



THE ASSOCIATION
MAGAZINE

LUXEMBOURG



**SPECIAL MICE
DESTINATION REPORT**



LUXEMBOURG

CREATIVITY, DIVERSITY AND SUSTAINABILITY AS THE DRIVING FORCE BEHIND HIGH-PROFILE EVENTS

Located right in the heart of Europe, nestled between Germany, France and Belgium, Luxembourg has made a name for itself as one of the world's most attractive event destinations. The small country, home to a number of cultural gems with its capital boasting the title of UNESCO World Heritage Site since 1994, became the Grand Duchy almost 200 years ago and today symbolises Europe in a nutshell. A multicultural country by tradition, Luxembourg has a cosmopolitan character, welcoming around 170 different nationalities, and a cultural diversity that is reflected in the languages you hear on the streets, in its avant-garde restaurant scene as well as in the arts and leisure sector. Once known for its steel production and later for its financial sector, the country's great transition began in the 1990s, when government leaders decided to invest heavily in public R&D in order to diversify and make the transition to a more knowledge-based economy. Their efforts have borne fruit in the form of a large number of start-ups, which today total more than 500 in a country with only around 660,000 inhabitants. It is also the second largest financial centre in the European Union. But what makes Luxembourg so great for meetings and events?

With an area of just 2,586km², Luxembourg is one of the tiniest countries in Europe, which makes the distances between venues, hotels and leisure spots very short and convenient. The monumentality of Luxembourg City's historic centre contrasts with the silhouette of the Kirchberg plateau banking district – which has made Luxembourg famous in the world of high finance, where multinationals from all over the world run their businesses – to now also become a multifunctional and eclectic convention park. Meanwhile, **Esch-sur-Alzette**, elected European Capital of Culture for 2022, has seen its industrial wasteland from the steel industry reclaimed and transformed into a modern urban complex with new cultural buildings, university campuses, research centres and event spaces. What's more, the country is easily accessible without having to travel by plane, with several short road and rail alternatives from neighbouring countries. However, if you need to travel by plane, Luxembourg-Findel International Airport offers around 106 direct flights to major European cities, capitals and beyond. Since the transport infrastructure and other meeting venues allow you to get away to the countryside and vineyards, this is also an excellent opportunity to hold your incentive and team-building activities in Luxembourg.

As well as being one of the founding members of the European Union, Luxembourg was also the cradle of this unified Europe and is today the official seat of 15 EU institutions, such as the European Commission, the European Court of Auditors and the Secretariat of the European Parliament. With its international flair and cosmopolitan vibe, Luxembourg has over the years accumulated a wealth of experience in welcoming companies and associations from all over the world, making it the ideal place for organising meetings. So how is this small European destination shaping its future with business events in mind? Here are three essential pillars of its growth path:

Creativity

Throughout its history, Luxembourg has constantly reinvented itself through creativity in the service of its citizens, illustrating the dynamic development of its economy and society and the emergence of new vectors such as research and innovation. From an agricultural country, it became an industrial powerhouse and then a service society, transposing this facet to the local meetings industry. Luxembourg is currently engaged in sectors of the future, such as ICT, digital technologies, space and

automotive, looking for practical solutions to the complex puzzles that lie ahead. In addition, creativity includes other important sectors with the potential to promote the country abroad: creative industries, modern arts and circular economy initiatives.

In that sense, Luxembourg has also taken steps to make its economy more competitive and sustainable, developing a new roadmap, “Ons Wirtschaft vu Muer” (Our economy for the future). This roadmap includes a series of short and medium-term actions to accelerate digitalisation, facilitate the transition to a circular economy, develop resilient value chains and promote a secure and reliable data economy. Creativity illustrates, firstly, the dynamic development of the economy and society, the rise of new sectors such as research and innovation and, secondly, Luxembourg’s ability to constantly reinvent itself.

Facts & Figures

- Luxembourg is one of the 15 most innovative countries in the world and leads the way in European innovation according to the top rankings in “attractive research systems” and “intellectual assets” (IMD Global Innovation Index 2020, European Innovation Scoreboard 2020);
- The creative industries are booming, accounting for more than 14,000 employees in over 2,400 companies;
- When it comes to examples of success, it’s impossible not to think of **SES**, one of the world’s leading satellite owners and operators with more than 70 satellites, and the **RTL Group**, which with almost 60 television channels and more than 30 radio stations in Europe, employs more than 500 people in Luxembourg;
- The country is also at the top in terms of restaurants with the highest number of Michelin stars per capita in the world. In 2020 and 2021, **La Distillerie**, managed by chef René Mathieu, was voted Best Plant-Based Restaurant by the We’re Smart Green Guide.



“ Creativity illustrates, firstly, the dynamic development of the economy and society, the rise of new sectors such as research and innovation and, secondly, Luxembourg’s ability to constantly reinvent itself.

Diversity

As a cosmopolitan crossroads in the centre of Europe, Luxembourg is an international meeting point, a veritable melting pot of nationalities, cultures and languages. Openness to the outside world is a key element of Luxembourg’s model of society and an essential factor the country’s socio-economic development. Of Luxembourg’s 660,000 inhabitants, 304,051 are foreign citizens – i.e., one in every two inhabitants is an expat – making it the EU country with the highest immigration rate, according to Eurostat.

Development cooperation is one of the pillars of Luxembourg’s foreign policy, representing the country’s commitment to a united and open Europe, characterised by tolerance and solidarity. In short, diversity is to be found in two aspects here: through the diversification of its economic sectors, services and financial products; and in the diversity of the population, the notion of coexistence, social cohesion and the principle of inclusion which aim to link the individual to others and help guarantee equal opportunities and rights, regardless of their ethnic origin, cultural or religious affiliation, social status, age, sexual orientation, health or disability.

Facts & Figures

- The country, whose foreign population accounts for 48 per cent of residents, has 175 different nationalities and ranks first in the EU in terms of the number of languages spoken - an average of 3.6 languages (Eurobarometer);
- Around 16,000 European and international employees, as well as their families, make an important social, cultural and economic contribution to our country;
- The vision for the coming years is towards a diversified, innovative and sustainable economy, in line with traditions and culture and the country’s vocation as a European and international link;
- It is also one of the 10 countries in the world to guarantee equal rights for women (World Bank, “Women, Business and the Law”, 2021).

Sustainability

Luxembourg is an economically and politically stable country with an optimal balance between the natural and urban environments, which promotes a space of harmony between the different communities. This is reflected in the mindset of its citizens, which extends to the quality of public infrastructure, the health and social security system and environmental heritage. Sustainability is Luxembourg's top priority. It applies to all sectors, from cooperation to finance and defence, and also reflects the country's commitment to making a concrete contribution to achieving the Sustainable Development Goals set by the United Nations 2030 Agenda.

Thanks to free access to the national network of trains, trams and buses, you can travel everywhere in the Grand Duchy in an environmentally friendly way, reducing the carbon footprint of your event. Luxembourg is also a leader in sustainable finance, having started selling sustainability bonds in 2020 to mobilise investments in projects with positive environmental and

Facts & Figures

- According to the 2022 Environmental Performance Index, the Grand Duchy is the sixth greenest country in the world;
- In 2020, Luxembourg became the first country in the world to introduce free public transport for all passengers on its territory;
- Nature is at the top of the list of motivations for visitors (51%), and they can discover it through 414 kilometres of high-quality walking routes and 1000 kilometres of national cycle paths;
- UNESCO awarded the Minett nature reserve the title of "UNESCO Biosphere Reserve" in 2020. Furthermore, the capital's fortifications and old quarters have been on the UNESCO World Heritage List since 1994.

social outcomes. The **Green Business Events** project, for example, was launched by the Directorate-General for Tourism in collaboration with the Oekozer Paffendal with the aim of promoting eco-responsible business events and developing sustainable solutions in collaboration with stakeholders

in the sector. In addition, a dedicated team of professionals can put you in touch with industry experts to plan your sustainable event, from the venue and accommodation to the catering and entertainment.



“ Sustainability is reflected in the mindset of its citizens, which extends to the quality of public infrastructure, the health and social security system and environmental heritage.

CONVENTION FACILITIES & VENUES: HOW TO FIND YOUR WAY AROUND LUXEMBOURG!

Despite its moderate size, the choice of Luxembourg as a destination for meetings and events guarantees organisers and associations the most modern infrastructures and organisational know-how, which can be seen in the diverse and specialised portfolio of venues to suit a wide range of needs – from small meetings and seminars to large-scale summits and conferences. With over 64 city hotels and facilities to choose from, there is a perfect option for everyone who wants to make the most of their professional event. From an ancient Benedictine abbey to a spa, from castles and other temples to contemporary buildings and post-industrial design, all these choices reflect the breadth of the delegate experience in conjunction with the evolutionary traits of this European nation.

In the urban landscape of **Kirchberg** for example, you'll find the **Convention Park**, a dedicated business events district where all the steps for setting up a conference are taken care of. Overlooking the Pfaffenthal valley, the park extends around the Infinity Village and features prestigious hotels such as the **Sofitel**, **Mama Shelter** or the **Meliá**, cultural treasures such as the **Mudam – The Contemporary Art Museum of Luxembourg** and the **Philharmonie**, restaurants and bars for a gastronomic break, and 74 conference spaces for up to 2,000 people. Located in the lower part of the old fortifications that surround the city valley, the **Grund** neighbourhood – one of the oldest in the city and a UNESCO World Heritage Site – is just a stone's throw from Convention Park where you can relax in one of the typical wine bars and restaurants in an idyllic setting that adds a touch of charm to your visit. A real village in the city!

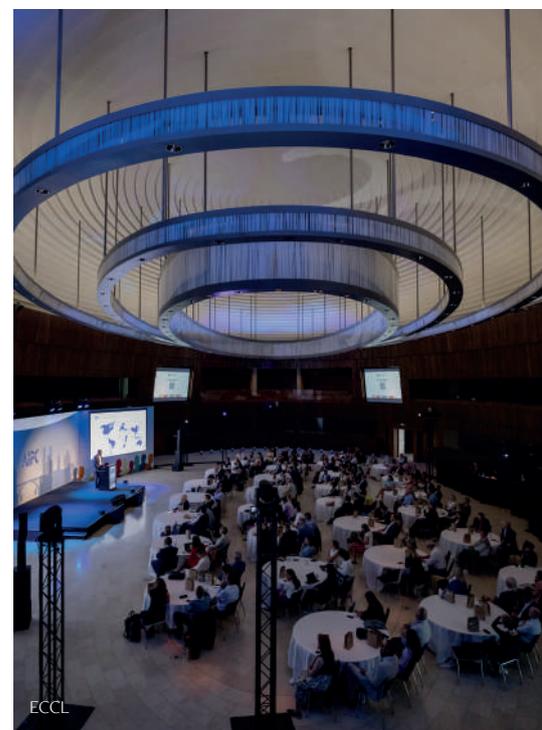
Some of the points of interest for your event...

The European Convention Center Luxembourg (ECCL)

Hosting the Council of Ministers of the European Union three months a year, Luxembourg's congress centre offers numerous outstanding meeting facilities, combined with architecture that lets in plenty of natural light, creating a sense of harmony also through its colours and materials. The ECCL provides the perfect setting for any type of gatherings with two plenary rooms with capacity for 150 participants, a 646-seat amphitheatre, 11 meeting rooms with capacity for 35 to 380 people and 30 briefing rooms. Conference-goers will be able to flow freely through its areas with a capacity of up to 1,500 people for cocktail parties, 4 bars and more than 3,500m² of illuminated foyers, in an aerodynamic design with the most complete range of technical, technological and security resources. In an unbeatable location in the Convention Park, it was the regional hub for the 59th ICCA Congress in 2020.

Luxexpo The Box

Founded in 1954, Luxexpo quickly became Luxembourg's leading exhibition centre and one of the best equipped and forward-thinking in Europe. With a multilingual, versatile and creative team, as well as more than 34,000m² of space, the venue is a national benchmark not only for holding major trade exhibitions and concerts, but also for bringing together local exhibitors in key sectors and forging international partnerships. They are currently seeking to create new communities and on-site synergies through a process of business transformation that includes economic, environmental and social impacts in its mission. For Luxexpo, the aim is to transform



the way events are organised, continuing with its role of hosting but also reinforcing co-creation with various local communities.

Abtei Neimenster

Abtei Neimenster defines itself as “a space with infinite possibilities” and this multidisciplinary character extends through the corridors, cloisters and courtyards that make up a lean and magnetic architecture. What was once a monastic abbey and a Napoleonic prison is now a privileged cultural and artist residency space in the heart of the Grund, combining its artistic direction with professional events. From space rental to complete event management with an in-house technical team, the venue offers a wide

Headquarters

range of possibilities from the main abbey with its 17 meeting rooms and halls to the Robert Krieps auditorium.

Mondorf Domaine Thermal

Don't worry if you step into two different countries on this Moselle Valley estate. Right in the heart of a 45-hectare landscaped park, MONDORF Domaine Thermal is a haven of serenity and relaxation nestled on the French border and known for over 170 years for its spas and thermal waters. Today, the spa centre offers a wide range of activities for health, well-being and events. On the premises of this vast and all-inclusive property, associations can take advantage of 15 bright meeting rooms with a capacity of up to 400 participants, 450 car parking spaces and 2 hotels including the 4-star MONDORF Parc Hotel with 108 rooms. Discover the *chapiteau l'orangerie* and the charming **Ciné Waasserhaus**, and don't miss one of the four delicious restaurants dotted around MONDORF.

Cercle Cité

A place of great prestige in the city's historical memory – it was here that the conventions of the European Coal and Steel Community were held and the charter of freedom was given to Luxembourg citizens in 1244 – the “Cercle Municipal” ended up merging with the “Le Cité” to create a cultural and conference centre in its various ballrooms. Nowadays, Cercle Cité

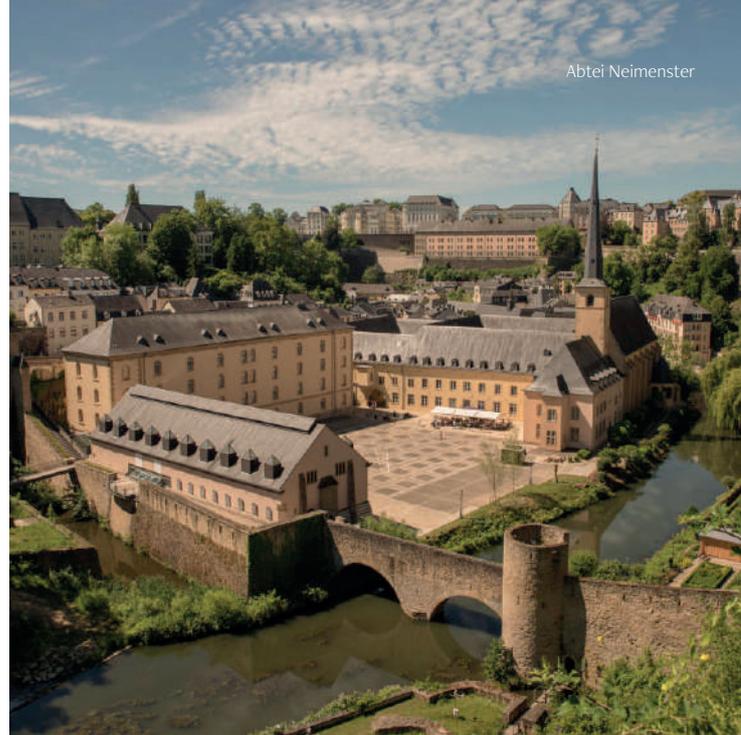
privatises its exceptional spaces for associations in the *Bel-étage* floor, the modern “La Bulle” auditorium, and a suitable conference centre for meetings and symposia. They also have four meeting rooms that can accommodate up to 250 delegates, as well as two more personalised event auditoriums equipped with multimedia systems.

...and soon to be open!

GRIDX Luxembourg

Based on the concept of retailtainment, the country's most ambitious and futuristic project, which is scheduled to open in September 2024, is based in Wickrange, in the south-west of Luxembourg, just a short distance from the borders with France, Belgium and Germany. GRIDX is an innovative multi-purpose complex imagined around the passion for mobility that will bring together craft and commercial activities, offices, accommodation, catering, entertainment, virtual experiences and, finally, event and exhibition facilities. The numbers are impressive: 42,000m² of workshops and showrooms; 10,000m² of offices, 1,400m² of event space, 133

hotel rooms, 15,000m² of F&B and a 900m² of business centre. This high-scale centre will combine a modular events room with one of the five largest halls with 14 conference rooms and other meeting rooms with a total capacity for 570 people. Adapted to hybrid technology and ecological solutions, GRIDX will be an ideal space for organising conferences, business meetings and team-building activities.



Abtei Neimenter



Mondorf Domaine Thermal



WHERE TO STAY OVERNIGHT?

The hotel room is usually the first impression and the closest thing a delegate calls home when faced with a commitment abroad. Despite the post-pandemic context, Luxembourg currently has 223 hotels (64 in the city) and 7,678 rooms, and with many large-scale projects in the pipeline, Luxembourg's hotel capacity is increasing rapidly. Five new hotels – the **Hôtel des Postes in Hamilius**, the **Marriott Hotel Alfa**, the **Anatura in Weiswampach**, the **Moxy Hotel** at Skypark Business Centre and the new **Gridx hotel** – are due to be completed next year, bringing a combined 620 new rooms to the market.

From the airport to the city centre it will only take you 30 minutes and this is just a selection of the hotels that can best accommodate you: a stone's throw from the European Convention Center Luxembourg and European institutions, the **Meliá Luxembourg** is the gateway to the Convention Park, offering seven different room types including The Level with exclusive services, an exquisite restaurant overlooking the Place de l'Europe and a business centre. There are also 11 multi-purpose function rooms covering 1,072 square metres and seating up to 898 people, as well as extensive catering options for business dinners or private cocktail parties. Crossing the other side of the avenue, we find three hotels capable of hosting your event. The 5-star **Sofitel Luxembourg Europe** with 7 meeting rooms (up to 300 people), the **Novotel Luxembourg Kirchberg** with 12 meeting rooms (up to 300 people) and the **Mama Shelter** with two floors entirely dedicated to meetings complemented

by modular workshops and offices equipped for up to 170 people.

If your delegation prefers the peace and quiet of the surrounding countryside, there are also other options outside the city. Ten minutes away you'll find the **Parc Hotel Alvisse** with its Luxembourgish charm, its 325 luxurious rooms and studios, La Veranda restaurant and lounge bar, a spa and fitness centre, two swimming pools (indoor and outdoor) and a business centre. This 4-star property also features 14 spacious reception rooms, including adjustable spaces, a bowling alley and the impressive Europa conference hall that can accommodate up to 1,500 people. Perfect for combining a comfortable stay with business meetings, small conferences (both in-person and hybrid) or to kick off your welcoming cocktail reception. Just a few minutes' walk and surrounded by woods, we find the **DoubleTree by Hilton Luxembourg**, an all-in-one unit where you can enjoy leisure facilities (pools and gym), the **Green Restaurant & Bar** and widespread options for groups and events. In this regard, the Hilton franchise hotel boasts 345 rooms of various categories, from standard to Suite Deluxe featuring a kitchenette. There are 16 fully equipped meetings spaces and a flexible ballroom, which is ideal for conferences and training sessions. Don't miss the magnificent view from the Panoramic Lounge on the top floor and the details of the Continents room. It should be noted that both hotels operate scheduled shuttles on request to both the city centre and the airport, which is no more than ten minutes away.



DoubleTree by Hilton Luxembourg



Parc Hotel Alvisse surroundings

THE **LEGACY** OF A **FORWARD-LOOKING** COUNTRY!

It is generally accepted that event destinations can play a key role in creating a lasting legacy and accelerating two-way impacts for the organising parties. A high number of participants, stimulating sessions and panels, solid sponsorship and unique social programmes are just some of the benchmarks used to measure an event's performance. For any association, it is essential to have a lasting impact or legacy that takes the form of scientific breakthroughs, measures to tackle climate change, technological innovations and much more. But what happens beyond the event itself? When the venue is empty and everyone goes home? Is there any way for the event to survive its brief existence? The short answer is yes.

This is where Luxembourg comes in, attracting more and more start-ups, talents and innovators from all over the world thanks to its key economic sectors. As a result of vast investment in human capital and intellectual assets, the destination is becoming a must-stop for R&D communities, international organisations and summits. On the other hand, an emphatically pro-business attitude, the great diversity of its workforce, minimal

bureaucracy, horizontal hierarchies and the proximity of investors help to make sense of this phenomenon. The sectors that have benefited most are ICT, clean technologies, life sciences, medicine, engineering, and now space. Following the creation of the Luxembourg Space Agency in 2019, the country is now moving towards commercial space exploration, taking the first steps towards asteroid exploration – an exciting return to the country's iron ore origins. Soon, the next phase will be to transform Luxembourg into a fully sustainable, knowledge-oriented and reliable digital society – all by 2030.

Luxinnovation, the national innovation agency, has contributed to much of this, empowering its companies and start-ups to improve their performance, while identifying opportunities and collaborative innovation projects with a view to a sustainable, competitive and digital economy. Among the many institutions that are part of this success is the **University of Luxembourg**, ranked by Times Higher Education as 25th among young universities of the world. It's also home to the **Interdisciplinary**

Centre for Security, Reliability and Trust, which focuses on autonomous vehicles, space systems, and the Internet of Things. Another renowned institution is the **Luxembourg Centre for Systems Biomedicine**, which conducts neurodegenerative disease research, particularly for Parkinson's disease. Other excellent public research centres are the **Luxembourg Institute of Science and Technology**, which has a dedicated unit for environmental and industrial biotechnologies, and the **Luxembourg Institute of Health** that conducts major cancer research.

Legacy is still a relatively new concept and many event organisers and associations require support to incorporate this objective into their overall strategy. Luxembourg's main high-tech sectors together with those in which it has long been a leader, provide a very attractive setting for congresses and association conferences. And because Luxembourg is a compact and interconnected country, experts, decision-makers and key figures are often literally a handshake away from planning a big impact. Why not give the Luxembourg experts a shout!

“ Legacy is still a relatively new concept and many event organisers and associations require support to incorporate this objective into their overall strategy. ”



SCIENCE AND INNOVATION IN THE HEART OF LUXEMBOURG'S CONFERENCE STRATEGY

The 40th IASP World Conference on Science Parks and Innovation Areas, held in September 2023, was able to highlight Luxembourg's developments in two of their key sectors while leaving global impacts and perspectives on its local industry. By exploring "Megatrends in Innovation Ecosystems: What are the impacts for STPs & AOIs?", the conference showcased the leading role that innovation and science ecosystems can play in mitigating the threats facing the world today. The CEO of the International Association of Science Parks and Innovation Areas (IASP), **Ebba Lund**, explained the scope of this partnership.



How did your association align itself with Business Events Luxembourg and the Technoport stakeholders to organise this global conference?

Technoport's 25-year history of involvement in Luxembourg's innovation industry proved to be a key factor in the successful planning and execution of the 40th IASP World Conference. The involvement of key stakeholders and local innovators played a vital role in our Steering Committee from the earliest planning stages, offering valuable local knowledge to shape the conference programme and content. Close collaboration with entities such as **Luxinnovation** and **Startup Luxembourg** also provided our delegates with direct exposure to the local innovation ecosystem, fostering long-term relationships and business opportunities that can be beneficial for both the local and the international community. The national convention bureau was instrumental in kick-starting this journey, offering support to our local host Technoport, which resulted in a high-quality bid that impressed our Board of Directors. Thanks to this close connection, spaces such as the **European Convention Center Luxembourg** and **Philharmonie** were secured for the event, which allowed delegates to meet Luxembourg as both a cultural and corporate, business-oriented city.

How did the destination contribute to clarifying the conference programme and offer new case studies with its own urban development around parks and innovation?

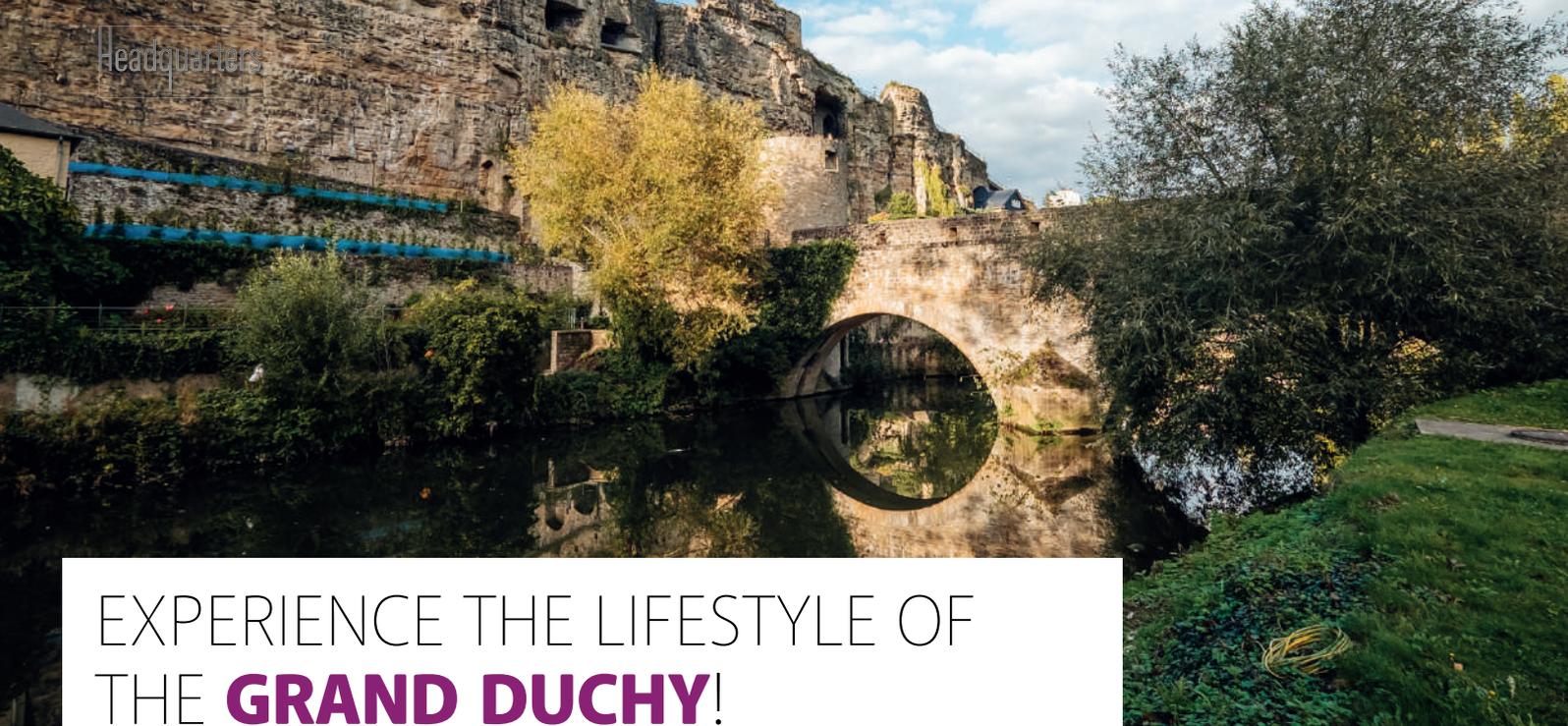
The impact of megatrends on our collective future is substantial, and it is noteworthy that even in a relatively small country like Luxembourg these trends can wield a significant influence. As a country that actively

supports its innovation ecosystem, it was easy to identify innovative projects within the local environment and to see that Luxembourg can also play a role in influencing these wider global movements. The country's multiple and diverse industries, supported by Technoport, added depth to the conference experience – delegates didn't just listen to the debates, they actively participated in technical visits, which allowed them to see first-hand how global trends are being addressed at a local level. Cases such as the challenges of an ageing population and health in a focus talk by **Jean-Paul Scheuren, CEO of HE:AL Campus S.A.**, who presented the **House of Biohealth's** role as a bio-incubator; and learning about the transformational journey of **Paul Wurth InCub's steel industry**, through words of **Sébastien Wiertz**, who guided delegates through the evolution towards sustainable steel.

The delegates were to visit Luxembourg landmarks such as the Philharmonie, the Belval steelworks and the vast infrastructure of the Convention Park. What was so positive about the city's welcome?

The charm of the small city, combined with Luxembourg's global and welcoming nature, allowed our delegates not only to participate in a conference, but also to immerse themselves in a country that embraced them wholeheartedly. It was a unique opportunity for our delegates to explore Luxembourg's rich history through landmarks, monuments and architecture. The locations selected for the conference not only showcased the country's blend of modernity and tradition, but also demonstrated how an industrial location can transform itself and embrace innovation, leaving a lasting impact and impression on our delegates.





EXPERIENCE THE LIFESTYLE OF THE **GRAND DUCHY!**

In a country where distance and scale defy its robust array of impressions, Luxembourg is home to a number of cultural gems, with its capital having been a **UNESCO World Heritage Site** since 1994. From historic sites and fairy-tale castles to incredible natural landscapes blazed by hiking and cycling trails, the provinces of the world's only Grand Duchy are full of distinct facets with deep historical roots. Few destinations offer a tour of the old town and its fortifications in the morning, a stroll through the vineyards at midday and the exploration of a castle or museum in the afternoon.

The country's three nature reserves – **the Naturpark Öewersauer, the Naturpark Our, and the Natur- & Geopark Mëllerdall** – attract trekkers, sportsmen and adventurers with their fascinating topography, animal and plant biodiversity. The country has a mild climate and thermal resorts with mineral springs, such as **Mondorf Domaine Thermal**, which run through the four seasons of its timeline. As well as a variety of cultural sites, Luxembourg offers a wide range of international flavours and local products such as craft beers, ciders and spirits, honey, tasty hams from the Luxembourg Ardennes, and the famous Moselle wines and sparkling wines. It's a perfect gastronomic destination where multicultural origins blend with the latest culinary trends. Although the concepts of sustainability and ecology are closely linked to the agricultural process, Luxembourg also has the highest number of prestigious and starred restaurants per capita in the world, including the **Mosconi, La Distillerie** and **Ryôdo**.

Come explore the four corners of the country:

1 city & 5 regions

Luxembourg City, the Capital

Built on strong foundations that bear witness to Luxembourg's past as a heavily defended stronghold, the **Old Town**, a UNESCO World Heritage Site, will lead you to fascinating discoveries about the city's history that are practically inseparable from its diversity and multiculturalism. Everything is within walking distance – restaurants, cafés, museums and shops. Stroll along the Corniche, hailed as “the most beautiful balcony in Europe,” and wander through the Casemates, the underground tunnels carved into the solid rock. Take the panoramic elevator to Pfaffenthal and discover a multi-layered city full of green parks, seven museums within a mile, repurposed cultural foundations and countless galleries and shops, such as those in the Fëschmaart district.

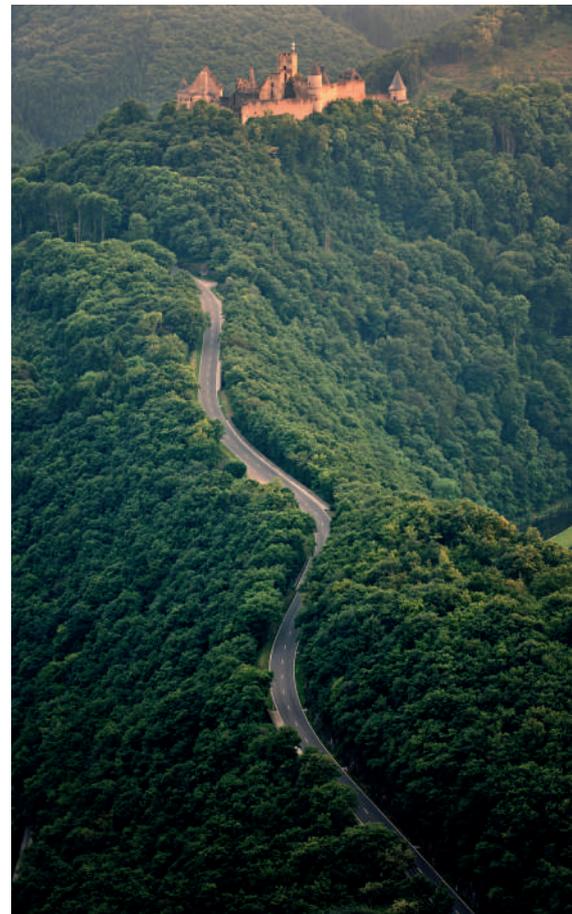
Éislek, the North of Luxembourg

Éislek signifies the wilderness of the north of the country, made up of steep valleys, stunning plateaus and enchanting forests. With its whirling hiking trails, such as the cross-border **Escapardenne Eislek Trail** or the **Lee Trail**, on foot or by mountain bike there is always time to stop and admire breath-taking landscapes such as the Upper Sûre lake. However, Éislek also boasts castles and fortresses, one of which, **Vianden**, will take you back to the Middle Ages. Additionally, the **castle of Clervaux**, houses one of the most fascinating photography

exhibitions, “The Family of Man” curated by Edward Steichen, which is included in UNESCO's Memory of the World register – an emotional document of peace and human equality.

Mullerthal Region, Luxembourg's Little Switzerland

Narrow rock formations, caves and gorges carved by time intersect with magical trails between dense forests, streams and





extraordinary bionetworks. No wonder Mullerthal, with all its dramatic views, vegetation and natural slopes, is also known as the “Little Switzerland of Luxembourg”. Due to its geological formations, which make it one of the most spectacular sandstone landscapes in Europe, Natur & Geopark Mëllerdall joined the restricted circle of **UNESCO Global Geoparks** in 2022. Don't miss a visit to **Echternach**, the historic and cultural centre of Mullerthal and home to one of Luxembourg's most important traditions – the **Whit Tuesday Hopping procession**, which was also awarded **UNESCO World Cultural Heritage** status in 2010.

Moselle, Luxembourg's wine region

The sunny Moselle region lives on through its tranquil river, gentle slopes and vineyards that produce internationally renowned nectars, crémants and late harvest wines from its most famous varieties (Pinots, Auxerrois, Riesling, etc.). The mountainous landscape and the **Haff Réimech** and **A Wiewesch** nature reserves, with their many top-quality trails such as the **Saar-Hunsrück**, serve as a backdrop for a visit that includes several museums and wineries as well as architectural and even aviation sites. In **Schengen**, for example, the European Museum reminds us that this picturesque wine-growing village symbolises free cross-border movement in the European Union. Interesting, isn't it?

Minett, the Land of the Red Rocks

The landscapes of the Minett region, in the south of the country, reflect the

region's industrial heritage that contributed considerably to the rapid growth of Luxembourg in the mid-19th century. With the structural transformation that followed the steel crisis in the 1970s, its economy shifted towards new technologies and knowledge sciences. **Esch-sur-Alzette**, the country's second largest city, followed this trend, restoring its blast furnaces in places of cultural and academic interest, such as the **Belval neighborhood**, with its university campus and world-renowned research centers. In 2020, given the fact that nature has begun to recover the industrial landscapes of **Ellergronn** or the former open-pit mine **Prënzeberg – Giele Botter**, the region received the **UNESCO Biosphere Reserve** label.

Guttland, Central/Western Region

On the outskirts of the capital, the idyllic Guttland region stretches an all-pervading landscape of enchanted villages and ancient farmhouses, immemorial castles and lush meadows. In the centre of the

country, Guttland invites you to immerse yourself in slow tourism by strolling through the gardens of **Ansembourg Castle**, the **Valley of the Seven Castles**, numerous Gallo-Roman sites or its rural museums such as **Thillenvogtei**. Easily accessible thanks to the public transport network, this green Eden is also embracing modernity with its collection of innovative and sustainable regional projects such as the **Beckerich** biogas plant and the regional currency **Beki** to revive the local economy.

All photo credit © Luxembourg Convention Bureau





**WANT TO SEE
YOUR NEXT
BUSINESS EVENT
TAKE PLACE IN
LUXEMBOURG?
LET US HELP**

CONTACT US

Luxembourg Convention Bureau
35, Avenue de la Liberté, L- 1913 Luxembourg
+352 22 75 65 - 1 / info@lcb.lu / business-events.lu

Destination report publisher: Meeting Media Company
www.meetingmediagroup.com

Address: Mechelseplein 23, 2000 Antwerp, Belgium
Managing Director: Vivian Xu / vivian@meetingmediagroup.com
Editor: Manuel Fernandes / manuel@meetingmediagroup.com

This supplement is a product of Meeting Media Company. Copyright of all the content belongs to the publisher.