

## News release FOR IMMEDIATE RELEASE

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### Ist Luxemburg bereit für die dritte industrielle Revolution?

**Deloitte Konferenz diskutiert Herausforderungen und Chancen des Rifkin-Plans für Luxemburg und präsentiert fünfte deutsche Broschüre zum Luxemburger Markt.**

**Luxemburg, 14. März 2018** —Deloitte Luxemburg hat am Dienstag die fünfjährige Jubiläumsausgabe seiner deutschen Marktanalyse zum Anlass genommen, um mit deutschsprachigen Wirtschaftsvertretern aus der Region Chancen und Herausforderungen des Rifkin-Plans für Luxemburg zu diskutieren. Das Event und die Broschüre werden alljährlich von Deloitte Luxemburgs German Business Community organisiert, um den Austausch unter deutschsprachigen Marktteilnehmern zu fördern und Synergien zu schaffen.

*„Neben unseren deutschen Fondstagen ist es uns wichtig, einmal im Jahr ein Thema aufzugreifen, das die Luxemburger Wirtschaft im Allgemeinen betrifft. In den letzten Jahren haben wir uns bereits mit hochaktuellen Themen wie der Digitalisierung oder Diversität im Unternehmen beschäftigt. In diesem Jahr steht für uns der Rifkin-Plan als wegweisende Zukunftsvision für Luxemburg auf dem Programm,“* erläutert Andreas Meier, Partner und German Business Community Leader bei Deloitte Luxemburg.

Der von Jeremy Rifkin erstellte Plan soll Luxemburg zu einer effizienteren, digitalisierten und einheitlichen Wirtschaft führen, die weniger auf endlichen Ressourcen, sondern auf einer sogenannten „Kreislaufwirtschaft“ fußen soll. Sowohl Konferenz als auch Broschüre, die im Jubiläumsjahr mit neuem Titel und frischem Design erscheint, greifen Stimmen zum Rifkin-Plan aus unterschiedlichen Wirtschaftssektoren auf: von Vertretern der Investmentfondsbranche, über Real Estate, PSF, öffentlicher Sektor, Gesundheit, Telekommunikation bis hin zu Stimmen aus Industrie und Handel.

*„Wir versuchen, eine möglichst große Bandbreite an Meinungen abzubilden, um unserem Marktüberblick gerecht zu werden. Die Stimmen, die wir eingefangen haben, zeigen deutlich, dass der Rifkin-Plan von den Marktteilnehmern sehr begrüßt wird und die generelle Stimmung diesbezüglich positiv ist. Dennoch bleibt noch viel zu tun, vor allem im Bereich*

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*Transport und Mobilität,*“ erklärt Jan van Delden, Partner bei Deloitte Luxemburg und Verantwortlicher für die diesjährige Broschüre.

Als klaren Standortvorteil sehen die Interviewten die geringe Größe Luxemburgs, die für manche Marktteilnehmer ein Plus im Hinblick auf die Vernetzung und Entwicklung von Smart Cities darstellen könnte. Auf die Frage, ob Luxemburg insgesamt eine Vorreiterrolle bei der Entwicklung einer Gesellschaft im Rifkschen Sinne einnehmen kann, konnte keine einstimmige Antwort erzielt werden.

Auf der Konferenz am 13. März diskutierten Vanessa Tarantini, Verwaltungsattaché im Wirtschaftsministerium und zuständig für Energiefragen, Bob Greiveldinger, Advisory Member of the Group Management Board Technology and Operations bei Paul Wurth, Jérôme Merker, Attaché bei der Handelskammer Luxemburg, Gérard Hoffmann, CEO bei Proximus und Michael Duesberg, Vorstandsmitglied bei der Ökoworld AG.

Die vollständige Ausgabe der im Rahmen der Konferenz vorgestellten Markt Betrachtung „Business Monitor – Luxemburger Wirtschaft kompakt“, die neben der Vorstellung verschiedener Marktbereiche zahlreiche Interviews mit lokalen Wirtschaftsvertretern zum Rifkin-Plan enthält, finden Sie unter:

[www.deloitte.com/lu/deutschsprachige-markt-luxemburg-2018](http://www.deloitte.com/lu/deutschsprachige-markt-luxemburg-2018).

## ENGLISH VERSION

### Is Luxembourg ready for the Third Industrial Revolution?

**Deloitte conference discusses the challenges and opportunities presented by the Rifkin plan for Luxembourg and presents its fifth German brochure on the Luxembourg market.**

**Luxembourg, 14 March 2018** — On Tuesday, Deloitte Luxembourg took advantage of the launch of the fifth anniversary edition of its German market analysis to discuss the challenges and opportunities of the Rifkin plan for Luxembourg with German-speaking business representatives from the region. The event and the brochure are organized annually by Deloitte Luxembourg’s German Business Community, to promote dialogue among the German-speaking market.

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*"In addition to our German Fund Days, we believe it is important to address once a year a subject that affects businesses in Luxembourg. In recent years we have tackled current issues such as digitalization and diversity in companies. This year's program features the Rifkin plan and its ground-breaking vision of Luxembourg's future,"* explains Andreas Meier, Partner and German Business Community Leader at Deloitte Luxembourg.

The plan produced by Jeremy Rifkin aims to make Luxembourg a more efficient, more digitalized, and more integrated country that depends less on finite resources and is more of a "circular economy." Both the conference and the brochure, which displays a new title and a fresh design for the anniversary, focus on comments about the Rifkin plan received from various business sectors: from representatives of the investment fund industry, real estate, Professionals of the Financial Sector (PSF), the public sector, healthcare and telecommunications, and the views of trade and industry.

*"We are trying to get the broadest possible range of opinions, to reflect our overview of the market. The comments we have received clearly show that market participants warmly welcome the Rifkin plan, and the general mood is positive in this regard. Nevertheless, much remains to be done, especially in the field of transport and mobility,"* says Jan van Delden, Partner at Deloitte Luxembourg, and responsible for this year's brochure.

Interviewees see a clear advantage in Luxembourg's small size, which is a plus for some market participants in terms of connectivity and the development of smart cities. On the question of whether Luxembourg as a whole can play a pioneering role in the development of the kind of society that Rifkin envisions, the jury is still out.

At the conference on 13 March, these matters were discussed by Vanessa Tarantini, Administrative Attaché at the Ministry of Economic Affairs with responsibility for energy, Bob Greiveldinger, Advisory Member of the Group Management Board Technology and Operations at Paul Wurth, Jérôme Merker, Attaché at the Luxembourg Chamber of Commerce, Gerard Hoffmann, CEO at Proximus, and Michael Duesberg, Member of the Executive Board of Okoworld AG.

The complete edition of the market analysis presented as part of the conference: "Business Monitor – Luxemburger Wirtschaft kompakt" (Luxembourg's economy in focus), which presents various market sectors and contains numerous interviews with local business representatives on the subject of the Rifkin plan, can be found at:

[www.deloitte.com/lu/deutschsprachige-markt-luxemburg-2018](http://www.deloitte.com/lu/deutschsprachige-markt-luxemburg-2018).

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## FRENCH VERSION

### Le Luxembourg est-il prêt pour la troisième révolution industrielle ?

**Une conférence Deloitte aborde les défis et les opportunités du plan Rifkin pour le Luxembourg et présente sa cinquième édition de sa brochure en allemand consacrée au marché luxembourgeois.**

**Luxembourg, 14 mars 2018** — À l'occasion de la publication de sa cinquième analyse de marché germanophone, Deloitte Luxembourg a discuté ce mardi avec des représentants germanophones du monde de l'économie de la région des opportunités et des défis que présente le plan Rifkin pour le Luxembourg. Cet événement et cette brochure sont des initiatives annuelles de la « German Business Community » de Deloitte Luxembourg visant à promouvoir les échanges au sein du marché germanophone et à créer des synergies.

*« En plus de nos 'German Fund Days', nous tenons à aborder une fois par an un thème qui concerne l'économie luxembourgeoise dans son ensemble. Ces dernières années, nous avons abordé d'autres thèmes d'actualité comme la numérisation ou la diversité dans l'entreprise. Cette année, le programme porte sur le plan Rifkin en tant que vision d'avenir pour le Luxembourg »,* explique Andreas Meier, Partner et German Business Community Leader chez Deloitte Luxembourg.

Ce plan élaboré par Jeremy Rifkin entend doter le Luxembourg d'une économie plus efficace, numérisée et unifiée moins tributaire de ressources finies mais fondée sur « l'économie circulaire ». Tant la conférence que la brochure, publiée cette année de jubilé sous un nouveau titre et dans un nouveau design, présentent les avis de différents secteurs de l'économie concernant le plan Rifkin. Elles donnent la parole à des représentants du secteur des fonds d'investissement, de l'immobilier, des professionnels du secteur financier, du secteur public, de la santé, des télécommunications, de l'industrie et du commerce.

*« Nous essayons de présenter un éventail d'opinions aussi large que possible conformément à notre vision d'ensemble du marché. Les avis que nous avons recueillis montrent clairement que les acteurs du marché apprécient le plan Rifkin et l'accueillent généralement avec optimisme. Il reste toutefois beaucoup à faire, surtout dans les domaines des transports et de la mobilité »,* explique Jan van Delden, Partner chez Deloitte Luxembourg et responsable de la brochure de cette année.

Parmi les avantages du Luxembourg, les personnes interrogées citent notamment sa petite taille, que bon nombre de participants au marché considèrent comme un atout potentiel pour la mise en réseau et le développement de villes intelligentes. La question de savoir si le Luxembourg est en mesure de jouer un rôle de pionnier dans le développement d'une société telle que l'envisage Rifkin n'a pas reçu de réponse unanime.

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La conférence du 13 mars a réuni notamment Vanessa Tarantini, attachée administrative du Ministère de l'Économie chargée des questions énergétiques, Bob Greiveldinger, Advisory Member du Group Management Board Technology and Operations de Paul Wurth, Jérôme Merker, attaché de la Chambre de commerce du Luxembourg, Gérard Hoffmann, CEO de Proximus et Michael Duesberg, membre du directoire d'Ökoworld AG.

L'analyse de marché « Business Monitor – Luxemburger Wirtschaft kompact » (Business Monitor – L'économie luxembourgeoise en bref) présentée dans le cadre de cette conférence contient, outre la présentation de différents segments du marché, de nombreuses interviews avec des représentants de l'économie luxembourgeoise sur le thème du plan Rifkin. Vous en trouverez la version complète à l'adresse :

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