

Press release

Launch of LetzGreen.lu, the web portal for the promotion of clean technologies

A new portal dedicated to the promotion of the Clean Technologies sector is now live and can be accessed via www.letzgreen.lu.

The website aims to showcase existing capabilities and to attract clean technology companies to Luxembourg and features sustainable construction, sustainable mobility, circular economy, water treatment, smart grids and renewable energy, amongst others.

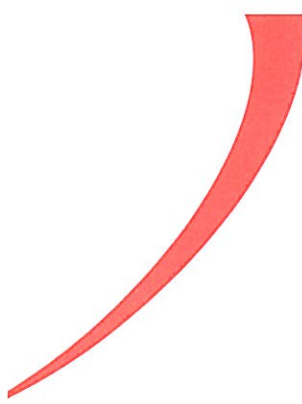
LetzGreen.lu follows the launch of Luxembourg's life sciences website (www.letzbio.lu) in July 2014 and is the latest collaborative effort between the Luxembourg Government and clean technology companies to develop and facilitate business within the Greater Region and abroad.

Bringing Clean Technologies to Luxembourg

The portal aims to:

- provide an overview of the competences in this emerging sector
- highlight the capabilities, products and services of companies and Public Research Organisations
- ensure direct access to the actors of the Clean Technologies sector
- increase the presence of the Grand Duchy's Clean Technologies sector within the Greater Region
- develop and maintain the international recognition of the actors in the sector
- provide information on activities, events and news of the sector

The website is targeted at researchers, businesses and investors from the Greater Region and the world, to attract them to Luxembourg. Stressing on partnerships with local expertise such as the Public Research Organisations, the University of Luxembourg, Neobuild, the Luxembourg EcoInnovation Cluster or the many high tech companies in Luxembourg, the Portal will also increase traffic and attention to all the local Clean Technology players. Indeed, Luxembourg has rapidly become a hub for Clean Technologies whilst leveraging on its outstanding expertise in related areas such as ICT or logistics.



The information is categorised and dedicated specifically to portfolios with a simple, user-friendly identity. Features include a 'main actors' and a 'sectors' section to speed up the search process for specific information or contact details. Besides, the website highlights the simplicity of setting up research, businesses or investments in Luxembourg exemplified by the 5 steps functions.

Interactive sections, downloadable material, and thorough descriptions add weight to the website. Furthermore, a dedicated online and print marketing campaign to promote Luxembourg's Clean Technologies sector in target markets including Germany and Scandinavia will complement the visibility of the sector during upcoming trade fairs and trade missions abroad.

Deputy Prime Minister and Minister of the Economy, Étienne Schneider, is particularly pleased with this initiative: "With this tool, we increase the visibility of this promising sector that we identified as a top priority in our economic policy."

LetzGreen is the newest collaborative effort of the Ministry of the Economy, Luxembourg EcoInnovation Cluster (Luxinnovation), Fonds National de la Recherche, Neobuild, myenergy and Luxembourg for Business.

Press release prepared by the Ministry of the Economy and Luxembourg for Business G.I.E.