

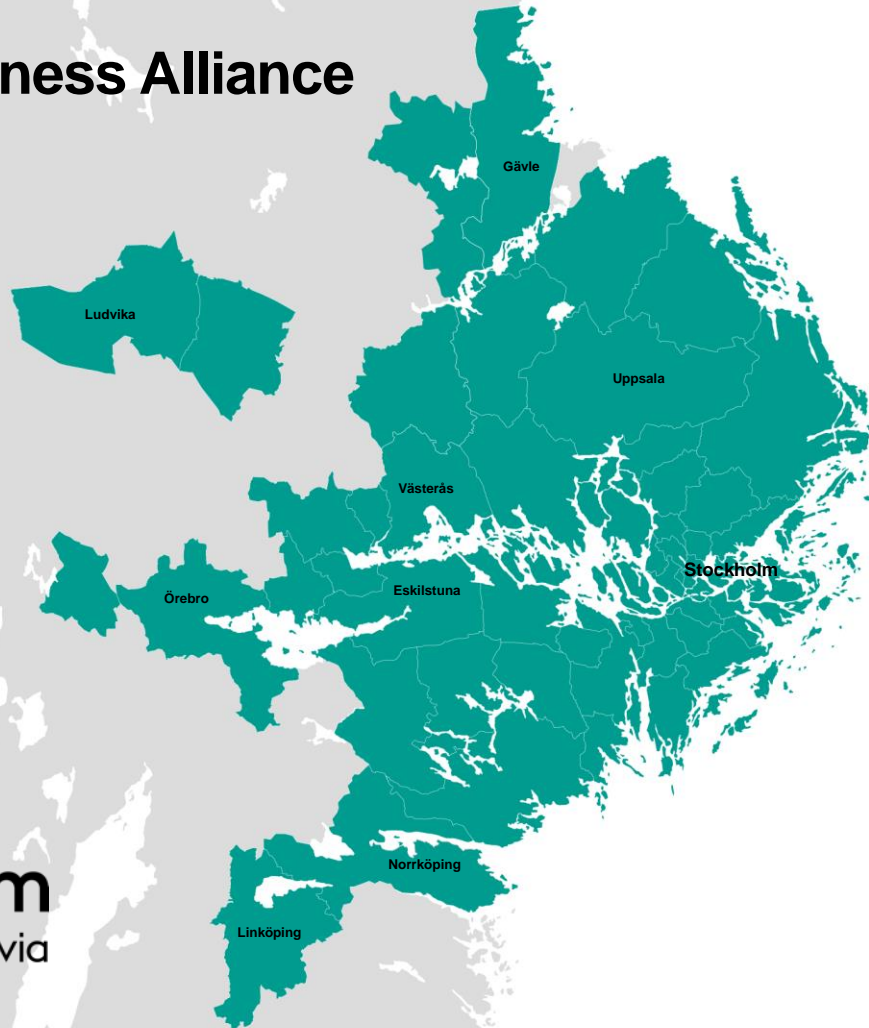
# Talangattraktion

- Så attraherar vi internationella talanger till  
Stockholmsregionen



 **Stockholm**  
The Capital of Scandinavia

# Stockholm Business Alliance



- |               |                |
|---------------|----------------|
| Arboga        | Nyköping       |
| Botkyrka      | Nynäshamn      |
| Danderyd      | Oxelösund      |
| Ekerö         | Sala           |
| Enköping      | Salem          |
| Eskilstuna    | Sandviken      |
| Flen          | Sigtuna        |
| Gnesta        | Smedjebacken   |
| Gävle         | Sollentuna     |
| Hallstahammar | Solna          |
| Haninge       | Stockholm      |
| Heby          | Strängnäs      |
| Huddinge      | Sundbyberg     |
| Håbo          | Södertälje     |
| Järfälla      | Tierp          |
| Karlskoga     | Trosa          |
| Katrineholm   | Tyresö         |
| Knivsta       | Täby           |
| Kungsör       | Upplands Väsby |
| Köping        | Upplands-Bro   |
| Lidingö       | Uppsala        |
| Linköping     | Vallentuna     |
| Ludvika       | Vaxholm        |
| Nacka         | Värmdö         |
| Norrköping    | Västerås       |
| Norrtälje     | Örebro         |
| Nykvarn       | Österåker      |
|               | Östhammar      |

 **Stockholm**  
The Capital of Scandinavia

## Stockholm Business Alliance

A cooperation with more than 50 municipalities in the Stockholm Region. Working with:



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### Business services

The service from the municipalities to the local established companies is measured within five significant areas.

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### Investment promotion

Promoting the Stockholm Region to attract investors, notably within ICT, Life Science and Cleantech.

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### International marketing

The strengths of the region is marketed by the brand Stockholm- the capital of Scandinavia.

# **Attracting talents to the Unicorn Factory**

## **- *Stockholm's secret sauce***

## **Take aways**

- Importance of facts**
- Power of the crowd**
- (Y)Our city's DNA**



Tech start-ups

+ Add to myFT

## Stockholm: the unicorn factory



Alan Mamedi, co-founder and CEO of Truecaller, left, and Nami Zarringhalam, co-founder and chief strategic officer



11

Save

***“On a per capita basis, Stockholm is the second most prolific tech hub globally, with 6.3 billion-dollar companies per million people (compared to the Valley with 6.9)”***

**Atomico**

### How Sweden became the startup capital of Europe






Stockholm is the second most prolific tech hub in the world on a per capita basis, behind Silicon Valley. How did that happen and where does it go from here?



Sweden is the world's second most prolific tech hub on a per capita basis, behind Silicon Valley

Forbes [LOG IN](#)

YOUR READING LIST

-  **How Stockholm Became A Unicorn Factory**
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NOV 11, 2015 @ 02:07 PM 25,286

### How Stockholm Became A 'Unicorn Factory'



**Knowledge @Wharton**, CONTRIBUTOR  
We offer Wharton research and analysis from global business leaders. [FULL BIO](#)   
Opinions expressed by Forbes Contributors are their own.



### Why This Tiny European City Is a Hotbed For Entrepreneurship

In recent years, Stockholm has made massive strides in terms of economic growth. Small businesses have become prolific creators of new jobs.



By Zoë Henry [@ZoëLaHenry](#)



Stockholm, Sweden is fast-becoming a hotbed for entrepreneurial activity. CREDIT: Getty Images

FINANCIAL TIMES

Forbes

The Telegraph

Inc.

VentureBeat

WIRED

POLITICO

Entrepreneur





**#SthlmTech**

***”The war for talent is over. The talent won.”***

**Johannes Sundlo, HR Controller at Spotify**



**Klarna**

**Tictail**

*King*

truecaller

**JICE**

Instabridge

iZettle

*Lifesum*



**FISHBRAIN**

This week hosted by:  
**Truecaller**



TWEETS  
**3,015**

FOLLOWING  
**640**

FOLLOWERS  
**4,132**

LIKES  
**1,991**

Following

## Move to Stockholm

@movetostockholm FOLLOWS YOU

Stockholm is looking for tech talent! Join us, connect with the people, find out about the opportunities & life in Stockholm! This week meet @truecaller

📍 Stockholm

🔗 [movetostockholm.com](https://movetostockholm.com)

📅 Joined May 2015



Tweets

Tweets & replies

Media

📌 Pinned Tweet



**Move to Stockholm** @movetostockholm · 13h

Hello! This is @Truecaller coming at you for a week of fun in the Swedish sun!  
[#movetostockholm](#)



One of the reasons why I was excited about coming to Stockholm was that

**I KNEW THAT, AS A FEMALE ENGINEER, I WOULD FIT RIGHT IN.**





There's an investment in  
**THE RIGHT THINGS**  
- families, education and sustainability.

A composite image featuring a Stormtrooper on the left, a shark in a tube in the center, and a PS4 game cover on the right. The text is overlaid on the central tube scene.

**I REALIZED THAT I  
REALLY ENJOY PAYING  
TAXES, WHICH IS WEIRD.**

You see things working thanks to them:  
the tube, the buses, hospitals and  
childcare. It's unbelievable.



The most important thing for me is  
the nature and the calm. That's why

**I LOVE NORRTÄLJE.**



- **Worklife balance**
- **Drive of people**
- **Flat hierarchies**
- **Gender balance**
- **Diversity**
- **Quality of life**

**This is what makes talents stay in Stockholm.**



Equality isn't perfect  
in Sweden, but it might be  
**THE BEST THAT WE  
HAVE IN THE WORLD.**



Equality isn't perfect  
in Sweden, but it might be

**THE BEST THAT WE  
HAVE IN THE WORLD.**

# Person of the Year

# TIME

THE  
SILENCE  
BREAKERS

THE VOICES  
THAT LAUNCHED  
A MOVEMENT



**STOCKHOLM  
- A WOMAN'S PLACE**



## **There is still a lack of role models**



## **What is “Stockholm – A Woman’s Place?”**

**WHAT?** “Stockholm – A Woman’s Place” is an initiative by Invest Stockholm, the official investment promotion agency of Stockholm, to support equal opportunities for women and men.

**WHY?** We want to encourage professional women around the world to see Stockholm as a place where they can progress their careers and fulfill their potential.

**HOW?** Through communication, information resources, seminars and workshops, we will actively work to raise awareness of the benefits of gender equality for women, men and society in general.

**In this initiative, we invite all Stockholm-based companies that strive for gender equality to declare themselves a woman’s place.**



**WE ARE**  
#awomansplace  
mixed founding team  
GESTRUMENT

#awomansplace

We are  
#awomansplace  
detectify

PROUD TO EMPOWER  
INTERNATIONAL  
WOMEN IN SWEDEN  
#AWOMANSPLACE

Kalma  
**YES** We are definitely  
#awomansplace

ICEX ESTOCOLMO  
IS PROUD TO  
BE #AWOMANSPLACE

**YES**  
WE ARE  
#awomansplace  
- mixed founding team -  
Amplify

**Yes we are**  
#awomansplace!  
truecaller

We are proud  
to declare Watty  
#awomansplace  
WATTY

  
**YES**  
- we are definitely -  
#awomansplace

*Furhat*  
ROBOTICS  
Proudly declaring  
ourselves to be  
#awomansplace

**YES**  
- we are definitely -  
#awomansplace  
Instabridge

  
**We are**  
#awomansplace

acast is proud to be  
#awomansplace

**We are proud to be**  
#awomansplace  
iZettle

Rebtel is  
#awomensplace

The Local is  
#awomansplace.  
Mentimeter

**WE HAVE A CULTURE  
THAT PLACES AN  
EMPHASIS ON GENDER  
EQUALITY, DIVERSITY  
AND INCLUSION**

simply because we want to attract  
and maintain top talent from  
all around the world.

Katarina Berg, CHRO Spotify



We strive towards having women  
in every team and in key positions.

**DIVERSITY BRINGS  
THE MOST  
IMPACTFUL AND  
CREATIVE TEAMS!**

- Nami Zarringhalam,  
Co-founder & CSO Truecaller

truecaller



# A Woman's Place Podcast

# Win - Win - Win - Win

## Talangen:

En personlig kontakt och introduktion till Stockholmsregionen

## Ambassadören:

Stolthet att representera Stockholmsregionen och företaget de arbetar på.

Karma – det känns bra att ”pay it forward”.

Bygger sitt personliga varumärke.

## Arbetsgivaren:

Employer branding.

Goodwill – Vi bryr oss om Stockholmsregionen tillsammans

Leadsgenerering och potentiella rekryteringar.

## Regionen:

Ökad tillväxt genom expansion.

Det positionerar och stärker regionens varumärke på ett hållbart, transparent, kollaborativt sätt.

Bygger relationer med företagen.

## **Take aways**

- Always with the community**
- They come for the scene and stay for the values**
- Power of the crowd, bottom-up**
- 4 x Win**

**Tack!**

**@JulikaLamberth**

**Julika.Lamberth@stockholm.se**

**movetostockholm.com**