

INVEST IN GOTHENBURG

*"Gothenburg opens the door
to unique test environments
and world-class expertise."*

**"THE CITY OFFERS ONE OF
THE BIGGEST URBAN INVESTMENT
OPPORTUNITIES IN EUROPE."**



gothenburg

A night photograph of the Gothenburg skyline. In the background, a large suspension bridge spans the water. In the foreground on the right, a large red crane with the name 'ERIKSBERG' on its arm is illuminated. The city lights and the crane's red glow are reflected in the calm water. The sky is dark with some clouds and a thin crescent moon is visible.

GOTHENBURG CURRENTLY OFFERS ONE OF THE BIGGEST CENTRALLY LOCATED
URBAN INVESTMENT OPPORTUNITIES EVER HEARD OF IN EUROPE.

EXPERTISE AREAS ACTING LOCOMOTIVES

THE LARGEST URBAN DEVELOPMENT PROJECT IN SCANDINAVIA.

Gothenburg is expanding and the city is densifying. An estimated EUR 100 billion will be invested in property developments and infrastructure between 2016 and 2035. The opportunities for investors and actors in urban development and construction are tremendous. Gothenburg is on a new path towards becoming a truly sustainable and interconnected city. The region is bustling with development projects and many of them are in ideal city locations. Be a part of a urban development project that will dramatically change the city landscape.



HOME TO LEADING INNOVATORS



GETINGE



essity

veoneer



VOLVO



SKF

AstraZeneca

Foto: Per Pixel Petersson

THE AUTOMOTIVE CAPITAL OF SCANDINAVIA.

Gothenburg is the home of Volvo and the automotive capital of Sweden. Here we have the entire vehicle value chain, unique test environments and world-class expertise. New technological solutions are just as likely to come from Gothenburg as from Silicon Valley. With around 35,000 direct employees, Gothenburg's automotive industry is one of the world's most knowledge intensive regions, per capita, when it comes to vehicle development. Gothenburg also has a large and mobile workforce including nearly 30,000 technology and IT consultants, and world-leading clusters in mobile data transfer, telematics and programme development.

*New start-ups are
emerging constantly*

A HOTBED FOR LIFE SCIENCE INNOVATIONS.

Gothenburg is one of Sweden's leading life science regions. It has a strong and international research community, where innovations from such as mind steered prosthetics and digital healthcare solutions are being developed. In many cases, our breakthroughs are being commercialized via the region's business incubators and science parks, and new start-ups are emerging constantly. The global pharmaceutical enterprise AstraZeneca has opened up its research facilities to small, promising companies working in its networks. This is a new way to work with innovation. The region is home to northern Europe's largest university hospital and here you'll find a talented workforce.

THE GATEWAY TO THE NORDICS.

With an excellent position in the centre of Scandinavia and seamless connections by sea, land and air, Gothenburg is an attractive location for doing business. The Port of Gothenburg is the largest in Scandinavia, with about 30% of Sweden's foreign trade passing through. The international airport close to the city centre covers more than 100 destinations and has one of the fastest air cargo turn-arounds in Europe.



Foto: Göteborgs Hamn



Foto: MostPhotos



THE GOTHENBURG WAY: COLLABORATION

IMAGINE A PLACE WHERE YOU CAN COLLABORATE WITH COMPANIES, a city, researchers and institutes in an innovative environment in order to make a successful product or service. The successful collaborations between the private, public and academic sectors have helped make Gothenburg a hotspot for innovation. Sweden has held the top spot as Europe's most innovative country since 2015, according to a European Commission ranking. And according to the Regional Innovation Score Board Gothenburg is an innovation leader characterized by relatively high business R&D expenditures, a highly educated workforce and many people employed in knowledge-intensive industries. Approximately 25% of Sweden's R&D investment in the private sector is made in the Gothenburg region.

TEST THE FUTURE TODAY.

In Gothenburg you find testbeds all over the city – literally on the roads. Join us and test your products and services in virtual reality, in labs, in simulated environments and in real city environments. Here you can test your product or service before investing your whole budget on full-scale development. A testbed in Gothenburg is an excellent way for a company to make contacts in the Nordic market. Also, Swedes are known for being early adopters, which makes us a perfect test market.

A FOUNDATION FOR INNOVATION.

A great contributor to the collaborative and innovative way is the science parks such as Lindholmen Science Park, Johanneberg Science Park and Sahlgrenska Science Park. They all provide cooperation-friendly environments, perfect for initiating testbeds and collaborations. Lindholmen is an international collaborative environment for research, innovation and education within the areas Transport, ICT and Media. Johanneberg focuses on Urban Development, Energy, Materials and Nano Technology. Sahlgrenska works within life science, an area that often tends to cross-cluster with ICT.



*You can find testbeds
all over the region*

THE GOTHENBURG REGION IN FIGURES

PEOPLE & POTENTIAL

Situation 2018

Population

1,028,000

Housing units

476,000

Jobs

530,000

PEOPLE & POTENTIAL

Future 2016-2035

Population

+200,000

Housing units

+105,000

Jobs

+120,000

TRANSPORT & LOGISTICS

6,000

vessels arrive at the Port of Gothenburg every year

30%

of all Sweden's foreign trade departs from the Port of Gothenburg

Largest port
in Scandinavia

INNOVATION

Leader+

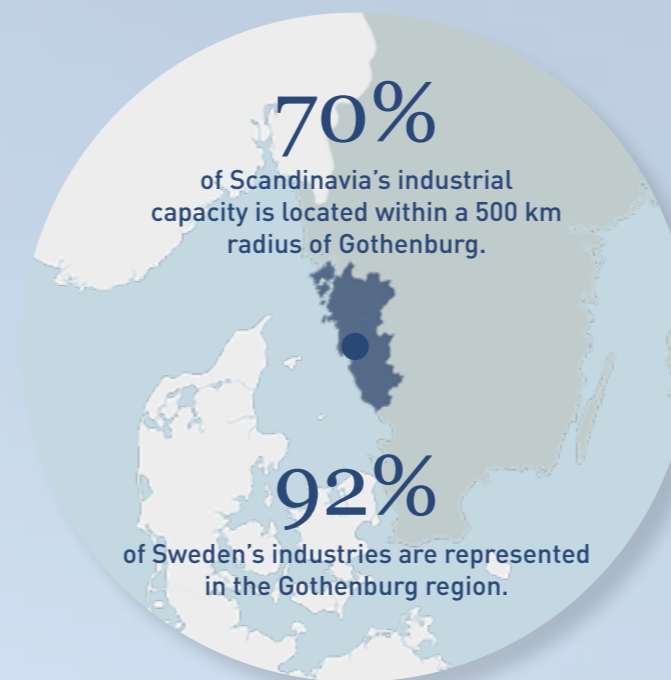
West Sweden is ranked as an innovation leader in the EU

(According to the European Commission's Regional Innovation Scoreboard 2019)

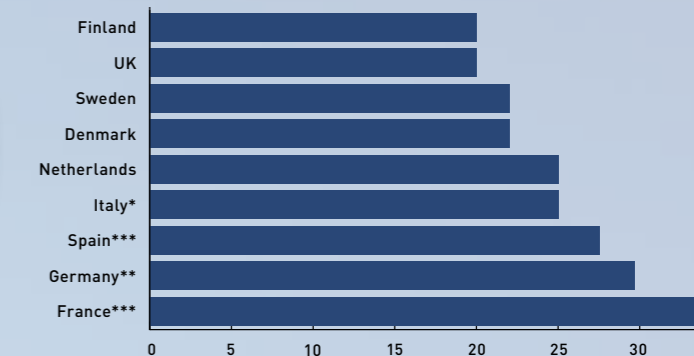
INNOVATION

32%

of private R&D investments in Sweden are made in the Gothenburg region



CORPORATE TAX RATES – A EUROPEAN COMPARISON



* Plus regional taxes on production activities

** The corporate tax rate in Germany is between 29.65 and 33%, depending on the geographic location

*** Small/new businesses can benefit from lower fees

GROWTH IN LABOUR MARKET 2000-2018

147,000
more jobs

205,000
new residents

81%
real increase in gross regional product

80%
real total wage sum growth

55%
increase in productivity

INTERNATIONAL
BUSINESS LIFE

1 in 5

Every fifth employee in the Gothenburg region works in a foreign-owned company

THE TEN BIGGEST COMPANIES

No. of employees, 2018

- 1 Volvo Cars, 16,475
- 2 Volvo Trucks*, 4,375
- 3 Chalmers University, 3,275
- 4 SKF, 2,450
- 5 Postnord, 2,375
- 6 AstraZeneca, 2,125
- 7 Samhall, 1,875
- 8 Ericsson, 1,725
- 9 Skanska, 1,625
- 10 Essity, 1,425

* Part of the Volvo Group which employs 12,400 people in the Gothenburg region

CONNECTIVITY

2/55

Gothenburg ranks 2nd out of 55 mid-sized cities in Europe in terms of IT and logistics infrastructure

(According to fDi)

WHY GOTHENBURG?

Gothenburg is often referred to as the biggest small town in Europe. It offers all the aspects of a capital, but on a smaller scale – excellent if you're looking for a better work-life balance.

BOTH LOCAL AND GLOBAL.

The many schools and universities guarantee a young and creative atmosphere and a rich cultural life. Here you'll find Scandinavia's biggest amusement park, the spectacular opera house, cafés and restaurants, some of them internationally renowned for their haute cuisine. You have nature just around the corner, offering a richness of parks, forests and lakes – not to forget the sea and its beautiful archipelago. Sports and leisure

activities are easily accessible and often encouraged by the nature-loving Swedes. Gothenburg has been an international city since its foundation in 1621. Today various aspects of foreign cultures are woven into everyday life – from music and design to food and fashion. High quality of life, a solid infrastructure and basic access to healthcare and education continuously attract a steady number of people to this region.

KNOWLEDGE IS POWER.

In order to succeed you need to build an understanding of the conditions. If you are considering investing or expanding in the region, we can provide you with objective analyses of the business environment in the Gothenburg region, giving you the information you need to make a well-informed decision. We support you with business intelligence and tailor our information and advice to suit you and only you.



**FOUR STEPS TO
BECOMING A PART OF
GOTHENBURG'S SUCESS**

Foto: Hans Wretling / Alvetranden Utveckling



Foto: MostPhotos

*Your path towards
collaborations with world
leading research*

PUT YOUR TRUST IN THE RIGHT ADVISOR.

This step is all about putting your operations under the microscope. In order to succeed, you need both courage and a good sounding board. Among other things, we can offer a custom-built growth programme, and give you access to our network of specialists in various fields. Here, we also work with confidential advisory services for you who plans to invest in or establish operations in the Gothenburg region.

MAKE VALUABLE CONTACTS.

The right business partnerships are invaluable. We open the door to partnerships with other companies and organisations. We can be your path towards collaborations with world-leading research and product development within numerous areas.

And we can also help if you hope to use the city as a test arena. In addition, we are part owners in a multitude of organisations and science parks. We also have established entry points after our many years as a key player in Gothenburg's business community.

JOIN THE RIGHT NETWORK OR TESTBED.

We can also be your ticket to networks, testbeds and industry organisations. In this step, we strive to make sure you find your place. We organise seminars, discussions with politicians and workshops, and much more. We arrange several meeting places and are more than happy to guide you towards exchanges that can be the most beneficial for your operations. This might even be your starting point. Begin by contacting us.

**USE OUR
EXPERTISE**

We provide services
in the following areas:

Industry knowledge – market overview



We know the market and its key industries and can introduce you to business opportunities.

Network of advisors



Our advisors can help you with questions related to tax, accounting, law, recruitment and business development.

Assistance in building business case



We offer comprehensive information, statistics and support as well as tailor-made analyses.

Talent attraction



Attracting competence workers and international talents to the region is one of our main priorities.

Land and property search



As an independent partner we offer advice on suitable offices, land and locations.

Partner search & matchmaking



We can put you in touch with regional authorities, business partners, investors and academia.

Expat-related issues



We work in close collaboration with relocation specialists who will see to your needs when moving here.

GET IN TOUCH!

If you have any questions, please don't hesitate to get in touch:
info@businessregion.se, +46 31 367 61 00.

www.investingothenburg.com

YOUR REGIONAL SUPPORT.

Business Region Göteborg is committed to encouraging and supporting the region's positive development trends. We ensure local businesses and companies investing in the region have access to the services they need, at both corporate and personal level.

For more information, please contact the Establishment & Investment department:
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**BUSINESS REGION
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