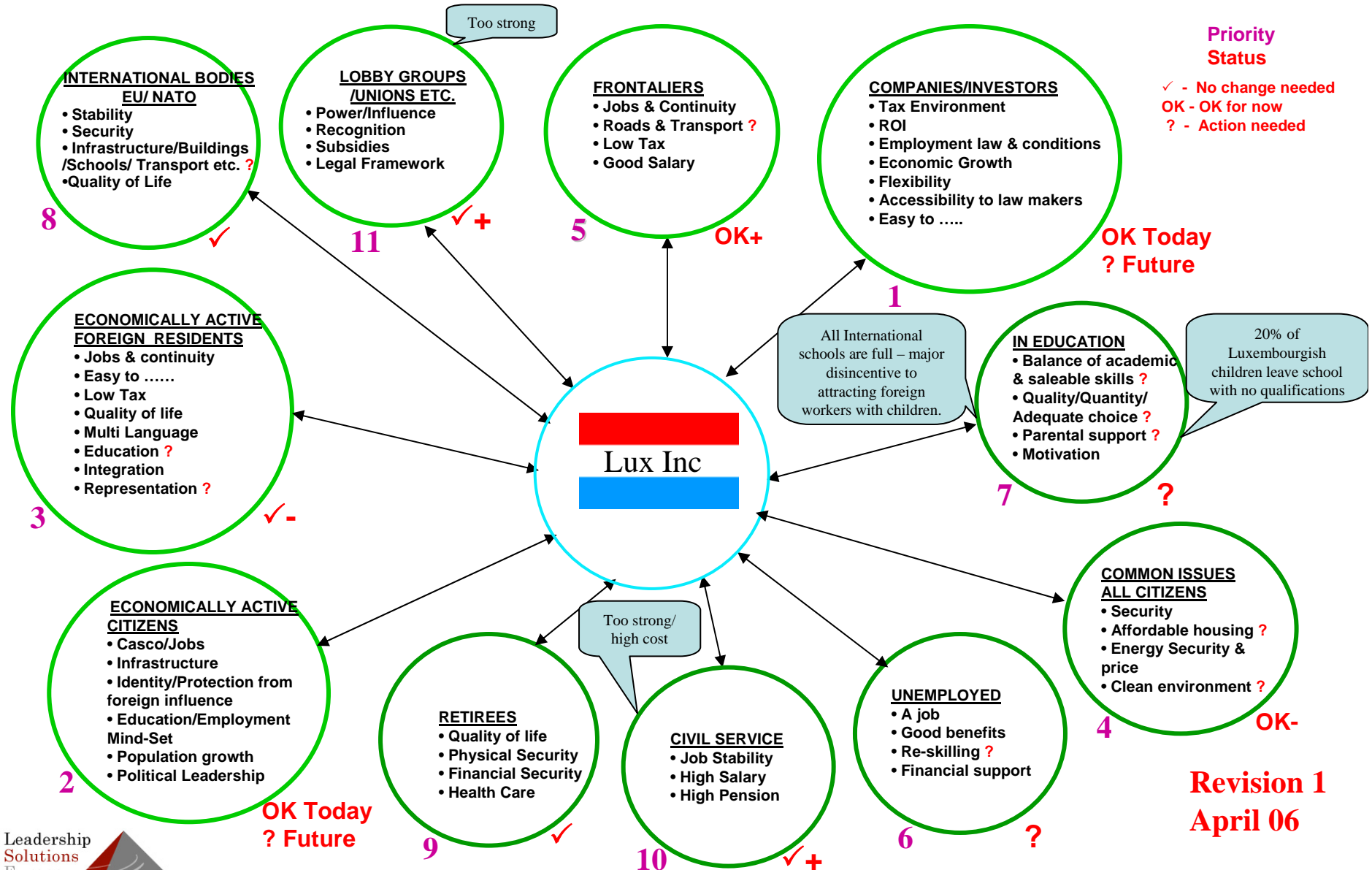
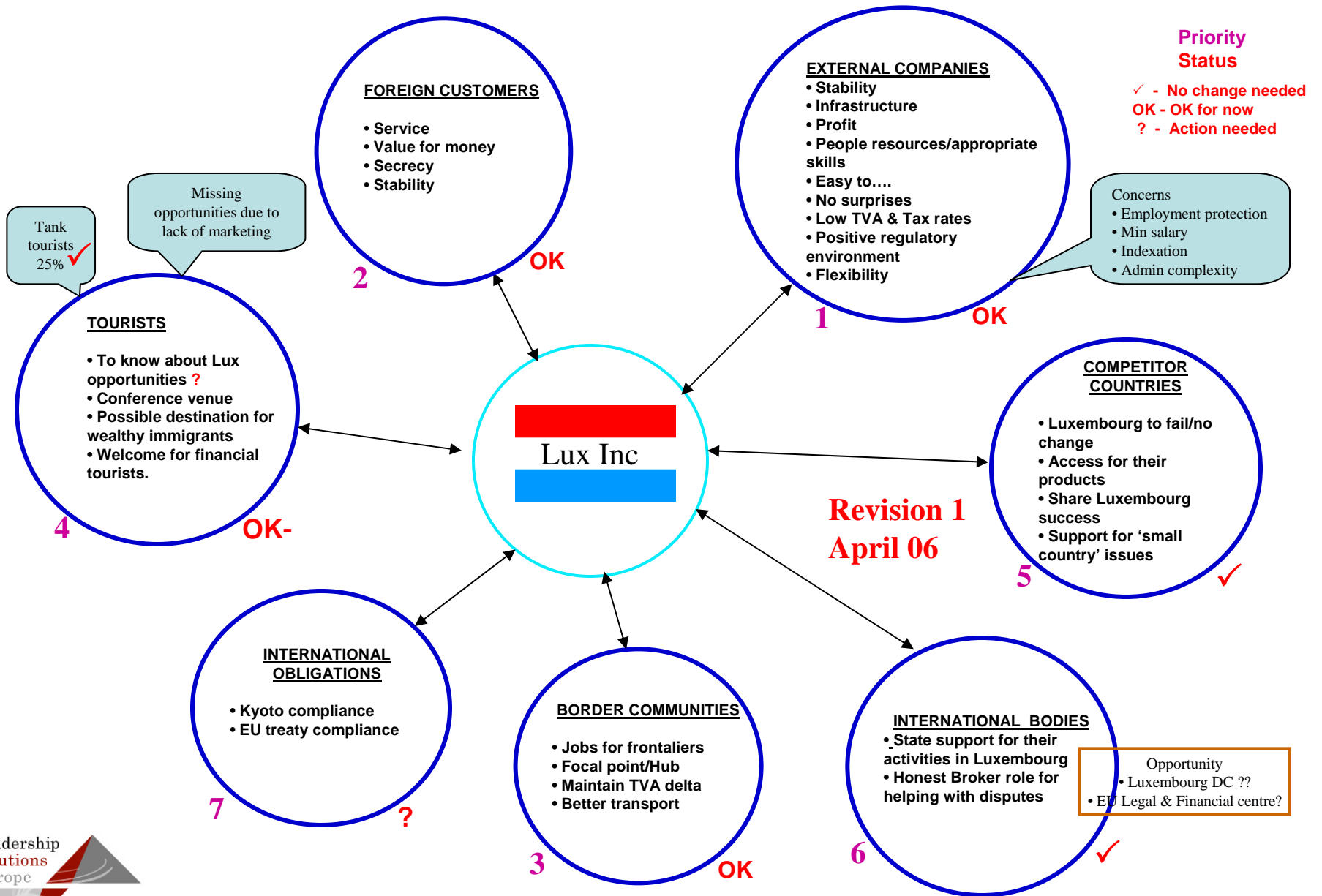


# Lux Inc Internal Stakeholder Expectations - BOD view



# Lux Inc External Stakeholder Expectations - BOD view



# Lux Inc Strategic Vision - BOD view – March 2006

March 2006

2011



# General Notes

- Try to keep retirees in Luxembourg ... high spending power, influence etc. Healthcare costs drive many retirees to seek lower cost health care elsewhere..
- EU institutions vital for Luxembourg with 20 to 25,000 people directly or indirectly supported by EU presence. NAMSA contributes another 2,000 people and total financial contribution to economy is about 12%. NB Figures include dependents.
- Frontaliers are essential to Luxembourg prosperity and should be given a high priority ... Luxembourg could not function without them. About 4,000 are supported by EU presence.
- Competitiveness in a changing world of of crucial importance. It starts in the home, with the values of hard work, patience and tenacity and these qualities can then be enhanced by an education system that encourages creativity, high energy and initiative and the value of added value entrepreneurial activities and which discourages the search for an easy and secure life.
- Critical to all aspects of Lux Inc would be an advanced, affordable communications infrastructure which could eliminate geographical barriers to focusing business 'centres of excellence' in Luxembourg.
- Luxembourg is not a low cost environment and will not be able to compete in the commodity sectors, therefore the focus needs to be on 'high value added' products and services.

## **‘Luxembourg Inc’ Board Members**

- Erny Lamborelle - GM Electrolux Luxembourg
- Geoff Wakem - Chairman British Chamber of Commerce
- Jos van Kaam - Ex EIB Director
- Peter Noordermeer - Dutch Diplomat
- Michael Chamier - Ex EP Director
- Roeland Pels - CEO Benelux Trust
- Sandro Pace-Bonello - GM Anglo American Luxembourg
- Mrs Ricky Goslings
- David Steinegger - CEO Lombard International Assurance
- Ian Sanderson - NAMSA
- Christian Heinzmann - Ex CEO Luxair
- Sissi Nobel - Starwood Hotels
- Olger Draijer - LSE Leadership Advisor
- Chris Garratt - LSE Leadership Advisor