ABOUT STOCKHOLM
-LIVING AND WORKING IN STOCKHOLM

ALICIA PARVIN, PROJECT MANAGER TALENT ATTRACTION, CITY OF STOCKHOLM

Photocredits: Susanne Walström/imagebank.sweden.se
Key facts about Stockholm

STOCKHOLM MUNICIPALITY
- Population: 984,748
- Land area: 187.21 sq.km
- Disposable income (average): EUR 36,860 (2021)
- Employment ratio (15-74 y.o.): 69.9% (2022)
- Tertiary education (25-34 y.o.): 48.2% (2022)

STOCKHOLM COUNTY
- Population: 2,440,027
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STOCKHOLM BUSINESS ALLIANCE
- Population: 4.2 million
- Municipalities: 55

Source: Statistics Sweden, City of Stockholm, OECD
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
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
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.

Visit Stockholm is owned by the city of Stockholm and part of Stockholm Business Region AB
Invest Stockholm Business Region AB

Invest Stockholm is the official investment promotion agency for the city of Stockholm. We are dedicated to developing and promoting Stockholm as an attractive destination for international investors and people.

Invest Stockholm is owned by the city of Stockholm and part of Stockholm Business Region AB.
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.
## Examples of Investment Promotion Focus Areas

<table>
<thead>
<tr>
<th>ICT</th>
<th>CleanTech</th>
<th>Life Science</th>
<th>Hospitality</th>
<th>Logistics/infra</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Communication systems</td>
<td>- Renewable energy</td>
<td>- Medtech, Pharma, Biotech</td>
<td>- Retail (stores, partner)</td>
<td>- Real estate development projects</td>
</tr>
<tr>
<td>- Mobile terminal software</td>
<td>- Bio energy</td>
<td>- Oncology</td>
<td>- Tourism industry: related</td>
<td>- Infrastructure investments i.e. highspeed train</td>
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<tr>
<td>- Industrial IT</td>
<td>- Biofuels</td>
<td>- Neuroscience</td>
<td>investments such as hotel</td>
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<tr>
<td>- Positioning and GIS</td>
<td>- Solar power</td>
<td>- Metabolic diseases</td>
<td>establishments etc.</td>
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<tr>
<td>- Visualization</td>
<td>- Wind power</td>
<td>- Regenerative med</td>
<td>- HealthTech</td>
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<tr>
<td>- Data Centers</td>
<td>- Sustainable technologies</td>
<td>- Cardiovascular</td>
<td>- Infectious diseases</td>
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<tr>
<td>- IoT</td>
<td>- Green buildings</td>
<td>- Inflammation, Immune</td>
<td>- Ligno / Cellulosic fibers</td>
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<tr>
<td>- Fintech, foodtech etc.</td>
<td>- Heating &amp; cooling</td>
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<td>- Composites</td>
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<td></td>
<td>- Waste &amp; recycling</td>
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<td>- Water &amp; wastewater</td>
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</tbody>
</table>

### Manufacturing/Automation
### Establishment Services
### Aftercare/Client Development
läget just nu i Stockholm

### Konjunkturläget
- **Sverige**: 87.5 (-13.8)
  - Juli 2023 (Juli 2022)
- **Stockholm**: 91.0 (-9.0)
  - Q2 2023 (Q2 2022)

### BNP-utveckling
- **Sverige**: -0.9%
  - Aug 2023

### 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.*
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Source: Statistics Sweden, City of Stockholm, OECD
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

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

3. **8 unicorns**
   Stockholm has the highest number of unicorns per capita in the world after Silicon Valley.

   Startup companies valued at over $1 billion
   - Spotify
   - Skype
   - King
   - Klarna
   - Paradox Interactive
   - Izettle
   - Lendo
   - MySQL

   Source: European Tech Report 2019 by Atomico

4. **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.

5. **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.

6. **Brain business jobs**
   Stockholm no 3 as a hubbed 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.

7. **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
Major Swedish Industry Clusters

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

Source: Orbis (2020)
The Ecosystem shows only a selection of actors in each category. For additional guidance, please contact Invest Stockholm.
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.

Climate change requires reduced emissions and continued adaptation.

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

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.

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