

Springbreak Luxembourg is returning over four days with hundreds of hours of entertainment, brand new, redesigned architecture and a large gathering of inspired and inspiring exhibitors

From 14 to 17 March 2019 will be held the third Springbreak Luxembourg, an event which sees itself as a celebration of innovation, creativity and sustainable development. Companies, institutions and organisations seeking to have a positive impact on people and the environment have announced their attendance. Visitors will discover innovative, avant-garde and environmentally friendly products and projects. Springbreak is an invitation to explore, reflect and act, without forgetting entertainment in a festive and congenial atmosphere.

Visitors will be in the right place to find products and services, discover new items and trends in many areas of business. They will find information and exhibitions on environmentally friendly consumption, organic and local agriculture, fair trade, etc. This year's slogan "Be ahead of your time!" is justified! The fair focuses on new ideas, new concepts and promotes new consumer habits.

A little taster of the multitude of products on offer: local tourism, regional products, organic specialities, wines, bikes and electric scooters (with test track), responsible and ethical fashion, vintage, Vinokilo, household and furnishing items to redesign your living space with original and responsible products, relaxation and well-being.

This year, there will also be a greater presence of institutions, NGOs and associations who will present sustainable and civic initiatives. They will round off the programme with workshops and activities on these themes.

Another new feature is the inclusion of inspiring speakers in the programme. From the adventure of an incredible red paper clip traded for a house, to promotion of laziness in a positive way or the fashion industry seen through the eyes of an activist model... each subject has been carefully chosen to promote initiative and responsible behaviour.

The entertainment and gastronomy elements are not to be outdone, with play activity platforms, about twenty food trucks, the SpringKitchen area, restaurants, the opportunity to take the first driverless shuttle in the country and even a hidden bar offering the best gin in town. It's up to the visitors to find it by following the clues!

"Springbreak's magic lies in its visionary and ephemeral character. Springbreak 2019 is not comparable with previous editions and everything is set up for a unique experience, unique on each visit," says Morgan Gromy, Managing Director of Luxexpo The Box.

A risky gamble and challenges for Luxexpo The Box

Luxexpo The Box has refocused its activities around sustainable development and positive impact. This has involved some selectivity in accepting exhibitors and reviewing business proposals to help future start-up projects present themselves. *"The sector is in the start-up phase, lacks financial resources, often consists of very small businesses or relies on volunteers who cannot necessarily be available over four days,"* explains Mr. Gromy and continues: *"Several of our exhibitors have created - and we thank them for that - pavilions to accommodate small businesses and start-ups in order to give them a boost and high visibility".* This is the case for the Ministry of Economy and the Chamber of Commerce.

Another challenge and an important one for Luxexpo The Box is to rethink methods and processes to achieve the greenest possible event at this stage. In addition to using recycled and reusable materials, bio-based paint, and forgoing carpeting in the aisles and on the equipped stands, a waste prevention and reduction policy will be implemented, a policy in which exhibitors have been involved. For example, they were asked not to use disposable plastic tableware, not to give out gadgets of any kind, bags, pens etc. In addition, we have asked our suppliers to favour seasonal cuisine, to buy fair trade products and to give priority to those of our exhibitors. They support the project and the project supports them. The lighting in the halls and the entire architecture have been redesigned by THE BOX team to give an original and resource-efficient experience.

"Springbreak Luxembourg is a laboratory for the THE BOX team. We are far from perfect, but we are giving ourselves three years to become the benchmark for the Greater Region. We have worked hand in hand with the Oekozenner Pafendall this year, which has given us good guidance. We will develop

collaborations with national stakeholders who wish to do so in order to achieve our objective as soon as possible," announces Morgan Gromy.

Finally, please note that the Vintage event and Jardirêve will be held at the same time: two more reasons to visit Springbreak Luxembourg! There is a charge for admission to Vintage and Jardirêve but all visitors to either of these two exhibitions will receive free admission tickets to Springbreak.

Practical information

- Free tickets: [Link](#)
- Exhibitors list: [Link](#)
- Full programme: [Link](#)
- Floor plan: [Link](#)
- Easy access by public transport: [Link](#)
- Our green strategy: [Link](#)

For further information

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