

A map of Sweden is shown in a light grey color. A large, irregular teal-colored area is overlaid on the map, covering most of the country's landmass. The teal area follows the general outline of Sweden but has some internal white spaces, possibly representing water bodies or specific regions. The text and other elements are overlaid on this map.

Investeringsfrämjande

- Attrahera och öka utländska investeringar

 **Stockholm**
The Capital of Scandinavia

Jenny Berthling
Stockholm Business Alliance

Investeringsfrämjande

- Attrahera och öka utländska investeringar



Attrahera och facilitera nya etableringar,
kapital, strategiska partnerskap, talanger



Bibehålla och expandera befintliga
investeringar (Aftercare)

Utländska investeringar i Sverige



25%



40%



50%



Utmaningar : liknande påstående...

FIVE REASONS TO INVEST IN BRAZIL



Booming consumer's market



Strategic geographical position



Good reception of foreigners /
Quality of life



Biodiversity



Incentive policies

Why Iraq

- ▶ Superb strategic location – a gateway to the region
- ▶ Numerous green and brownfield opportunities across multiple sectors
- ▶ Unmet needs of a diverse domestic market

Why Yemen?

- + Overview of Yemen
- + Strategic Location
- + Educated Workforce
- + Infrastructure

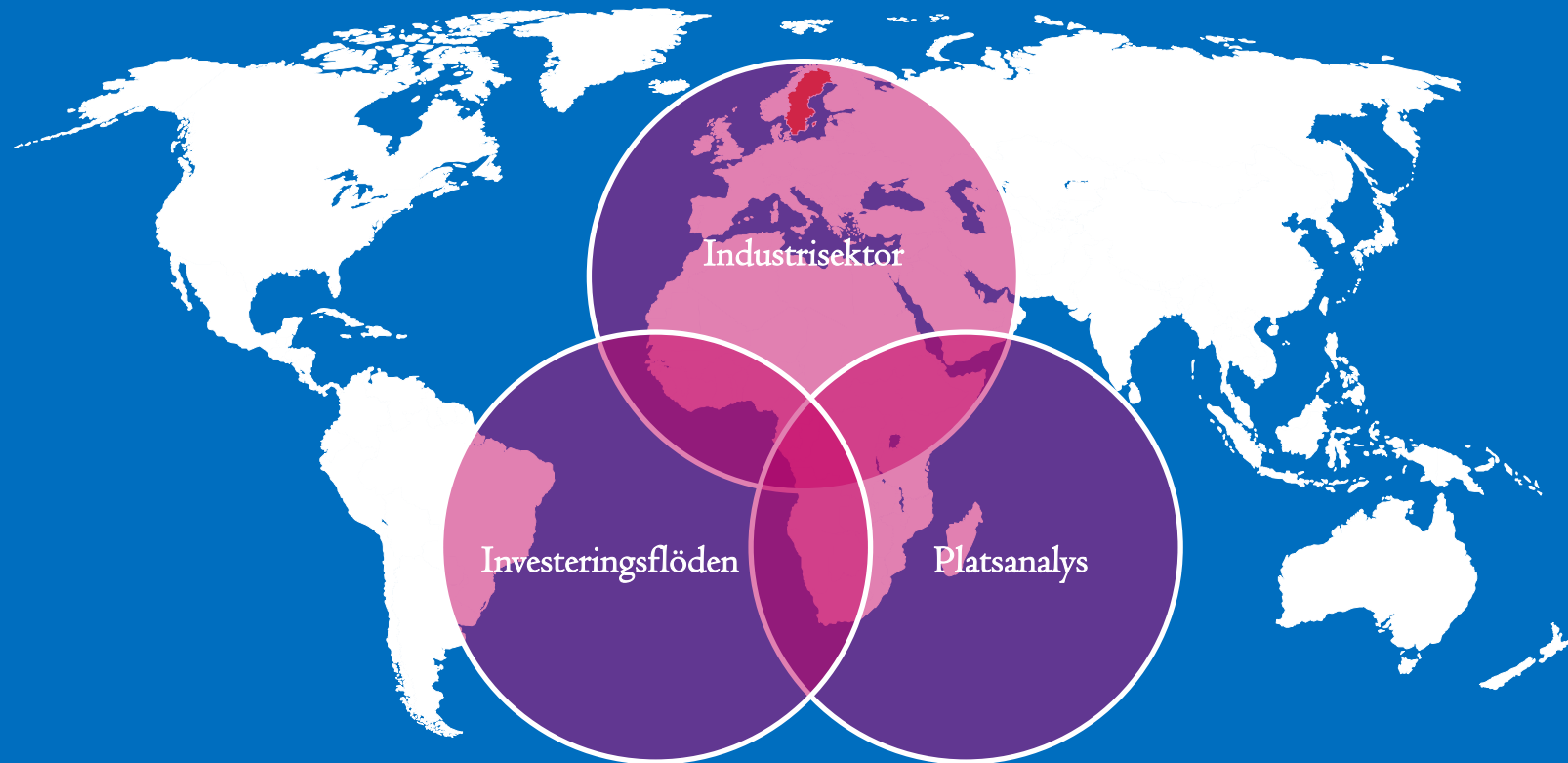
Why invest in El Salvador?

There are seven reasons that make El Salvador an attractive destination for investment.

- Monetary Stability
- Strategic Location
- Preferential Access to international markets

Utmaningar: många med liknande industri buzzwords





Strategi: analys & matchning

Industrisektor	Tillväxtpotential	Etableringar inom sektorn	Tillräckligt många bolag	Finns det en tydlig målgrupp	Matchning med kompetenser inom kommunen
3D-printing	Ja	Nej	Ja	Ja	Ja
Datacenter	Ja	Ja	Nej	Ja	Ja
Energi-intensiva tillverkningar	Ja	Nej	Nej	Nej	Nej
IT Outsourcing					
Medicinsk utrustningar					
Livsmedel förpackning					
Call center					
E-handel logistik					
Big data analys					

Paketering av investeringserbjudande



ICT

- ▶ Connectivity
- ▶ Industrial IT/Automation
- ▶ Positioning and GIS
- ▶ Visualization
- ▶ Data Centers
- ▶ IoT, AI
- ▶ Fintech
- ▶ Gaming
- ▶ Foodtech, EdTech etc.



CleanTech

- ▶ Renewable energy
 - ▶ Bio energy
 - ▶ Biofuels
 - ▶ Solar power
 - ▶ Wind power
- ▶ Sustainable technologies
 - ▶ Green buildings
 - ▶ Heating & cooling
 - ▶ Waste & recycling
 - ▶ Water & wastewater
- ▶ Biobased materials
 - ▶ Ligno / Cellulosic fibers
 - ▶ Composites



Life Science

- ▶ Medical technology
 - ▶ Biomaterials
 - ▶ E-health/m-health
 - ▶ Diagnostics
- ▶ Pharmaceuticals
 - ▶ Chronic Inflammation
 - ▶ Neuroscience
 - ▶ Oncology
 - ▶ Regenerative medicine
- ▶ Biotechnology



Hospitality

- ▶ Retails (stores, partner)
- ▶ Tourism industry: related investments such as hotel establishments etc.



Logistics/infra

- ▶ Real estate development projects
- ▶ Infrastructure investments: e.g. highspeed train

Advanced Manufacturing/Automation

Establishment service/Aftercare

Internationell marknadsföring

Follow your instincts:
Invest in Germany.

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Sverige, ett av världens mest attraktiva länder

Rank <u>Top 10</u> <u>globally</u>	Networked Readiness Index*	R&D as % of GDP	World Competitiveness Ranking**	Corruption Perception Index***	Knowledge Economy Index****	Innovation Union Scoreboard*****
1	Finland	Israel	USA	Denmark	Sweden	Sweden
2	Singapore	Finland	Switzerland	New Zealand	Finland	Denmark
3	Sweden	Korea	Singapore	Finland	Denmark	<u>Germany</u>
4	Netherlands	Sweden	Hong Kong	Sweden	Netherlands	Finland
5	Norway	Japan	Sweden	Norway	Norway	Luxembourg
6	Switzerland	<u>Denmark</u>	Germany	Switzerland	New Zealand	Netherlands
7	USA	Taiwan	Canada	Singapore	Canada	Belgium
8	Hong Kong	Switzerland	UAE	Netherlands	<u>Germany</u>	UK
9	UK	Germany	Denmark	Luxembourg	Australia	Ireland
10	Korea	USA	Norway	Canada	Switzerland	Austria



Spotify
No.1 music
streaming service



Toca Boca
70+ million
downloads



Lifesum
Top health/fitness
app in App Store



Candy Crush
500+ million
players



The Green
Call Button
Invented in 1979
by Laila Ohlgren
from Stockholm



Minecraft
100+ million users,
sold for 2,5 Bn



Skype
300+ million users,
sold for 8,5 Bn



Truecaller
100+ million users,
raised \$80 million



Fishbrain
No.1 app for No.1
hobby: fishing



40% of global
mobile traffic runs
through Ericsson
networks

Life Science Hotlist



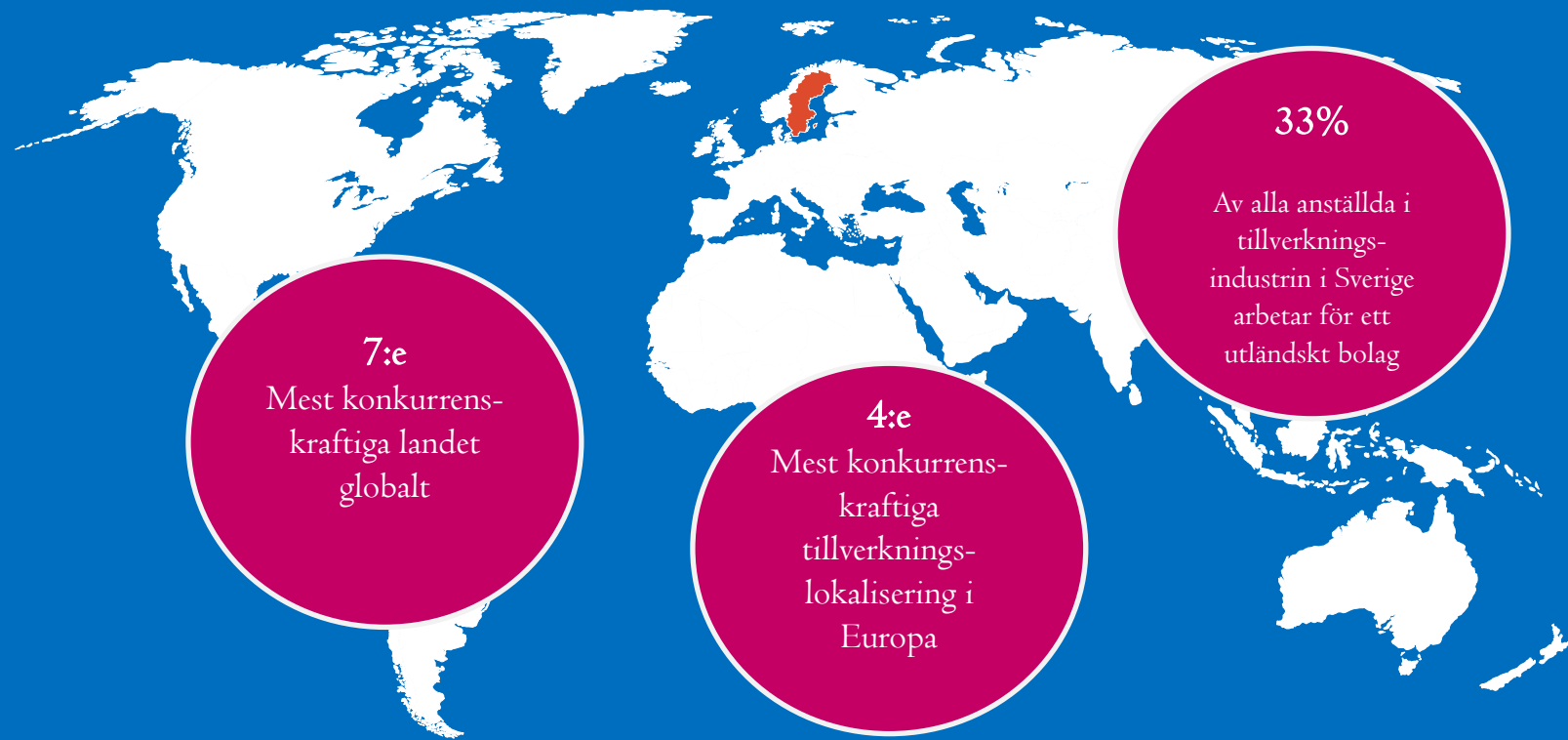
Aftercare (befintliga etableringar)

” expansion/återinvestering spelar en allt större roll i företagens investeringsbeslut... ”

“expansion/återinvestering är ett billigare alternativ till nya etableringar...”

” Sveriges styrkor är okända utomlands och vi är för dåliga på att berätta... ”

Sverige som industrination



Aftercare: vad kan vi erbjuda ?

VI ENGAGERAR OSS I DERAS BESLUTS & IMPLEMENTERINGSPROCESSER

ARGUMENT

FÖRUTSÄTTNINGAR

UPPMÄRKSAMHET

Diverse leveranser

RISK MITIGATION

Rådgivning och beslutsstöd i samband med planering, tillstånd, kompetens, kostnader, föreskrifter etc.

FACT FINDING

Driftskostnader, lokaler, industrinätverk, arbetskraft, kluster, incitament, R&D miljöer etc

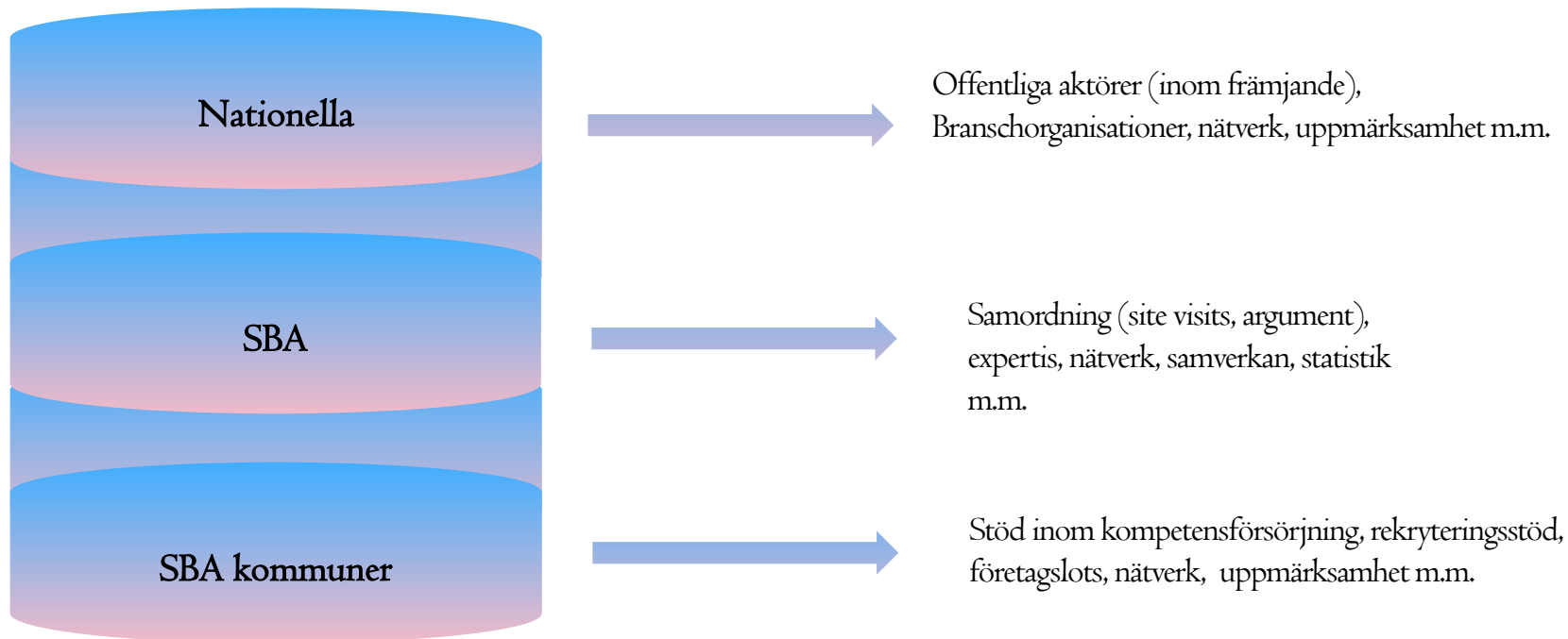
DECISION SUPPORT

Site selection, Val av webbplats, kompetenskartläggning, infrastruktur och verktyg

DELIVERY CAPACITY

Från lokal representant i kommunen till representant på kundens hemmamarknad.

Hur jobbar vi med Aftercare?



Key Takeaways

1. Inventera: gräv där ni står

2. Paketera: Fokusera & våga välja bort

3. Marknadsföra: Data & Fakta

4. Aftercare: Samverkan



TACK!