

ABOUT STOCKHOLM

-LIVING AND WORKING IN STOCKHOLM

ALICIA PARVIN, PROJECT MANAGER TALENT ATTRACTION, CITY OF STOCKHOLM

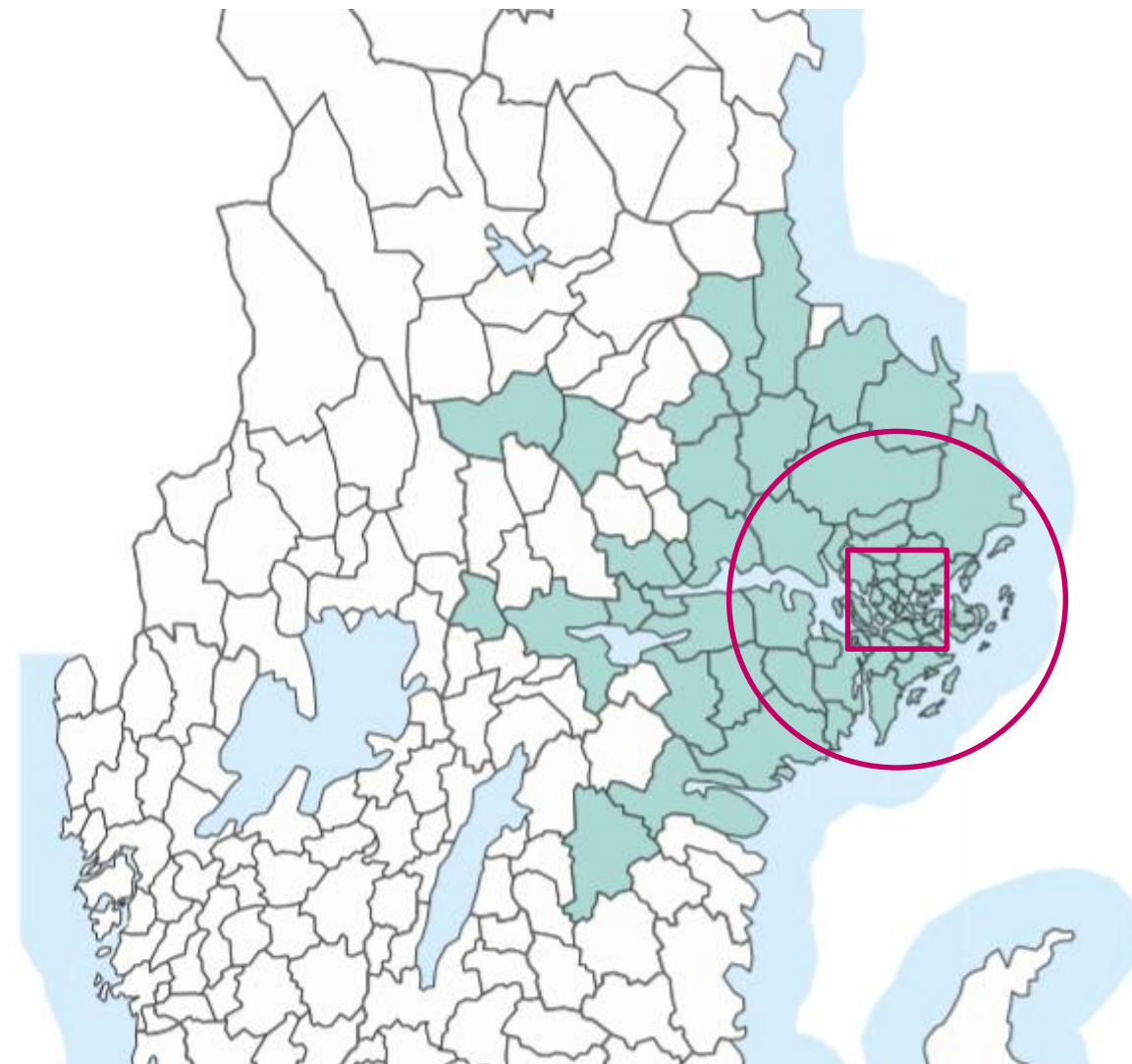


Key facts about Stockholm

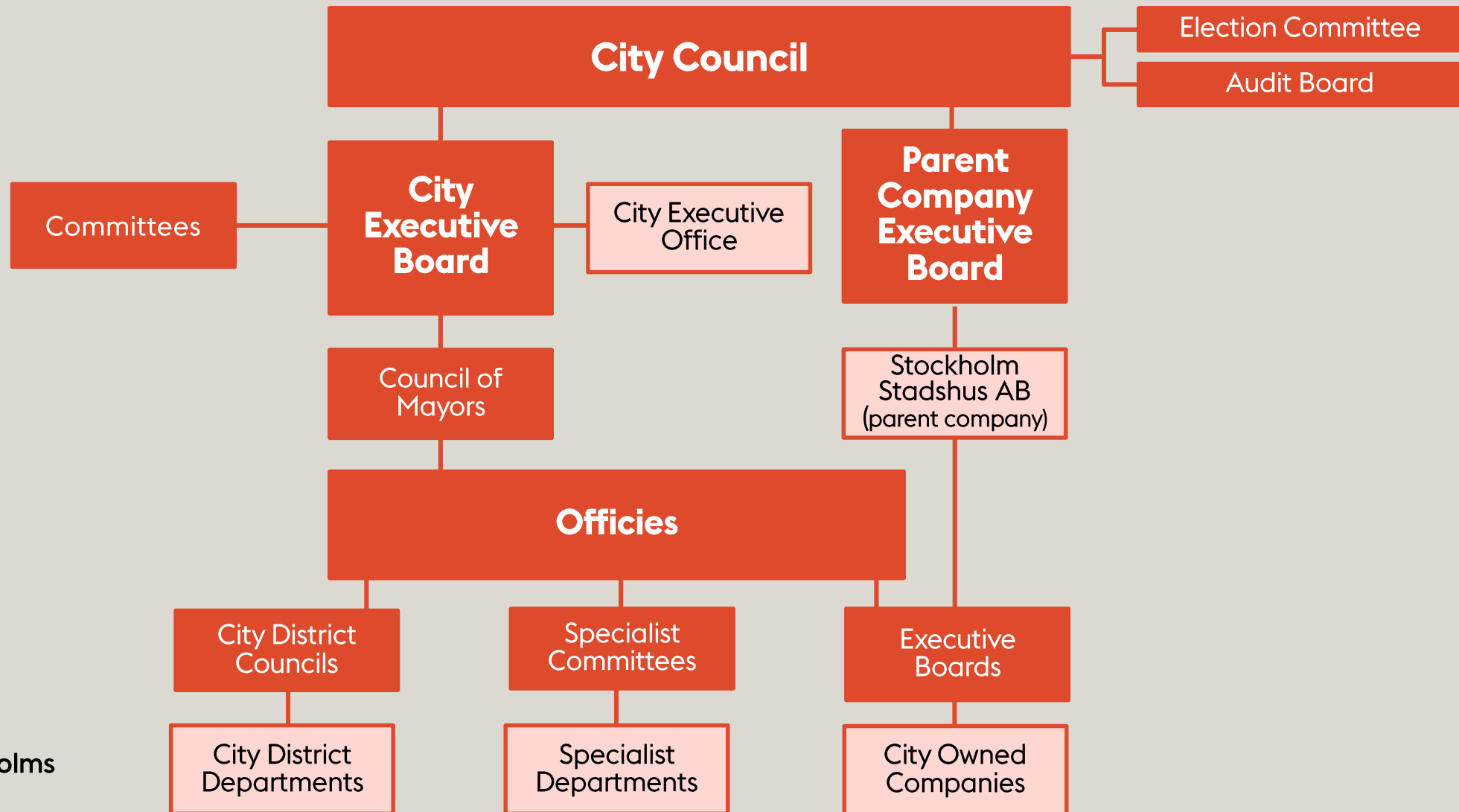
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- STOCKHOLM BUSINESS ALLIANCE
 - Population: 4.2 million
 - Municipalities: 55



City of Stockholm political organisation



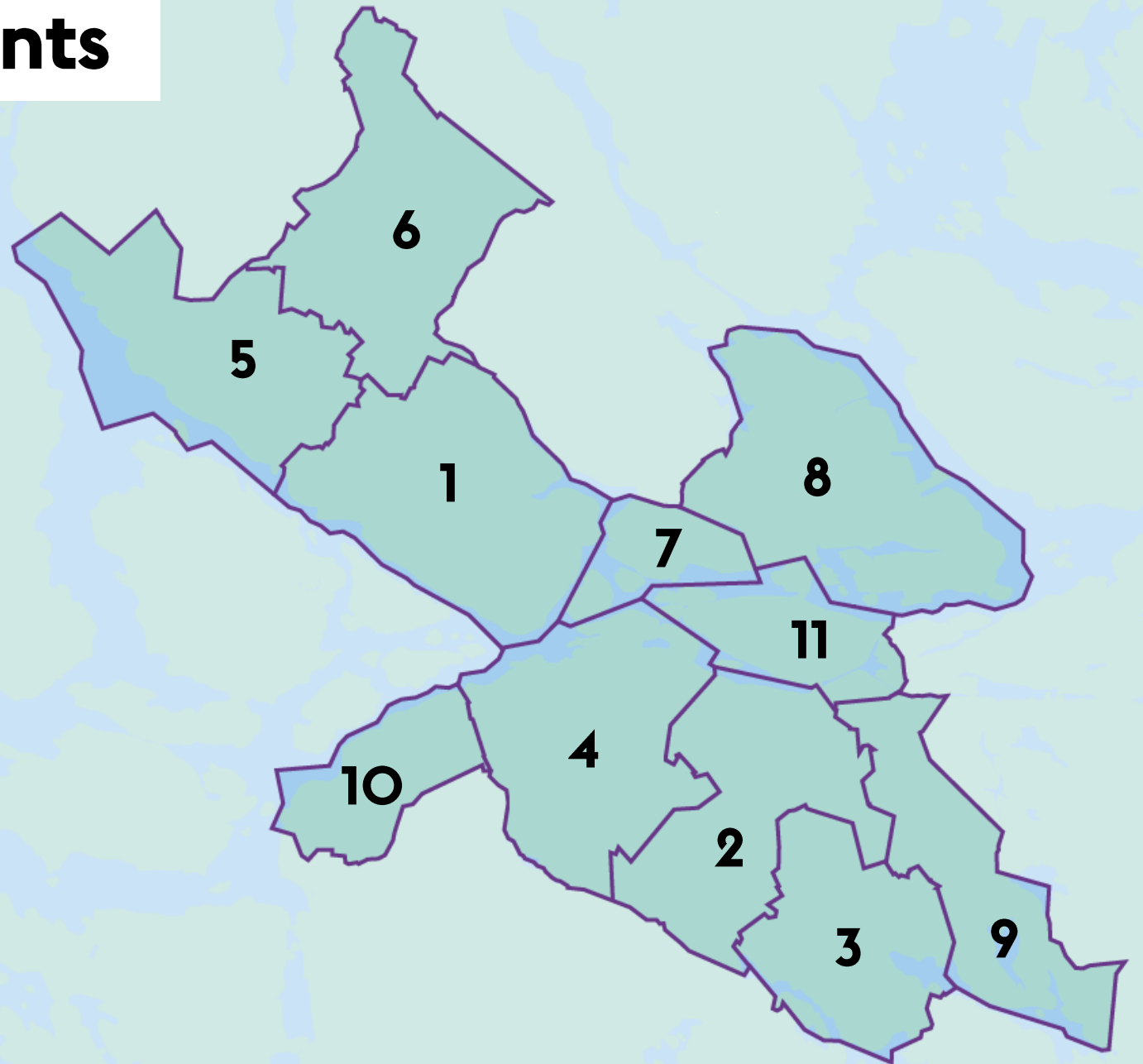
Daily operations- The city of Stockholm



The daily work is carried out by the City's departments and companies. Each department and company is accompanied by a governing **council, committee** or **board** appointed by the City Council.

City District Departments

1. Bromma
2. Enskede-Årsta-Vantör
3. Farsta
4. Hägersten-Älvsjö
5. Hässelby-Vällingby
6. Järva
7. Kungsholmen
8. Norra innerstaden
9. Skarpnäck
10. Skärholmen
11. Södermalm



City District Departments responsibilities

The City District Departments are responsible for:

- Recreational activities for children and youth
- Municipal pre-schools
- Maintenance support, budgetary and debt counselling
- Consumer advice
- Local business issues
- Local urban environment issues
- Local crime prevention and safety-enhancing measures
- Maintenance of and investment in parks
- Services and care for people with disabilities
- Social services, care, treatment and family law
- Elderly care services

Specialist Departments

The Specialist Departments are responsible for city-wide operations:

- Audit Office
- Cemeteries Department
- City Archives
- City Development Department
- City Planning Department
- Culture Department
- Education Department
- Environment and Health Department
- Elderly Services Department
- Election Committee Department
- Labour Market Department
- Public Trustees Department
- Real Estate Department
- Service Department
- Social Services Department
- Sports Department
- Transport Department

Companies owned by the City of Stockholm

Stockholms Stadshus AB is owned by the City of Stockholm and is the parent company of the group consisting of:

Housing and real estate

- Familjebostäder
- Micasa Fastigheter
- Stockholmshem
- Svenska Bostäder
- Bostadsförmedlingen i Stockholm
- Mässfastigheter i Stockholm
- Skolfastigheter i Stockholm
- Stockholm Globe Arena Fastigheter

Parking

- Stockholm Parkering

Water and waste

- Stockholm Vatten och Avfall

Business and tourism

- Stockholm Business Region

Insurance for City operations

- S:t Erik Försäkring

Harbour

- Stockholms Hamn

Culture

- Kulturhuset Stadsteatern

Infrastructure

- S:t Erik Markutveckling
- Stokab

Energy company (associated)

- Stockholm Exergi

Stockholm Business Region AB

Stockholm Business Region is the official business office for the city of Stockholm, responsible for the strategic development and international promotion of the city, as well as the brand Stockholm – The Capital of Scandinavia.

Stockholm Business Region is owned by the city of Stockholm and part of Stockholms Stadshus AB

City Council

Stockholms Stadshus AB

Stockholm Business Region

Invest Stockholm

Visit Stockholm

Visit Stockholm AB

Visit Stockholm is the official destination marketing organization for the city of Stockholm. We are dedicated to promoting and developing Stockholm as an attractive destination for international visitors.

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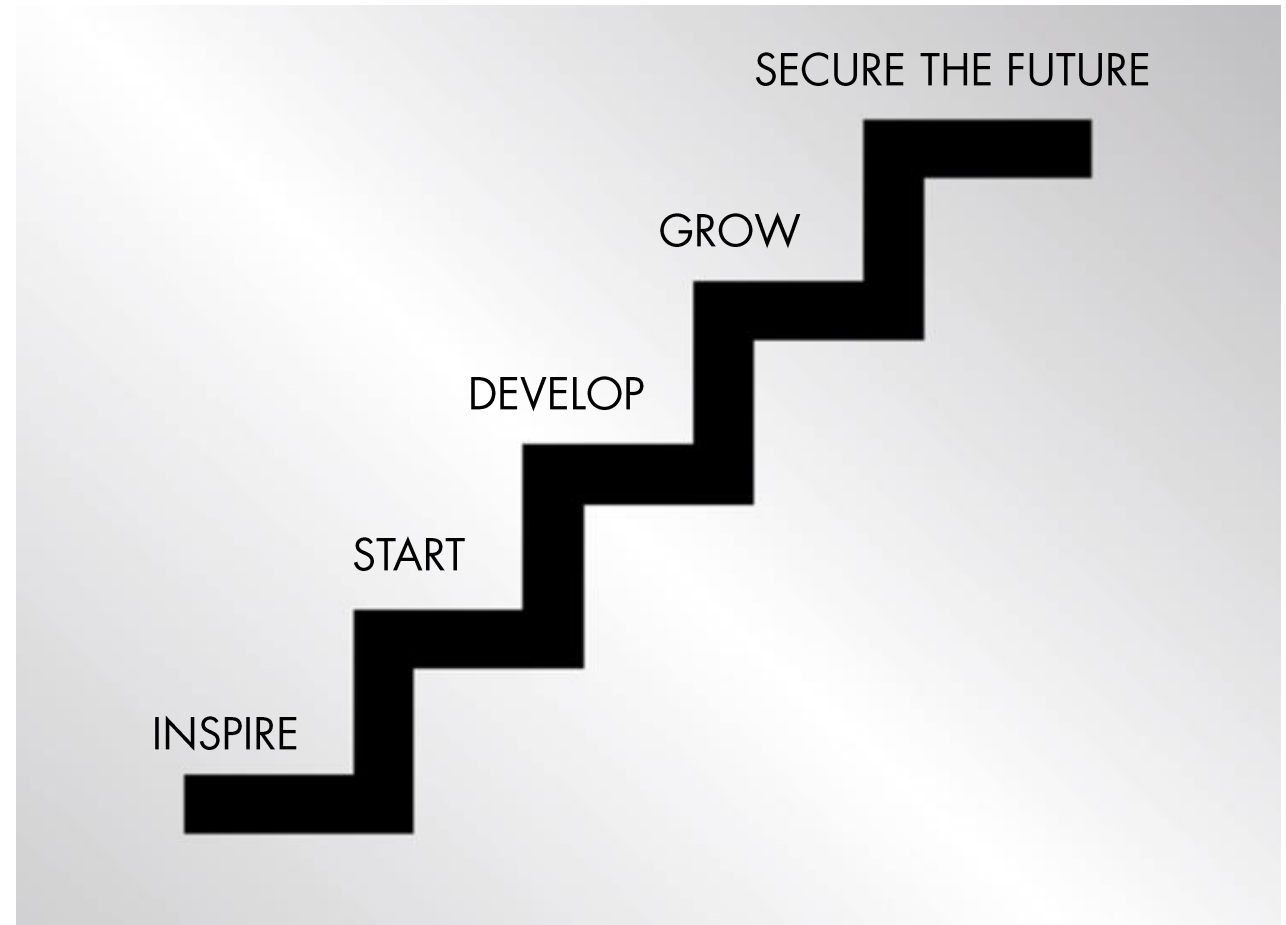
Invest Stockholm is responsible for promoting and developing the greater Stockholm region as a business destination under the brand Stockholm – The Capital of Scandinavia.

- Local economic development agency – Stockholm
- Invest promotion agency – the greater Stockholm region



HOW WE SUPPORT THE LOCAL BUSINESS COMMUNITY AND STIMULATE ENTREPRENEURSHIP

- **INSPIRE:** We stimulate entrepreneurship through events and youth programs.
- **START:** We support individuals when they want to start their own business.
- **DEVELOP:** We collaborate with Stockholms Startup ecosystem
- **GROW:** We support growing businesses.
- **SECURE THE FUTURE:** We work with Impact, Talent attraction, growth industries and more.



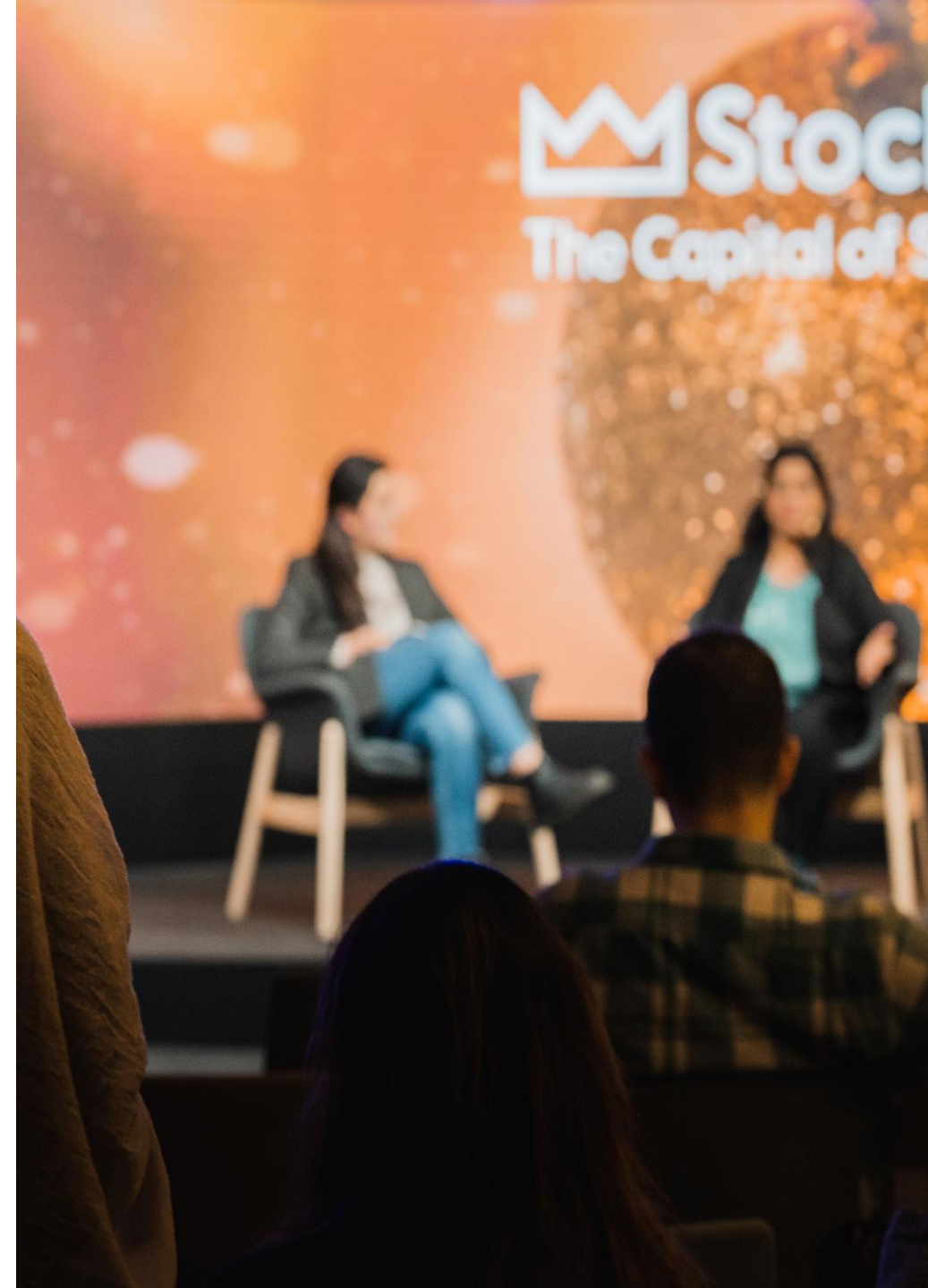
FOCUS BOTH STRATEGICALLY AND OPERATIONALLY:

- Strategy, reports and vision.
- Events, seminars and collaborations.

WITH A FOCUS ON TALENT ATTRACTION MANAGEMENT:

- **Talent attraction:** Marketing and recruitment activities.
- **Talent reception:** Events and “soft landing” activities.
- **Talent retention:** Helping talents to settle in and prosper in long term.

...often in strategic collaboration with others such as employers, industry organisations, universities, etc.





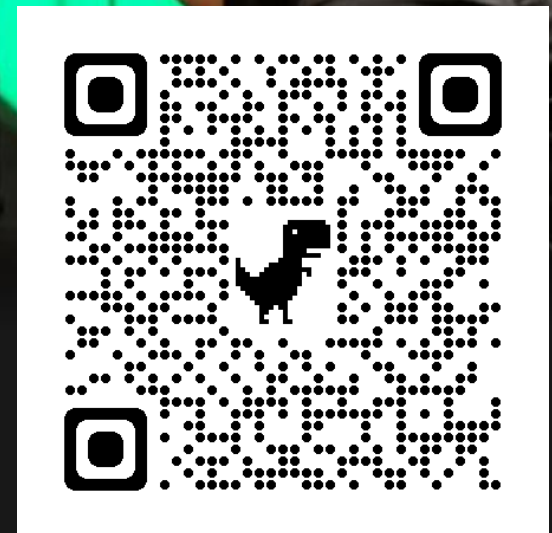
Live & Work

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[Before](#)

[Your life in Stockholm](#)

[Find a job](#)



Insider tips

Examples of Investment Promotion Focus Areas



ICT

- ▶ Communication systems
- ▶ Mobile terminal software
- ▶ Industrial IT
- ▶ Positioning and GIS
- ▶ Visualization
- ▶ Data Centers
- ▶ IoT
- ▶ Fintech, foodtech 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

- ▶ Medtech, Pharma, Biotech
 - ▶ Oncology
 - ▶ Neuroscience
 - ▶ Metabolic diseases
 - ▶ Regenerative med
 - ▶ Cardiovascular
 - ▶ Infectious diseases
 - ▶ Inflammation, Immune
- ▶ HealthTech



Hospitality

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



Logistics/infra

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

Manufacturing/Automation

Establishment Services

Aftercare/Client Development

Läget just nu i Stockholm



Konjunkturläget
(Sverige)

87,5 (-13,8)

Juli 2023 (Juli 2022)

BNP-utveckling
(Sverige)

-0,9%

Aug 2023

Konjunkturläget
(Stockholm)

91,0 (-9,0)

Q2 2023 (Q2 2022)

Konkurser
(Stockholms stad)

138 (+37%)

Sep 2023 (Sep 2022)

Arbetslöshet
(Stockholms stad)

6,3% (-0,1)

Sep 2023 (Sep 2022)

Nystartade företag
(Stockholms stad)

1058 (-12%)

Aug 2023 (Aug 2022)



Gästnätter
(Tusental, Stockholms län)

1809 (+1,8%)

Juli 2023 (Juli 2022)

Hotellbeläggning
(Stockholms stad)

85,7% (+4%)

Aug 2023 (Aug 2022)

RevPAR (kr)
(Stockholms stad)

1464 (+17%)

Aug 2023 (Aug 2022)



Positiv utveckling i grönt. Oförändrat i grått. Negativ utveckling i rött.

Vers 230925

Stockholm

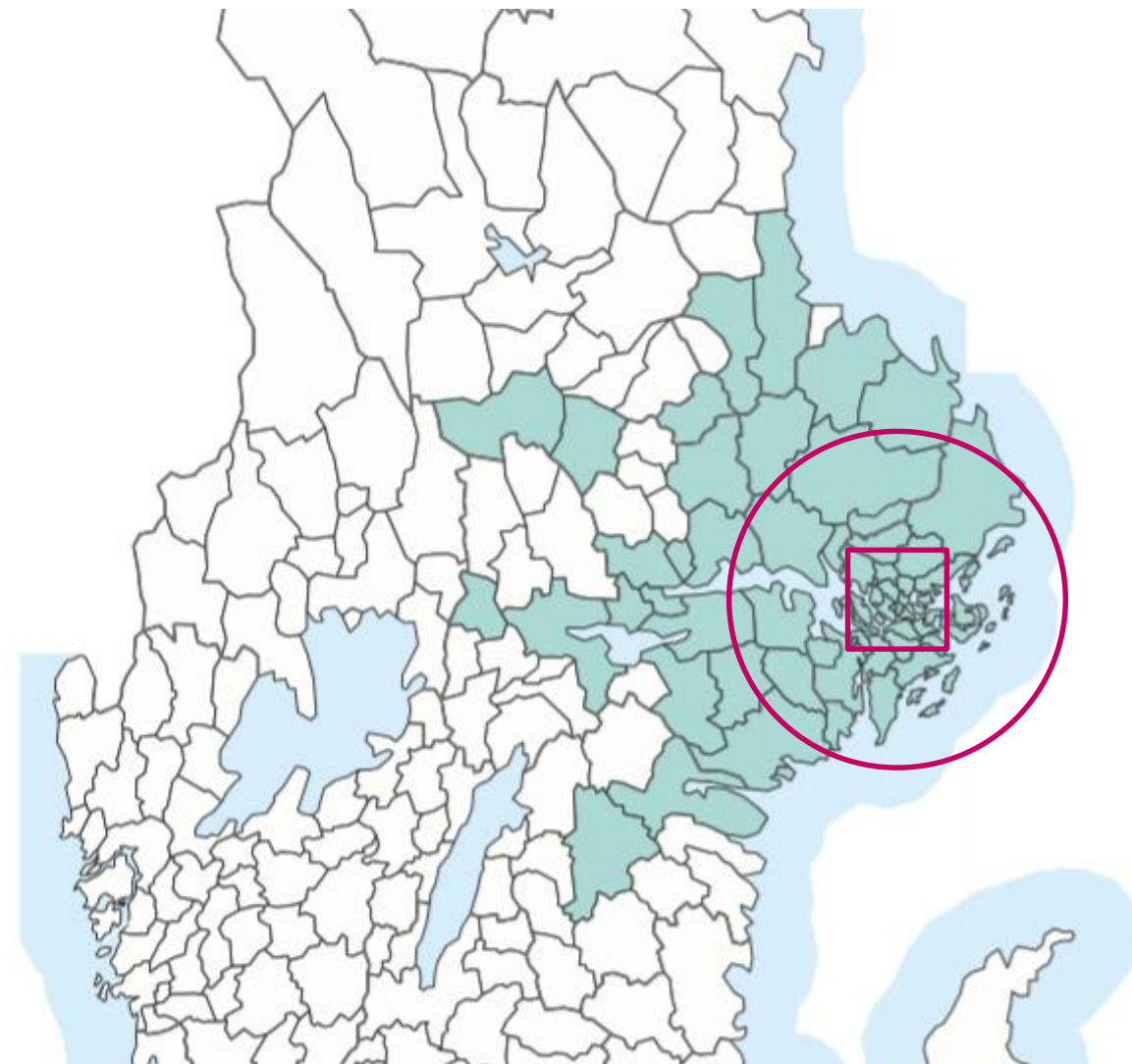
The Capital of Scandinavia

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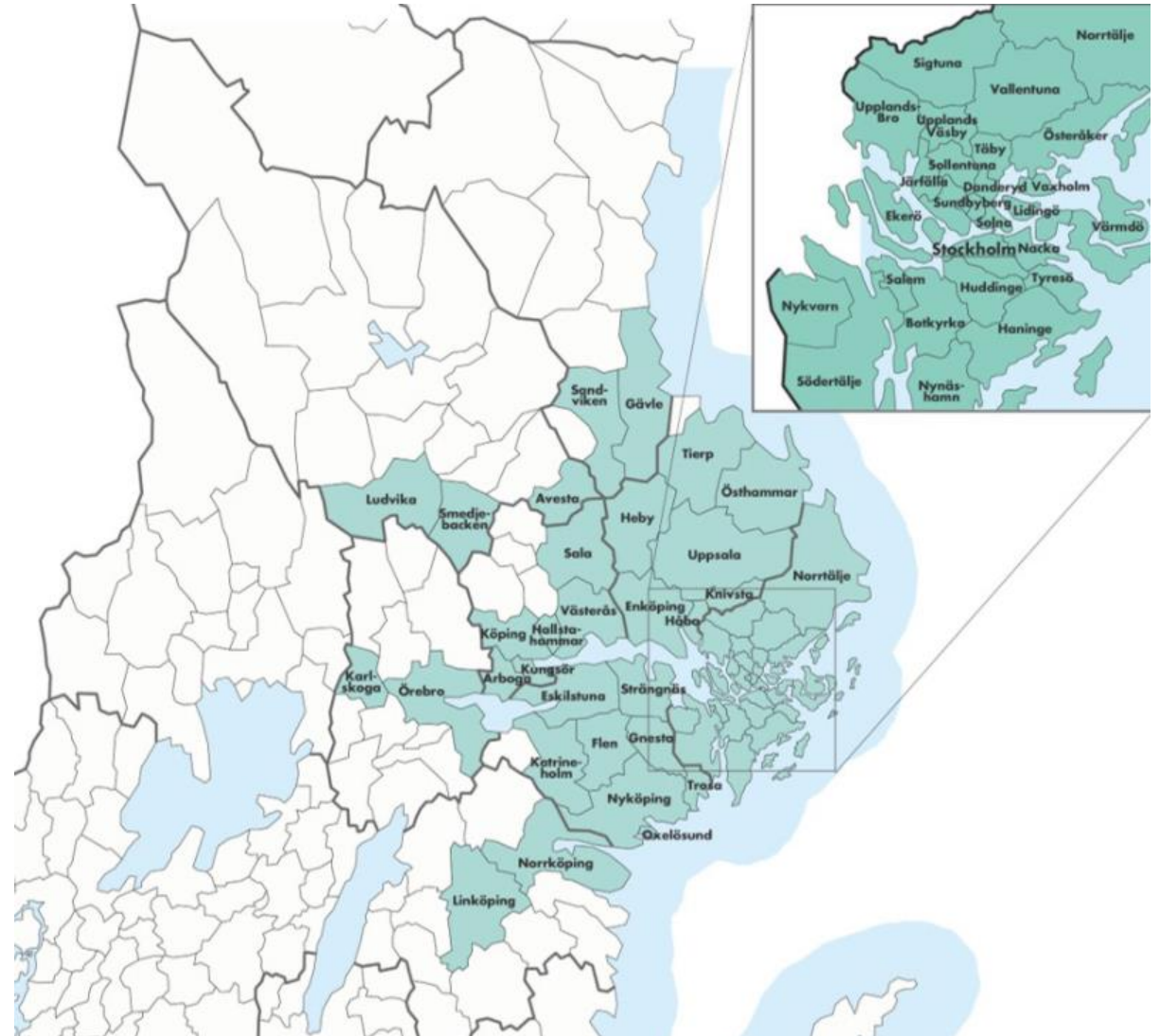
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Stockholm Business Alliance

- Partnership spanning 55 municipalities since 2006
- International marketing – “The Capital of Scandinavia”
- Business services
- Investment promotions



The greater Stockholm region



Stockholm Business Alliance:

- ✓ **55** municipalities working together
- ✓ **Fastest growing** region
- ✓ **Business & finance** hub of Northern Europe
- ✓ **>4 million** inhabitants in the SBA area
- ✓ which corresponds to **>39%** of Sweden's total population
- ✓ And **45%** of Sweden's GDP

Stockholm at a glance



Stockholm DNA

free | visionary | trustworthy

1

Smartest city

At the annual **Smart City Expo World Congress** in Barcelona, Stockholm was declared as the Smart City for its approach to fostering a smart, connective and innovative environment for residents and businesses.

2

Innovative region

Stockholm the 2nd most innovative region in Europe according to **the Regional Innovation Scoreboard, European Commission.**



53% of the head quarters

in the Nordics from Forbes Global 2000

2

Talent

Stockholm ranked 2nd both in **Nestpick's Generation Z Index** and **Sifted's Most attractive cities to Gen Z list.** Stockholm's reputation as a green and innovative city contribute to attract young talents from around the world.

1

Startup ecosystem

Stockholm was declared as one of the three best startup ecosystems in the world **by the SparkLabs Group.** The diversity of the startup scene makes Stockholm attractive.



8 unicorns

Stockholm has the highest number of unicorns per capita in the world after Silicon Valley

Start-up companies valued at more than \$1 billion.

**Spotify | Skype | King | Klarna | Paradox Interactive
Izettle | Lendo | MySQL**

Source: European Tech Report 2019 by Atomico

3

Brain business jobs

Stockholm no 3 as a hotbed for brain business jobs in Europe in a report from **European Center of Entrepreneurship.** The rise of many knowledge-intensive firms, in ICT, advanced services, creative professions as well as tech are mentioned as success factors.

1

Most competitive region

Stockholm was declared the most competitive region among 267 regions in the EU. Strengths in health, human capital and innovation.

Stockholms Business Community

- Stockholm is dedicated to fostering business growth and innovation.
- The region is pivotal to Sweden's overall economic development.
- High concentration of unicorns (startups valued at \$1B+)

Diverse industries

Over 80% of Sweden's business activities.

Biggest sectors:

- Technology
- Life-Science/Healthcare
- Finance
- Education
- Creative sectors

And much more.

Workforce & Companies

- 83,000 workplaces and over 680,000 jobs (In Stockholm)
- Predominantly small companies, with 45% employing 1-4 people.
- Global companies but also a strong startup ecosystem.

Made in Stockholm Business Alliance

Examples of companies headquartered within Stockholm Business Alliance



Handelsbanken

Swedish Match.



ASSA ABLOY

Klarna.

Major Swedish Industry Clusters

Large companies, over 2000 employees, per industry, total numbers

BANKING, INSURANCE & FINANCIAL SERVICES

STENA ADACTUM AB
INVESTMENT AB LATOUR
SKANDINAVISKA ENSKILDA BANKEN AB
SVENSKA HANDELSBANKEN AB
INTRUM JUSTITIA AB
NORDEA BANK ABP, FILIAL I SVERIGE
IF SKADEFORSKRING HOLDING AB (PUBL)
VALEDO PARTNERS FUND II AB
LIVFORSAKRINGSBOLAGET SKANDIA, OMSESIDIGT
VOLATI AB
SWEDBANK AB

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BUSINESS SERVICES

LIFCO AB
VOLVO CAR AB
TORSTEN JANSSON HOLDING AB
SEMCON AB
ASSEMBLIN HOLDING AB
NEFAB HOLDING AB
KINNARPS HOLDING AB
MAX HOTELL- OCH RESTAURANGINVEST AKTIEBOLAG
HILDING ANDERS HOLDINGS 3 AB
MELLBY GAARD HOLDING AB
TOYOTA INDUSTRIES EUROPE AB
UNILABS HOLDING AB
INVESTOR AB
RATOS AB
ALBERT BONNIER AB
POLYGON HOLDING AB
LUMINOR GROUP AB
CIDRON FULL SERVICE TOP HOLDING AB
ERNST & YOUNG SWEDEN AB
KNOWIT AB
AVIATOR AIRPORT ALLIANCE EUROPE AB

CHEMICALS, PETROLEUM, RUBBER & PLASTIC

RECIPHARM AB (PUBL)
HEXPOL AB
ASTRAZENECA AB
NOLATO AB

COMMUNICATIONS

TELE2 SVERIGE AKTIEBOLAG
TELIA COMPANY AB
TELIA SVERIGE AB
TELEFONAKTIEBOLAGET LM ERICSSON
TELE2 AB
EITEL NETWORKS INFRANET AB

COMPUTER SOFTWARE

ATEA SVERIGE AB
ERICSSON AB
CGI SVERIGE AB
TIETO SWEDEN AB

11

CONSTRUCTION

PEAB AB
SKANSKA AB
NCC AB
PEAB SVERIGE AB
PEAB ANLAGGNING AB
JM AB
BONAVA AB
BRAVIDA HOLDING AB
SKANSKA SVERIGE AB
INSTALCO AB

10

FOOD & TOBACCO MANUFACTURING

CLOETTA AB
AAK AB
ARLA FOODS AB
SWEDISH MATCH AB

4

INDUSTRIAL, ELECTRIC & ELECTRONIC MACHINERY

VOLVO CONSTRUCTION EQUIPMENT AB
SIEMENS INDUSTRIAL TURBOMACHINERY AB
GETINGE AB
AB FAGERHULT
NEDERMAN HOLDING AB
HUSQVARNA AB
INDUTRADE AB
ALFA LAVAL AB
BEIJER REF AB
NIBE INDUSTRIER AB
TOYOTA MATERIAL HANDLING MANUFACTURING SWEDEN AB
OPUS GROUP AB
ATLAS COPCO AB
EPIROC AB
SYSTEMAIR AB
AB ELECTROLUX
ELEKTA AB (PUBL)
ALIMAK GROUP AB
ABB POWER GRIDS SWEDEN AB
AQ GROUP AB

20

MEDIA & BROADCASTING

BISNODE BUSINESS INFORMATION GROUP AB

1

MINING & EXTRACTION

BOLIDEN MINERAL AB
LUOSSAARA-KIIRUNAVAARA AB
BOLIDEN AB

3

TRANSPORT MANUFACTURING

AB VOLVO
VOLVO PERSONVAGNAR AKTIEBOLAG
VOLVO LASTVAGNAR AKTIEBOLAG
VOLVO POWERTRAIN AKTIEBOLAG
SAAB AB
MEKONOMEN AB
SCANIA CV AKTIEBOLAG
DOMETIC GROUP AB (PUBL)
HALDEX AB
GKN AEROSPACE SWEDEN AB

10

TEXTILES

EITEL AB
VATTENFALL AB

2

WOOD, FURNITURE & PAPER MANUFACTURING

ITAB SHOP CONCEPT AB
INWIDO AB (PUBL)
DUNI AB
BILLERUDKORSNAS AB
BILLERUDKORSNAS SWEDEN AB
NOBIA AB
SVENSKA CELLULOSA AB SCA
HOLMEN AB
SODRA SKOGSAGARNA EKONOMIK FORENING

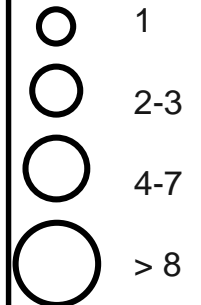
9

METALS & METAL PRODUCTS

LINDAB INTERNATIONAL AB
AB SKF
GUNNEBO AB
SSAB EMEA AB
ASSA ABLOY AB
SANDVIK AB
SSAB AB
BEIJER ALMA AB

8

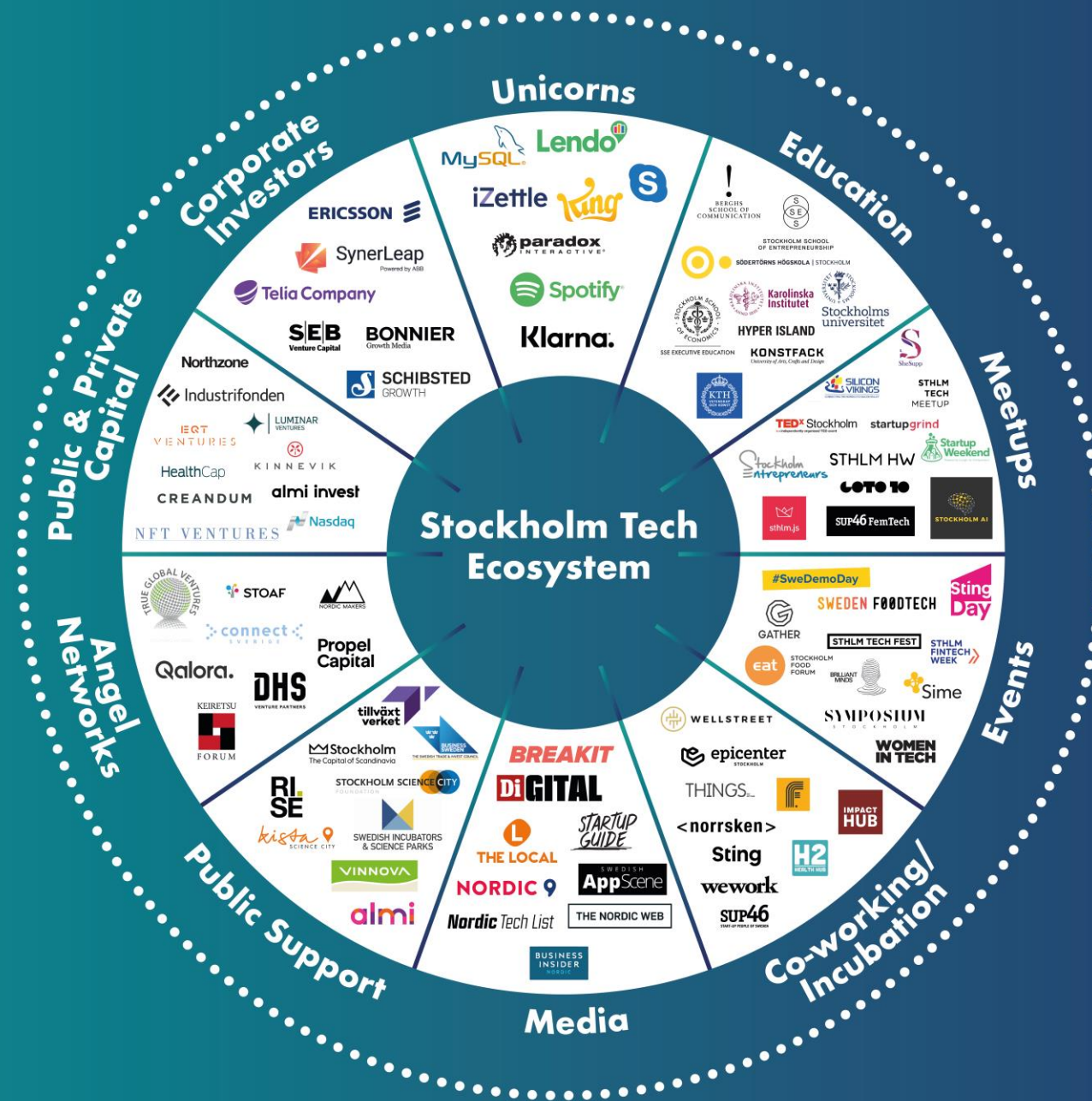
Map Cluster Size
no. Companies



Gothenburg

Malmö

Stockholm



*The Ecosystem shows only a selection of actors in each category. For additional guidance, please contact Invest Stockholm.



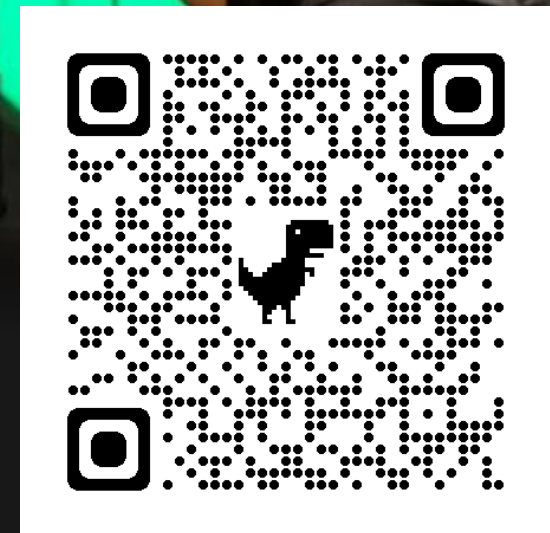
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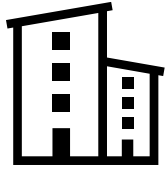
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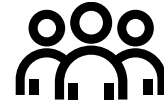


Insider tips

A growing and changing Stockholm – our challenges



Stockholm continues to grow, more and more people want to live their lives here – and they need housing, expanded infrastructure and community service. At the same time, the living environment in Stockholm must be protected.



Increased number of inhabitants, with larger proportions of both elderly and younger Stockholmers. Many and different needs as well as high expectations place demands on city development and that resources are used wisely.



Climate change requires reduced emissions and continued adaptation.



Increasing insecurity and social polarisation. Segregation needs to decrease and integration needs to increase.



Increasing competition for skills, capital and investments on the global market.

WHAT STOCKHOLM OFFERS TO MAIN TARGET GROUPS

VISITORS

A vibrant and progressive destination with world class attractions, great food and a modern lifestyle which openly welcomes and triggers discoverers from all around the globe.

TALENTS

A combination of professional challenges and a good personal life is the secret formula of Stockholm making the city highly attractive to international talents.

INVESTORS

International investors increasingly scout the city for the next rising star as many new companies thrive in the creative soil of talent and entrepreneurship.

5 reasons for Stockholm...

- World leading tech and innovation hub
- Strong talent pool
- Progressive values
- Early starters = good test market
- Best place in the world for doing business



...or make it 10

- High quality of life
- Supportive social security system
- Best place in the world to raise a family
- Clean, green and healthy city
- Pioneer in sustainability and renewable energy



 **Stockholm**

The Capital of Scandinavia