessels to operators worldwide.

Since its creation in 1990, the Luxembourg maritime register has been in close cooperation with Asian ship-owners and administrations, especially in Hong Kong, Singapore and Shanghai. A large choice of options is available to shipping companies to set up a company or to register their ships in Luxembourg.

Automotive

As of November 2009, China is the largest automotive market in the world. It has become a market with a total sale of 13.5 million vehicles surpassing the United States. Its automotive industry has been in rapid development since the early 1990s.

China's annual automobile production capacity first exceeded one million in 1992. By 2000, China was producing over two million vehicles. After China's entry into the World Trade Organization (WTO) in 2001, the development of the automobile market further accelerated. Between 2002 and 2007, the national automobile market grew by an average of 21%, or one million vehicles year-on-year.

In 2008, Shanghai Automotive Industry Corporation (SAIC), China First Automobile Works Group Corporation (FAW Group) and Dongfeng Motor Corporation sold a total of 4.57 million automobiles, according to the China Association of Automobile Manufacturers (CAAM).

Eco-Technologies

In China, the government plays a key role in promoting environmental protection. For instance, the central government has made continuous efforts to increase public awareness, particularly through adopting the "Green Olympic" concept in 2008 and promoting "Better City, Better Life" as a theme for the EXPO 2010 in Shanghai.

Environmental protection, a serious matter in China because of rapid economic development that has led to increased pollution, is yet ensured at different governmental levels. Indeed, policy implementation depends on municipal authorities and may vary from one region to another but offer a huge market for private companies.

Eco-technologies will be at heart of the EXPO 2010 in Shanghai. The Urban Best Practices Area (UBPA) will for instance, provide an opportunity for cities around the world to share experiences in urban construction and valuable practices designed to improve the quality of urban life.

Information and Communication Technologies

European ICT companies are currently among the largest investors in China and aid China's development by transferring technology, generating employment, contributing know-how and training a new generation of Chinese engineers in the information and technology field.

China's ambition is to have in place a broadband network roughly three times the size of the American one by 2020. This project is nicknamed the "800 Million Network" after the number of users it would support.

By 2009, the number of broadband users had reached 320 million, accounting for 94.3% of all Internet users. In spite of the high penetration rate of broadband, China is far behind the countries developed in the Internet in terms of broadband access speed.

The b2fair Matchmaking Event

The "b2fair" matchmaking event organised by the Luxembourg Chamber of Commerce and its Enterprise Europe Network offers the perfect b2b platform for international business cooperation. The scope of this high level business exchange is to win new and qualified business contacts between Luxembourg and Chinese companies, to find potential cooperation partners and to exchange business experiences at international level.

Food and Beverage

According to the Food & Beverage EU Working Group, China is continuously listed as a top ten export destination of the EU with imports of food & beverage products worth approximately EUR 1.25 billion. This represents a year-on-year increase of 28.4% and a 183% increase from 2000 to 2007. Shanghai, in particular, has a high demand in dairy products, wines, liquors, more generally in European delicacies. This is because of the high number of expatriates but also of a higher purchasing power of Chinese customers in Shanghai.



WORLD EXPO 2010 SHANGHAI

The World Expo will officially open on May 1st and run till October 31st 2010. The Expo surface is 5 km² and is located on both sides of the Huangpu River. One third of the surface is on the Puxi side and two thirds located on the Pudong side, commonly referred to the “Manhattan of Shanghai”.

Over the six month period some 70 million visitors are expected. This corresponds to an average daily rate of 400.000 visitors.

192 countries, 50 international organizations, 16 corporate participants, 80 cities and non-governmental organizations shall ensure the widest possible participation in the history of World Exhibitions.

Shanghai, positioned at the mouth of the mighty Yangtse River, is the engine of China's economic development. As one of China's four province-level municipalities, Shanghai plays a central role in the developments of China's economy. It is a key trade, financial, shipping and industrial manufacturing center. Indeed Shanghai with its 20 million inhabitants is known as Asia's commercial capital.

“BETTER CITY, BETTER LIFE”

The World Expo 2010 Shanghai is dedicated to city development: ‘BETTER CITY, BETTER LIFE’. What type of lifestyle, what type of city for the future?

It has set itself the challenge of questioning the ‘urban age’ that characterises the 21st century. Indeed the urban population already represents over 50% of the world population, living in an ever-increasing number of megalopolises (cities with more than 10 million inhabitants), with the fastest urban demographic growth taking place in Africa and Asia. The issues at the heart of this Universal Exposition include promoting sustainable development and protecting the urban heritage, drawing the general public's attention to the healthy development of cities, promoting innovative ecological techniques, protecting understanding between societies, etc.

“LU SEN BAO – YI XIAO, YI MEI” (Luxembourg, small is beautiful too)

In Chinese Luxembourg is pronounced ‘Lu Sen Bao’, which means ‘Forest and Fortress’

In line with the organisers' overall theme, the Luxembourg Pavilion was built using recyclable materials (steel, wood, glass) and has a natural air-conditioning system. It has been built on a surface of 3,000 m². The pavilion's architectural project, designed by the Luxembourg architectural firm Hermann&Valentiny and associates, sought the greatest possible similarity between Chinese and Luxembourg architectures and also drew inspiration from the Chinese philosophy of ‘feng shui’. By modifying the scale and adapting the form of a single-family house, the pavilion evokes a traditional Luxembourg house – a complete contrast to the buildings of megalopolises – and our historical heritage, the castle, which has evolved into a modern open city, just like our national identity.

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