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INVESTMENT PROMOTION

BÖRJE SVANBORG, BUSINESS SWEDEN

6 -7 September 2016
REG LAB Luleå-Boden

OM BUSINESS SWEDEN

- ▶ Bildades den 1 januari 2013 genom en sammanslagning av Exportrådet och Invest Sweden.
- ▶ Ägs av staten och näringslivet
- ▶ Representeras av Utrikesdepartementet och Sveriges Allmänna Utrikeshandelsförening
- ▶ Business Sweden finns på 55 kontor i 47 länder
- ▶ Med Sverigenytta i fokus har Business Sweden statens uppdrag att främja:
 - ▶ svenska företags export- och internationaliseringssprocesser
 - ▶ utländska investeringar till Sverige genom nytableringar, samarbeten och expansioner av befintlig verksamhet



INVESTERINGSFRÄMJANDE: ATTRAHERA UTLANDSÄGDA FÖRETAG ATT INVESTERA/EXPANDERA SIN VERKSAMHET I SVERIGE

- ▶ Baserat på Sveriges styrkeområden, identifierar Business Sweden investeringsmöjligheter för relevanta utländska företag i syfte att attrahera kvalitativa investeringar till Sverige. Vi erbjuder kostnadsfri rådgivning och stöd till företag genom hela processen.

- ▶ Investeringarna omfattar bland annat nyetableringar, strategiska partnerskap, forskningssamarbeten och kapitalinvesteringar. Vi arbetar även med att få befintliga affärer att växa i Sverige. Det bidrar till ekonomisk tillväxt och ökad export.

**WE HELP INTERNATIONAL COMPANIES
TO FIND INVESTMENT OPPORTUNITIES
IN SWEDEN**

OR :

**WE HELP SWEDISH CLUSTERS TO ATTRACT
INTERNATIONAL COMPANIES**



FOREIGN INVESTMENTS AND THE SWEDISH ECONOMY

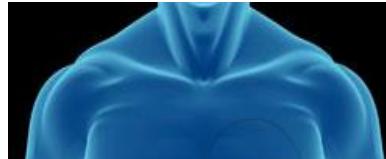
Employment	14,000 Foreign owned companies	631,000 People employed in foreign owned companies	25% of Swedish workforce
Export value	4,500 Foreign owned companies	.. exports products and services at a value of....	700 Billion SEK 45% of Swedish exports
R&D	28 Billion SEK in R&D spendings	36% of private R&D spendings in Sweden	

INVESTMENT FOCUS: FOCUS ON SWEDISH AREAS OF STRENGTH WHERE INVESTMENT OPPORTUNITIES EXISTS



ICT (9 Regions)

- ▶ Communication systems
- ▶ Mobile terminal software
- ▶ Industrial IT
- ▶ Positioning and GIS
- ▶ Visualization
- ▶ Data Centers



LIFE SCIENCES (4 Regions)

- ▶ Medical technology
 - ▶ Biomaterials
 - ▶ Visualization
 - ▶ E-health/m-health
 - ▶ Diagnostics
- ▶ Pharmaceuticals
 - ▶ Chronic Inflammation
 - ▶ Metabolic diseases
 - ▶ Neuroscience
 - ▶ Oncology
 - ▶ Regenerative medicine
 - ▶ Infections disease & control
- ▶ Biotechnology
- ▶ Clinical trials
- ▶ Health care



CLEANTECH (All Regions)

- ▶ Renewable energy)
 - ▶ Bio energy
 - ▶ Biofuels
 - ▶ Solar power
 - ▶ Wind power
- ▶ Sustainable technologies
 - ▶ Green buildings
 - ▶ Heating & cooling
 - ▶ Waste & recycling
 - ▶ Water & wastewater



MATERIALS & MANUFACTURING (4 Regions)

- ▶ Biobased materials
- ▶ Ligno / Cellulosic fibers
- ▶ Composites
- ▶ Materials Science
- ▶ Metals & Mining
- ▶ Manufacturing



BUSINESS SERVICES (All Reg.) (Log. 4)

- ▶ Retail
- ▶ Tourism & Hospitality
- ▶ Logistics & Transportation
- ▶ Contact centers
- ▶ Construction & Infrastructure

INVESTMENT FOCUS: FOCUS ON SWEDISH AREAS OF STRENGTH WHERE INVESTMENT OPPORTUNITIES EXISTS



Test

- ▶ Bil test
- ▶ Tunga fordon
- ▶ Flygtest
- ▶ Tågtest
- ▶ Data Centers
- ▶ Vindkraft
- ▶ Övrigt (Kallt klimat + klimathall)



4 Regioner

- ▶ Göteborgs regionen,
- ▶ Borås regionen
- ▶ Norrbotten
- ▶ Västerbotten



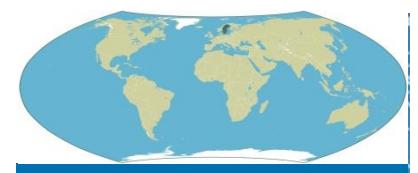
Partners

- ▶ Chalmers
- ▶ LTU
- ▶ RTN
- ▶ SPGA
- ▶ Lindholmens Science park
- ▶ Astra Zero



BuS regionala representanter

- ▶ Invest in Norrbotten
- ▶ VIA, Västerbotten
- ▶ BRG



Internationell Affärsplan

- ▶ Affärsmöjligheter utvecklas, paketeras
- ▶ Säljmaterial, Web, faktablad, nätverk mm
- ▶ Personal utbildas USA, Japan, Kina, Indien Tyskland, England, Frankrike osv

THE INVESTMENT PROMOTION PROCESS

BUSINESS SWEDENS PROCESS FOR ATTRACTING AND FACILITATING INVESTMENTS TO SWEDEN



Product development

- ▶ Develop and define investment opportunities within priority industry sectors of strength.
 - ▶ ICT
 - ▶ Life Science
 - ▶ Cleantech
 - ▶ Materials & Manufacturing
 - ▶ Business services

Marketing and sales

- ▶ Identify and qualify investors.
- ▶ Identify needs of potential investor.
- ▶ Match investor needs with Swedish investment opportunities.
- ▶ Market and sell relevant Swedish opportunities.

Investor services and facilitation

- ▶ Overall guidance and strategic advice throughout the investment process.
- ▶ Tailored business information.
- ▶ Matchmaking and meeting arrangements.
- ▶ Facilitation of negotiation and deal-making.
- ▶ Establishment support
- ▶ Network access

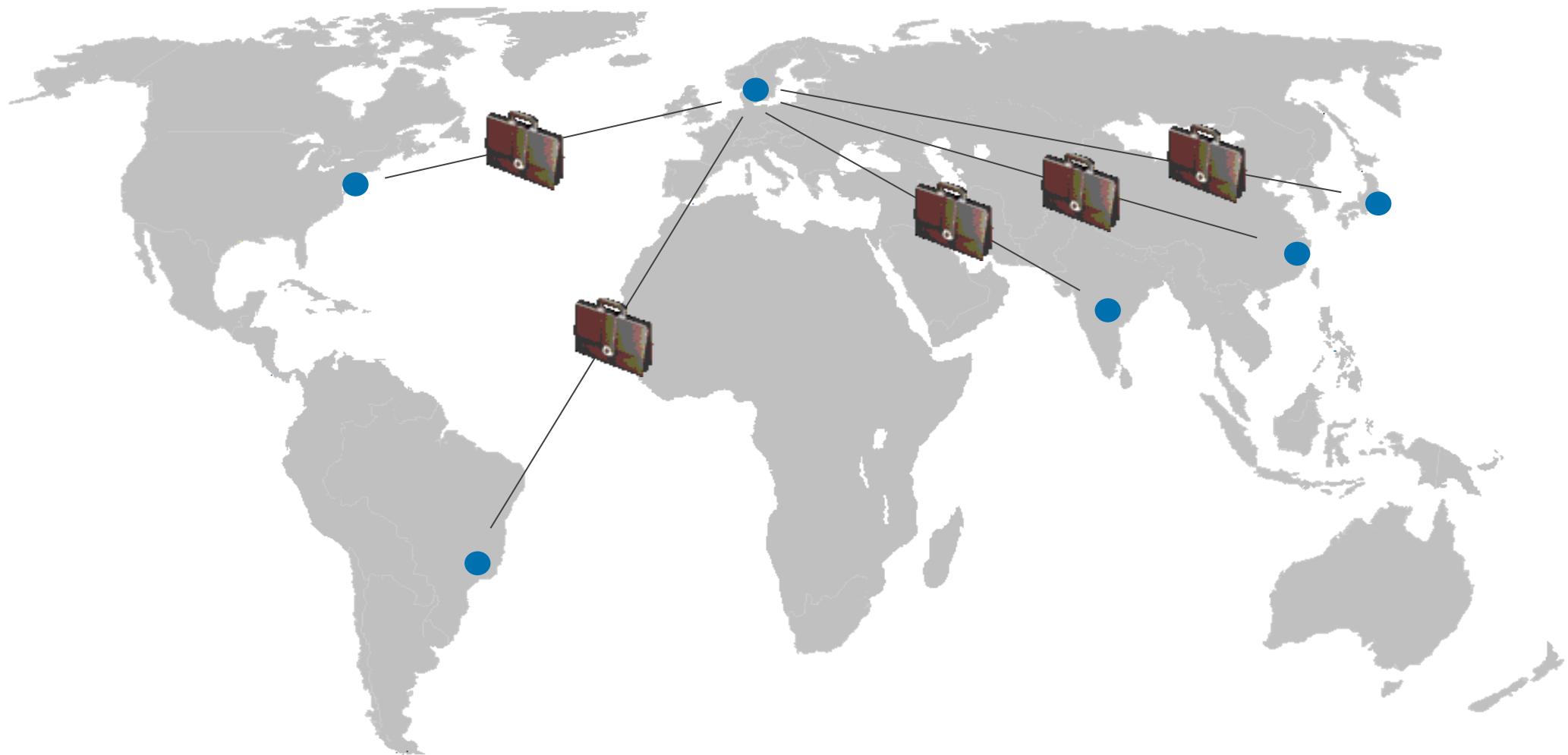
Grow business

- ▶ Continued assistance to promote expansion investments and running business/collaboration successfully.



THE INVESTMENT PROMOTION PROCESS

One investment promotion process - connecting opportunities and investors



WORKING WITH INVESTMENT PROMOTION

GUIDE FOR BUSINESS SWEDEN'S INTERNATIONAL OFFICES

Part 1 – COLLABORATION TO INCREASE INWARD INVESTMENTS TO SWEDEN

- ▶ Purpose of the guide – how BuS's offices abroad can contribute to increased international investments to Sweden
- ▶ What is Business Sweden's investment promotion mission
- ▶ What are the different types of investments
- ▶ Process to handle leads – incoming and proactively generated contacts
- ▶ Marketing and communication materials and where to find it
- ▶ Point of contacts at Invest team in Sweden

Part 2 – BACKGROUND AND INVESTMENT PROMOTION STRATEGY

- ▶ Why work with international (inward) investments in Sweden and investment promotion
- ▶ How does Business Sweden work with investment promotion - strategy
- ▶ Services provided to international companies
- ▶ How to follow-up and measure results – focus on high quality investments and customer satisfaction
- ▶ Examples of investments



PARTNERS IN 14 REGIONS

► **Mest närliggande nivå:**

- Politiskt mandat
- Tillräckligt med resurser
- Tillräcklig kompetens

Business Region
MidSweden

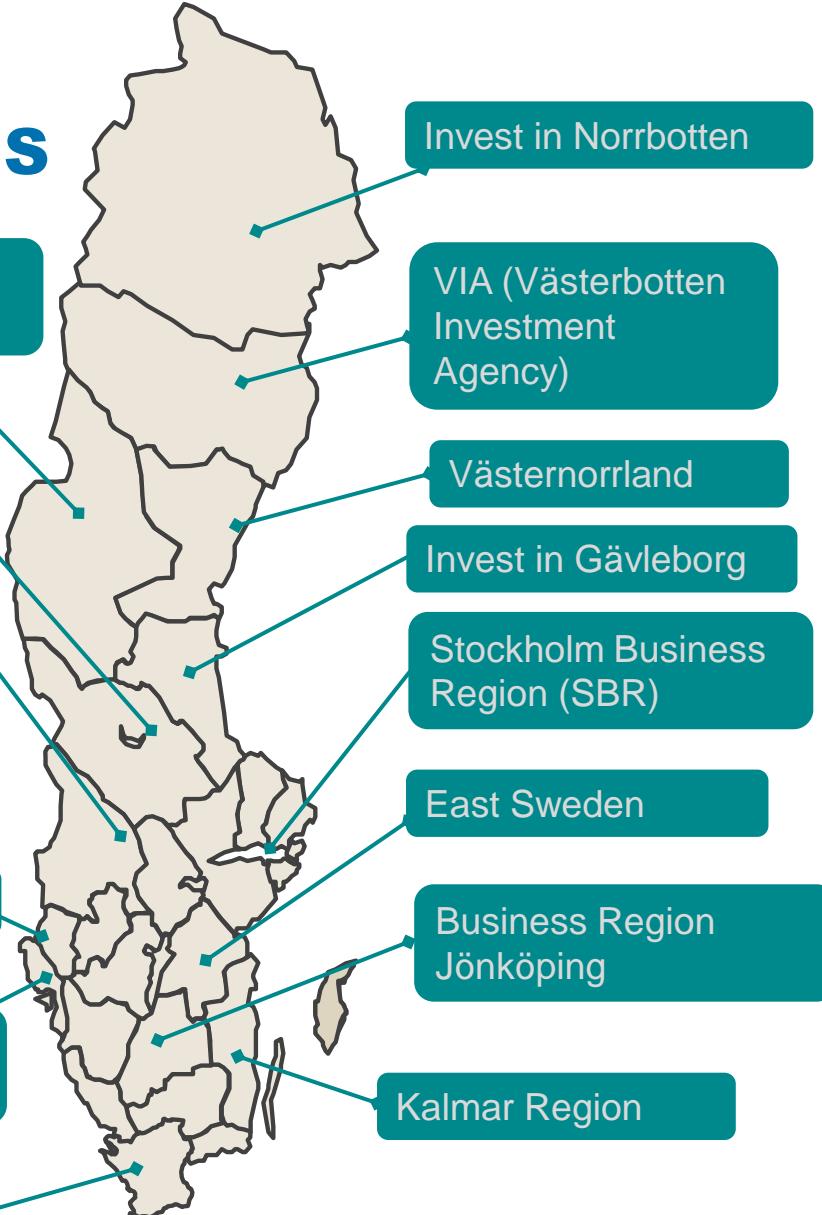
Invest in Dalarna

Värmland Region

Position Väst

Business Region
Göteborg (BRG)

Invest in Skåne



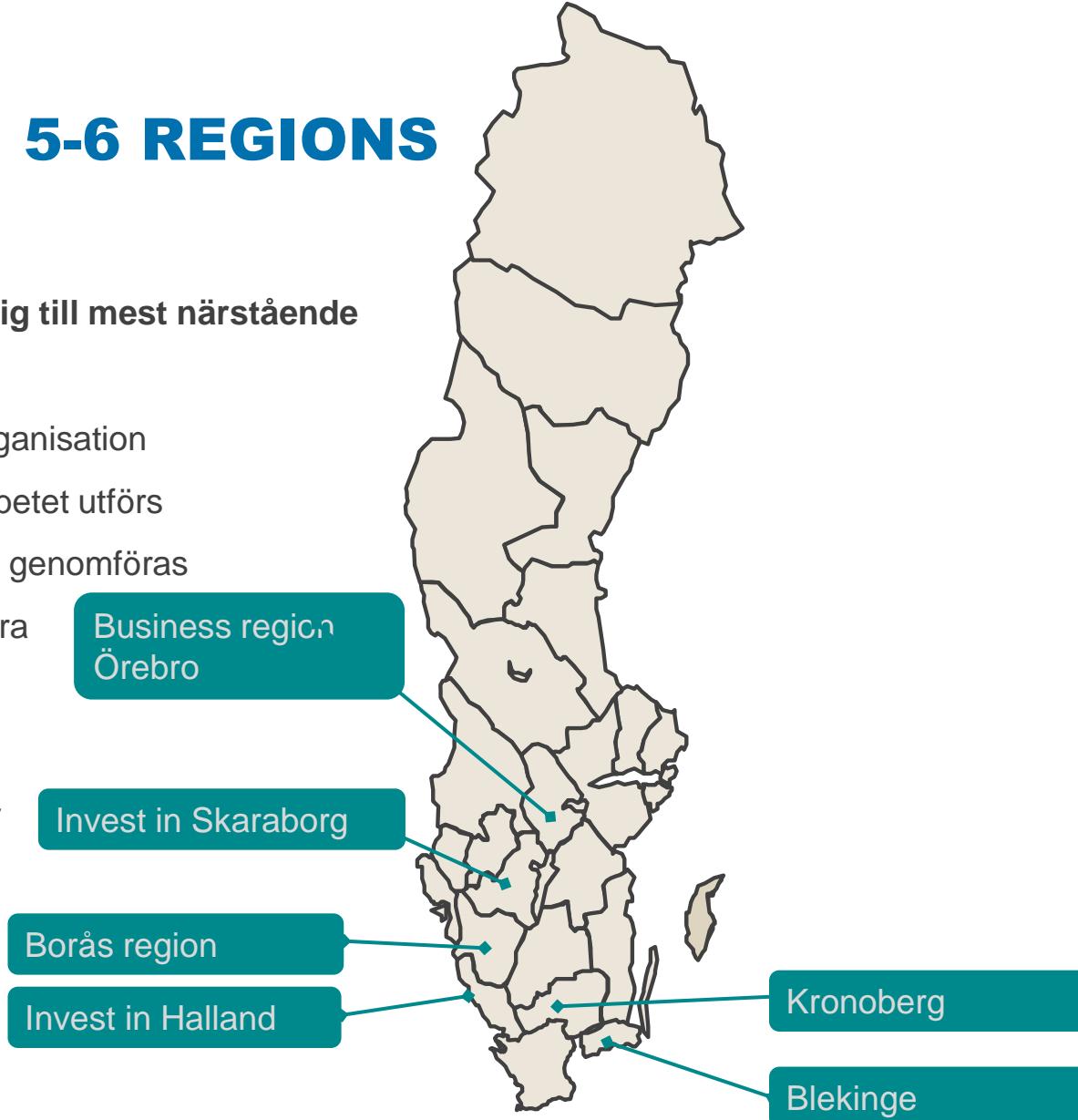
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PARTNERS IN 5-6 REGIONS

- ▶ Avsiktsförklaring att ta sig till mest närliggande nivån:

- ▶ Finns kontaktperson/organisation
- ▶ Politiskt förankrat att arbetet utförs
- ▶ Systematisk analys ska genomföras

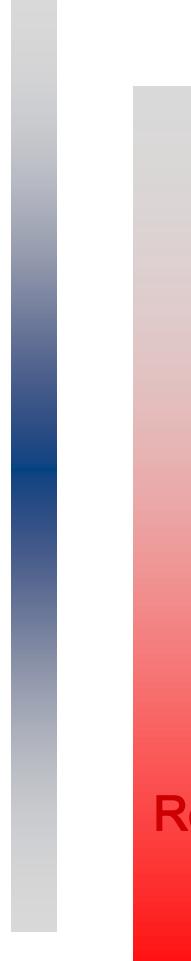
för att kartlägga/prioritera områden med störst potential att attrahera utländska investeringar (FDI)



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DECISION PROCESS

Business Sweden



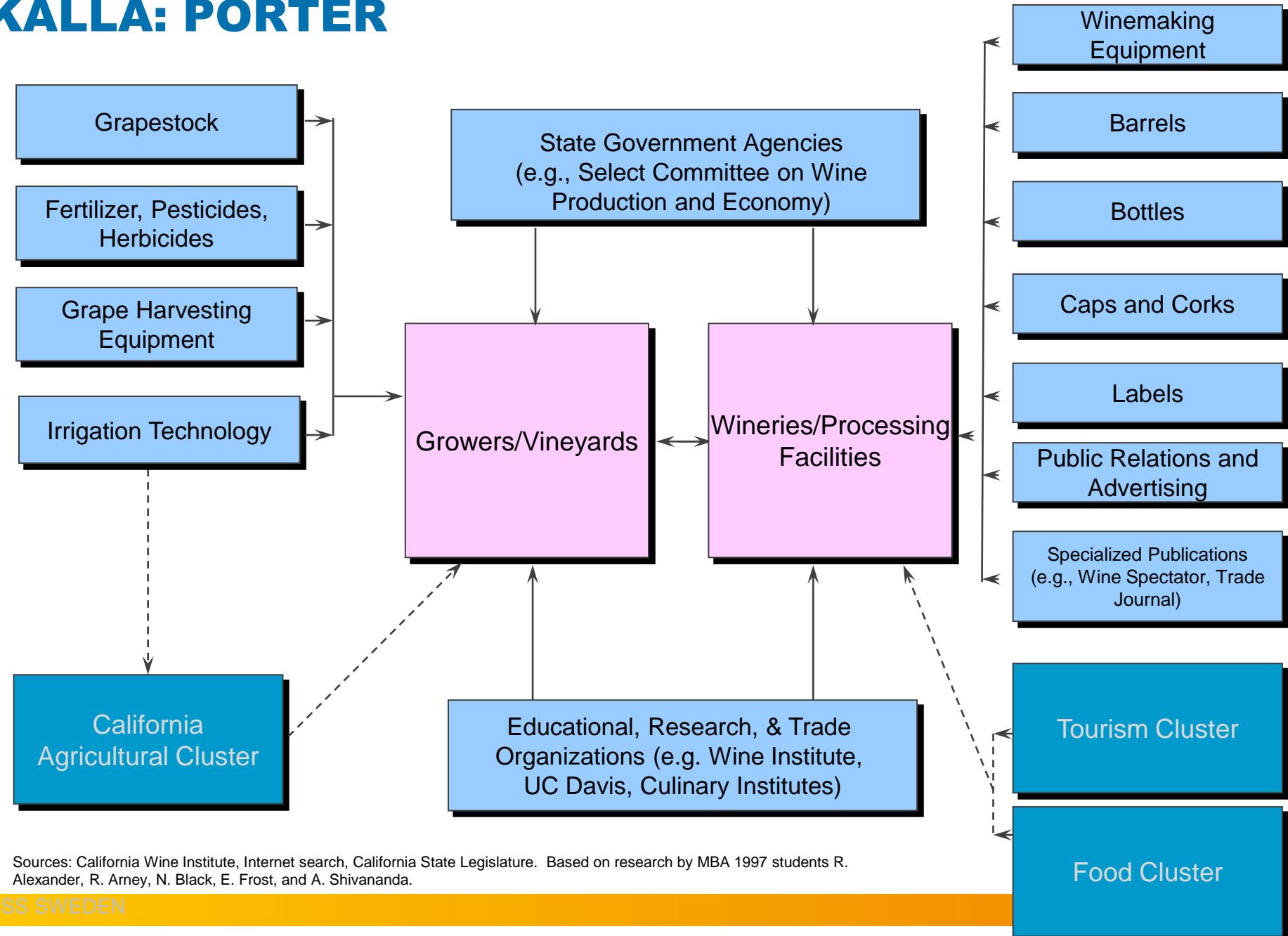
- Information about Sweden and Scandinavia/Baltic Sea Region
- Interest - qualification
- Discussion – tailor made information
- Inquiry
- Invest Sweden presents solutions
- The investor choose a couple of regions
- More detailed regional information
- Negotiation, decision
- Establishment
- After care- company attention

PAKETERA - FRÅGOR ATT BESVARA

Varför tjänar företaget mer pengar här än någon annanstans?

- ▶ Finns det kvalificerade kunder?
- ▶ Finns det kvalificerade leverantörer?
- ▶ Bra nätverk mellan företag, universitet/högskolor och offentlighet (Triple helix)?
- ▶ Tillgång till kvalificerad arbetskraft?
- ▶ Tillgång till klusterrelaterat riskkapital?

DET KALIFORNISKA VINKLUSTRET KÄLLA: PORTER



Norrbotten

Affärsområden:

- Energi > Vindkraftcentrum Piteå, Nenet (Norrbottens Energikontor), Vattenfall
- Besöksnäringen > Swedish Lapland
- Metallurgi, Gruv o Mineral > Swerea Mefos, Luleå
- Datacenter > The Node Pole, Boden, Luleå, Piteå kommuner
- Test (kallt klimat) > Arjeplog, Arvidsjaur, Älvsbyn, Jokkmokk, Piteå, SPGA, TSS
- Samhällsomvandling > Kiruna o Gällivare kommuner, LKAB
- Rymd (forskning/kommersiell) > Kiruna, Esrange, Vidsel, Spaceport Sweden



Internationellt samarbete:

- Nationella parten > Samarbetsavtal Business Sweden
- Tyskland > Avropsavtal BuS Tyskland

invest in
Norrbotten!

> Jörgen Eriksson, Göran Littorin

►► KONTAKTA OSS GÄRNA:

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