LOOKING FOR BUSINESS OPPORTUNITIES?
GOTHENBURG CURRENTLY OFFERS ONE OF THE BIGGEST CENTRALLY LOCATED URBAN INVESTMENT OPPORTUNITIES EVER HEARD OF IN EUROPE.
In the region of Gothenburg you will find what you’re looking for – and Business Region Göteborg’s Establishment & Investment Service will help you turn your visions into reality.

YOUR COMPANY GETS OUR HELP WITH
• simplifying contacts with local authorities and other organisations
• identifying available land and premises
• dealing with the practical aspects of setting up a business
• identifying the support that is available for business development
• establishing business contacts both in Sweden and abroad

All our services are offered confidentially and at no extra cost.

A CHANGING LANDSCAPE
Imagine 5,000,000 m² of gross floor area ready to be developed in the very centre of a European city! A quick glimpse at Gothenburg’s history as an important port in the 18th century explains why. The former shipyard areas at the very heart of the city are now experiencing a revival and present exciting land prospects for intending buyers. Logistics and transport are already in place and the entire region is bustling with building and infrastructural projects that will dramatically change the city landscape.

The opportunities for new investors are tremendous and a great deal of innovation will be needed in everything from traffic planning to climate and sustainability challenges in construction and urban planning.

SUPPORTING YOU
A non-profit organisation, Business Region Göteborg (BRG) focuses on helping foreign investors find the right information, the correct competence, relevant business connections and the best potential partners to facilitate an establishment in the region.

SAVING YOU €100bn
5,000,000 m²
of gross floor area available for development in the very centre of the city

Estimated total investment volume until 2035

"This is an extremely expansive area. It’s important for us to be part of networks where we can meet partners and come up with new, innovative ideas."

Hans Larsson, Director of Toyota Material Handling Europe, set up at Lindholmen Science Park in 2011.

A STRONG TRADITION OF R&D
Gothenburg boasts a proud tradition of investing in research and turning scientific findings into business opportunities. The region’s several science parks have already given birth to many successful collaborations between industry, academia and the public sector. World-leading research within a number of strategic fields has attracted many international investors. Today, one in four of the city’s employees works for a foreign-owned company. A majority of the inhabitants speak English fluently.

GOTHENBURG – A CENTRE FOR EXPANSION
Welcome to Gothenburg – one of the most rapidly expanding regions in Europe and a strategic hub for logistics and transport in Scandinavia.
WE ARE HERE FOR YOU

Anyone who wants to invest in the Gothenburg region will receive our support. We help companies and people access the information and service they need.

BUILDING BRIDGES AND CONNECTING PEOPLE
Business Region Göteborg will act as your guide and help you find local areas suitable for development. It’s part of our commission to create platforms for innovation to encourage long-term sustainable growth in the Gothenburg region. You will benefit from our knowledge and experience of building bridges between potential investors, authorities and business organisations.

KNOWLEDGE AND CONTACTS
Our Establishment & Investment Service is your shortcut to key decision-makers in both the private and public sector. This service is designed to help foreign businesses, investors and individuals set up business in Gothenburg. We help your establishment and relocation process by offering you access to various databases and a well-developed network of real estate brokers, recruiting agencies, international schools and advisors.

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.
THE GOTHENBURG REGION IN FIGURES

Current situation 2014–2015
- Population: 982,000
- Housing units: 451,000
- Jobs: 489,000

Future 2030
- Population: +180,000
- Housing units: +80,000
- Jobs: +110,000

The region ranks sixth out of 268 in terms of competitiveness (According to Europe 2020 regional index)
- 54% increase in total wage sum
- 51% increase in GDP (Gross Regional Product)
- 34% greater productivity
- 70% of Scandinavia’s industrial capacity is located within a 500 km radius of Gothenburg
- 93% of Sweden’s industries are represented in the Gothenburg region
- 6/268 The region ranks sixth out of 268 in terms of competitiveness (According to Europe 2020 regional index)
- 12/250 According to the World’s Most Inventive Cities index, Gothenburg ranks 12 out of 250
- 22% The Gothenburg region stands for 22% of all private funds invested in R&D in Sweden

1 in 5 Nearly one in five of Gothenburg’s employees in the private sector works for a foreign-owned company

10/117 The Gothenburg region ranks 10 out of 117 in terms of growth potential (Structural Potential Index EU BAK Brussels)

6,000 vessels arrive at the Port of Gothenburg every year
- 30% of all Sweden’s foreign trade departs from the Port of Gothenburg
- 60% of Swedish container traffic passes through the Port of Gothenburg

982,000
451,000
489,000
+180,000
+80,000
+110,000
102,000
152,000
51%
54%
34%

For more information see Facts & Figures
Gothenburg is home to several international companies that are world-leading innovators within their industries. We asked some of their dignitaries to share their impressions of the region.

**ON EXPERTISE AND OPPORTUNITY:**
“This is an attractive place to live in, with the right conditions for ensuring a supply of expertise. It’s also an excellent location for foreign employees and their families. The Port of Gothenburg is a major advantage, and I believe that investments in infrastructure, housing and universities are – and will continue to be – key components in Gothenburg’s future potential.”

Tom Johnstone, former President and CEO, SKF Group

**ON RECRUITMENT AND COLLABORATION:**
“We often work together with universities and research institutions on research projects relating to the transport systems of the future. Gothenburg might be a small city in global terms, but this has its advantages – such as close links between industry, authorities, decision-makers, academia and the public sector. The region has a wealth of networks and the Volvo Group is active within them.”

Niklas Gustavsson, Chief Sustainability Officer Public Affairs, Volvo Group

**SKF** is a Swedish industrial company with its head office in Gothenburg. Today, the company operates in more than 130 different countries, and has close to 50,000 employees.

**VOLVO** is one of the world’s leading manufacturers of heavy vehicles with headquarters in Gothenburg. The group has around 115,000 employees and production facilities in 20 countries.

**GETINGE GROUP**
A REGION DRIVING GROWTH

Thanks to international cooperation and diversity, commercial and industrial life in the region is flourishing. Gothenburg is the engine of growth in the western part of Sweden and home to companies from more than 750 different sectors – from local to multinational giants.

FOCUS AREAS
The main drivers are the automotive, ICT, life science and logistics industries. Other growth areas such as environmental development, design and market communications are also especially well represented in the region.

AUTOMOTIVE
The Gothenburg region is Sweden’s automotive capital. Here we find the entire vehicle production chain, unique test environments and broad expertise. Today, Volvo Cars is the largest employer in the entire region, followed by Volvo Trucks.

ICT
Information and Communication Technology has become an integrated part of our society. The Gothenburg region is home to cutting-edge expertise in several fields, such as telematics, microwave technology and digital visualisation.

LIFE SCIENCE
The bioscience and medical industry is among the fastest growing industries in Gothenburg. Thanks to close collaboration between academia, healthcare and business, the life science industry has taken a strong hold here.

LOGISTICS
The Gothenburg region is an important import and export hub, with a sustainably oriented infrastructure. The port of Gothenburg is the largest in Scandinavia and from Landvetter airport all European capitals are no more than two hours away.

Retail sales are an important growth engine for the Gothenburg region, engaging 27,000 full-time employees. Fascinating urban development plans mean numerous new opportunities for retailers. Several retail development projects in the region are in progress.

A RICHNESS OF LIFE

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.
GET IN TOUCH!

If you have any questions, please don’t hesitate to get in touch: 
establishmentservices@businessregion.se, +46 31 61 24 02.

www.businessregiongoteborg.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:
establishmentservices@businessregion.se