

Expanding Housing and
Schooling Access in
Luxembourg:

A Strategic Solution for EMEA Growth

Graebel solved critical housing and education challenges in Luxembourg for a multinational Fortune 500 company, enabling a smoother relocation experience and supporting the company's plans to scale its EMEA headquarters.



Background: Big Business in Luxembourg

For nearly two decades, the Luxembourg government implemented many policies and programs, including an array of tax incentives, to support economic diversification and aggressively pursue foreign investments and corporations.

By 2018, these reforms had propagated a burgeoning economy in the compact region and global businesses were thriving. They had made Luxembourg one of the world's most prosperous and attractive places for international companies and expatriates, while simultaneously becoming the fastest-growing country in Europe by population.

How does a successful e-commerce giant attract the best talent when there's no place for them to live?

Challenges:

- › Rapid increase in expatriate employees
- › Saturated housing market
- › Insufficient multilingual school options
- › Attracting and retaining talented recruits

Finding Room For New Employees And Recruits

New expatriate employees began arriving en masse soon after our client, a Fortune 500 e-commerce giant, chose Luxembourg for its EMEA headquarters. In fact, the company had experienced a 680% increase in full-time employees from countries around the globe. Many other large firms had also relocated to Luxembourg, bringing tens of thousands of expatriates into the small country.

Soon, the number of expatriates and their families outpaced the supply of available rental housing. At the same time, public school systems lacked adequate multilingual support programs, leaving many newcomers frustrated by the limited resources. That frustration extended to prospective hires as well, making it increasingly difficult for the company to attract and retain top talent — despite adding hundreds of new jobs in Luxembourg each year.

Meeting With Officials To Create More Opportunities

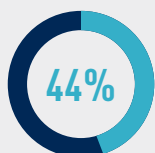
Graebel partnered with representatives from other prominent EMEA clients, investors and stakeholders to form a task force that worked collectively to address the unique challenges facing companies in the expanding market. The task force canvassed community officials and authorities about new housing and education opportunities.

One Graebel representative stood out for his deep understanding of local politics and customs, which helped him build strong relationships with several local officials. Those connections opened doors to additional political contacts, eventually leading to meetings with both the Luxembourg Ministry of Housing and the Ministry of Education.

Graebel didn't simply ask for help. Knowing that more companies and expatriates would consider Luxembourg as a choice destination if there were adequate housing and education opportunities, the team proposed several new incentives to each Ministry.

Solutions:

- › Partnered with multiple EMEA clients to address housing and schooling shortage
- › Lobbied local officials and authorities for more options
- › Met with Ministry officials to propose strategies and solutions



44%
of Luxembourg population
comprised of expats or immigrants



680%
increase in client's full-time
expatriate employees over 10 years



More multilingual schools &
housing accommodations needed

More Housing And Schooling For A More Talented Workforce

Since the early 2000s, Luxembourg had implemented favorable programs and policies to attract foreign investment. This strategy raised its economic profile and its diversification in the workforce (an astounding 44% of the population was foreign-born¹). In response, the Ministry of Education was receptive to reforms that could meet the needs of its changing populace.

Graebel advocated for the government to increase capacity for multilingual students entering kindergarten, and to augment new multilingual programs for public schools. Graebel also contacted multiple international schools, encouraging them to take advantage of several incentive programs created by the Ministry to encourage and sponsor the development of international schools. As a result, many new multilingual schools opened.

The Ministry of Housing was equally committed to alleviating the housing shortage. Officials introduced new incentives to encourage renter-focused construction and developed a plan to create a simpler, more accessible path to home ownership for expatriates.

Meanwhile, Graebel initiated conversations with supply chain partners to raise awareness about the growing influx of expatriates — and the corresponding demand for rental housing. Word spread quickly, and Graebel established a strong network of property owners and landlords eager to engage with this previously underdeveloped market.

These strategic solutions tailored to our client's needs added housing capacity for those relocating employees planning to rent; expanded schooling options while simultaneously building trust between expatriates and the Luxembourg government; and in time, established our client's Luxembourg headquarters as a premier destination for relocating employees.

¹ In 2000, the country's foreign-born population stood at 33.24% of the population.

Solutions:

- › Expanded access to multilingual programs for school-age children
- › Attracted several internationally based schools to establish new locations
- › Enabled increased permitting activity for rental-oriented housing projects
- › Motivated landlord and property owners to increase available rental options
- › Positioned client's Luxembourg headquarters as a premier global destination

