



*cutting through complexity*

# Always one step ahead

KPMG Luxembourg annual  
press conference 2014

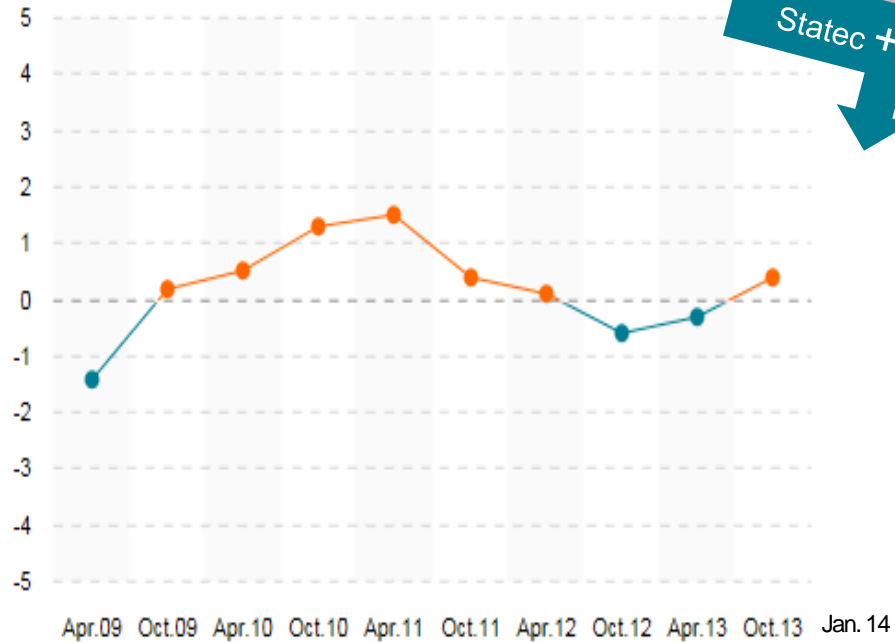
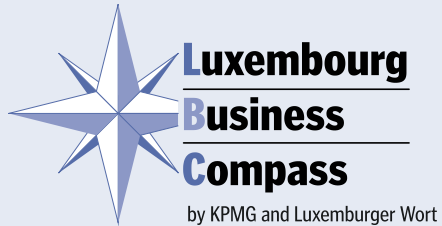
10 February 2014



The background consists of several overlapping, semi-transparent geometric shapes in various shades of blue (light, medium, and dark) and white. The shapes are primarily parallelograms and trapezoids, creating a dynamic, layered effect. The text is centered on a dark blue parallelogram shape.

Always one step  
ahead

# Taking Luxembourg's pulse



**STATEDEC**  
Statedec +2.7%

# The global megatrends

**1** Demographics

**2** Rise of the Individual

**3** Economic Interconnectedness

**4** Enabling Technology

**5** Public Debt

**6** Economic Power Shift

**7** Climate Change

**8** Resources Stress

**9** Urbanization



Impact on Luxembourg

Challenges and opportunities for our clients



Trade and investment continue to drive growth

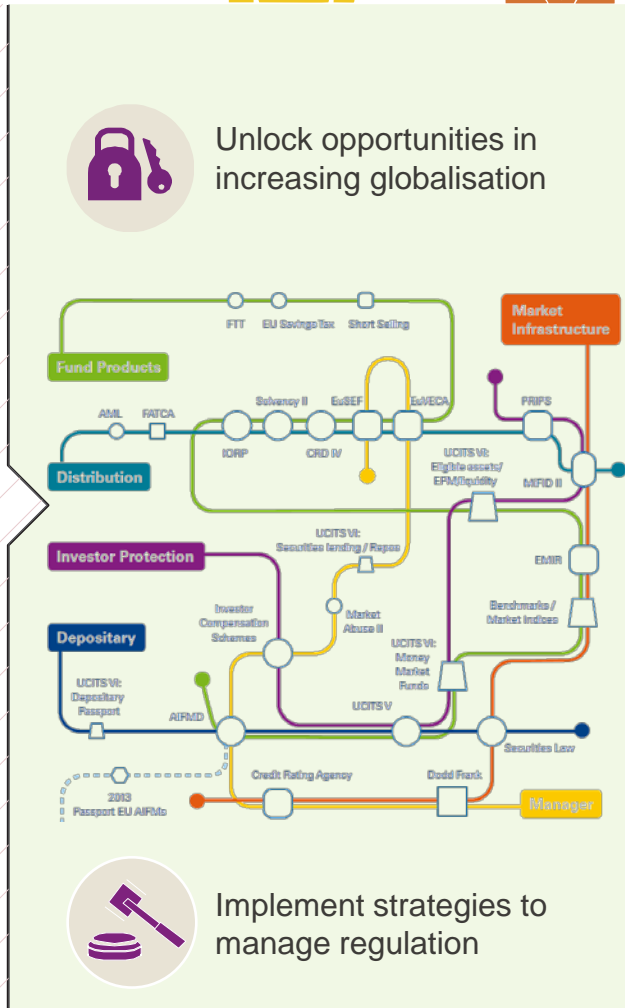


Increasingly complex trade and investment relationships



Avalanche of regulation continues as governments attempt to mitigate risk of contagion

The global megatrend for 2030 that is a reality for Luxembourg in 2014.  
Patrick Wies, [KPMG blog](http://kpmg.blog)  
[blog.kpmg.lu](http://blog.kpmg.lu)



Unlock opportunities in increasing globalisation



#1 AIFMD Reporting



Regulatory scout

EMIR – MIFID II - PRIIPS



Implement strategies to manage regulation



Impact on Luxembourg

Challenges and opportunities for our clients

If Big Data is the new gold, could Luxembourg be the perfect safe?  
Luc Maquil, [KPMG blog](#)  
[blog.kpmg.lu](#)



Big data



Data privacy, confidentiality and security



Innovation



Mobile banking  
Mobile payments  
Digital content



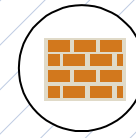
Crowd funding  
Virtual currencies



Going social  
Demographic shift



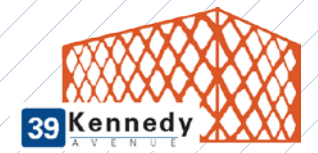
**Digital Marketing Survey**  
KPMG Luxembourg's [APP](#)



ICT Luxembourg ecosystem strategy map



[kpmgregulapedia.lu](#)

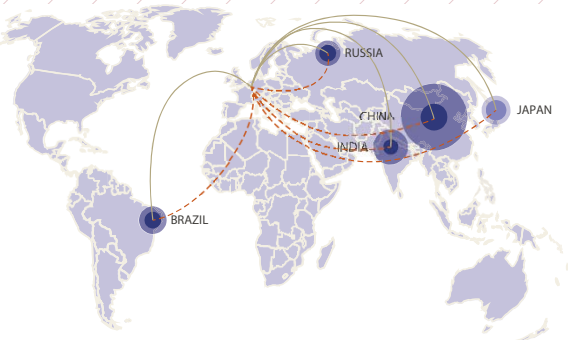


# Economic Power Shift



Impact on Luxembourg

Challenges and opportunities for our clients

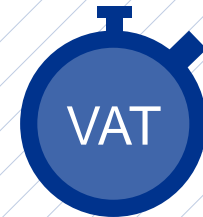


Luxembourg needs to keep an eye on its Asian counterparts as well as making its voice heard in international negotiations. If it fails to do this, there will surely be pretenders to the throne.  
Patrick Wies, [KPMG blog](http://blog.kpmg.lu)  
[blog.kpmg.lu](http://blog.kpmg.lu)

- Expanding business to new horizons
- Innovation as the source of sustaining growth
- Meeting cultural challenges
- Building a reputation and relationships with emerging economies



Local desks for global clients  
Russia – China - Japan



**Worldwide Competence Centre**  
Global VAT Refund  
Automated Service



KPMG Global network



الغرفة التجارية العربية البلجيكية اللوكسمبورجية  
Arab-Belgian-Luxembourg Chamber of Commerce



The background consists of several overlapping, semi-transparent geometric shapes in various shades of blue (light, medium, and dark) and white. The shapes are primarily parallelograms and trapezoids, creating a dynamic, layered effect. The text 'Facts and figures' is centered on a dark blue parallelogram in the middle-right section of the image.

# Facts and figures





## Share of gross revenue

Advisory **+6%**

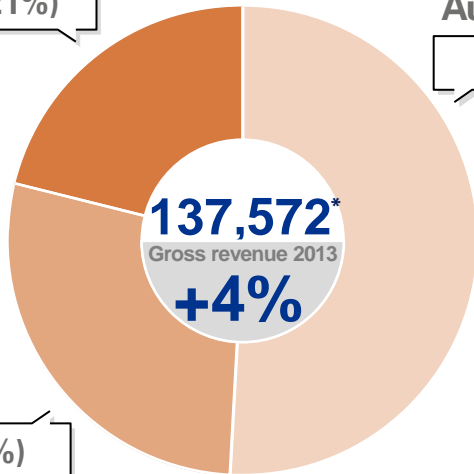
28,351 (21%)

Audit **+4%**

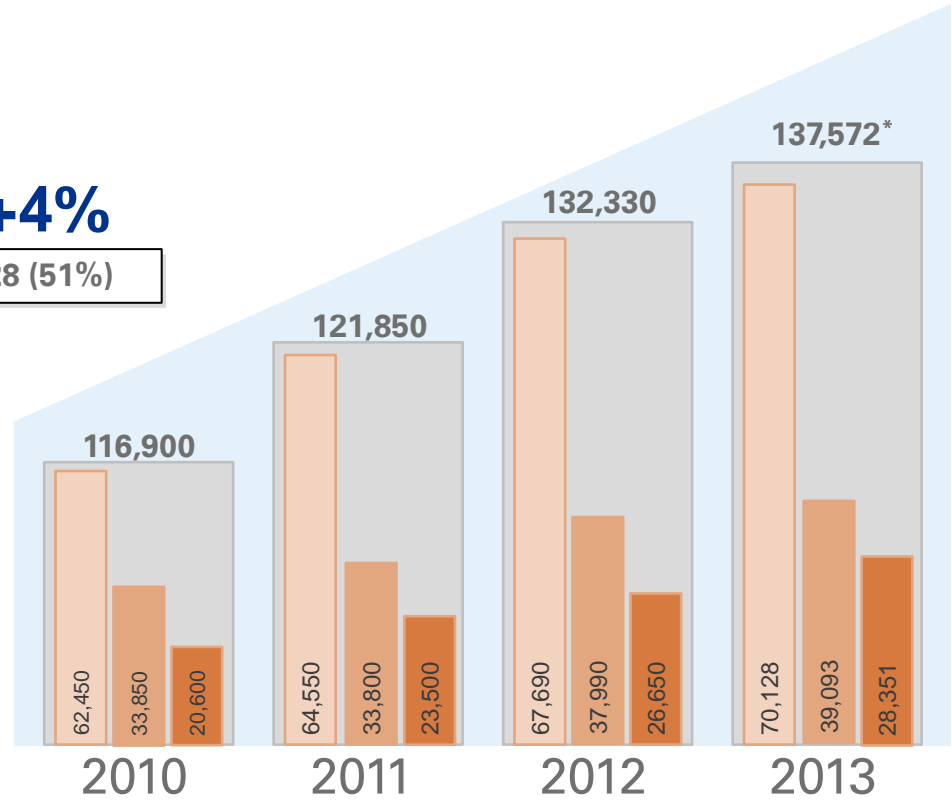
70,128 (51%)

Tax **+3%**

39,093 (28%)



Audit  
 Tax  
 Advisory



\*figures based on Transparency report Luxembourg (December 2013)





**293**  
Newcomers

**291**  
Promotions

**8** Directors

**6** Partners

**1199**  
Employees

(2007) 745

1199 (2013)





## The KPMG Luxembourg Foundation

- Total donations of EUR 230K

### Community projects

- Alupse Strategy Project (Staff Selected Charity)
- Re-establishing Ile-aux-Clowns
- Project 5 (and other sports challenges)
- Fundraising (Valentine's Day bake sale, Movember, Christmas Cards, etc.)
- Volunteering Programme



## CSR Report





cutting through complexity

# KPMG Luxembourg Foundation

Charities Sponsored in 2013\*



\*The KPMG Foundation also sponsored KPMG staff in charitable fundraising and sports events. Learn more about our Foundation's donations to charitable associations, our staff activities and why it matters to us!

# Thank you for your attention



**Thomas Feld**  
COO



**Emmanuel Dollé**  
Head of Audit



**Georges Bock**  
Manager Partner



**Sébastien Labbé**  
Head of Tax



**Alain Picquet**  
Head of Advisory & Markets





*cutting through complexity*

© 2014 KPMG Luxembourg S.à r.l., a Luxembourg private limited company, is a subsidiary of KPMG Europe LLP and a member of the KPMG network of independent member firms affiliated with KPMG International Cooperative (“KPMG International”), a Swiss entity. All rights reserved.

