

'Delivering on Promises'

*Winner of the LuxReal Award in the "Investors" category, **Jürgen Primm** begins the year with enthusiasm. For the CEO of Landimmo Real Estate, 2025 should be marked by the launch of the significant Nei Hollerich project.*

This presents an opportunity to discuss the challenges inherent in such large-scale developments, including planning, sustainability, and administrative procedures.



Jürgen Primm

CEO of Landimmo Real Estate

"2025 should be generally better than the past two years.

At a market level, we are still facing significant deficits, particularly in housing construction in Luxembourg. However, political risks and the resulting macroeconomic challenges continue to temper market players' optimism. In this context, investment decisions may once again be postponed.

At Landimmo Real Estate, I specifically anticipate that the Execution Convention for the PAP Nei Hollerich will be approved in 2025. Together with our partners, we are eager to begin work on this major urban development project, which encompasses nearly 400,000 square meters of gross built area.

Bringing Stakeholders Together to Create New Spaces

From our position, we hold a unique vantage point at the intersection of urban development and real estate construction. It is essential to consider major social trends, long-term infrastructure planning challenges, and the creation of tangible living spaces—whether for residential or commercial use.

Managing various timeframes, which range from several decades (for large-scale projects) to just a few months (for example, in the case of a renovation), is a particularly fascinating challenge. As CEO, my primary role is to unite all stakeholders around these timelines while monitoring and even anticipating legal and financial developments.

We are committed to long-term development, where one of the greatest risks lies in short-term strategic or policy shifts.

Building Sustainably at an Affordable Price

More broadly, we all face the challenge of implementing sustainable practices while maintaining affordability. To achieve this, we must constantly reassess our approach, develop and adopt new processes in planning, and, most importantly, innovate in construction methods.

For Luxembourg specifically, little progress has been made toward the goal of shortening and simplifying the administrative process for obtaining permits. The political sector has made many promises—it is now up to the responsible administrations to deliver on them."

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