

Size

doesn't
matter



卢森堡
LUXEMBOURG
EXPO 2010 SHANGHAI



Luxembourg: an overview



Official designation	Grand Duchy of Luxembourg
Geographic coordinates	Located in mainland Europe, latitude 49° 37' North and longitude 6° 08' East
Area	2,586 km²
Neighbouring countries	Belgium (148 km border) Germany (135 km border) France (73 km border)
Capital	Luxembourg
Population	493,500 inhabitants (comprising 278,000 Luxembourg nationals and 215,500 foreign residents)
Languages	<ul style="list-style-type: none">• <i>Lëtzebuergesch</i> (the national language)• French, German and <i>Lëtzebuergesch</i> (administrative and legal languages)• English (spoken by a large proportion of the population)
Currency	Euro
Political system	Parliamentary democracy within the system of a constitutional monarchy
Head of state	HRH Grand Duke Henri
Head of government	Jean-Claude Juncker, Prime Minister

Luxembourg is a founder member of Benelux, the United Nations (UN), the Organisation for Economic Co-operation and Development (OECD), the Council of Europe and the North Atlantic Treaty Organisation (NATO).



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Although Luxembourg is a grand duchy, it nevertheless remains one of the smallest countries in the world, owing the designation “grand” entirely to the title of its monarch. The Grand Duchy of Luxembourg, with an area of 2,586 km² and a population of fewer than half a million inhabitants, hardly impresses by its size. Fortunately, however, life is not all about statistics. This is summed up in the slogan of the Luxembourg pavilion: “Small is beautiful too”.

At its 21st universal exhibition since 1851, Luxembourg presents itself with a pavilion which displays the country’s natural assets, history, and economy, whilst emphasising its efforts to respond to the demands of environmental issues and to rise to the challenges of sustainable development and also its role in the construction of the European Union.

Preserving an environmental asset

One of the main attractions of Luxembourg is its greatly varied landscape, which is astonishing for such a small country. The northern part of the Grand Duchy is dominated by vast forests and deep valleys. The east of the country is a wine-producing region, where vineyards, which have been cultivated for thousands of years, flank the Moselle river forming the border with Germany. In the centre of the country there are striking rock formations, especially in the heart of a region called Mullerthal, Luxembourg’s Little Switzerland. Lastly, even in the south, the industrial basin and most densely populated area of Luxembourg, nature is reclaiming land in the midst of former opencast mines. This variety of landscapes also promotes an impressive biological diversity of flora and fauna.

The Luxembourg pavilion emphasises this natural heritage: the timber used inside the building has been specially imported from Luxembourg. The country has relatively low levels of urban development – the largest city, the capital Luxembourg, has fewer than 90,000 inhabitants – and large expanses of woodland ensure a quality of life which is valued by the population. The existence of green spaces everywhere, even in towns, is a fundamental asset of Luxembourg.



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- 1 The Schießentümpel waterfall is situated in the Mullerthal, Luxembourg’s Little Switzerland, a region offering enchanting walks through rocks, gorges and chasms © SIP
- 2 Visitors to the village of Bech-Kleinmacher can learn about viticulture thanks to its wine and culture discovery trail and the folklore and wine museum “A Possen” © ONT
- 3 Located in the north of the country, Esch-sur-Sûre is a picturesque small town dominated by a ruined manor and sheer cliffs plunging down to the river Sûre © SIP

**Protecting quality of life
for future generations**

Luxembourg has established a series of measures to meet the important environmental challenges the planet has to face. Protected zones constitute 15 % of the country’s area, consisting of sites which are essential for protecting natural habitats, fauna and flora.

These environmental measures apply not only to rural areas, but also to towns. Therefore a consistent expansion of public transport services is taking place across the country. The aim is to encourage the population to give up car travel wherever possible in order to reduce CO₂ emissions, because quality of life is of course dependent on air quality... “Better city, better life”.

The Luxembourg pavilion puts this respect for the environment into practice, as it has been designed entirely with recyclable materials: wood, glass and steel. Sustainability inevitably entails optimal use of raw materials and better waste management. However, this is only one aspect of the essential work required to ensure sustainable development.



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**Ambitious objectives
in the field of
sustainable development**

The planet hangs in a fragile balance and our environmental heritage is under threat, mainly due to population growth and economic activity. Environmentally-friendly measures alone are nevertheless insufficient to ensure a good quality of life for the current population and for future generations.

In order to take up this challenge, the Luxembourg government established its first National Plan for Sustainable Development in 1999, which not only sets objectives for preserving biodiversity, forests, soil, water and air quality, but also provides for a gradual readjustment of economic activity. Henceforth, state mechanisms, including fiscal ones, must encourage the industrial and craft sectors to adapt to environmental demands without impeding competition, notably by investing in new technologies.

Ambitious targets have also been set for limiting greenhouse gas emissions and rationalising energy consumption, with increased use of renewable energy sources.

The National Plan for Sustainable Development also includes a significant social component which applies to official development assistance as well. Luxembourg actually contributes 0.95 % of its gross national income (GNI) to the fight against poverty in the developing world, placing it second in the world in this area. The government target is to achieve 1 % in the next few years.

In 2009, Luxembourg took a further step towards providing a more coordinated response in the different areas of sustainable development. The government established a ministry responsible for all the portfolios which are directly involved. The Ministry of Sustainable Development and Infrastructure actually brings together the departments for town and country planning, the environment, transport and public works.

1 © Jérôme Peiffer/SIP
2 © SIP
3 Luxembourg has 38 wind farms on its territory
© SEO





A successful economy

- **The steel industry and finance, twin pillars of the economy**

Sustainable development in Luxembourg can rely on an economic activity which generates wealth and is in fact remarkably successful in certain sectors. The large number of steel components of the pavilion hark back to the early days of industry in Luxembourg, dating back to the second half of the 19th century, which marked the transition from an agrarian to an industrial state. With the discovery of phosphoric iron ore deposits in the south of the country in the 1840s, which were processed from 1879 using the Thomas-Gilchrist process to allow phosphoric pig iron to be transformed into steel, the steel industry has undergone such significant growth that it has radically changed both the economic and demographic structure of Luxembourg, making a significant contribution to its wealth.

In 1911, several Luxembourg steel-works joined to form the ARBED group (Aciéries réunies de Burbach, Eich, Dudelange), which was to become one of the world leaders in the steel industry. In 2002, ARBED merged with the Spanish and French companies Aceralia and Usinor to form the Arcelor group. The latter then merged with the Mittal Steel group in 2006. Today, the ArcelorMittal group is the world's number one steel company, with nearly 285,000 employees in some 60 countries and produces approximately 8 % of the world's steel. The group, which has its main headquarters in Luxembourg City, is active in Europe, North and South America, Africa and Asia, and has a stake amongst others in the Chinese companies Hunan Valin Steel Tube & Wire, BNA and the China Oriental Group Co. It is worth mentioning in this context that components of the Jin Mao Tower and World Financial Center in Shanghai as well as the New Poly Plaza Tower in Beijing were built using Luxembourg steel.

Moreover, the steel industry encouraged the emergence of a new pillar of the Luxembourg economy, the banking sector. The first two banks established in Luxembourg were in fact intended to finance the steel industry. This sector has grown considerably since then and today there are almost 150 banks, including two Chinese banks, the Bank of China and the Industrial and Commercial Bank of China (ICBC). The recent agreement signed between the Luxembourg and Chinese financial centres aims to increase cooperation, by allowing direct investment in financial products between the two countries. With its in-depth knowledge of international client needs, Luxembourg's financial centre is the leader for private financial services in the euro area and one of the top ten financial centres in the world. Furthermore, Luxembourg lies in second place behind the United States for investment funds.

*ArcelorMittal production plants are located in more than 20 countries across four continents
© Andrés Lejona*

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SES is the world leader in communications and broadcasting with a fleet of more than 40 satellites

© Christof Weber/SIP
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Cargolux is the biggest air freight company in Europe, transporting over 700 million tonnes annually

© Cargolux
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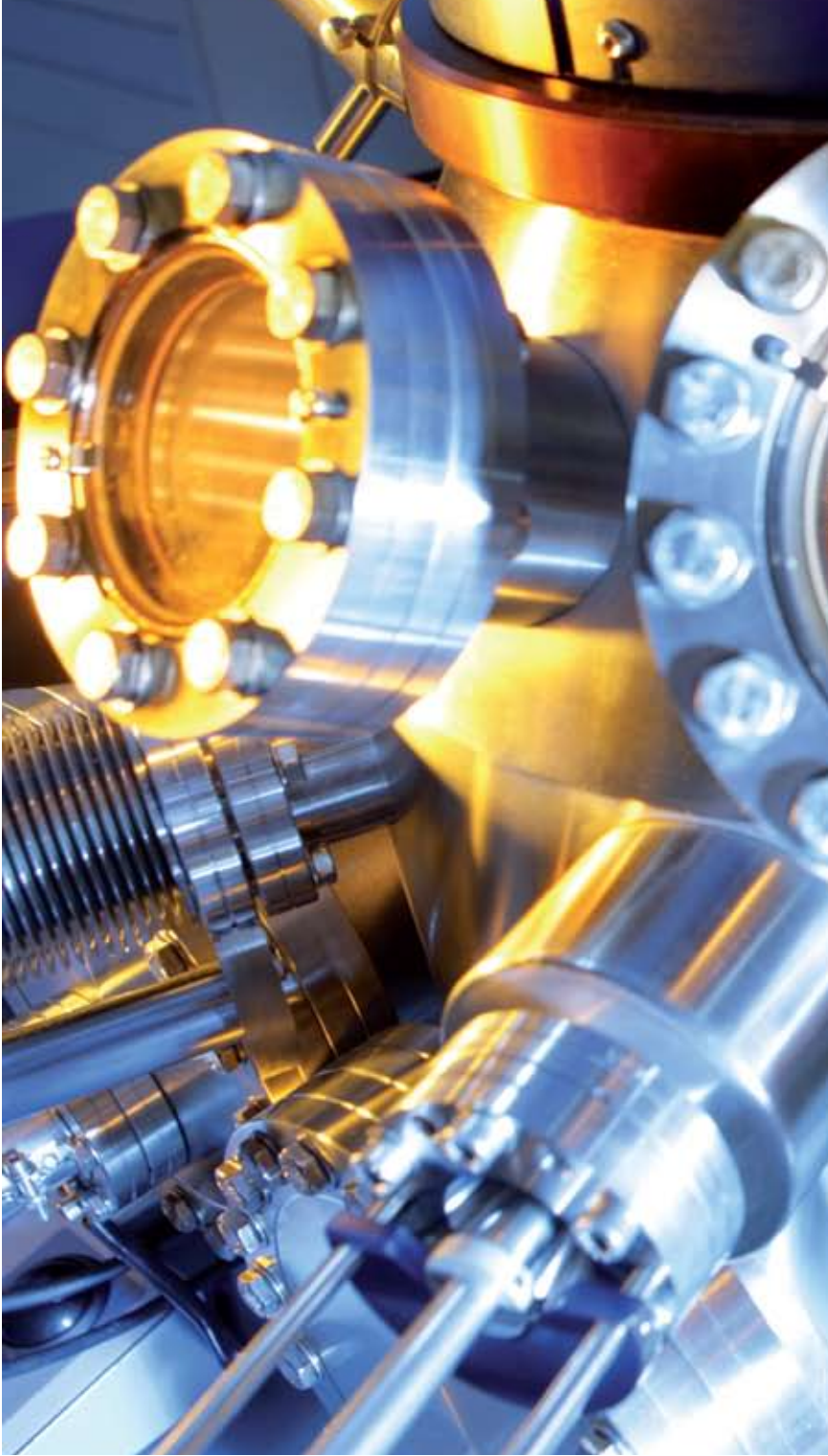
Luxembourg's geographic location makes it an ideal hub for all logistics-related activities

© MECO/Marc Schmit
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An appropriate legal framework and substantial investment demonstrate the government's commitment to promoting research

© MECO/Luc Deflorenne
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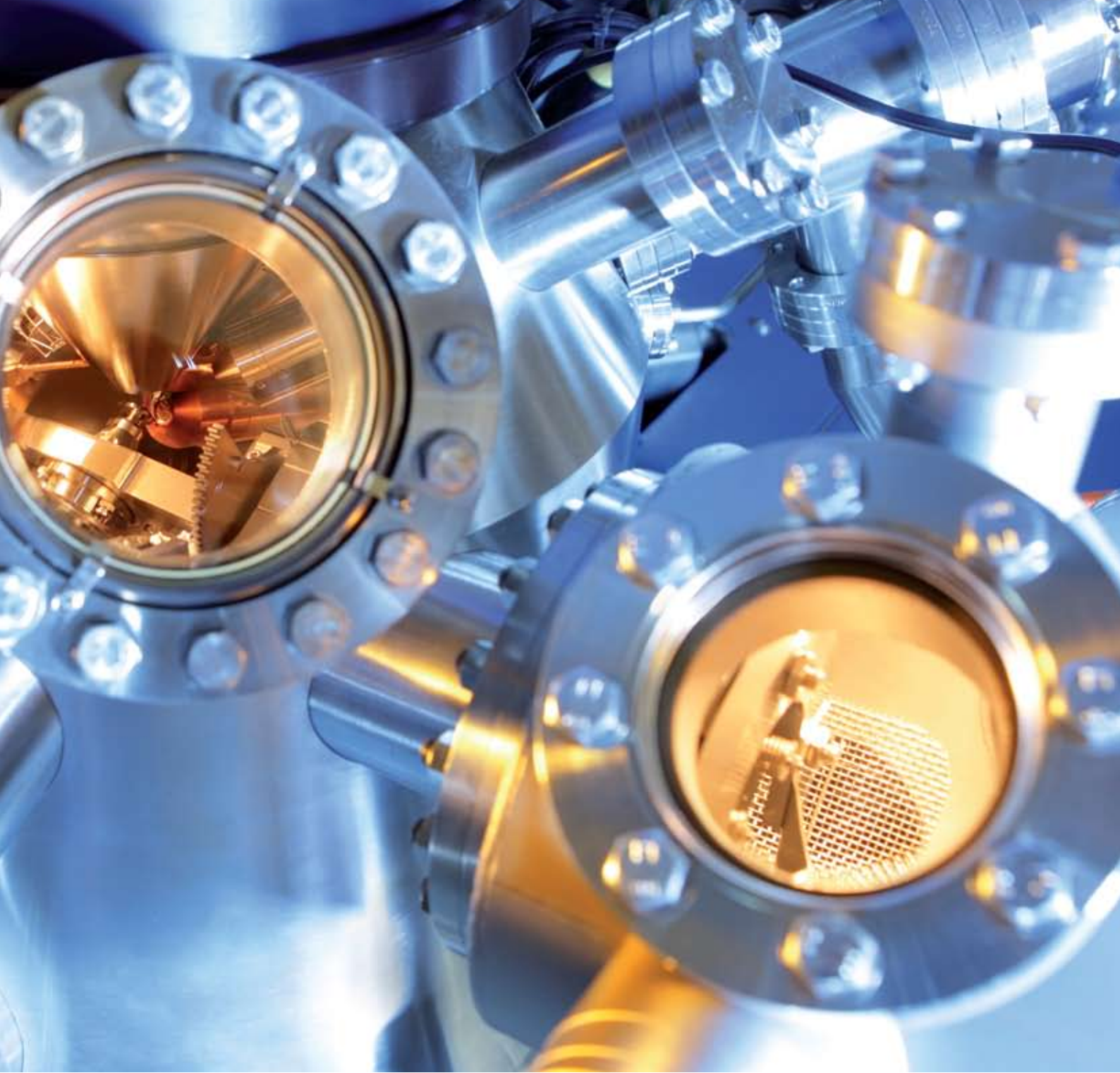
• **Broadcasting and logistics, additional key sectors of the economy**

Luxembourg also has a long media and communications tradition. In 1933, the Luxembourg Broadcasting Company was already playing a pioneering role in the private radio station sector, broadcasting programmes in French, German and English on Radio-Luxembourg. The RTL Group is currently the largest European broadcasting group, with operations worldwide. SES, another telecommunications giant with its headquarters based in Luxembourg, operates a fleet of over 40 satellites in 26 orbital slots, whose broadcasting capability and communications solutions enable it to serve 99 % of the world population.

In a further domain, logistics, Luxembourg has been able to take full advantage of its geographic location, just a few hundred kilometres from most of the major European cities. Luxembourg airport lies in fifth position in Europe for freight traffic. A large number of international companies, including the Chinese companies Jade Cargo International, Yangtze River Express Airlines, China Airlines and China Cargo, unload their cargo in Luxembourg and then transport it Europe-wide. The Luxembourg company Cargolux, the leading European freight company, has moreover had a privileged

partnership with China since the 1970s and offers regular links between Luxembourg and Shanghai, Beijing and Hong Kong.

For their part, Luxembourg railways, in collaboration with foreign companies, operate a rail motorway enabling semitrailers to be transported by rail to the Mediterranean ports in the south of France. Furthermore, excellent rail links with the North Sea ports allow for containers and other freight to be transported to Luxembourg as a point of departure for distribution right across Europe. In particular, this infrastructure has encouraged several of the leading companies in the logistics market such as DHL, Kuehne & Nagel, Nippon Express, Panalpina and TNT to establish themselves in the Grand Duchy.



**The bid to conquer
new economic sectors**

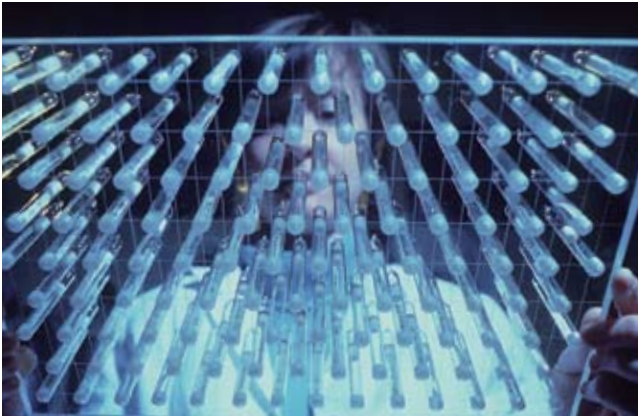
However, Luxembourg cannot rely on its long-established economic sectors. In order to encourage a sustainable economy, the country is fully committed to developing sectors based on new technologies. Through the medium of development, innovation and research aid schemes, the government is encouraging innovative enterprises which aim to develop sectors such as information and communication technologies, health technologies and also environmental technologies.

World leaders in e-commerce such as Amazon, Apple iTunes, eBay, PayPal or Skype have chosen to establish their European headquarters and information processing centres in Luxembourg.

Significant efforts are made to encourage research, both public and private, in science and health technologies. Public research centres and the University of Luxembourg have formed partnerships with three internationally renowned American research institutes in the field of personalised medicine.

In order to rise to environmental challenges, the government has launched an environmental technologies action plan. The country already has over 200 companies in this sector, mostly operating in the field of renewable energy, waste treatment and green building. Some of them

have a foothold in the Chinese market and a water treatment plant developed by the Luxembourg company Epuramat has even been incorporated into the pavilion.



- 1 Grund is one of the three old quarters of the capital, along with Clausen and Pfaffenthal
© Marcel Schmitz/SIP
- 2 © Christof Weber/SIP
- 3 In the past, the capital was defended by three fortified walls with 24 forts, 16 other major fortifications and a 23 km network of underground galleries
© Christof Weber/SIP
- 4 Berg Castle has been the private residence of the grand-ducal family since 1911
© SIP



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A model of integration

Boosted by its diversity and strategic location at the heart of Europe, as well as its skilled workforce, Luxembourg has an open economy and exports 80 % of its manufactured goods and services. One of the assets of the Grand Duchy is its multicultural and multilingual environment, which is receptive to the needs of an international clientele. Luxembourg is host to a large number of foreign companies and some 150,000 French, Belgian and German nationals living in the neighbouring regions commute to the Grand Duchy to work on a daily basis. Foreign nationals and cross-border commuters actually represent 71 % of the salaried population. The country owes its economic expansion largely to foreign workforce on which it has drawn since the 19th century.

Today, almost half the population is made up of foreign nationals with no fewer than 160 different nationalities represented, including a community of Chinese nationals and people of Chinese origin. However, despite this impressive concentration of different cultures in such a small country, Luxembourg is a model of integration and is characterised by its peaceful social climate.



The remains of the fortress

The Chinese word for Luxembourg, Lúsēnbǎo (“forest and fortress”), refers to a period before the country, and its capital in particular, became the open and welcoming territories they are today. For centuries, the city of Luxembourg was a so-called impregnable fortress, dubbed the “Gibraltar of the North”. Built from 963 onwards around a fortified castle on a rock, new fortifications were added on a continuous basis directed by foreign architects, including Vauban, military architect to the King of France, Louis XIV. It was only in 1870 that the fortress was dismantled and Luxembourg became an open city, literally and metaphorically.

Today, the capital contains many remains from its past as a fortified city. Moreover, the preservation of its

historical heritage and its highly unusual topography have qualified it as a UNESCO world heritage site. There are also a number of castles and forts scattered around the country in forests. One such castle in Colmar-Berg, about 30 kilometres north of the capital, is one of the residences of the Head of State, Grand Duke Henri, and his family.



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**A pioneer of integration
in the European Union**

With France, Germany and Belgium as neighbours, the territory of Luxembourg was involved in the major developments of European history by virtue of its geostrategic location. After four centuries of rule by foreign sovereign powers – Burgundy, Spain, France, Austria and Holland –, the Grand Duchy has striven, since its independence in 1839, to form alliances with its neighbours. Therefore, in the 19th century, it was a member of the Zollverein, the German customs union, prior to forging an economic union with Belgium in 1921 (Belgium-Luxembourg Economic Union, BLEU) and joining Benelux, a space for political and administrative cooperation with Belgium and the Netherlands in 1944. It was therefore a natural next step for the country to

commit fully to the European Union integration process from the outset. The European Union is a voluntary association of European states, currently numbering 27 members, cooperating in a series of fields and ensuring peace in Europe for over 60 years.

Alongside Germany, Belgium, France, Italy and the Netherlands, Luxembourg was indeed one of the six founder states of the first European community, the European Coal and Steel Community (ECSC), in 1951. The High Authority of the ECSC, the forerunner of the current European Commission, even had its headquarters in the capital of Luxembourg. Today, Luxembourg City – one of the three European capitals alongside Brussels

and Strasbourg – still plays host to a number of European institutions, notably the Court of Justice of the European Union. It should be noted also that to date two Luxembourg nationals have been presidents of the European Commission after having served as Prime Minister: Gaston Thorn, from 1981 to 1985, and Jacques Santer, from 1995 to 1999.



The Schengen area

Not only has Luxembourg played an active role in the construction of the European Union, but the famous Schengen Agreement was also signed on Luxembourg soil. Travellers throughout the world know that a “Schengen visa” provides entry to 28 European countries within which border controls are almost non-existent. What is often less well-known is that Schengen is a Luxembourg wine-producing village with a population of 1,600 inhabitants, located on the banks of the Moselle on the border with Germany and France. The symbolic geographic location of this place, which lies at the intersection of three countries, is precisely why it was chosen by representatives of five European countries – Luxembourg, Germany, Belgium, France and the Netherlands – for the signature of this historic agreement.

On 14 June 1985, the Foreign Secretaries of the five countries gathered on the pleasure boat M.S. Princesse Marie-Astrid on the Moselle on the Franco-German-Luxembourg border to sign the Schengen Agreement. Its aim was gradually to remove controls at their common borders and to introduce freedom of movement for all nationals of the signatory member states as well as those from other member states and third countries.

The initial agreement was finalised by a convention also signed in Schengen on 19 June 1990. In the meantime, almost all of the member states of the European Union, with the exception of the United Kingdom, Ireland and Cyprus, have signed the Schengen Convention which came into force in 1995. They were joined by three countries which are not members of the European Union: Norway, Iceland and Switzerland. These countries all form what is known today as the Schengen area. They have a common visa policy and have stepped up border controls with countries whose borders form the external boundaries of this area.

An area of freedom, security and justice

Now, foreign nationals with a long-stay visa for one of the countries in the Schengen area can travel freely to all the countries within this zone.

The Schengen area aims to be an area of freedom, security and justice. The countries within this zone do not just share policies on visas, asylum and immigration, but are also gradually reinforcing political and judicial cooperation. Thus the village of Schengen is also contributing to Luxembourg’s international reputation.

The small country which is the Grand Duchy of Luxembourg is taking advantage of the Universal Exhibition and its pavilion to introduce itself to the great country of China and to extend an invitation to come and find out more about it.



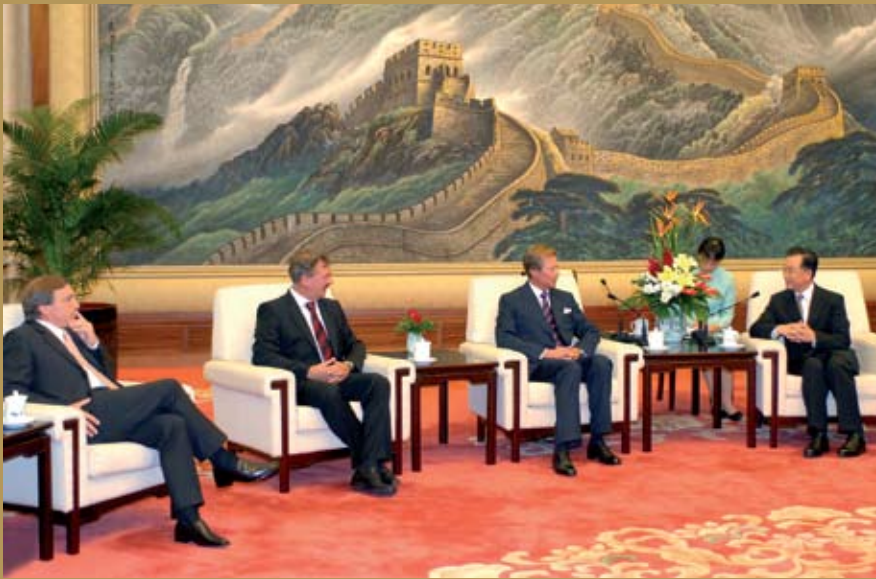
1 Established in 1952, the Court of Justice of the European Union is responsible, in collaboration with the jurisdictions of the other member states, for ensuring that community law is applied and interpreted uniformly
G. Fessy © CJUE

2 © Christof Weber/SIP

3 In Schengen, three steel stele each bearing a star symbolise the first signatories of the Schengen Agreement: France, Germany and the Benelux countries (Belgium, the Netherlands and Luxembourg)
© ONT



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The Sino-Luxembourg friendship

Diplomatic relations

Diplomatic relations have been cultivated between Luxembourg and China since 1972. In that same year, the Luxembourg Minister of Foreign Affairs, Gaston Thorn, visited China for the first time. Since then, the relations between the two countries have continuously intensified.

Over the last thirty years, there have been numerous high-level diplomatic encounters on both sides. In 1979, Grand Duke Jean and Grand Duchess Joséphine-Charlotte made a first state visit to China. In 1987, the Chinese President Li Xiannian paid a state visit to Luxembourg. In 1996, Prime Minister Jean-Claude Juncker made the first of his three official visits to China, returning there again in 2002 and 2004. In 1998 and 2000, it was the turn of Chinese Prime Ministers Li Peng and Zhu Rongji to make official visits to Luxembourg. Finally, in 2006 during his state visit to China, Grand Duke Henri inaugurated the Luxembourg Consulate General in Shanghai, which is attached to the Trade and Investment Office.

Economic cooperation

Economic cooperation between Luxembourg and China goes back more than a century. At the end of the 19th century, Luxembourg was involved in the economic rise of Hanyang, a city in south-east China. The role of technical manager of the Iron & Steel Works company was actually held at that time by a metallurgical engineer from Luxembourg, Eugène Ruppert (1864-1950).

Nowadays, several Luxembourg companies are present in China. The airfreight company Cargolux has been linking the two countries for decades. The steel group ArcelorMittal, the world number one steel producer, has interests in several Chinese companies. The Paul Wurth group, which has cooperation agreements with China dating back to 1991, opened a branch office in Beijing, Paul Wurth Metal Technology Co Ltd., in 1999. Ceratizit, a producer of hard materials, opened a production plant in Langfang, near Beijing, in 1997 and has had a sales company in Hong Kong since 1999. Rotarex, a company

specialising in the development and manufacture of valves, regulators and fittings for all types of gas, has been present in Shanghai since 2004. As for International Electronics & Engineering (IEE), a supplier of sensor systems for the automotive industry, it has been operating a production plant in Langfang since 2006. Luxcontrol, which offers services in organisational and risk management in the fields of Quality, Health, Safety and Environment (QHSE), has also had a presence in Shanghai since 2008 through its representative office.

In September 2006, the Luxembourg and Chinese financial communities strengthened their relationship when the Luxembourg and Shanghai stock exchanges signed a memorandum of understanding. In March 2008, within the framework of a visit to China by the Luxembourg Minister for the Treasury and the Budget, Luc Frieden, a new memorandum of understanding was signed between the Luxembourg Commission for Surveillance of the Financial Sector and the regulatory body of the Chinese financial sector, the China Banking Regulatory Commission (CBRC).

Cultural relations

Although cultural relations between China and Luxembourg are more recent than their economic cooperation, they are just as promising. In 2005, the two countries signed a cultural agenda for the period 2006 to 2010.

In 2001, an exhibition of paintings from Luxembourg was organised in Beijing and Shanghai. Displaying 130 works dating from the period 1839 to 1939, it was the largest ever exhibition staged by Luxembourg abroad. In 2003, the Luxembourg Philharmonic Orchestra undertook an extensive tour of China, performing in Macao, Shanghai, Guangzhou and Beijing.

In 2008, Luxembourg provided a platform for Chinese artists. The exhibition "China Power Station: Part III" was a great success during its four months at the Grand Duke Jean Museum of Modern Art in Luxembourg City. Moreover, the young Chinese pianist Lang Lang, a virtuoso with a worldwide

reputation, performed at the Luxembourg Philharmonic concert hall in 2009.

Cooperation in the training sector

In 1999, the first group of Chinese students travelled to the Luxembourg Higher Institute of Technology to study engineering.

The Luxembourg Agency for the Transfer of Financial Technology has been organising training seminars in China and study visits to Luxembourg for professionals working in the Chinese finance sector since 2000. There are plans to strengthen this collaboration in the future, especially with the city of Shanghai.

A treaty signed in 2007 between Tongji University in Shanghai and the University of Luxembourg establishes a programme of exchanges between the two institutions in the business management sector. Since then, new agreements have been signed with Renmin University in Beijing and Shandong University in Jinan, with the aim of enabling Luxembourg to welcome more Chinese students.

Furthermore, Chinese students come to Luxembourg every year to undertake vocational training in the tourism and hospitality industry.

1 During their state visit to Luxembourg in November 1987, the President of the People's Republic of China, Li Xiannian, and his wife were received by TRH Grand Duke Jean and Grand Duchess Joséphine-Charlotte
© SIP

2 HRH the Grand Duke, the Deputy Prime Minister, Minister of Foreign Affairs, Jean Asselborn, and the Minister of the Economy and Foreign Trade, Jeannot Krecké, were received by Prime Minister Wen Jiabao during a state visit to China in September 2006
© SIP/Christophe Olinger



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1 © Hermann & Valentiny and partners
2 The first stone of the Luxembourg pavilion is laid in the presence of Claude Wiseler, Minister for Public Works, 13 February 2009 ©Luxembourg Consulate General in Shanghai



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3 © Hermann & Valentiny and partners
4 © Hermann & Valentiny and partners
5 ©Luxembourg Consulate General in Shanghai
6 © Joseph Tomassini/SIP
7 © Hermann & Valentiny and partners
8 © Hermann & Valentiny and partners



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The Luxembourg pavilion

The Luxembourg architecture firm Hermann & Valentiny et Associés was chosen in 2007 to build the pavilion from among the 27 candidates who responded to the invitation to tender issued by the Ministry of the Economy and Foreign Trade and the Ministry of Public Works. The World Expo runs from 1 May to 31 October 2010. Luxembourg Day takes place on 10 October, in the presence of HRH Grand Duke Henri and distinguished guests.

Area

Located on a 5 km² site spanning both sides of the Huangpu river, the Luxembourg pavilion covers 3,000 m², including a permanent exhibition space (± 700 m²), a restaurant, a roof terrace (± 950 m²) and a central tower on two storeys (370 m²) designed to host promotional and cultural events.

Materials

500 tonnes of steel provided by ArcelorMittal were used to clad the external facades. 1,056 m³ of Luxembourg wood line the inside of the pavilion. 200 m² of glass were used for the restaurant windows and walls. 18 redleaf cherry plum trees have been planted on the roof terrace.

Construction time

Construction lasted from February 2009 to January 2010, with Luxembourg being among the first ten nations to complete their pavilion.

Contracting authority

Economic interest group: Luxembourg@ExpoShanghai 2010 (founding members: the State of Luxembourg, represented by the Ministry of Public Works as well as the Ministry of the Economy and Foreign Trade, the Luxembourg Chamber of Commerce and the companies ArcelorMittal, Cargolux and SES)

Partners in China

Tongji University, China Shanghai Corporation for Foreign Economic & Technological Cooperation Co. (SFECO), Shanghai Baoye Construction Corp. Ltd.

Luxembourg has previously participated in 20 of the 60 universal exhibitions which have taken place since 1851. The Luxembourg pavilion at Shanghai World Expo 2010 is the second largest structure erected by the country since the 1958 pavilion in Brussels.

The Luxembourg National Museum of History and Art is staging an exhibition on this theme from May to September 2010 entitled « Un petit parmi les grands. Le Luxembourg aux expositions universelles, de Londres à Shanghai (1851-2010) » (A dwarf among giants. Luxembourg in universal exhibitions from London to Shanghai [1851-2010]).

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Author: Manu Aruldoss
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Useful addresses

**Ministry of the Economy
and Foreign Trade**

19-21, boulevard Royal
L-2449 Luxembourg
Tel.: (+352) 247-88428
Fax: (+352) 46 04 48
info@investinluxembourg.lu

Luxembourg Embassy in Beijing

Unit 1701, Tower B, Pacific Century Place
2A Gong Ti Bei Lu, Chaoyang District
Beijing 100027
People's Republic of China
Tel.: (+86) 10 85 88 09 00
Fax: (+86) 10 65 13 72 68
pekin.amb@mae.etat.lu

**Luxembourg Consulate General
in Shanghai**

12, Zhongshan Dong Yi Lu
Shanghai 200002
People's Republic of China
Tel.: (+86) 21 63 39 04 00
Fax: (+86) 21 63 39 04 33
shanghai.cg@mae.etat.lu

**Luxembourg Trade and Investment
Office in Shanghai**

12, Zhongshan Dong Yi Lu
Shanghai 200002
People's Republic of China
Tel.: (+86) 21 63 39 04 00
Fax: (+86) 21 63 39 04 33
shanghai.bed@eco.etat.lu

Websites

**Shanghai World Expo 2010
official website**

www.expo2010china.com

Luxembourg pavilion

www.luxembourgexposhanghai.com

Tourist information

www.visitluxembourg.lu

**Ministry of the Economy
and Foreign Trade
(Invest in Luxembourg)**

www.investinluxembourg.lu

Luxembourg for Business

www.luxembourgforbusiness.lu

Luxembourg for Finance

www.lff.lu

Chamber of Commerce

www.cc.lu

**Luxembourg Trade and
Investment Office in China**

www.luxembourginchina.cn

**Promotional film
about Luxembourg**

www.promoteluxembourg.com



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Service information et presse

Service information et presse
du gouvernement luxembourgeois
33, bd Roosevelt
L-2450 Luxembourg
Tel.: (+352) 247-82181
Fax: (+352) 47 02 85
edition@sip.etat.lu
www.gouvernement.lu