

## Ambassador Stroum encouraging links

United States Ambassador Cynthia Stroum presented herself and her vision for US - Luxembourg/European relations as the 4th October American Chamber of Commerce (AMCHAM) held a lunch at the Kirchberg Sofitel. She spoke of her desire to see stronger relationships between Luxembourg and the United States. She emphasised the opportunities available to improve relations between the two nations, pointing to initiatives such as the introduction of more extensive

philanthropic ventures, with the two countries' commercial relationship being her "top priority". She praised Europe for being the United States' most logical and best partner, "there are far more opportunities here than challenges. Let's get to work."

Ambassador Stroum said she learned about business with her father, working on private equity investments. She prided herself not on her ability to sort and understand paperwork, but in trusting her gut reaction towards the individu-

als who came forward with projects. The ambassador also discussed her involvement in philanthropy as she moved from the arts into pancreatic cancer research, the disease that claimed her father's life. Besides this work, it was her devotion to then-senator Obama's presidential campaign that landed her the ambassadorship, because, as President Obama told her, she showed up early, showed up often, and did the hard work.

Text: Felipe Schriberg

## Luxembourg for Business to promote ICT

The promotional initiative Luxembourg for ICT is being merged with Luxembourg for Business in order to make a more uniform image for Luxembourg abroad. Development and promotion of the ICT sector will now be carried out under the Luxembourg for Business - Proud to promote ICT label. Economy minister Jeannot Krecké said he expects that further efforts will be made to place other promotional activities under the aegis of Luxembourg for Business.

## Delhaize sees future in local shops

Delhaize continues to open new shops in the south, with the latest a new Proxy market in Differdange, after recent openings in Belval and Rodange. The Differdange store will occupy 800 m<sup>2</sup>. Delhaize sees local proximity markets as the future of food retailing. The company now has 39 stores in the country, with a turnover of 165 million euro and a 21% market share.



Maximilian Von Hochberg, Sofitel; Ambassador Cynthia Stroum; Paul Schonenberg, Amcham

Photo: Steve Eastwood

## Enovos creates foundation

Electricity provider Enovos Luxembourg S.A. has created a foundation to work on sustainable development, renewable energy and social development. Known as the Enovos Foundation it will seek to enhance and develop renewable energy sources in Luxembourg and the Greater Region, actively

contribute to environmental research and sustainable development by supporting scientific energy research. It will also support social projects for people who need help. It was set up with the help of the Luxembourg Foundation.

## Up-coming Amcham events

On 27th October there will be an evening forum discussing the topic "Luxembourg 2015: Firm Base, Global Connections" dealing with future challenges and opportunities for businesses in Luxembourg. It will feature Geoffrey Cook, of Brown Brothers

Harriman; Olivier Hamou of Vodafone and Nicolas Buck of Victor Buck Services. Then on 8th November, Jean-Jacques Rommes will address the ABAL Luncheon on "New costs for Banks & employers in general". See [www.amcham.lu](http://www.amcham.lu)