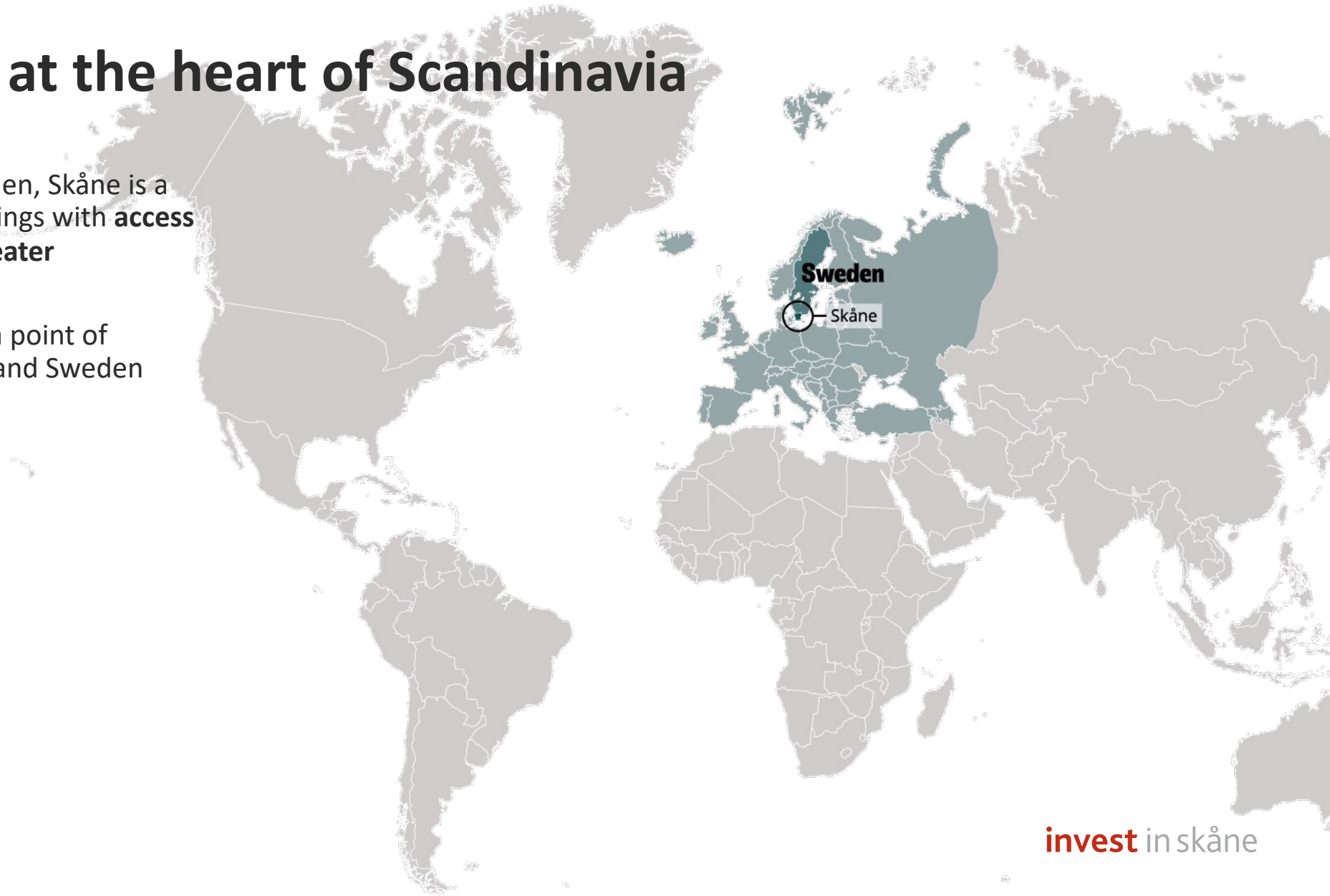


# skåne

SWEDEN'S SWEET SPOT

# Skåne is situated at the heart of Scandinavia

- The southernmost part of Sweden, Skåne is a region that's in the centre of things with **access to 4.4 million people in the Greater Copenhagen Region**
- Its **unique** geography makes it a point of connection between Denmark and Sweden through the **Öresund Bridge**





Living in the Nordics



Living in Sweden



Living in Greater Copenhagen Region



Living in Skåne



## This is Sweden

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- A country with some of the world's highest living standards
- An open society built on stability and trust
- Among the lowest corruption rates in the world
- Excellent education system
- 7th in the world for English skills out of all non-native English speaking countries in 2022
- Some of the world's best social benefits with subsidised healthcare, kindergartens and schools (including IB schools)
- Minimum 5 weeks paid annual vacation

# An excellent place for doing business

## EU Innovation Scoreboard 2023

- 1. Denmark
- 2. **Sweden**
- 3. Finland
- 4. Netherlands
- 5. Belgium

## WIPO Global Innovation Index 2022

- 1. Switzerland
- 2. USA
- 3. **Sweden**
- 4. UK
- 5. Netherlands

## IMD World Talent Ranking 2022

- 1. Switzerland
- 2. **Sweden**
- 3. Iceland
- 4. Norway
- 5. Denmark

## EU The Europe Sustainable Development Report 2022

- 1. Finland
- 2. **Sweden**
- 3. Denmark
- 4. Austria
- 5. Norway

## Network Readiness Index 2022

- 1. USA
- 2. Singapore
- 3. **Sweden**
- 4. Netherlands
- 5. Switzerland

## European Capital of Innovation, iCapital award 2020

- 1. Leuven, Belgium
- 2. **Helsingborg, Sweden**
- Vienna, Austria
- València, Spain
- Espoo, Finland
- Cluj- Napoca, Romania

# Skåne's strengths and position



**Strategically located**



**Pioneering innovation**



**A collaborative ecosystem**



**Sustainability, our way of life**



**A cosmopolitan region**



**Exceptional quality of life**



## Everything you need within one hour by car or public transport

- The largest international airport in the Nordics, Copenhagen International Airport (CPH) is located **within 20 minutes** by train or car from the city of Malmö
- Most of the region is **reachable within one hour by car or train**
- Skåne is also a key point of access to both the 25 million consumers in Scandinavia and the 125 million in Northern Europe



# The iconic Öresund Bridge



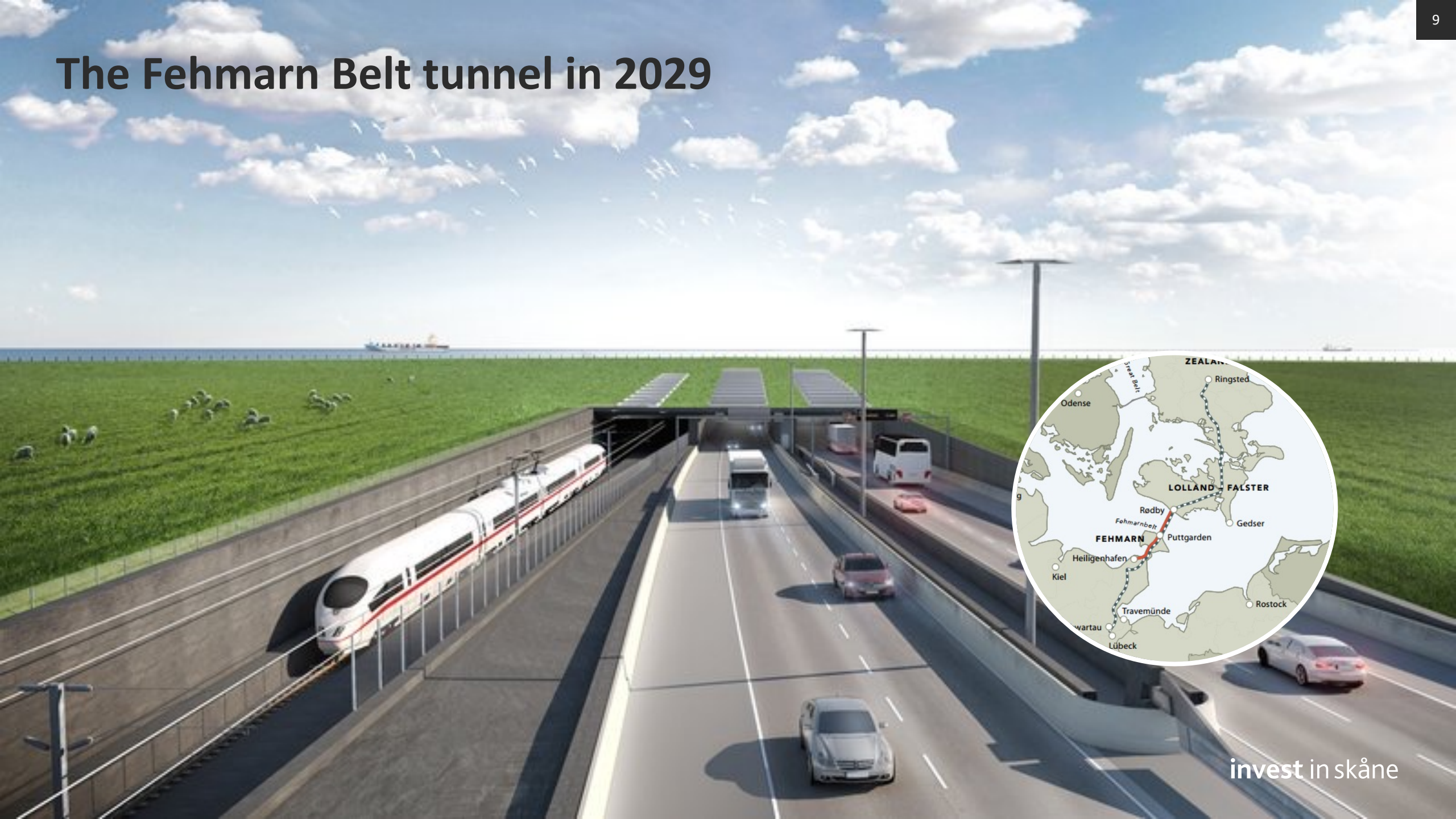
Photo: Carolina Romare



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# The Fehmarn Belt tunnel in 2029





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**“Malmö is the ideal position for our business given the easy access to Kastrup, Europe and Scandinavia, where we are expecting the majority of our business.**

**I appreciate the ease of access to CPH. It makes life very easy for us. One stop from Melbourne to Malmö by plane.”**

**Garry Warren, Managing Director of ARRB Systems, who set up a European office in Malmö in 2020.**



# Skåne is renowned for pioneering innovation

- The region is home to world-leading technology companies, well-known start-up companies, and ground-breaking research.
- The 2021 'Regional Innovation Scoreboard' ranked southern Sweden overall as the 9<sup>th</sup> most innovative region in the EU



## Also from Skåne...

Zlatan Ibrahimović

Ubisoft's

The Division

The Sounds

Absolut Vodka

Crisp Rolls

Marie Fredriksson



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**“Skåne is a highly innovative region. It’s proven to be great for startups in software, life science, and telecom, and it’s about to do the same for food.”**

**Jens Almqvist, Business Designer at the food-focused Krinova Incubator and Science Park (2023)**

# Examples of global HQ or R&D based in Skåne



# The innovation support system

Science parks, incubators, accelerators and innovation support



Guide and develop new opportunities for innovation and growth that improve Skåne as well as the world.

[www.innovationskane.com](http://www.innovationskane.com)



Ideon science park and incubator has 40+ years of history of supporting growing companies. Today the park is home to over 400 companies.

[www.ideon.se](http://www.ideon.se)



Catalyst for development and innovation in society. Sweden's largest and first incubator and science park with food as a profile area.

[www.krinova.se](http://www.krinova.se)



Science park and incubator for companies within life sciences. Offers network, office and support in business development.

[www.medeon.se](http://www.medeon.se)



A collaboration-oriented member organisation and co-working space that integrates research, innovation and industry under one roof.

[www.mediconvillage.se](http://www.mediconvillage.se)



MAU Innovation is the Tech transfer office of Malmö University.

[innovation.uni.mau.se/en](http://innovation.uni.mau.se/en)



LUNDS UNIVERSITET

LU Innovation is a hub for innovation and commercialisation and the Tech Transfer Office at Lund University.

[www.innovation.lu.se](http://www.innovation.lu.se)



HETCH

Push tech startups and companies towards exponential growth by providing tools, community, events and facilities.

<https://hetch.se/>



Minch Incubator helps start-ups with global ambitions. Offers coaching and advice in business development, fundraising, marketing and team building.

[www.minc.se](http://www.minc.se)



Non-profit business incubator for life science startups. Offering coaching programs, well-equipped labs and network.

[www.smileincubator.life](http://www.smileincubator.life)



# Cluster organisations in Skåne

## Medicon Valley Alliance

A non-profit membership organisation in the Danish-Swedish life science cluster Medicon Valley. The +250 members represent the region's triple helix.

[www.mva.org](http://www.mva.org)



A non-profit ICT cluster organisation and networking community promoting innovation and growth in the digital world by connecting business, academia and society.

[www.mobileheights.org](http://www.mobileheights.org)

## MEDIA EVOLUTION

A non-profit member organisation with the mission to foster growth and innovation in the digital/creative industries of southern Sweden.

[www.mediaevolution.se](http://www.mediaevolution.se)



A neutral, non-profit cluster initiative/member organisation for the entire packaging ecosystem and a part of the Swedish innovation system.

[www.packbridge.se](http://www.packbridge.se)



A cluster organisation in southern Sweden with a focus on smart sustainable cities.

[www.sbh.se](http://www.sbh.se)



A non-profit member organisation for industrial companies in Skåne.

[www.iucsyd.se](http://www.iucsyd.se)



A non-profit organisation based in Malmö. Creates and develops a thriving, supportive and inclusive ecosystem for game development in southern Sweden.

[www.gamehabitat.se](http://www.gamehabitat.se)



A non-profit association for the food sector with the aim to create an innovative, competitive and long term sustainable food industry.

[www.livsmedelsakademin.com](http://www.livsmedelsakademin.com)



Svenskt Marintekniskt Forum

Together with their members they create possibilities for growth and development for contractors to shipping, offshore and the leisure boat industry.

[www.smtf.se](http://www.smtf.se)



# Universities and institutions

The Greater Copenhagen metropolitan region is home to 17 universities, including **Lund University**, the highest ranked academic institution in Sweden and among the top 100 universities in the world. Skåne is also home to **Malmö University**, the ninth largest institution of learning in Sweden, as well as **Kristianstad University**, **Swedish University of Agricultural Sciences (SLU)** and **World Maritime University**.

# Science Village Scandinavia

Home to two of the most advanced materials science facilities in the world

## MAX IV Laboratory

- A national research facility
- Inaugurated June 2016
- Synchrotron source, "x-ray"
- Swedish and international researchers
- Budget: Roughly 629m Euro

## ESS, European Spallation Source

- 13 European countries
- Sweden and Denmark as hosts
- Inauguration 2019, operation 2026
- Neutron source, microscope
- Researchers mainly international
- Budget: 1.84 billion EUR



# A collaborative ecosystem

Thanks to Skåne's strong academic foundation and a cross-sector collaboration between academia, industry, public sector, and civil society, the region consistently sets the stage for world-class research results that offer breakthroughs in everything from tech to life sciences.



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**“We have a fantastic history of life science innovation to lean on in Skåne. The key ingredient, though, is still our academic excellence. Without strong academic environments, it’s really hard to drive new innovations.”**

**Petter Hartman, CEO of Medicon Village Innovation (2023)**



# Sustainability is our way of life

In Skåne, we have big green goals, like aiming for the region to be fossil-fuel free by 2030.

We work to promote renewable energies, sustainable transport, sustainable food production, and a circular economy to make sure that people, communities and business and the natural environment thrive for generations.



## A cosmopolitan region

Skåne is a region bursting with diverse cultures, tastes, flavours, languages, and communities. Home to several big global companies, internationally recognised universities, and a rich science and innovation landscape, Skåne attracts cool, talented and highly educated people from all over the world.



# Exceptional quality of life

Besides having a fantastic infrastructure for international business, Skåne offers beautiful countryside and the chance to enjoy a high quality of life. It is often just a 15-minute journey from the city centres to the unspoilt countryside and some of the world's finest sandy beaches.



# Work-life balance





# Skåne's cities and municipalities

33 municipalities

The area is approximately 11000 km<sup>2</sup>

Malmö, Lund and Helsingborg are the three biggest cities

# Malmö – from industrial city to a vibrant commercial centre



# The dry dock today



# Malmö – a vibrant city



# Evolving and sustainable



# The city of Helsingborg



 **150 000**  
inhabitants

 **40,7**  
**Average age**  
in Helsingborg

 **20-29 and 30-39**  
is the largest age-group

 **165**  
nationalities

 **14 600** small and  
big businesses

**Over 1000** new  
businesses yearly **615** industries

 **5 000**  
students


   **75 000** have Helsingborg  
as their workplace


**1/4** work within  
commerce/logistic



 **19** hotels  
**179** restaurants  
**447** stores

 **12 million** visitors  
Väla shoppingmall

 **800 000**  
guest nights

 **700 meter** long  
beach in the city

 **30 minutes** to  
the ski slope

 **1 hour** Stockholm  
 **1 hour** Copenhagen

 Denmark? **4 km!**  
**7,1 million** ferry  
passengers

 **1** marathon

 **Swedens most environmental**  
friendly municipality 2017-2020

**The eighth**  
**biggest** city  
in Sweden



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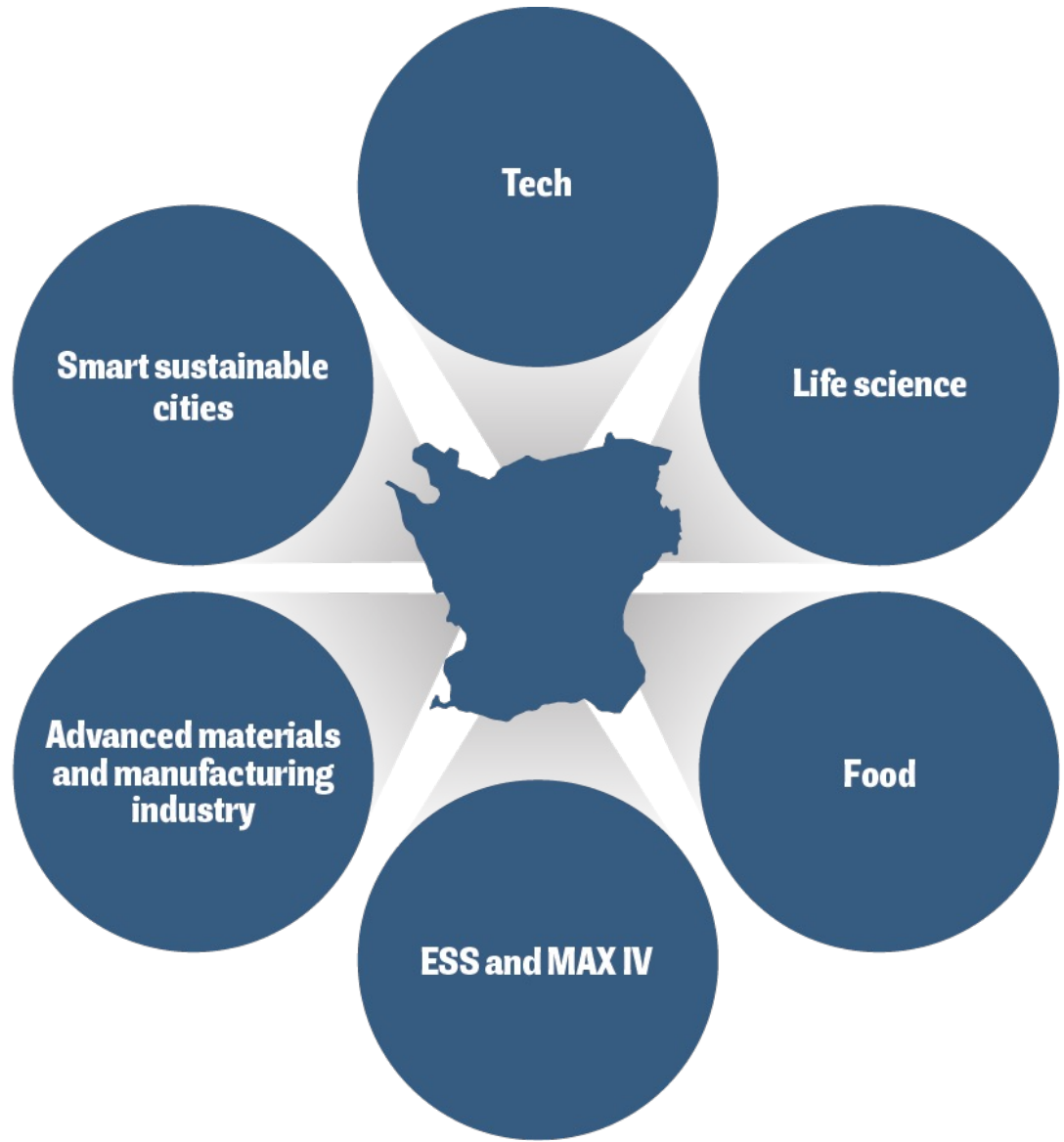
# The city of Lund

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- 12th largest city of Sweden with 124,935 inhabitants in the municipality
- The European Spallation Source and MAX IV
- Lund University, one of Scandinavia's largest institutions for education and research
- Ideon Science Park – home to over 400 companies
- Domkyrkan "the Dome", one of the seven wonders of Sweden



# Focus areas in Skåne





# Tech

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- There is a **wide range of tech companies in Skåne**; from global leaders to well-known start-up
- Including successful companies within **hardware and network solutions**, sensors and Internet of things, but also various forms of digital applications and consulting services
- The region has **specifically advanced technical expertise in deep tech** which includes Artificial Intelligence, Internet of Things, 5G, image recognition and big data
- A rapidly growing segment is **game development**
- There are several solid education platforms aimed at producing tech related competence and **tech is the most common area for new innovations**
- Skåne tech companies are attracting the **fourth largest share of investments** trailing the Nordic capital cities



## Life science

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- The life science sector in **Skåne** is well-known internationally and accounts for 16 % of the Swedish life science industry
- Skåne is part of **Medicon Valley**, the strongest life science cluster in the Nordics with over 50,000 employees, making it **Northern Europe's largest labour market in life science**
- The life science sector includes companies in the **development, production, and distribution of medicines and medical technology, basic research, clinical research**, and parts of the healthcare system
- The sector is currently undergoing a change that entails both a new approach to **tech and big data**, and an increased **focus on prevention**
- The life science sector in Skåne has a **strong academic reputation**, with a large number of internationally recognized scientific publications.



# Food

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- 30% of all food we consume in Sweden comes from Skåne
- The region has **strong assets in the entire food system**, from primary production, through processing and packaging, to the retail and consumer sector, as well as a well-developed innovation system
- A prominent strength is at the intersection of life science, agronomy, and food research, especially with regard to **diabetes and metabolism**
- Skåne has a significant **start-up scene for new food companies** covering the entire spectrum from sustainable fish farming to biodegradable products
- **Sweden's largest incubator with a food profile** – Krinova – is situated in Skåne

# Advanced materials and manufacturing industry

(incl ESS & Max IV)

- The **global demand for advanced materials is increasing** due to rapid industrialisation and the market is expected to grow at a CAGR of **5.1 % 2018–2024**
- Skåne's **advanced materials and manufacturing industry** includes several different sub-industries such as packaging, refrigeration and ventilation technology, chemistry, plastics, and rubber
- The **manufacturing industry is currently transitioning** from unskilled to qualified jobs and many companies are investing in various forms of **smart automation and digitalisation**
- **ESS and MAX IV are two globally renowned research facilities** attracting international research and interest, increasing attractiveness, and leading to an **influx of skills to the Skåne region**

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# Smart sustainable cities

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- In Sweden, **85 % of the population is living in cities** which has led to the rapid development and implementation of smart and efficient solutions
- This is a sector in which Skåne's larger cities have expressed a clear ambition to **innovate together with businesses, academia and civil society**
- Much of the potential for innovation in the urban environment **requires system solutions** where the public sector and the business community collaborate, test and scale up
- In Skåne, there are **important research strongholds** within the areas of climate environment, renewable energy and fuel, the Internet of Things as well as water and recycling
- The Skåne **politicians highlight sustainable urban development as a strategically important area** for further development

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# Let us help you do business in Skåne

Invest in Skåne is the official investment promotion agency for the southernmost part of Sweden. We help international companies invest and expand in the region and attracting valuable talent to the region, securing a skilled, diverse and competent workforce in Skåne, and the Greater Copenhagen Region. Invest in Skåne is part of the regional government Region Skåne.



# Invest in Skåne's services

## Investment promotion



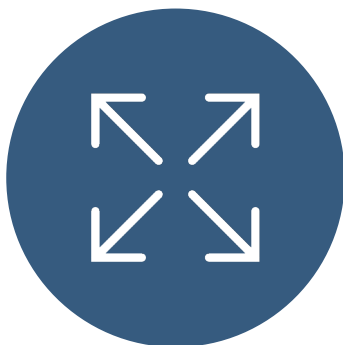
**Establishment  
services**



**Market and industry  
opportunities**



**Innovation and  
talent scouting**



**Expansion services**



**Investment opportunities**



**Site selection**

## Connect with us!

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If you want to invest or do business in Skåne, please visit [www.investinskane.com](http://www.investinskane.com) or contact us for more information.

