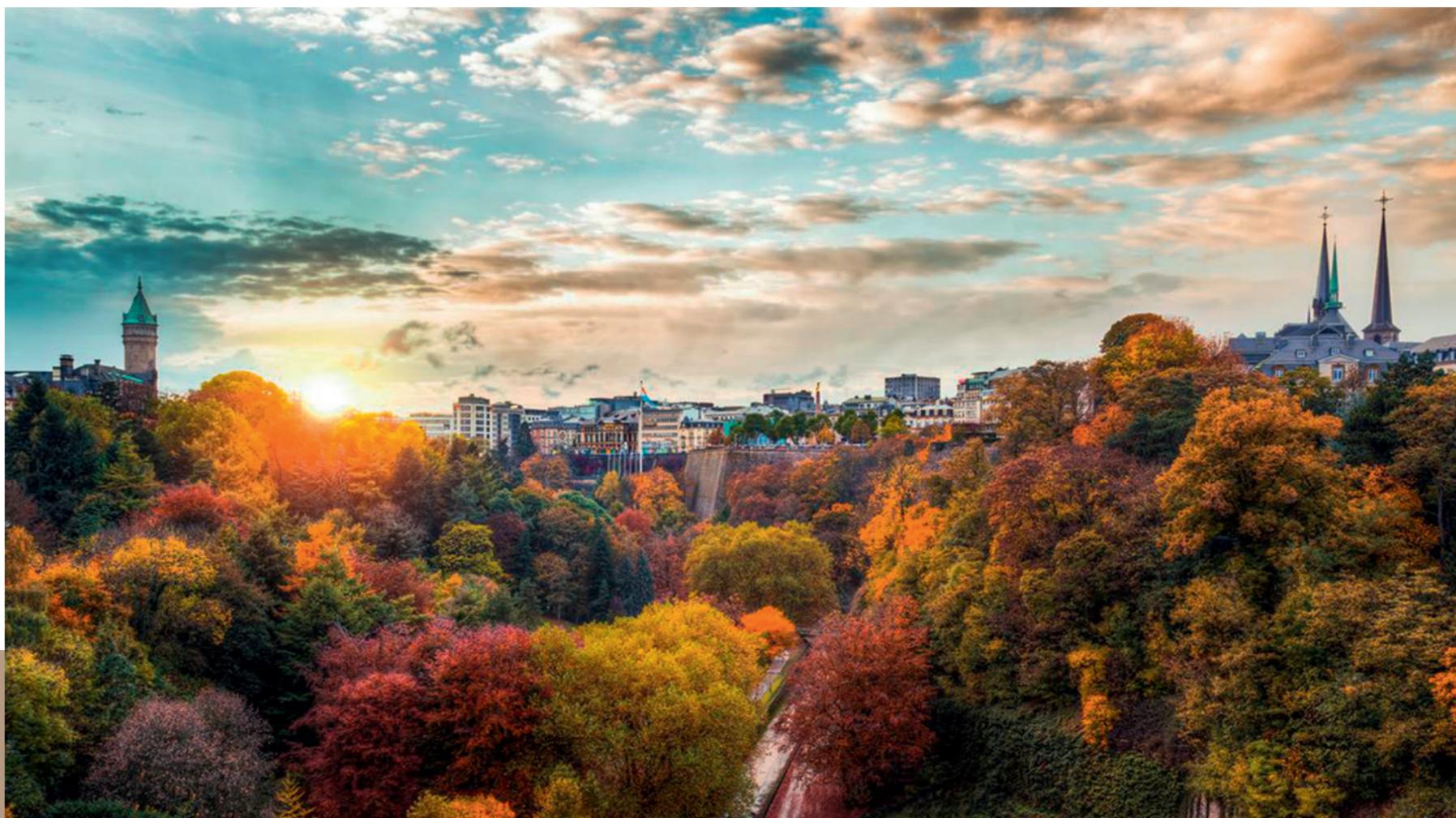




# LUXEMBOURG BUSINESS JOURNAL

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## A NEW CLUSTER MICE

FOR THE DESTINATION GRAND DUCHY OF LUXEMBOURG

**In the presence of the State Secretary for Economy Francine Cloesener, the Grand Duchy of Luxembourg launched an ambitious cluster project called CML (Cluster MICE Luxembourg) in October 2014.**

23 organizations have joined the CML project, including hotels, venues, transport companies and local DMC/PCO. The purpose is to gather professionals from these various organizations to federate and coordinate each other expertise and know-how regarding the MICE segment (Meetings-Incentives-Congresses-Events), and to better contribute to a common national strategy or improve the visibility of Luxembourg as a destination.

Indeed, business tourism to Luxembourg including conventions and international conferences has become particularly important the last years. Business tourism industry to Luxembourg. The ultimate goal of the CML is to contribute to the development of the destination as a 'green destination' for this specific segment.

The CML includes six technical committees around central themes such as "hospitality and mobility"; "observatory" for a performant benchmarking; "bid book" in order to position the destination as a candidate for future conventions; a

commission called "event calendar"; "promotion" and "guichet unique", aiming at a USP (unique selling point) desk on term for the MICE segment.

The CML will further carry out a permanent mission for a better understanding and information exchange between its members, looking towards future common marketing strategies, promotional actions such as roadshows, travel fairs or destination reports. The cluster MICE is embedded inside the NTB organization.

The CML will further strengthen the visibility of Luxembourg abroad.

For further information please contact:  
Luxembourg National Tourist Office

Visit our website:  
[www.visitluxembourg.com](http://www.visitluxembourg.com)



## APATEQ HONORED BY RED HERRING

RED HERRING HAS NAMED LUXEMBOURG-BASED APATEQ TO ITS 2014 TOP 100 LIST OF GLOBAL INNOVATORS.

Red Herring, the US publication that first recognized companies such as Google, Salesforce, Skype, Twitter and Facebook, has named Luxembourg-based APATEQ to its 2014 Top 100 List of global innovators. An award ceremony was held November 20 in Pasadena, CA. Red Herring's staff evaluated companies on quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration.

Alex Vieux, publisher and CEO of Red Herring, said APATEQ was named a winner after discussing about hundreds of candidates worldwide. "We believe APATEQ embodies the vision, drive and innovation that define a successful entrepreneurial venture. APATEQ should be proud of its accomplishment," he said. "We are honored and proud for having won such a prestigious award," said APATEQ CEO Bogdan Serban. "The competition was very strong, with visionary entrepreneurs who marked a difference in their field and who brought significant breakthroughs that made recent developments obsolete faster than ever before."

Source: <http://www.apateq.com/about-us/news.html>

## LUXEMBOURG STEEL IN MINNESOTA

LUXEMBOURG TO PROVIDE 20% OF STEEL NEEDS FOR NEW \$1 BILLION VIKINGS FOOTBALL STADIUM

ArcelorMittal will provide up to \$5 million of Luxembourg made steel products for the planned Minnesota Vikings football stadium, a \$1 billion multi-purpose project that began at the end of last year. The company will supply some 3,000 tons of steel, about 20% of the total requirements for the stadium. ArcelorMittal Differdange will produce grade 65 steel beams for long, high-caliber steel trusses that will be used in the soaring glass roof of the new stadium, with the main truss spanning across the roof. The glass roof planned for the new stadium requires long, high-caliber steel trusses that aren't found in any U.S. plants, the Minnesota Sport Authority reported in an early December statement. U.S.-made steel will be used for supports on the stadium perimeter and roof elements that don't call for the higher grade to be provided by ArcelorMittal.

## LUXEMBOURG CITY IN THE TOP 10 OF THE MOST "LIVABLE" CITIES

RANKED 6<sup>TH</sup> OUT OF 64 IN AN INTERNATIONAL STUDY, LUXEMBOURG CITY OUTDOES NEW YORK (17<sup>TH</sup>), PARIS (13<sup>TH</sup>), TOKYO (18<sup>E</sup>) OR EVEN LONDON (22<sup>ND</sup>) IN AN INTERNATIONAL RANKING OF MOST "LIVABLE CITY" IN WHICH IT'S GOOD TO LIVE AND WORK IN.

A joint international study made by researchers from the University of California, from the National University of Singapore and from the Curtin University, in Bentley, Australia compared and assessed 64 international cities in order to rank them by "livability" by using a newly developed index: Global Liveable Cities Index (GLCI).

This Global Liveable Cities Index (GLCI) takes not only economic factors in account but also includes more diverse factors like: economic vibrancy and competitiveness, domestic security and stability, socio-cultural conditions, public governance, environmental friendliness and sustainability.

The ranking of the top ten of the most "livable city" is as follows: Geneva, Zurich, Singapore, Copenhagen, Helsinki, Luxembourg, Stockholm, Berlin, Hong Kong, Auckland. New York despite being ranked number 1 by economic indicators and other ranking schemes, is only number 17 out of 64 and other European capitals as Stockholm (7<sup>th</sup>), Berlin (8<sup>th</sup>) Paris (13<sup>th</sup>), London (22<sup>nd</sup>) are less well ranked than Luxembourg City (6<sup>th</sup>).

As mentioned by the authors of the study, "the rank of a city today is not necessarily a good indicator of its rank in the future. Environmental restoration and transport infrastructure improvements already underway in many Asian and specifically Chinese cities, could see the higher livability today of European cities outstripped as those developing cities develop further".

Source: "How Liveable Are Our Cities?" EurekaAlert! Inderscience Publishers, 5 Nov. 2014. Web. 20 Jan. 2015.  
<<http://www.eurekaalert.org/publications/releases/2014-11/ip-hla110514.php>>

Giap, T.K., Thye, W.W. and Aw, G. (2014) 'A new approach to measuring the liveability of cities: the Global Liveable Cities Index', World Review of Science, Technology and Sustainable Development, Vol. 11, No. 2, pp.176-196. Tokyo (18<sup>e</sup>)