

International Attractiveness

Marketing Greater Copenhagen and southern Sweden as a world class science region



**ESS & MAX IV:
Cross Border
Science and Society**

Interreg

**Öresund-Kattegat-Skagerrak
European Regional Development Fund**



EUROPEAN UNION

ESS & MAX IV: Cross Border Science and Society—International attractiveness

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International attractiveness

ESS and MAX IV offer unique opportunities in studying samples and materials on a nano-level using the most advanced world-class techniques available. Synchrotron X-ray and neutron spallation techniques complement each other and present a unique scientific scope for both life sciences and material sciences. The strategic locations in Lund and Copenhagen presents many opportunities for growth and development for both researchers and industry in the area.

How can Greater Copenhagen and southern Sweden market itself as a world class science region using ESS and MAX IV? Regional and local governments in Skåne and Copenhagen as well as the research facilities themselves and surrounding science parks have jointly marketed the region within the ESS & MAX IV: Cross Border Science and Society project.

During the project period, the work package has produced a benchmark analysis and participated at and hosted international conferences. The work package has also produced so called Value Propositions, presenting arguments for investing in the region, on oncology, hydrogen, food & packaging, and nano technology,

Approximatly 1000 international companies within the focus areas have been approached by investment managers from Invest in Skane and Copenhagen Capacity, resulting in 20 qualified leads and two materialized investments.



ESS and MAX IV

In the new district Brunshög, in the northern parts of the city of Lund in Sweden, two world class research facilities are situated. The synchrotron X-ray source facility MAX IV was operational already in 2016, whereas the neutron spallation source ESS will start operations from 2020 and will be fully operational in 2023. In short both facilities situated next to each other in Lund can be used to examine materials in various ways. The research facilities can be used for basic research, but scientists and companies may also use the facilities for applied research.

MAX IV is hosted by Lund university and financed within the framework of Swedish research grants, ESS is a European Research Infrastructure Consortium (ERIC), where the governments of Sweden and Denmark jointly finances the construction costs with 47.5 % of a total budget of 1.8 billion euros. Apart from the spallation source in Lund, ESS also operates a Data Management Center in Copenhagen in Denmark.



A world class science region

Both Lund and Copenhagen, where the research facilities are located, are part of a cross border region called Greater Copenhagen, situated in southern Sweden and eastern Denmark. The cross border region has four million inhabitants, renowned universities and thousands of technological and medical companies.

What will the establishment of ESS and MAX IV mean to this region and how can Greater Copenhagen increase its international attractiveness through the research facilities?

That was one of the main questions as the regional governments of Skåne in southern Sweden and the Capital Region of Denmark initiated the EU interreg co-financed project ESS & MAX IV: Cross Border Science and Society in 2015. One of five work packages was devoted to the international attractiveness of the region, where the regions' two major companies for promoting foreign direct investments took part: Copenhagen Capacity and Invest in Skåne. In the work package, they teamed up with the research facilities themselves, two research parks in Lund – Medicon Village and Science Village Scandinavia, as well as the cities of Copenhagen, Malmö, Lund and Helsingborg.

The goal of the work package was to develop ways that both the Swedish and Danish sides of Greater Copenhagen jointly could market itself as a world class science region using ESS and MAX IV as arguments in so called Value Propositions. Four Value Propositions have been produced by the work package, as well as a tool kit for investment managers in the region.

” The project is important, as we need to cooperate in the region in order to create the best provisions for a successful ESS and MAX IV. We need an “eco-system” with an innovation and meetings platform that can take care of international companies and researchers that are attracted to the region.

Anette Orheim, communications manager at Medicon Village in Lund



Tool kit

The work package has developed a tool kit for investment managers in Greater Copenhagen and southern Sweden. The tool kit includes the core story for Greater Copenhagen as a world class science region, presentations, Value Propositions and a movie. Together they makes the case for international companies to invest and locate their research & development departments in Greater Copenhagen.



You can find the international attractiveness toolkit at

www.scienceandsociety.eu 

- ☑ IDENTIFYING THE REGION'S STRENGTHS WITHIN MATERIAL SCIENCE AND LIFE SCIENCE
- ☑ FOUR VALUE PROPOSITIONS
- ☑ TOOL KIT TO BE USED BY INVESTMENT MANAGERS IN THE REGION
- ☑ TWO MATERIALIZED INVESTMENTS IN THE REGION



Benchmark analysis and Value Propositions

The work package has identified the region's collective strengths and potential to attract operations globally through benchmark analysis with other regions. The analysis has formed the basis to develop cogent value propositions that can be used for international marketing within life and material sciences.

In the benchmark analysis Greater Copenhagen was compared to the canton of Aargau in Switzerland, Thames Valley in the United Kingdom and the region of Rhône-Alpes in France.

- The benchmark analysis presented us with a certain challenge, as Greater Copenhagen is unique in being a cross border region between two countries, says Christine Mellborg from Invest in Skåne.

Based on the benchmark and a following analysis, the work package concluded that with respect to ESS and MAX IV, Greater Copenhagen excels in five areas: oncology (prevention, diagnosis, and treatment), hydrogen & fuel cells (as alternative fuels), nano technology, and food & packaging. The work package then produced Value Propositions for each of the four focus areas.

Under the four focus areas international companies have been approached by investment managers from Invest in Skane and Copenhagen Capacity. Approximately 1000 companies have been approached, this has resulted in 20 qualified leads and two materialized investments, i.e. two companies that have made some kind of factual investments in the region as a result of the approach.

- We are right where disruptive technologies are being created, which makes this project very exciting and much different to many other projects we are participating in, says Peter Plesner from Copenhagen Capacity.

“The analysis the work package has developed we couldn't have developed on our own. They will be really useful to all partners in the work package, so we are very grateful for that.

Anette Orheim, Communications Manager at Medicon Village in Lund



Hosting and participating in international conferences

By participating in strategically chosen global conferences and fairs on life and material science around the world, the work package has worked to attract investments, businesses and researchers to Greater Copenhagen. The work package has also attracted international conferences to the region, for example Nordic Life Science Days 2017 in Malmö; BIO-Europe 2018, which will be held in November 2018 in Copenhagen with some sessions located in Malmö and Lund; and Probiota Europe, which will be held in Copenhagen in February 2019.

One example of a successful participation was the attendance at the Nanotech Middle East conference in Dubai in December 2017.

- The event is a unique opportunity for discussion and networking between researchers, industries, decision makers, and investors, says work package manager Gëzim Kiseri from Invest in Skåne.

For the work package co-manager Peter Plesner from Copenhagen Capacity, attracting the BIO-Europe conference to Greater Copenhagen was a real success.

- BIO-Europe is the most important gathering in Europe in life science and its hallmark is great expertise and really good opportunities to hold bilateral meetings with potential investors, says Peter Plesner from Copenhagen Capacity. The fact that the conference is being held in Greater Copenhagen gives the region important international exposure.

In May 2018 Invest in Skåne and Copenhagen Capacity hosted a Business Day in Malmö for the Mission Innovation Clean Energy Materials Innovation Challenge. Mission Innovation was announced in November 2015, as world leaders came together in Paris to undertake ambitious efforts to combat climate change. The Business day in Malmö brought world leading researchers and companies together and gave special focus to the role of ESS and MAX IV in the future development of new energy materials. The Business Day also included an exclusive visit to ESS and MAX IV.

” Participating in the conference was valuable, as it was a good balance between attending researchers and companies. We met some interesting companies within our area of expertise. I hope we will be able to conduct some concrete business or common projects with at least two companies we met at the conference.

Rambabu Atluri, CEO Infingent Innovations



International marketing

The Value Propositions on oncology, hydrogen and nano technology have been transferred to folders to be used by the foreign direct investment-attracting companies and organisations in the Greater Copenhagen region and a short movie on the opportunities in Greater Copenhagen in respect to ESS and MAX IV has also been produced for that end.

The work package has also identified and contacted “ambassadors” who can spread the word on the region’s strengths in Materials Science and Life Science internationally. For example, the Copenhagen Capacity’s Goodwill ambassador network, with representatives from the industry, has been used for this purpose.

- The project brings us together and gives us a lot of new knowledge on the facilities and possibilities to talk with other scientists and innovators than we are used to, says Marianna Lubanski from Copenhagen Capacity. Together with Invest in Skåne we are upping our work in attracting companies within material sciences. It will be exciting to find out which large enterprises we’ll attract first, says Marianna Lubanski.

“Scandinavian countries are very famous for being at the forefront of innovation. I think there are some very high values here. There is a very good nature, very good education and opportunities. In Scandinavia people are very open minded, they are very good at doing cross functional team work.

Fei Chen, vice president Haldor Topsoe A/S



“We will use the proximity to MAX IV to conduct even better studies than we have done in the past. The ESS will be a unique offering across the globe, where we can do unique things. It creates a certain dynamic in the region.

Lars Fogh Iversen, vice president Novo Nordisk A/S

International attractiveness

International Attractiveness was one of six work packages in the ESS & MAX IV: Cross Border Science and Society project, led by Invest in Skåne. In total, there were ten partner organisations in the work package, with a total budget of € 1.8 million.

Partners of International attractiveness were:

- Invest in Skåne (SE)
- Copenhagen Capacity (DK)
- ESS
- MAX IV (SE)
- Medicon Village (SE)
- Science Village Scandinavia (SE)
- City of Copenhagen (DK)
- City of Helsingborg (SE)
- City of Lund (SE)
- City of Malmö (SE)
- Lund University (SE) (associate partner)



The ESS & MAX IV: Cross Border Science and Society project

ESS & MAX IV: Cross Border Science and Society was a Danish-Swedish-Norwegian project that aimed to seize opportunities brought by the region through the construction of two world class research facilities in Lund, Sweden: The European Spallation Source (ESS) and the MAX IV-laboratory, part of Lund university.

The project was led by Region Skåne and the Capital Region of Denmark, and the project period was from September 2015 to August 2018. The project, which was co-funded by the European Regional Development Fund with 9.5 million euros, was the largest project in the history of the Interreg Öresund-Kattegat-Skagerrak programme. The project included 27 partners in Denmark, Norway and Sweden and was divided into six different work packages:

- MAX4ESSFUN
- Cross Border Barriers
- International Attractiveness
- Welcoming International Talents
- Regional Supply Base
- Strategic Platform

invest in skåne
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COPENHAGEN
CAPACITY



EUROPEAN
SPALLATION
SOURCE

