

## **Manuscript for presentation:** “Why Greater Copenhagen/Southern Sweden”

### **SLIDE 1**

#### **Why Greater Copenhagen & Southern Sweden**

This is a presentation about the most expansive and densely populated area in Scandinavia and the key reasons why you should consider this region for future business or investment plans.

*Credits: Joakim Lloyd Rabeoff*

### **SLIDE 2**

#### **A world class region for business and innovation**

The southernmost part of Sweden, Skåne and the greater Copenhagen area in Denmark is the most densely populated region in Scandinavia with nearly 4 million inhabitants. It is one of the best environments in the world for research, development and innovation within materials and life sciences.

- We have a knowledge-intensive eco-system featuring accelerators, incubators, science parks and test bed facilities and it is a world leader in innovation.  
(Example: The European Innovation Scoreboard ranked Sweden as the most innovative country on the Continent in 2017)
- It's home to the brightest x-ray light source in the world, MAX IV, and soon the most powerful neutron source, the European Spallation Source – ESS.
- Also, our region has much more to offer that is beneficial for businesses and people – it's about everything Scandinavian: creativity, sustainability, trust, openness, opportunity
- A superb work-life balance

This is where Sweden meets Denmark and Scandinavia meets the world. This is where you need to be, and I will now tell you why.

*Illustration: Invest in Skåne*

### **SLIDE 3**

#### **Key reasons for choosing our region**

These are the 4 key reasons why you should consider this region for your future business or investment plans.

1. Scientific talent and advanced research facilities
2. An area of innovation and collaboration
3. Excellent infrastructure and accessibility
4. Exceptional work-life balance

### **SLIDE 4**

#### **Reason 1: Scientific talent and advanced research facilities**

*Credits: Invest in Skåne/Apelöga*

### **SLIDE 5**

#### **High number of top scientists**

In the region there is a great number of highly skilled, English speaking, university and company scientists and researchers sharing an innovative R&D culture. This ensures top recruits and skills for your company's needs.

Add in a large number of skilled, highly trained mediator companies with direct access to research facilities, and it becomes very easy to outsource experimental and research operations in a quick and cost-effective way.

Examples of mediator companies are Saromics, Colloidal Resource and Adroit Science.

*Credits: Invest in Skåne/Apelöga*

### **SLIDE 6**

#### **Universities & research**

We have 17 universities of which 4 are ranked among the top ones in the world, for instance Lund University, one of northern Europe's oldest and the largest university in Sweden.

The University of Copenhagen is Denmark's largest research and educational institution with nearly 35,000 students.

The Danish Technical University is one of the highest ranked technical universities university in Europe.

14,000 Researchers in a wide range of disciplines (at universities)

6,500 PhD students

This makes it easy for international companies conducting cutting-edge research to find and access the exact skills they require for their specific research projects.

*Image: Copenhagen University/Credits: Nicolai Perjesi*

## **SLIDE 7**

### **State-of-the-art research facilities: MAX IV & ESS**

MAX IV and the European Spallation Source are located just outside of Lund. Together, they will serve as the two most brilliant light sources in the world and will lead research within materials and life sciences for decades to come.

The facilities will enable scientists to perform more and wider-ranging experiments than at any similar facility in the world.

The researchers using them will help shorten the time span conducting experiments and potentially build an R&D advantage over competitors in other countries using similar research infrastructure.

They will provide complex, fully integrated R&D programs in one place.

MAX IV is already operational and the European Spallation Source is expected to be in use in 2023.

*Credits: Invest in Skåne/Apelöga*

## **SLIDE 8**

### **A perfect environment for test-beds for market commercialization**

Our region is characterized by tech-savvy customers, early adopters, innovations and new technology.

This makes it the perfect environment for test beds for commercialization that are close to R&D operations.

*Credits: Melker Dahlstrand/imagebank.sweden.se*

## **SLIDE 9**

### **Reason 2: An area of innovation and collaboration**

*Credits: The European Spallation Source*

## **SLIDE 10**

The region has an R&D culture characterized by non-hierarchy, collaboration, knowledge sharing, transparency, openness and an entrepreneurial drive.

We have a long tradition of cooperation between industry, academia and the public sector – something called the Triple Helix Model. This model has proven successful in generating new

formats for knowledge and skills production, technology transfer and application. It also boosts co-funding opportunities between public and private entities.

Accelerators, business incubators, science and technology parks build an arena combined with specialized academic research centres which make this a fertile and dynamic area for science and business development.

(Some examples include COBIS, Ideon Science Park, Medicon Village, Medeon Science Park & Incubator, Medicon Valley Alliance, Krinova, Malmö Incubator)

It allows companies to easily plug into the open innovation model: share, cooperate and grow.

## **SLIDE 11**

### **Reason 3: Excellent infrastructure and accessibility**

The infrastructure and accessibility in this area is excellent.

Thanks to the Öresund Bridge between southern Sweden and Copenhagen, made famous by the detective series of the same name, transport in the region is really easy with trains running at least every 20 minutes.

## **SLIDE 12**

### **Copenhagen Airport & Malmö Copenhagen Port**

Copenhagen International Airport is Scandinavia's largest air travel hub with direct flights to key cities in North America, Asia and Europe.

From Malmö Central station, the airport and the centre of Copenhagen are reachable within around 20 minutes via a direct train.

Copenhagen Malmö Port is one of the biggest port and terminal operators in the Nordics, one of the largest Northern European cruise-ship ports and occupies a key position in the Baltic Sea Region for the distribution of cars and transit oil.

This enables a smooth, fast transfer of staff and cargo worldwide.

## **SLIDE 13**

### **2028: Fehmarn Belt Link**

The region borders large European countries such as the Baltics, Poland and Germany. Many companies place their logistics hubs here to serve the whole region.

The Fehmarn Belt link, a tunnel between Rödby in Denmark and Puttgarten in Germany, is expected to be operational by 2028. It will provide swift access to Germany and other

European markets.

Once completed, the journey between Denmark and Germany will take 7 minutes by train and 10 minutes by car.

That means you will be able to travel from Stockholm to Hamburg in just nine hours and from Malmö to Hamburg in approx. three hours.

*Credits: Fehmarn Belt*

#### **SLIDE 14**

##### **Fastest internet access and connectivity**

Skåne and the metropolitan region Greater Copenhagen area rank among the world's best for fast internet access and connectivity in a recent report by the Financial Times – fDi European Cities and Regions of the Future 2018/19.

The region also scored highly at the city level, with the cities Lund and Malmö ranking first and third, respectively, as the best small European cities for connectivity.

Among mid-sized European regions, the metropolitan region Greater Copenhagen placed fourth for connectivity.

This enables sophisticated and rapid transfer and analysis of very large quantities of data.

*Credits: Adobe Stock*

#### **SLIDE 15**

##### **Reason 4: Exceptional work life balance**

Our region is not only an excellent place for business but offers also a superb quality of life with some of the world's best social benefits.

*Credits: Simon Paulin/imagebanksweden.se*

#### **SLIDE 16**

##### **Denmark and Sweden**

In Sweden and Denmark, openness, stability, sustainability and living standards are without comparison.

The public sector is efficient, transparent and both Sweden and Denmark are among the five least corrupted nations in the world.

These are factors that we believe are necessary for innovation and business opportunities.

(Facts: Sweden and Denmark are in the top 5 of least corrupt nations out of 175 countries, according to the 2017 Corruption Perceptions Index reported by Transparency International)

*Credits: Simon Paulin/imagebanksweden.se*

## **SLIDE 17**

### **Exceptional quality of life**

Besides having a fantastic infrastructure for research and business, our region offers a chance to enjoy a high quality of life.

There's a wide selection of reasonably priced accommodation in safe areas that are close to your work.

It is often just a 15 minute journey from the city centre to big-city shopping districts, and a great cultural scene as well as to the unspoilt countryside and some of the finest sandy beaches in this part of Europe.

The quality of life fosters long-term human resourcing, employee creativity and productivity.

*Credits: Simon Paulin/imagebanksweden.se*

## **SLIDE 18**

### **Excellent international school system**

We have an excellent international education system.

There are lots of private (subsidized) and international kindergartens, schools and universities offering high-quality education in English on both sides of the Öresund Bridge.

Several schools offer International Baccalaureate, achieving very high results compared with the European average.

Commuting is easy in this region with few traffic queues and efficient public transport which facilitates the family situation and shortens travel times.

*Credits: Lena Granefelt/imagebanksweden.se*

## **SLIDE 19**

There's no better place to bring up children than in Sweden or Denmark and the countries have some of the world's best social benefits.

For instance:

- Minimum 5 weeks paid annual vacation

- Parental leave in Sweden is probably the most generous in the world with 480 days of paid parental leave (per child)
- Health care is practically free, and of an excellent standard

*Credits: Simon Paulin/imagebanksweden.se*

## **SLIDE 20**

### **Summary**

As you can see, from the superb quality of life, to the knowledge-intensive eco system featuring world-class research at universities, research facilities and companies, this region is a global hot-spot for scientists, innovators and entrepreneurs shaping the products of tomorrow.

This is Scandinavia at its best, this is where you need to be!

*Credits: Miriam Preis/imagebank.sweden.se*

## **SLIDE 21**

**Thank you!**