



Cercle Marconi Revitalised

Luxembourg's growing e-commerce, and its attractive VAT and flexible legislation are all factors that could contribute to the growth of the local new media sector. The idea of Luxembourg as a central hub for say, Pan European access to music rights, is not that far fetched. Just at the right time, Cercle Marconi has been revitalised and looks set to assume a more substantial role in the developments.

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Cercle Marconi is an association created in 1988 with the objective to work in favour of the valorisation and the development of Luxembourg as a centre for activities in the field of new media. It was originally conceived when tele text first arrived on the scene, which although not important now, was a fairly original concept at the time as it allowed publication of information on the Internet.

At its inception, Cercle Marconi sought to promote Luxembourg as a central hub for new media. Around the era of 1994-1995 there was a loss of interest in the initiative and it looked as if there might even be the possibility that it would disband. Enter Roland Jaeger who was considered as its new head, but he decided that it was only worth continuing if under certain conditions. It was not just to be for the promotion of media. It would become a platform for information for all of the new media sectors. It would be built up and started again with renewed vigour.

From May 2005 until February of 2006 this was exactly what was done to Cercle Marconi. At the same time, rapid developments were occurring in various sectors in Luxembourg boosting the lucrative potential of the new media sector.

Cercle Marconi's first objective was to attract 40 to 45 high ranking people in Luxembourg to form a top pillar of representation from entities like P + T, Cegecom, SES, various mobile operators, RTL, Eldorado, Radio Latina etc. When this was achieved, the idea was to then attract another level of membership and to expand the association, which is where things stands today.

Cercle Marconi's current mission is to have meetings with members with an aim of establishing positions on pertinent issues and to gather together the various players within a sector. Although no definite timetable has been established as of yet, they intend to host breakfast and lunch meetings with such personalities as Jean-Louis Schiltz, Viviane Reding, and Romain Bausch. They hold public conferences on topical issues, and hope to organise more round table discussions in the future. The association is actively looking to expand its membership so as to exchange ideas and information, help to familiarize the general public with the whole of the field and to sensitise the authorities to the stakes related to the sectors concerned.

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