

# **ICT and e-Business: Be Global from Luxembourg**

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# From Mediaport to Luxembourg for ICT

- From the 1990's until January 2009, *Mediaport Luxembourg* was the label used by the *Media and Telecommunications Department* of the Ministry of State for marketing purposes to promote Luxembourg as a center of excellence for ICT, media and communications
- Mission stated in article 29 (2) c) of the law of July 27, 1991 on electronic media: to promote the Grand-Duchy as a European center for audiovisual and communications activities
- Name change became necessary to:
  - better reflect the new realities
  - align with other initiatives
- ICT = Information and communication technologies
- Luxembourg for ICT is a branding, not a new agency
- [www.luxembourgforict.lu](http://www.luxembourgforict.lu)

# Objectives

- Put Luxembourg on the Internet & e-commerce map
- Become *the* prime location in Europe for Internet based activities and for collecting, managing and distributing content/data
- Build up cluster of companies active in the collection, handling and distribution of content/data

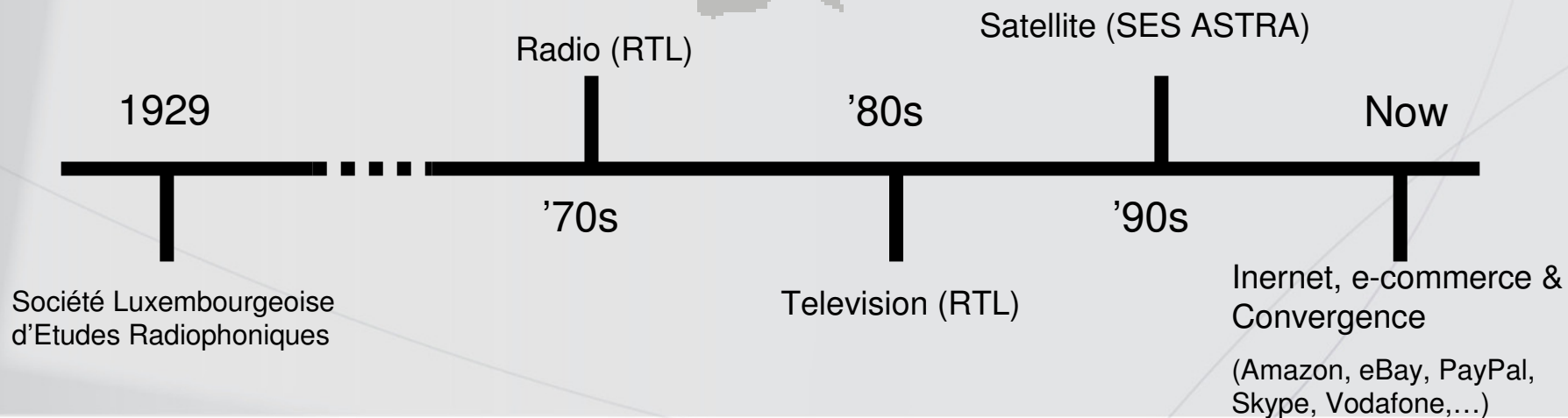
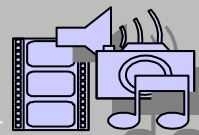
# Target Companies

- Foreign ICT and media companies
- Foreign companies of other industry sectors with important ICT needs
- Global companies with subsidiaries in Luxembourg having important ICT needs

# Be Global from Luxembourg

- Gateway to the major European multimedia, communications and IT markets
- State-of-the-art infrastructures
  - Guaranteed connectivity
  - High-level data centers
- Market-oriented regulatory system
- Encourageing and welcoming financial environment
- Predictability and Flexibility
- Comfort zone

# Media & ICT : A Prominent Place for 75 Years



# In parallel: ICT and finance

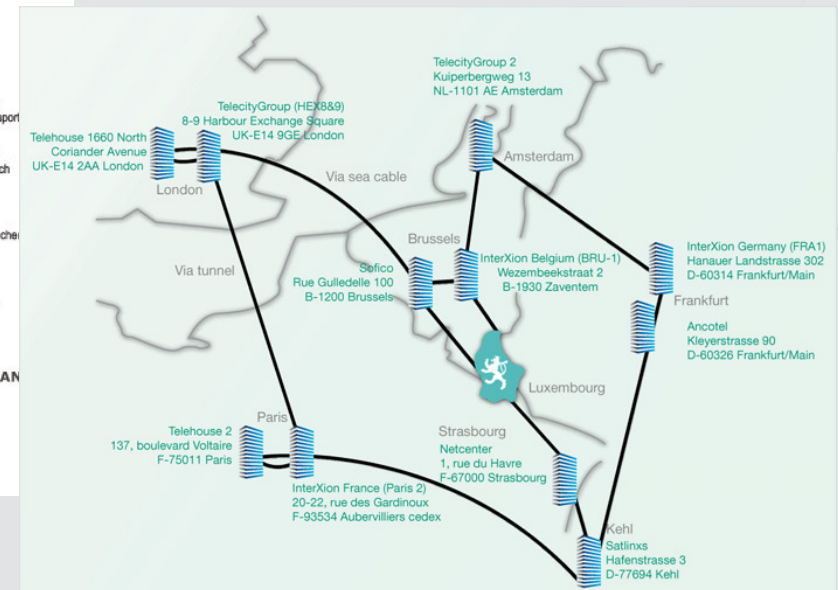
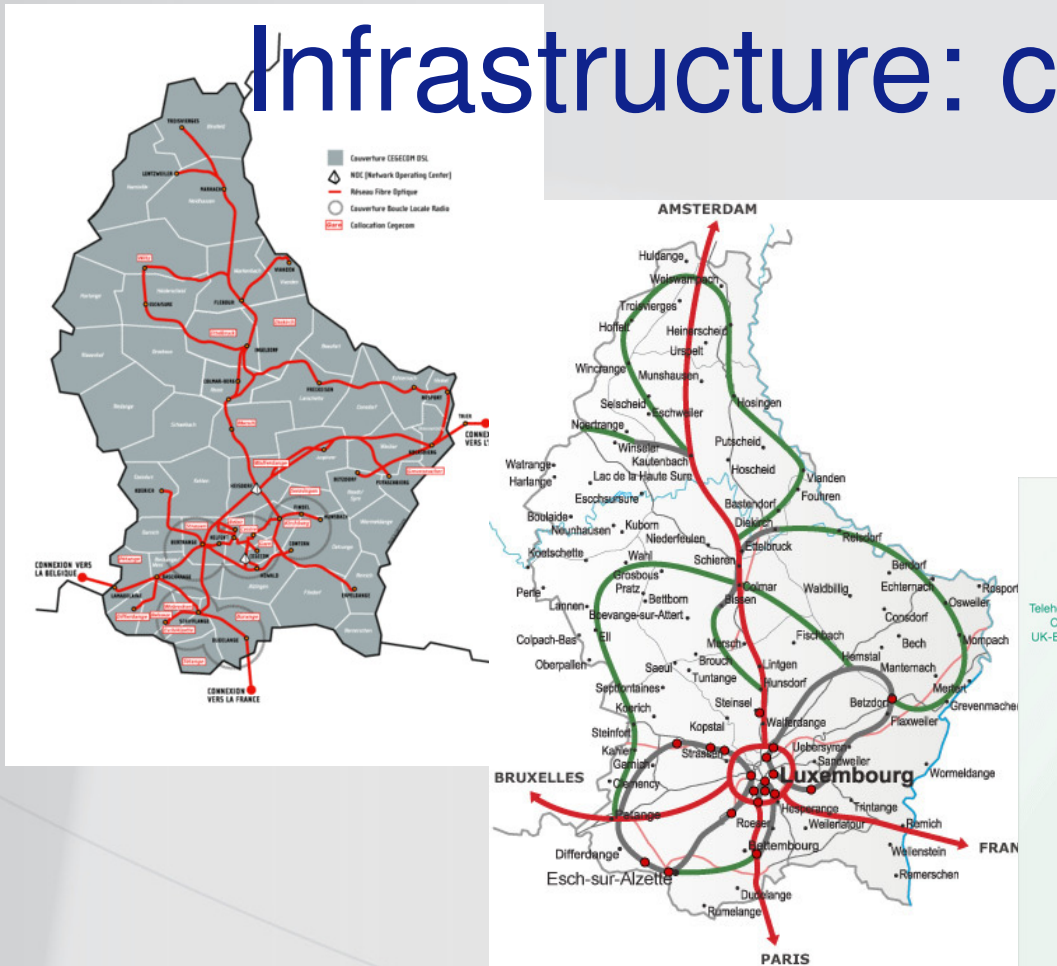
- More than other countries, Luxembourg's economy is strongly service oriented
- The finance sector is highly depending on ICTs
- The ICT sector grew in parallel with the finance sector
- Strong ICT expertise in the finance sector

# Infrastructure: connectivity

- 2005: Study by independent consultant ANALYSYS:
  - General environment ok, but actions needed for Internet connectivity
  - Problems with international Internet connections: high crossborder costs have to be eliminated
- 2006: Launch of LuxConnect SA in October
- 2006: Law of 22 December 2006 on the building of information super-highways charged Luxconnect to:
  - build, operate and promote one or more Internet related data/access centers;
  - build, operate and promote one or more optical fiber networks connecting the country to the main Internet exchange points of Europe;
  - build, operate and promote a national optical fiber ring enabling all national operators to connect among each other.
- 2008: P&T Luxembourg launches Teralink
- 2009: LuxConnect links Luxembourg through new, redundant fiber network to London, Amsterdam and Paris



# Infrastructure: connectivity



Sources: Cegecom, LuxConnect, Teralink

# Infrastructure: data centers

- 2005: vendor diversity insufficient, few operators complying with international standards, high prices
- 2009: several new sites and operators, high standards, lower prices:
  - BCE, BT Infonet / BT Global Services, eBRC, European Data Hub, Lab Group, Luxconnect, root eSolutions, Secure IT, Verizon Business
  - eBRC: Best Data Center Europe Award (2008), Best Managed Services Provider & Best Risk Mitigation Service Provider (2009)





# Lu-CIX

- LU-CIX is a commercial Internet Exchange Point
- Without Lu-CIX
- With Lu-CIX





## Lu-CIX

- LU-CIX = the missing tool to propel Luxembourg onto the European internet map
- Lu-Cix was launched in 02/2009 by major Luxembourg-based Internet companies:
  - Cegecom, Datacenter Luxembourg, Global Media Systems, inexio, LuxConnect, P&T Luxembourg, root eSolutions
- Launch of Lu-CIX services: Q3/2009

# Luxembourg for ICT Promotion Tools

- Brochure
- Video (DVD/Blu-ray)
- Web site: [www.luxembourgforict.lu](http://www.luxembourgforict.lu)
  - General information (economy, quality of life)
  - ICT environment
  - Testimonials
  - Success stories
- YOU!

# Contact

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Questions?

Thank you for your attention !