



**PRESS RELEASE**  
**BNP Paribas in Luxembourg once again  
meets the innovation challenge**  
**3rd Innovation Awards**

The BNP Paribas group in Luxembourg recently organised its Innovation Awards competition for the third year running. The awards are part of BNP Paribas' "Spirit of Innovation" programme, which fosters a culture of innovation throughout the company. The competition recognises innovative projects that have actually been implemented, with special emphasis on customer satisfaction.

Open to all Group employees in Luxembourg, the third Innovation Awards attracted entries in the fields of communication, the internet, corporate social responsibility, human resources and customer relations, with a special emphasis on the digital dimension. Four of the 31 entries received prizes. The prizewinners on the four teams were presented with their awards at a ceremony organised at the head office of BGL BNP Paribas and attended by the Group's senior management in Luxembourg.

Speaking at the awards ceremony, Carlo Thill, Country Head and Chairman of the Management Board of BGL BNP Paribas, said: "Innovation is deeply rooted in BNP Paribas' enterprise culture. Above all, innovating means understanding customers' shifting expectations and keeping pace with changes in our business. When we invent new paradigms, when we dare to embody the spirit of innovation, we rise to the challenge of imagining the bank of tomorrow. We encourage innovation on a daily basis to adapt to our constantly changing environment and offer customers the very best products and services".

**About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg. It offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance. In 2012 the international magazine *The Banker* named BGL BNP Paribas "Bank of the Year" in Luxembourg for the second year in a row.

**About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) has a presence in nearly 80 countries with 190,000 employees, including 145,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top



positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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