



Business and Opportunities in the

Øresund Region



Øresund Industri & Handelskammare

Business and Opportunities
In the Øresund Region

About the term “Øresund”...

Øresund is the Scandinavian name of the strait between Denmark and Sweden. The English term for this body of water is simply just “the Sound”, which conciseness one might speculate, perhaps is a reflection of its commercial importance. After all, Øresund is one of the busiest shipping lanes in the world. In any case, the Øresund region consists of the landmasses on either side of this strait, namely the Swedish county of Scania (Skåne) and the majority of the Danish island of Zealand (Sjælland).

... and what about that strange letter “Ø”

People who do not speak any of the Scandinavian languages may find the letter “Ø” somewhat peculiar. Scandinavians are, of course, aware of this and for simplicity therefore often use the more conventional “O”. However, since the letter itself has taken on sort of a symbolic meaning for the transnational integration and cooperation that is now picking up momentum in the region, we have chosen to use it throughout this report. It is pronounced [ɜ:], similar to for example the “e” in “sterling”.

Foreword

This report contains facts about the Øresund region from an enterprise perspective. Special attention has been given to factors that are most relevant to companies wishing to establish a presence in a new region. The document is intended to be used both as a practical compilation of facts for companies that are considering to set up operations in the region, or for companies already with a presence here but which are looking to expand their activities in the region. The report also serves as factual background material to the media, students and to people who just simply want to learn more about the Øresund region. The author of the report is Senior Analyst Henrik Andersson. Therése Persson, MSc, and Fredrik Larsson, MSc, have carried out updates and made some further additions.

The Chamber of Commerce and Industry of Southern Sweden are happy to provide further information, lectures, *etc.* in order to assist parties mentioned above. Feel free to quote us, but please do not forget to state your source.

Since 1999 the Chamber of Commerce and Industry of Southern Sweden works in collaboration with the Danish Chamber of Commerce in the so-called Øresund Chamber of Commerce and Industry.

Malmö, April 2007

THE CHAMBER OF COMMERCE AND INDUSTRY OF SOUTHERN SWEDEN
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1 Introduction

ALONG WITH THE CONSTRUCTION and grand opening of the Øresund fixed link followed an intense media focus on the potential that lies embedded in the integration between the Copenhagen region and Scania. An integrated Øresund region has a formidable international competitive strength, and will most likely become one of the dominant regions in Europe. Professor Wichmann Mathiessen at the University of Copenhagen has summarized the region's strong points as follows.¹

- A strong and competitive economy characterized by a high degree of efficiency, a high educational level and an innovative business climate.
- Excellent public institutions of higher education and for the cultural life.
- First rate terminals and outstanding international and domestic communications.
- A healthy social environment and a high welfare level.
- Residential areas of a very high standard and a sound physical planning.
- A living environment and natural surroundings of unique qualities.

|| [the fixed link ties] southern Sweden to the continent of Europe for the first time and create[s] a new European trade and marketing center surpassing Stockholm and equal to cities like Berlin, Zurich and Amsterdam

*The New York Times*²

Apart from offering physical access to the expanding Baltic market, the Øresund region is in itself northern Europe's largest market. The 3.6 million inhabitants, almost 25 % of Sweden and Denmark's population, constitute a solid foundation for the formation of a region with an exceptional growth potential and strong investment pull. Unlike many other growth regions, problems concerning the environment and communications are being kept to a minimum, while prices remain at a reasonable level. Altogether, this makes the Øresund region the most dynamic in northern Europe and a very attractive place to do business. The table below shows how well the Øresund region does in a Nordic and European comparison.

Some statistics about the Øresund region

Factor		Rank among Nordic regions	Rank among European regions ^{3,4}
Area	21 000 km ²	–	–
Population (2005)	3.61 million	1	23
Gross regional product (2004)	€ 112 billion	1	10
International flight destinations (2006)	Number of passengers 19.8 million	1	8
Scientific strength (published articles in scientific journals, 2002-2004, in the fields of medicine, the natural sciences and engineering)	Number of articles 29,000	1	5
Number of students enrolled in higher education (2004)	156,000	1	n/a

Sources: Statistics Sweden and Statistics Denmark, Ørestat, Luffartsverket (the LFV Group),

2 The Attractive Force of the Øresund Region

2.1 Significant Factors for Company Establishments

DIFFERENT INDUSTRIES AND COMPANIES, and perhaps also specific divisions within companies, have different aspects and conditions to take into consideration in decisions regarding new establishments or relocations of certain corporate functions. Today, improved communications and transports make it easier to choose the most optimal location in such decisions. A manufacturing company might, for instance, look for an area that enables efficient transports of goods and where property prices are low; while a knowledge intense service oriented company (or the R&D department of the manufacturing company) might opt for adjacency to universities, and give priority to convenient passenger travel.

A great number of studies have been undertaken in order to investigate what factors are of importance to company relocations and establishments (enclosure 1). Below, we have summarized the main results of such studies in tabular form in order to obtain an overview of what those factors are and their relative importance.

The remaining sections of this chapter describe how well the Øresund region fulfils the requirements of these factors. In addition to this, a subchapter will also be devoted to information technology and telecom; factors which are becoming progressively more pivotal for companies to consider.

2.2 Infrastructure and Transports

- The demand for convenient passenger travel and efficient goods transports is ever increasing; among other things as a consequence of globalisation and the implementation of new strategies for logistics.
- Major infrastructure projects are underway on both sides of the strait, *e.g.* the City Tunnel in Malmö and an expansion of the Copenhagen Metro.
- The Øresund region has a highly advantageous geographical location.
- Copenhagen Airport is the largest airport in the Nordic countries, and rated as one of the best airports in the world.
- Particularly Malmö Airport, but also Kristianstad Airport and Ängelholm/Helsingborg Airport, are main airports in Scania.
- Four of Sweden's five biggest ports for shipping can be found in Scania.
- Helsingborg Port is one of the busiest ferry ports in the world.
- Danish and Swedish logistics are among the most efficient in the world.

Important factors in establishment and relocations decisions

The number in the table denotes how important the factor is assessed to be in each study

Factor	European Banking Union (6 factors)	Invest in Sweden Agency (6 factors)	Stockholm City Council (6 factors)	OECD (10 factors)	Healey & Baker (10 factors)
Infrastructure/Transports	1	2	5	6	2
Business conditions	5 and 6	4 and 5	2	8	5
Labour force, supply and skill level	4	-	3	1 and 2	4
Market proximity (suppliers, customers)	-	3 and 6	-	7	1
Quality of life (cultural life, nature, cost of living)	2	1	4	3 and 10	9 and 10

A Gateway to the Baltic

Technological advances in information technology and communications in general, the EU membership and the associated harmonization process, increased globalisation, and the deregulation of national markets are all factors which enable companies to locate more freely to where business conditions are most optimal to them. Parallel to these developments, the importance of a well-functioning infrastructure and efficient communications becomes increasingly apparent. This applies to the transport of goods as well as to passenger travel. Geographically speaking, the Øresund region is located in a very central position, particularly if we consider the expanding markets of Eastern Europe. The region is a natural gateway to the entire Baltic region, while it at the same time offers excellent transport links to the rest of Europe and to the world. The rich variety of transport and communications alternatives in the region satisfies both the requirements of cost-efficient shipping and swift easily accessible passenger travel.

The Necessity of Efficient Transports

The demand for efficient goods transports rises as consequence of a multitude of factors. One such factor is that the Just-In-Time principle nowadays can be implemented as a global strategy due to improved inter-continental communications. On top of this, the net value of transported goods is steadily rising, which means that the costs for capitalization also have an upward tendency. As an example it can be mentioned that the discounted present value of transported goods between Sweden and the rest of the EU has risen by more than 100 % since the early 1970s until 1996.⁵ And between 1998 and 2006, the volume of Sweden's foreign trade with the EU-15 countries increased by 38 %.⁶ Partly as a result of this increase in value we can see that the trend in logistics is tending towards mobile warehousing. This is done in order to minimize transport time and to reduce the need for storage facilities. With a steady growth in e-commerce, and with transportation costs accounting for nearly 40 % of a good's price compared to today's 10-20 %, efficient transports will become an even more vital factor in the future.

We Travel More

Travel in general, and particularly international travel, tends to increase both in frequency and range. For example, between 1995 and 2003, railroad travel increased by nearly 20 % within the EU-15 countries.⁷ Air travel, within the same area, has experienced an even more remarkable growth. In the mid-seventies, there were about 200 million passengers; in 2005 that

figure had risen to 750 million – an increase by 275 %!⁸ Information technology stimulates new contacts being made, which in turn results in more personal meetings. Thus, contrary to what some claim, IT boosts travel rather than reduces it. The globalisation of commerce, business and markets, also provides an injection to our travel habits. Invest in Sweden Agency has studied why companies relocate abroad and among other things concluded that the management of larger corporations and their subdivisions nowadays seldom are stationary at one location, but instead mobile for the majority of the time. A consequence of this can be that a city like Stockholm is perceived too peripheral to function as an effective headquarters for a multinational corporation.⁹ The many mergers and acquisitions that are characteristic to both mature and emerging markets also affect travelling; transnational mergers obviously intensify international contacts between different corporate divisions.

International Airports

The Øresund fixed link has provided the regional economy with easy access to a large number of airports. Being northern Europe's overwhelmingly largest airport in terms of international connections, Copenhagen Airport is of course the most frequented of these. All in all, it offers 125 international destinations.¹⁰ Each day there are also about 35 take-offs to six Swedish major cities, making Copenhagen Airport one of the most important airports in the "domestic" Swedish transportation system.¹¹ The total number of passengers in 2006 amounted to almost 21 million.¹²

In AESTRA's survey from 2006, Copenhagen Airport was rated as Europe's best airport for the fifth consecutive year.¹³ The airport has also won recognition for its development of the so-called Airport Business Park; a cargo centre with access points for all modes of transportation (air, sea, road and railroad). All in all, 380,000 tonnes are transferred annually. The airport has also recently won recognition for its efficiency by the Air Transport Research Society (ATRS), which rated it number one in Europe.¹⁴ Moreover, Copenhagen Airport offers travellers world-class airport shopping and a wide variety of restaurants; factors which helped earn the airport the number one spot in the Airports Council International's European rating in 2006.¹⁵ Put briefly, Copenhagen Airport is simply world-class.

The second largest airport in the region is Malmö Airport with 1.9 million passengers annually.¹⁶ During the period from 1996 to 2006 passenger numbers were increased by nearly 25 %. This positive trend is likely to

continue in the future, among other things due to the enlargement of its customer base, which is a direct consequence of Øresund fixed link. The airport's geographical location has also meant that a number of carrier companies nowadays use Malmö Airport as their regional hub for flight operations, among these are TNT and UPS, and just recently more companies have joined, for example Islandair Cargo, Transmile and Menzies Aviation.¹⁷ Apart from Malmö Airport there are two additional commercial airports in Scania: Ängelholm/Helsingborg Airport and Kristianstad Airport.

// Malmö holds many advantages as a logistics centre. We can deliver spare-parts to Stockholm, Oslo and Copenhagen overnight and trucks which are loaded in Munich at four o'clock in the afternoon arrive in Malmö at seven o'clock the next morning

*Jan Enrico Petersen
BMW Group Nordic*

Highly Developed Port Services

Besides its excellent air transport capabilities, the Øresund region also has a port service of absolute top-class. The merger between the two ports of Copenhagen and Malmö into Copenhagen Malmö Port has created the largest port in the Nordic countries, measured in the volume of transported goods. The annual turnover is more than 15 million tonnes.¹⁸ Trelleborg is another significant port in Scania. The annual goods turnover there amounts to SEK 200 billion, which corresponds to as much as 10 % of Sweden's annual foreign trade volume.¹⁹ In addition to this, Helsingborg is one of the busiest ferry ports in the world, with about 12 million passengers each year.²⁰ Taken together, this means that four of Sweden's five biggest commercial ports are located in Scania.²¹ Hence, if we ignore oil shipping, more goods pass through the ports of Scania than it does in Gothenburg Port.

An Integrated Railroad Network

As the region becomes more and more integrated, demands on efficient passenger transportations will continue to rise. In fact, by reducing commuting time you can expand the geographical size of the labour market. Seen from that perspective, the large investments currently going into railroad infrastructure on both sides of the strait seem perfectly logical. For example, in Copenhagen the fully-automatic subway (Metro) became operational in 2002, and in 2007 the expansion to Copenhagen Airport will be completed. In Malmö the City Tunnel project, an investment surpassing one billion euros, is now underway. The

tunnel will dramatically reduce commuting time between Copenhagen and Malmö and efficiently integrate the region's railroad network.

A Logistics Hub

Because of its geographical location and its excellent communications, the Øresund region is a perfect logistical hub for the entire Baltic region. Logistics in both Denmark and Sweden are rated among the most efficient in the world. For example, Denmark was rated fourth globally in IMD's World Competitiveness Yearbook 2006, and in a competitiveness report published by the World Economic Forum in 2007, Sweden was number three and Denmark number four.²² The high marks Sweden and Denmark regularly receive in assessments like these are largely due to the excellent technological infrastructure these countries have.²³

Scania is the natural transit region for a very large share of the flow of goods that enters and exits Sweden, and a considerable portion of Sweden's exports travel via Scania.²⁴ This in concert with among other things the strong regional concentration of the food industry, has further enhanced Scania's transports and logistical capacity. According to the Swedish Institute for Transport and Communications Analysis (SIKA), over 1.4 million tonnes of goods are annually transported on lorries via the busiest ferry ports of Scania. Furthermore, SIKA estimates that the total growth in goods volume will increase by 20 % by 2020, and Scania will be one of the regions where the increase will be most significant.²⁵

// Today Malmö is used as a commercial hub, and we get fantastic positive feedback from our business partners when they visit the region.

*Anders Petterson
CEO, Thule*

2.3 Business Conditions

- The Øresund region offers two sets of business conditions for a single market.
- Favourable property prices and rent levels.
- Venture capital is plentiful in the Øresund region.

// We get a natural head start compared to our European competitors, which still struggles with national borders"

*Jonas Gulliksson
Chairman of the Board, Ström & Gulliksson²⁶*

Two Countries – One Market

What distinguishes the Øresund region from national regions is its ability to offer two different sets of business conditions. This means that companies can locate to the country that best suits their needs, whilst maintaining access to the entire market. To mention one example, property prices are considerably lower in the Swedish part of the region. This means that companies that require a lot of physical space for their operations can minimize their direct investment costs by locating to Scania. For companies looking to expand their premises quickly, the Swedish bureaucracy for building permits is more decentralized and therefore more flexible and quicker than the Danish. Companies that wish to move into already existing premises will find that even in Copenhagen the rent level is very low compared to other metropolitan areas. The table below lists costs of first-rate office space in a selection of cities.

Rent levels for prime office space

City	Annual cost per square metre (2006)
Stockholm	~ € 400
Copenhagen	€ 180-235
Malmö	€ 170-180

Source: Sadolin/Albaek²⁷

The yearly rent for prime office space in Copenhagen ranges between about € 180 and € 235 per square metre, which is lower than the average for major European cities. The rents in Malmö have risen due to the increased popularity of the Øresund region, but they still remain fairly modest. The economic upsurge has meant that many companies in Malmö have relocated to new and more efficient office premises. In 2006, a total of 9,300 square metres of office space was completed in Malmö. In 2007 that figure is expected to rise to 32,000 square meters.²⁸

Companies facing a particularly fluctuating demand, for example such companies that are heavily dependent on the business cycle or from initiatives by the public sector, can benefit from having a labour force that can be easily varied in size. Such companies can take advantage of the liberal Danish labour market legislation. The region's competitive strength also becomes visible in Denmark and Sweden's labour productivity, which is higher than that of the Euro-area.²⁹

Perhaps not very surprisingly, business conditions in Denmark were rated as the best in the world for the second consecutive year by the Economist Intelligence Unit.³⁰ Furthermore, companies with tight profit margins due to for example a highly competitive market can benefit from the corporate taxation rate, which has been relatively modest in Sweden for a long time, and which Denmark in 2005 lowered to the Swedish level (28 %).³¹

Knowledge, Communication and Capital

Close proximity to Copenhagen Airport and access to institutions of higher education mean that the Øresund region is an excellent place to set up operations for internationally focused companies in the service sector. Firstly, there is a great demand for services in the region itself. Secondly, the supply of skilled labour is bountiful. Thirdly, international communications are excellent. Right now, we can also see that service oriented companies in the region are growing considerably in numbers.³² The integration process is also giving Scania access to the venture capital industry located in Copenhagen, which is booming presently. Between 2005 and 2006 venture capital investments increased by 20 % in Denmark, which can be compared to the increases in Europe and the US of 5 % and 8 % respectively.³³ In addition to this, the Øresund region is located in Northern Europe's largest integrated securities market, the OMX Nordic Exchange. This exchange covers 80 % of the exchange trading in the Nordic and Baltic countries, and is the largest IT exchange in Europe.³⁴

2.4 Access to Skilled Labour

- An increasing number of people are working with knowledge and information, and with services, while fewer are involved in physical production.
- The labour force in the Øresund region exceeds 1.8 million people.
- There are more than 20 institutions of higher education in the region.
- 156,000 students assure a continuous renewal of the skilled labour force.
- More than 14,000 researchers are engaged within the framework provided by the Øresund University.
- Proximity to 15 international schools.
- Seven executive MBA programmes in the region.
- More than 400,000 people of foreign descent.

Knowledge and Information Grows in Importance

An increasing number of people are working with knowledge and information, or within the service sector; fewer are involved in actual physical production. The concept *knowledge and information* encompasses research and development, marketing and advertising, financial services, *etc.* In 2010, according to forecasts, 50 % of the labour force will be working with knowledge and information, and about 40 % with services; only 10 % with physical production.³⁵ This development, in conjunction with a heightened level of global competition, means that a greater proportion of a product's value will be created through knowledge-intensive work in the future. Having this said, it becomes obvious that every company will be very dependent on skilled and innovative workers for their success. In the traditional manufacturing industry, the individual employee could hardly affect the performance of the company at all. However, in the new knowledge-driven society the efforts and ideas of a single individual can greatly influence how well a company does.

An Attractive Labour Market

The integration process brings numerous advantages to companies wishing to recruit more staff. Studies have indicated that as much as 90 % of all staff recruitments are made among people already residing in the region.³⁶ Because of the fixed link and the ample alternatives available to commuters, companies are now granted access to a larger pool of skilled labour than before. This reduces the risk of bottlenecks in production. The dynamics of the region most likely also help attract staff from abroad. Today, the labour force in the Øresund region amounts to 1.8 million people.³⁷

In order to attract foreign labour, it is crucial to be able to offer schools with international curricula. In Copenhagen alone, there are ten international schools, and on the Swedish side there are international schools in Malmö, Lund and Helsingborg. Within the framework of the Øresund University, 12 universities are cooperating on both sides of the strait, organizing 150,000 students and more than 14,000 researchers.³⁸ In addition to this, there are several other institutions of higher education, specialising in a variety of fields.

To safeguard the opportunity of advanced further education, there are seven executive MBA programmes available in the region, both general and highly specialized ones. Overall, the various educational programmes are considered to be of a very high standard, and since a couple of years back both the

Copenhagen Business School and the School of Economics and Management at Lund University have won EQUIS (European Quality Improvement System) accreditation.³⁹ The Scandinavian International Management Institute (SIMI) is another example of an educational institution that offers both diploma courses and an executive MBA programme.⁴⁰

International Labour Force

The Øresund region is multicultural and has the highest percentage of immigrants of all Nordic regions. In the capital area of Copenhagen and Scania, there are more than 400,000 people of foreign descent.⁴¹ This means that a high percentage of the people residing in the region have international experience and are multilingual.

2.5 Market Proximity and Size

- 3.6 million inhabitants.
- 178,000 companies.
- Proximity to the Baltic market.
- One of Europe's highest gross regional products per capita.

Increased competition – a consequence of the globalisation process – means that products tend to get more specialized in order to distinguish them. This, in turn, necessitates that the market is big enough to sustain a profitable level of demand for highly specialized products, which often have significant development costs attached to them. With 178,000 companies and 3.6 million people generating a strong purchasing power, the Øresund market fulfils these requirements. Also, the migration to the region is extensive, which has the dual effect of providing additional labour and enlarging the market.

The region's geographical location makes it an ideal place from which the entire Nordic market and other markets around the Baltic can be reached. The countries in Eastern Europe have experienced a favourable development, which is assumed to stretch out over a long period in the future as well. This assessment is based on, among other things, the sizeable Danish and Swedish investments made in the Baltic States. The advantages of the region's geographical location are also beginning to attract company headquarters. Today 52 major companies have Nordic/Scandinavian headquarters in the region, according to the Øresund Institute. If we study when these relocations were made, a clear pattern emerges. Between 1990 and 1994 a total

of 3.5 company headquarters were opened in the region. In the years leading up to the opening of the fixed link, this figure increased to 10 headquarters. And in the years just after the opening of the fixed link, this figure almost trebled.

Number of new company headquarters in the region

	1990-1994	1995-1999	2000-2005
Øresund	3.5	10	27.5
of which:			
Copenhagen	2.5	8.5	18
Helsingborg/ør	1	1	5
Malmö	0	0.5	3.5
Kristianstad	0	0	1

► Fixed link

Source: The Øresund Institute⁴²

Productivity in western Scania and the Copenhagen region is very high, and with a regional economic growth rate that surpasses both the Swedish and Danish national growth rates, the Øresund region is definitely one of Europe's strongest regions.⁴³

2.6 Quality of Life

- Quality of life becomes an increasingly significant factor as the well-being of employees grows in importance to companies.
- One of the most museum dense areas in the world.
- World-class libraries.
- The Roskilde Festival is Northern Europe's biggest music festival, and Copenhagen Jazz Festival attracts musicians from all over the world.
- 536 preserved medieval churches.
- 25 % of Sweden's bathing beaches can be found in Scania.
- More than 90 golf courses in the region
- Copenhagen is one of the most popular congress cities in the world.
- Reasonable property prices and high standard residential dwellings.

Popular Tourist Destination

As stated earlier, employees are becoming an increasingly important factor for companies. This means that employers will become even more eager to offer a pleasant living environment with easy access to culture, nature and recreation. A sound living environment often

walks hand in hand with tourism and the leisure industry, and in this aspect the Øresund region really stands out. Over the next decade tourism is believed to become the fastest growing industry around the world, and in the Øresund region the number of hotel nights – a measure of the occupancy rate of hotels – has increased by 30 % from 1995 to 2005.⁴⁴ In Malmö this increase has been even higher, 40 % over ten years. The tourism industry already has a turnover of about € 2.4 billion and employs 50,000 people, which corresponds to about 2.7 % of the total labour force.⁴⁵ Zealand and Scania together offer more than 65,000 hotel beds distributed on 360 hotels. For visitors with lower demands on comfort, there are more than 150 caravan sites.⁴⁶

Copenhagen is also a popular host city to congresses. In fact, the city is among the ten most popular congress cities in the world, and The Economist ranks it as the second most attractive destination in Europe for business travellers.⁴⁷ One reason behind this success is Bella Center – Scandinavia's largest expo and congress centre – located in the new area called Ørestad, which lies in connection to the Danish bridge-abutment.⁴⁸

“ [The Øresund region] is as large a trade and marketing centre as Amsterdam or Berlin. It is growing at a clipping rate and is set to attract the brightest of Europe's young people with its easy facility for English, its good air and rail links, relatively cheap housing and beautiful, uncommercialized countryside and beaches within a half hour's reach”

Jonathan Power, columnist at TFF⁴⁹

Denmark also offers world-class recreational activities for the entire family. For example, the prestigious Forbes Magazine rates Tivoli among the ten best amusement parks in the world.⁵⁰ In 2006 Copenhagen was also selected as Europe's finest cruise harbour.⁵¹

Cultural Activities

The cultural sector in the Øresund region employs about 40,000 people,⁵² and an additional 25,000 work in industries related to this sector. Taken together, they make out 4 % of the total labour force. The region is also one of the most museums dense in the world. The table below contains an inventory of the various types of cultural institutions that can be found in the Øresund region:

Cultural institutions in the Øresund region ⁵³

	Copenhagen	Scania	Øresund region
Theatres	45	16	61
Museums	79	28	107
- Art museums	15	8	23
- Historical museums	64	20	84
Art galleries	60	70	130
Libraries	170	170	340
Cinemas	46	21	67
Symphony orchestras	4	2	6
Art schools	8	5	13

The 340 libraries in the Øresund region are frequently visited, and the number of library loans per person and year is among the highest in the world.⁵⁴ Music is also given a central role in the cultural life of the Øresund region. Each year the Roskilde Festival – Northern Europe’s biggest music festival – attracts 79,000 visitors.⁵⁵ Another major event is the Copenhagen Jazz Festival, which runs for ten days in the month of July, hosting more than 800 concerts. In Copenhagen, the visitor can also enjoy grand stadium concerts, as world-renowned performers often include the capital on their tours.

Rich History and Beautiful Sceneries

The Øresund region has a rich history, which among other things is manifested in the 536 preserved medieval churches and the nearly 5,000 registered burial-mounds dating from the Stone Age and the Bronze Age, not to mention the region’s profusion of castles and manors.⁵⁶

Those who need a break from culture and history need not worry; with more than 25 % of Sweden’s bathing beaches located in Scania, the region can also be a sunbather’s delight.⁵⁷ Overall, the natural surroundings that the region has to offer are truly beautiful. One example is the South Ridge National Park (Söderåsen) in the middle of Scania, which attracts 750,000 visitors each year.⁵⁸ Accessibility to Scania’s nature and wildlife is also unparalleled due to Sweden’s world unique legislation called “allemansrätten”, which enables anybody to responsibly experience forests, lakes, meadows and just about anything else nature has to offer, without first going through the trouble of getting permission from the landowner.

Sports and Leisure

Another distinguishing feat of the Øresund region is its rich selection of sports and leisure activities. For football enthusiasts, there are a number of elite clubs to follow; for example FC Copenhagen, which home games can be enjoyed at Parken, a top-modern stadium

that seats more than 40,000 spectators. For those interested in golf, there are more than 90 courses to choose between.⁵⁹ The region also boasts magnificent sailing waters and numerous cosy harbours, and has stood host to America’s Cup competitions.

High Quality of Life

According to UN’s “Human Development Report 2006”, which contains a study of the quality of life in 177 countries all over the world, Sweden is the fifth best country to live in. Denmark qualifies at number fifteen.⁶⁰ In another study, “Quality of Life Report”, carried out by the consultancy firm Mercer, Copenhagen ranks as the eleventh best city to live in. In that study, which covers 350 of the world’s greatest cities, Stockholm and Oslo rank 20th and 26th respectively. The report also rates the capital cities of the EU, and in that comparison Copenhagen ranks second, only beaten by Vienna. The study is based on 39 indicators, which includes economic and social factors, education, natural surroundings and cultural life.⁶¹

2.7 Information Technology and Telecommunications

- Sweden and Denmark are world leading within the field of information technology.
- Low telecommunications costs.
- The IT University in Ørestad, Copenhagen.
- Denmark has more broadband subscribers per capita than any other OECD country

Both Sweden and Denmark are at the forefront of the world when it comes to information technology. Common ways to measure this is for example by studying the number of personal computers per capita, or the percentage of people with Internet access, *etc.* No matter how you measure it, though, Sweden and Denmark always belong to the countries with the absolute highest rating.⁶²

// Denmark is among the countries that are most advanced in IT use. In the USA we learn a lot from Scandinavia.”

*Steve Ballmer, CEO of Microsoft Corporation*⁶³

The deregulation of the Swedish and Danish telecom markets has spawned a fierce competition between a multitude of telecommunications service providers that all offers connections of the highest quality. In June 2006, Denmark was ranked first among the OECD

countries in terms of broadband penetration. Sweden was ranked eight.⁶⁴

In 1999 the IT College was founded in Copenhagen. In 2003 it received university status. Its purpose is to strengthen both research and education within the IT field in the Copenhagen area. Today several universities offer a wide variety of Master's degree programmes and conduct extensive research within this field.⁶⁵

Another example of the high degree of maturity the region has achieved in the information technology field is that Sigma, a Swedish company, has opened three IT upper secondary schools in Scania. The first one opened in Malmö in 2000 and was actually Sweden's first school of this type.

3 Economic Growth in the Øresund Region

3.1 The Importance of Clusters

The IT industry of Silicon Valley, the textile industry of northern Italy, the high-tech regions of Boston and North Carolina (the Research Triangle) are all examples of so-called business clusters. Such clusters are characterized by a strong concentration of commercial activities, which often arise in regions where the conditions of a certain industry are particularly beneficial. Although the Just-In-Time principle nowadays can be implemented as a global strategy due to improved inter-continental communications, the uncertainties that are associated with the transportation of goods tend to grow with the geographical distance. This means that entire production systems sometimes evolve to serve markets locally. Thus, when suppliers are contemplating to expand abroad, they are likely to opt for locations in close proximity to their customers; much in the same fashion other companies locate near or inside their targeted market regions. These facts, taken together, mean that a strong impetus for clustering and agglomeration is created, and there are more upsides to this than simply shorter transportations:⁶⁶

- access to skilled labour
- sharing of joint corporate functions and specialization between companies promote more effective operations
- warehousing costs can be minimized because suppliers and customers are in close reach
- economies of scale can be exploited
- companies and individuals can communicate faster and cheaper
- information can be obtained and distributed more easily
- the degree of uncertainty is reduced since all agents have access to the same information
- a shared sense of identity and a common culture of knowledge is created
- the concentration of know-how and resources stimulates innovation

The advantages associated with concentrating research within clusters (economies of scale and scope, control of the innovative process, and collaboration with various local agents) are highly significant, both in a regional and a national perspective. Having this said, it

is becoming increasingly common for companies to exploit several dynamic research centres located in a plural of regions. This is done in order to gain access to a broader spectrum of technologies and to create links between innovative processes. Furthermore, this helps facilitate both production and the penetration of local markets, in addition to improving customer and supplier relations.⁶⁷

3.2 Clustering in the Øresund Region

The Maritime Sector

The Maritime Development Centre of Europe (MDCE) is located in Copenhagen and it organizes the maritime industry of the region. The organization has more than 120 Danish and Swedish members. MDCE includes shipping companies, shipyards and their subcontractors, harbour companies, public authorities, shipbrokers, financial institutes, universities, and industry associations.⁶⁸ The maritime sector employs about 85,000 people in a total of 600-700 companies throughout the region. Moreover, the Øresund region is also home to the World Maritime University – a UN organization, which among other things offers a prominent Master's programme that attracts students worldwide.

The Biotech and Life Science Industry

There are more than 500 biotech and life science companies situated in the region, employing 41,000 people of which 5,000 are researchers. As much as 60 % of Denmark and Sweden's exports in this sector originate from the Øresund region.⁶⁹ In a European comparison the region ranks third in terms of scientific strength in this field, and the 11 university hospitals constitute important partners to the business community.⁷⁰ According to Ernst & Young, the Øresund region attracts more investment projects in this sector than any other region in Europe.⁷¹ The industry is organized in the Medicon Valley Academy, which presently has some 250 members.⁷² Among other things, this organization promotes Medicon Valley internationally. It also provides a forum for cooperation between universities, companies and public authorities.

|| The Copenhagen region and the southern part of Sweden, also known as Medicon Valley, are at the world forefront in biotech and life science"

James C. Mullen, CEO Biogen⁷³

IT, Telecommunications and Electronics

The Øresund University and the Øresund Business Council founded the Øresund IT Academy in November 1999. Its board members represent the industry and the universities in equal proportions. Its objective is to function as a platform for interaction between IT companies and the academic community; similar to how Medicon Valley Academy works.⁷⁴ There are approximately 12,000 IT companies in the region with more than 100,000 employees, making it the largest IT cluster in Scandinavia.⁷⁵

Food Industry

The Øresund University founded the Øresund Food Network with a vision “to make the Øresund region visible as one of the most knowledgably, technological advanced and dynamic regions in the world within the field of agriculture and food production, processing, distribution and consumption.”⁷⁶ Its board of directors represents the industry, academia and public authorities.⁷⁷ The Øresund Food Network has focused on five main areas: quality and food safety, process technology, food and health, biotechnology, and logistics.⁷⁸ The food industry exports to more than 150 markets worldwide⁷⁹ and employs 250,000 people (of which 62,000 work directly with the production of foods and beverages),⁸⁰ making it the largest industry in the region. There are nearly 3,000 small and medium sized food companies in southern Sweden and almost 50 % of the entire Swedish food industry is located in Scania.

Environment

Øresund Environment Academy is a research and business network, which also incorporates the public sector. The organization was founded in 2001 with a vision to establish a model for cross-border cooperation within the environmental field and to enhance consciousness about environmental issues in the Øresund region.⁸¹ When looking at the percentage of companies with environmental guidance systems in place, Sweden and Denmark are world leading.⁸² Apart from the private sector, competence in the environmental field can also be found in EU’s Environmental Authority located in Copenhagen and of course in the universities. Alongside London, the Øresund region is leading in Europe when it comes to environmental research.⁸³

Logistics

Øresund Logistics is a network organization that brings together 1,200 representatives from the logistics sector. Its vision is to turn the region into one of Europe’s three

most important logistical hubs. The network includes infrastructure owners, logistics providers, manufacturing companies, different levels of government, and the academia.⁸⁴ The significance of the logistics sector is, among other things, reflected in the large quantity of goods that flow through the region’s airports and ports. The region’s splendid prerequisites for logistics have also convinced a large number of big corporations to locate storage and distribution centres to the region, *e.g.* L’Oreal, Toyota, Gillette, and Levi’s. The logistics sector has an annual turnover of € 19 million, and employs more than 77,000 people.⁸⁵

Digital Experience Industries

Diginet Øresund was established in 2004 with the objective to contribute to economic growth by promoting the regional digital experience industries (*e.g.* computer games, new film formats, sound design, mobile content, e-learning).⁸⁶ One example of the rapid growth the region is experiencing in this field is that THQ, the world’s third largest video game publisher, recently opened its Nordic headquarters in Copenhagen.

Nanotechnology

By bringing together education, research and innovation, Nano Øresund channels the region’s capabilities and resources in the field of nanotechnology. Three of Europe’s eight complete university programmes are offered in the Øresund region, and when it comes to research the region is leading in Scandinavia.⁸⁷ Nanotechnology also possesses great commercial potential, and the number of nano patents is literally speaking increasing exponentially in the region.⁸⁸

International Organizations

A very high percentage of the labour force has international experience in Copenhagen, which for instance is reflected by the relatively large number of international organizations located there. Before the turn of the millennium, there were 13 international organizations in Copenhagen, compared to Stockholm’s eight. Recently yet another organisation, UNOPS also relocated its headquarters to Copenhagen. Other organizations include the European office of the WHO, the UNICEF Supply Office, and the Environmental Authority of the EU. Scania’s multicultural composition can also play a significant and positive role when it comes to attracting even more international organizations to the region.

3.3 The Scientific Strength of the Øresund Region

An Innovative Setting

A number of leading economists including Jeffrey D. Sachs, assert that while developing economies need to absorb and assimilate new technologies, developed economies are reliant on their own innovative capacity in order to generate growth.⁸⁹ If we look at investments in research and development as a percentage of the GDP, Sweden and Denmark positions themselves at first and ninth place among OECD countries.⁹⁰ On the EU Commission's European Innovation Scoreboard 2006, Sweden is first and Denmark fourth. In addition to this, Southern Sweden has earlier been presented with the "Award of Excellence for Innovative Regions". The award is based on some 20 criteria including innovative climate, number of patents, number of research organizations, as well as financial, administrative and judicial structures.⁹¹

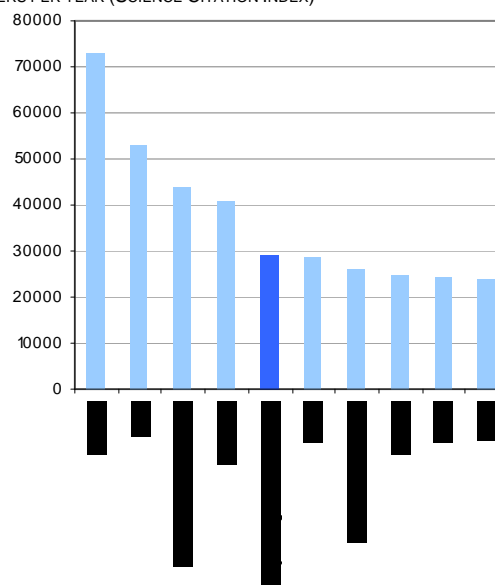
|| The Øresund region through 'Øresund Science Region' is a success and a prototype for other regions and transnational collaborations

OECD, 2006

A Science Region

The innovative capacity of a region is closely related to its scientific strength and to its potential to interact with other strong regions. The excellent communications of the Øresund region make it relatively easy to maintain continuous exchanges with other regions, and both Sweden and Denmark are both leading countries in scientific production and scientific penetration. If scientific production is measured as the number of published articles in scientific journals relative to the population, Sweden is world leading and Denmark is third.⁹² If we study how many times an article is quoted in other articles – a measure of scientific penetration – Sweden and Denmark qualify among the elite. In these scientifically influential countries, the Øresund region stands out as the strongest science region, followed by Stockholm-Uppsala. Europe's ten most significant scientific centres, ranked by the number of published articles in scientific journals during the period 2002-2004, are presented in the table below. It is evident that the 14,000 researchers of the Øresund region have been frequently published:

Scientific output, 2002-2004
PAPERS PER YEAR (SCIENCE CITATION INDEX)



Source: Øresundsbro Konsortiet⁹³

The Øresund region especially profiles itself with globally strong positions within the fields of medicine, nuclear and particle physics, and environmental research. The region is also at the forefront in Europe within several other fields, including high-tech and engineering.

3.4 Science Parks

The ideas and new technologies generated at universities have to be refined into commercially viable innovations by adapting them for the market, and by making them accessible to customers. In order to facilitate this process, a number of science parks have sprung up throughout the region. Most of them have been modelled upon the widely successful and internationally recognized science park of Ideon, which is located in the university town of Lund and which has an affiliation in Malmö. Ideon is among the largest science parks in all of Europe and presently harbours some 240 companies.⁹⁴ Besides Ideon, there are several other science parks in the Øresund region, which all help to ensure further development and commercialisation of novel ideas. In addition to this, the science parks constitute a surface of contact between different high-tech research fields, enabling them to function as a hotbed for innovation in their own right.

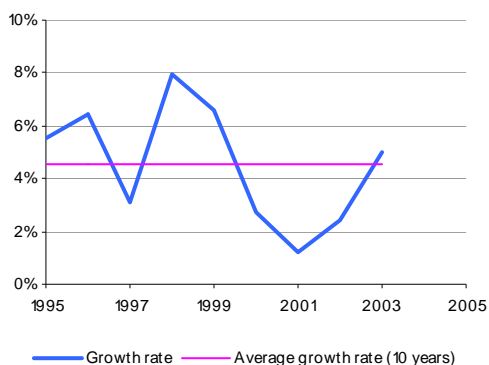
3.5 Regional Forecasts

Economic Growth

During the ten-year period from 1995 and 2004, the Øresund region experienced an annual economic growth of 4.5 %, which was slightly higher than growth rates in Denmark and Sweden.⁹⁵

GRP in the Øresund region

ANNUAL GRP GROWTH RATE, 1995-2004



Source: Ørestat

As the graph shows, the regional economy has gone through quite a volatile period in terms of economic growth. An exceptional highpoint was reached in 1998, boasting a growth rate of nearly eight percent! The regional economy was then clearly affected by the general economic slowdown, which occurred around the turn of the millennium. However, since 2002 the economy has recovered, and is once again showing strong growth rates, which has continued in 2005 and 2006. The overall development for 2007 and 2008 is slightly more uncertain though. While forecasts in Sweden maintain a high level of optimism, fears of labour shortage are growing in Denmark.⁹⁶ However, given the rather large labour force reserve available in Scania, it is far from certain that the labour shortage need affect the Copenhagen area very significantly. And the only available regional forecast, “The Øresund Barometer”, certainly reveals no lack of optimism. In fact, the economic outlook in 2006 was at a record high since this survey was first undertaken in 1998.

There are also a large number of assessments regarding the long-term development in the Øresund region. The most striking feature of these is perhaps the high level of optimism they express. For example, a fully integrated region is expected to generate a gross regional product (GRP) growth of about 10 % in Scania and 2 % in Zealand.⁹⁷ The discounted present value embedded in the integration process over the coming 30

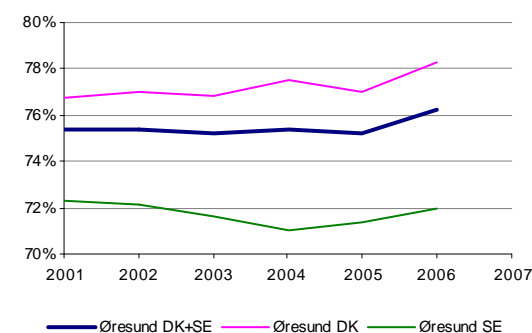
years has been calculated to be in excess of 45 billion euro.⁹⁸ Having this said, we should also take into account the contribution made by the heightened level of attention the region already generates.⁹⁹

Employment and Labour Force

The differences in employment rate between the Swedish and Danish parts of the region are clearly visible in the graph below.

Employment rates in the Øresund region

AGE 16-64



Source: Ørestat

As mentioned earlier, this economic asymmetry can become a regional asset, as labour shortage now threatens to hamper economic growth in Denmark. When the Danish employment rate reaches its practical maximum, the surplus of labour in Scania can be utilized as a reserve. This rather unique situation in the labour market is yet another display of strong regional dynamics, and points to a situation where the region’s employment rate will converge towards the high level of the Copenhagen area.

According to forecasts made by the County Labour Committee, Scania’s employment rate will rise by 2.5 % in 2007.¹⁰⁰ In the Copenhagen area, however, employment will only climb marginally during this year.¹⁰¹ The convergence process is thus visible even in the short term forecasts. The fact that 500 Swedes, each month, are registered as working in Denmark further verifies this tendency.¹⁰²

The Construction Market

Seen from the beginning of the 21st century and looking ten years ahead, it is estimated that about € 12 billion will be invested in the regional infrastructure. One example is the Copenhagen Metro, which opened in October 2002 and is still expanding. Other ongoing projects include the Malmö City Tunnel, the new urban district of Hyllie in Malmö, investments at Copenhagen

Airport, and improvements of ports, roads and railroads.¹⁰³

The regional construction market has since a couple of years back been recovering and is now booming on both sides of the strait.¹⁰⁴ For example, the construction of housing (private dwellings) has increased significantly in Malmö, where the Swedish housing authority (Boverket) estimates that 6,000 dwellings will be completed in 2007. This is to nearly twice as many as the year before.¹⁰⁵

The prospected improvements of the infrastructure in the region, now at various stages of planning, will make the region even more attractive. These projects include a fixed link across the Fehmarn Strait, a tunnel between Helsingborg and Helsingør, as well as a high-velocity railroad between Stockholm and Hamburg, via Jönköping, Helsingborg and Copenhagen.

Health, Pharmaceuticals, and Biotech

In Medicon Valley's initial assessments, ten companies per year would locate to the region. As early as 2001 nine new biotech and biomedical companies came, and this trend seems to continue. Figures from Statistics Denmark and Statistics Sweden show that the number of companies and people employed within this sector grew by 30 % and 14 % respectively during the period 1999-2004.¹⁰⁶ During the same period, total turnover increased by 55 %.¹⁰⁷ Today there are 140 biotech companies, and since the turn of the millennium 15 to 30 start-ups have emerged every year.¹⁰⁸ There are no signs that the future will be anything but bright as the growth in the biotech sector is expected to continue.¹⁰⁹

Wholesale and Retail Trade

Retail trade has since long been a strong sector of the regional economy. Between 1999 and 2004 total sector

turnover increased by 26 %, and the outlook for 2007 looks very good according to the Øresund Barometer.¹¹⁰

This optimism is also shown in the strong regional will to build factory outlets and shopping centres. In September of 2002, for example, the shopping centre Nova opened just outside Lund (and was further developed during 2006) and in Ørestad Scandinavia's largest shopping centre, Field's, opened for business in 2004.

The Food Sector

The food sector has an enormous potential and the Øresund Food Network expands the scope of this potential even more by supporting, among other things, the development of so-called "functional food". Despite of this, the growth figures the food sector has putting out over the last couple of years have been fairly modest.¹¹¹ However, in 2006 the food sector in the Copenhagen area was deemed to have a very prosperous economic outlook, and the regional forecast is pointing upwards.¹¹²

IT, Telecommunications and Electronics

In terms of sector turnover, the IT industry grew by more than 20 % between 1999 and 2004. Particularly in Scania the sector grew rapidly in 2005, inspiring great expectations for 2006; expectations that has been surpassed. Even if the sector has not been booming in the Copenhagen area quite to the extent that it has in Scania recent years, it still remains very strong indeed. All in all, the forecast points to a continued solid growth in the sector, and order-books are filling up quickly both by domestic and foreign costumers.¹¹³

4 Industry Integration

Integration Benefits Companies

The integration process in the Øresund region will take time. Most likely, it will take ten to twenty years before we can speak about a truly common housing and labour market. The political efforts made to aid integration have so far been too few and too weak. Nonetheless, there is a strong will to integrate, both among the public and companies. Keeping in mind the large number of companies which already have set up operations on the other side of the strait, it would not be far-reaching to say that the industry has taken on a leading role in the integration process.

// The Øresund region is as dynamic as Shanghai!

Tony Mortensen, CEO Mette Lykken Boliger¹¹⁴

Apart from the opportunity to exploit the better of two different sets of business conditions (see section 2.3), there are a number of strategic advantages for a company to enjoy in an integrated Øresund region. These advantages have to do with what economists often refer to as “economies of scale and scope”. Among other things, this concept involves the following:

1. Through the integration process, companies in both Denmark and Scania gain access to a significantly expanded local market on which they can sell their products. The companies can exploit the advantages of this larger market without having to set up an autonomous organization on the other side of the strait. In other words, it becomes possible to reach an entirely new market at a relatively low cost, while management and other key divisions can remain at the same location. To simplify matters a little, you can say that there are two ways integration can happen. Service providing companies can integrate by establishing an office on the other side of the strait, thereby reducing the distance to their customers. Manufacturing companies, on the other hand, can exploit economies of scale by concentrating production to just one side of the strait.
2. A larger market means that highly specialized companies are met with a more ready market for their products, which improves overall supply in the region.
3. Since we also eventually will have a common labour market, companies will benefit from a more ample supply of skilled and specialized labour.
4. A direct consequence of the Øresund fixed link is, of course, the logistical advantage that is obtained by incorporating the entire region within one common distribution system. This means that transports of goods can be carried out more efficiently. For example, a bakery (Sjöholms Bröd) on the Swedish side of the strait nowadays delivers bread to all McDonald’s restaurants in the region.
5. An integrated Øresund region also amplifies the possibilities of forging new alliances with companies operating within the same industry in order to exploit synergies and to share risk-taking and development costs. The Øresund Chamber of Commerce and Industry has initiated the so-called “Øresund Index of the Industry”, which on a yearly basis describes how far the integration process have gotten. Among other things, the survey from 2006 reveals that it is almost as common for companies in Scania to have Danish employees as it is to have employees from Stockholm. The 2006 survey also shows that companies in Scania and Zealand cooperate almost as much with each other as companies in Stockholm and Jutland cooperate with companies located inside their own regions.¹¹⁵

Some examples of the different ways the industry has taken on a leading role in the integration process can be found below. The list only contains a selection of such examples. There are many more. In fact, Statistics Sweden has found that more than 30 % of the Swedish companies and almost 20 % of the Danish, in some way, have established a presence on the other side of the strait; everything from marketing operations to physical establishments.¹¹⁶

// I can see no major differences between the Danish and Swedish ways – rather there are amusing little episodes, which brightens everyday life

Lars Karlsson, CEO of Copenhagen Malmö Port¹¹⁷

Company Integration

THE FOOD SECTOR

- Masterfoods has located their Scandinavian corporate headquarters to Copenhagen.¹¹⁸
- The Danish food company, AarhusKarlshamn, have moved their company headquarters to Malmö.¹¹⁹
- The Danish bakery chain, Emmerys, has opened their first store in Malmö and plans to expand further.¹²⁰
- Steins Laboratorium AB and the Swedish dairy MSAB have merged.¹²¹
- Danish SFK Foods has acquired Nordfalks (Swe) and formed a combine in the food industry.¹²²
- The V&S Group (Vin & Sprit AB) has bought Danisco Distillers (De Danske Spritfabriker).¹²³
- Swedish and Danish dairy products are marketed on both sides of the strait.
- Skåne-möllan has acquired 25 % of the Danish flour producer Mel-compagniet in Esbjerg.¹²⁴
- ISS, the Danish service company, has established a presence in Scania.
- Leaf Northern Europe has located its headquarters to Malmö but concentrates production to its Danish factory in Slagelse, Zealand.
- Danish Danaeg and Swedish Kronägg (egg producers) have merged.¹²⁵
- Cerealia, a food company, has acquired Danish bakery Schulstads.¹²⁶
- Swedish food company Skånekött now has a presence in Denmark through its acquisition of Kreatina, located outside Køge.¹²⁷
- Food producer Finax in Helsingborg has acquired a position in the Danish sales company Dansk Detail Salg.¹²⁸
- Danish food processing company, DAT-SCHAUB, has taken over Swedish Khi Ellco Foods AB.¹²⁹

IT, TELECOMMUNICATIONS AND ELECTRONICS

- The Danish IT company, Skandiaweb, has opened an office in Malmö.¹³⁰
- The broadband service provider, Perspektiv Bredband, are expanding rapidly and has recently

launched their product, CPH-Metronet, in Copenhagen.¹³¹

- Prevas has acquired Glaze and IO Technologies.¹³²
- Danish TracTrac is attempting to gain a foothold on the Swedish market by launching a GPS system designed for cross country skiers.¹³³
- WM-data has bought Dansk Software.¹³⁴
- The Danish IT company, Danaweb, has started a subsidiary in Malmö.¹³⁵
- The software company, I-Sevens, has opened a new office in Malmö for its Swedish subsidiary.¹³⁶
- Oracle has opened a new customer support centre for small and medium sized companies outside Copenhagen.¹³⁷
- The IT consultancy firm Sigma in Malmö is buying 25 % of Danish ZenIT Consult.
- After having had several successes on the Danish market, Explicit (based in Malmö) has decided to establish physical presence on the Danish side as well.¹³⁸
- QlikTech, based in Lund, has opened an office in Copenhagen in order to strengthen its position on the Danish market.¹³⁹
- Danish Epic Sounds has opened a new studio in Copenhagen and wishes to expand on the Swedish market.¹⁴⁰
- Danish Nordic Venture Partners and Swedish Innovationskapital invest about €5 million Euro in Appium, a high-tech company based in Malmö.¹⁴¹
- ExactSoftware, based in the Netherlands, has opened an office in Rødovre, which is also intended to provide support to Swedish customers.¹⁴²
- Danish TDC has bought Swedish Dotcom Solutions with offices in Malmö, Kristianstad and Karlskrona among other places.¹⁴³
- Sveg Design Center, based in Lund, has opened an office in Helsingør.¹⁴⁴
- Cybercom has bought Consafe Infotech in Malmö and continue their expansion on both sides of the strait.¹⁴⁵
- The Copenhagen office of Colt Telecom intensifies its sales efforts towards the Malmö area.¹⁴⁶
- DanishNextlink has made a new issue of shares in Sweden.¹⁴⁷

- Danish eWire, involved in payment systems, has now also launched its product on the other side of the strait.¹⁴⁸
- Successful Danish web portal gratis-ting.dk has come out in a Swedish version at the address www.gratis.se.¹⁴⁹
- Danish telecommunications company Mobitech has landed its first Swedish order and the plan is to continue its Swedish expansion.¹⁵⁰
- Swedish IT consultancy firm Consignit with an office in Malmö, has now also opened in Copenhagen.¹⁵¹
- 3, the mobile phone carrier company has opened a customer centre in Ørestad, which serves both Danish and Swedish customers.¹⁵²
- Danish Ciklum, an IT consultancy firm providing services in the Ukraine, has a Swedish contact person.¹⁵³
- Swedish IT company, Mandator, has merged its operations in Denmark and Southern Sweden.¹⁵⁴
- Danish PC producer Amitech has a number of Swedish distributors.¹⁵⁵
- Scalado, based at Ideon, both has Swedish and Danish owners (among others Olicom A/S and Industrifonden).¹⁵⁶
- Danish Data Display A/S has offices in both Copenhagen and Lund.¹⁵⁷
- Danish IT consultancy firm Consit A/S has started a Swedish subsidiary.¹⁵⁸
- Danish architect firm, C.F. Møller, won the design competition for Hyllie Center's station and plaza building.¹⁶⁴
- Danish real estate agency, Mette Lykken Boliger, has in a short period of time managed to become one of Malmö's leading realtors, and won the marketing price, Made in Øresund, in 2006.¹⁶⁵
- Danish real estate company, Ejendomsvaekst, owns several commercial buildings in Sweden, for example the house where Danish Ilva resides in Malmö.¹⁶⁶
- The construction expo, Sydbygg, has changed its name to Scandbuild and is moving to Bella Center.¹⁶⁷
- Brick manufacturer Egernsund Tegl has acquired 50 % of Scanian Tegelmäster AB.¹⁶⁸
- Light concrete manufacturer, H+H International A/S, has opened their Swedish company headquarters as well as a warehouse in Malmö.
- A number of Swedish construction and real estate companies, e.g. Skanska, NCC and Wihlborgs, are major actors on the Danish market.
- EjendomsSelskabet Norden has acquired real estate in Malmö.¹⁶⁹
- Danish home improvement retailer, Harald Nyborg, has opened stores at three locations in Scania.¹⁷⁰
- SvenskDansk Fastighetsförmedling is a network of several real estate agencies in Denmark and Scania.¹⁷¹

THE CONSTRUCTION AND PROPERTY MARKETS

- Swedish real estate company, Norrporten, has made significant investments in Copenhagen recently (950 million DKr).¹⁵⁹
- White Arkitekter has merged with Danish firm, Hs Ark, and is aiming to become one of Europe's leading architect firms.¹⁶⁰
- Home Erhvervscenter is cooperating with Skandia Mäklarna.¹⁶¹
- Danish realtor firm, DanBolig, is cooperating with Bocenter in Malmö.¹⁶²
- Danish Keops, which already owns real estate in Sweden (worth 12 billion DKr), buys Knutpunkten in Helsingborg (worth 475 million SEK).¹⁶³

HEALTH, PHARMACEUTICALS AND BIOTECHNOLOGY

- Dansk Droge's acquisition of Active Care in Sweden has surpassed all expectations and turnover has doubled in Sweden.¹⁷²
- UCB Nordic has their Nordic company headquarters located in Ørestad.¹⁷³
- The consultancy firm, Bioneer A/S, is expanding its focus to also include Swedish clients.¹⁷⁴
- Gastrotech Pharma, A Swedish-Danish research company based in Copenhagen, is cooperating with Eli Lilly.¹⁷⁵
- The Danish pharmaceutical giant, Novo Nordisk, has through its investment fund, Novo, and together with venture capital company Seed Capital

- Denmark, invested in Celltrix – a biotech company based in Malmö.¹⁷⁶
- Swedish Meda buys the Danish pharmaceutical company MedicTeam.¹⁷⁷
 - Nordic Biotech, Novo A/S, VaekstFonden, SEB Företagsinvest and Life Science Venture are among the owners of Danish Nuevolution.¹⁷⁸
 - Galenica, a pharmaceutical company based in Malmö, has started a Danish subsidiary.¹⁷⁹
 - Danish Kivex A/S now has a presence in Medeon in Malmö through its subsidiary Qure AB.¹⁸⁰
 - The medical technical company, Stryker A/S, has integrated its Danish and Swedish customer relations divisions and located it to Malmö.¹⁸¹
 - Ferring Pharmaceuticals has its headquarters in Denmark and production facilities in Scania.
 - Danish pharmaceutical company Copyfarm has expanded its operations to Arlov outside Malmö.¹⁸²
 - EQT Scandinavia, the Swedish venture capital fund based in Copenhagen, has invested in several Danish companies.¹⁹³
 - SEB (Swe) expands in Denmark, and Danske Bank (Den) targets the Swedish market.¹⁹⁴
 - SEB and Handelsbanken (Swe) provide Internet banking to Danish customers.¹⁹⁵
 - The investor relations focused company, Intellecta, has established a presence in Copenhagen.¹⁹⁶
 - Handelsbanken has bought the Danish regional bank Midtbank.¹⁹⁷
 - Danske Venture Partners, a Danish venture capital firm, has invested in Appium; a Swedish IT company.¹⁹⁸

BANKING AND FINANCE

- Acta Kapitalförvaltning opened its first office in Denmark in 2007.¹⁸³
- Sparbanken Finn, in cooperation with Nordic Growth Market, started the so-called Øresund List (stocks sorting under the OTC Nordic list).¹⁸⁴
- Danish Lån & Spar Bank has initiated a joint venture with Swedish Sparbanken Finn and Sparbanken Gripen.¹⁸⁵
- Seed Capital Denmark is a new investment fund which is allowed to invest 25 % of its capital in Scania.¹⁸⁶
- Højteknologifonden can nowadays also invest in Swedish companies as long as they have joint ventures with Danish companies.¹⁸⁷
- Swedbank have offices in Denmark.¹⁸⁸
- The Danish venture capital fund, Noventum, has entered Swedish Ideon company, TerraCom, as principal shareholder.¹⁸⁹
- The Danish Stock exchange portal Euroinvestor is now also available in a Swedish version.¹⁹⁰
- Symbion Capital I, a venture capital fund based in Copenhagen, looks to the entire region for their investments.¹⁹¹
- Malmöhus Invest AB has a joint venture with Danish-Swedish Øresund Health Care A/S.¹⁹²
- The consultancy firm, Assistera, based in Malmö, is expanding operations to include Copenhagen.¹⁹⁹
- The Danish insurance company, Tryg Vesta, has opened an office in Malmö.²⁰⁰
- Consultancy and recruitment firm, Alumni, has opened in Copenhagen.²⁰¹
- The Danish translation firm, Languagewire A/S, has strengthened its position on the Swedish market through its acquisition of Convey Translations.²⁰²
- Danish Docea, which specialises in IT courses, is now entering the Swedish market from Malmö.²⁰³
- Opic, which sells information and surveillance services from its base in Linköping, will soon open operations in Copenhagen and Scania.²⁰⁴
- Capgemini expands and employs 30-35 new co-workers who will work on both sides of the strait.²⁰⁵
- Attach, a communications firm based in Malmö, is cooperating with InfoXpert in Danish Hørsholm.²⁰⁶
- A'jour Klip Gruppen is a Danish news-service, which covers and distributes Swedish and Danish news to both sides of the strait.
- The law firms Magnusson Wahlin (Swe) and Qvist-Stanbrook (Den) have merged.²⁰⁷
- The marketing analysis company, Millward Brown Denmark, has acquired the license of Millward Brown in Sweden and in this process made the Danish office their headquarters.²⁰⁸

BUSINESS-TO-BUSINESS

- Swedish law firm Albihns, specialized in intellectual property law, has opened an office in Denmark.²⁰⁹
- The communications firm ID, based in Malmö, is working together with their Danish partner Sylvester-Hvid & Partners.²¹⁰
- Cultivator, a Danish consultancy and recruitment firm, has opened an office in Malmö.²¹¹
- The staffing and recruitment companies Poolia, Manpower and Proffice have set up operations in Copenhagen.²¹²
- The global consultancy firm BearingPoint has moved its Malmö office to Copenhagen in order to gain better coverage of both Denmark and southern Sweden.²¹³
- PR firm Heimburger in Helsingborg has been taken over by the Danish advertising agency Nørgaard Mikkelsen.²¹⁴
- A number of accountancy and consultancy firms, e.g. Ernst & Young, Deloitte & Touche, Price Waterhouse Coopers and KPMG, have set up specific Øresund task forces or are cooperating between their Danish and Swedish offices.
- The communications company KREAB has formed a new division, KREAB Øresund, with headquarters in Copenhagen and a branch office in Malmö.²¹⁵
- Uttenthal, a Danish graphic production company, has established a presence in Malmö.²¹⁶
- AcadeMedia, a company in the educational sector, is cooperating with the employment exchange in Greater Copenhagen.²¹⁷
- Stadium, a sporting goods and apparels retail chain, builds on its successful establishment in Denmark and have long-term plans involving some 25-30 stores in the country.²²³
- Zara, a Spanish fashion retail chain with stores in Copenhagen, has now also opened in Malmö.²²⁴
- Danish retailers BR Leksaker (toys) and Bitte Kai Rand (fashion) have established a presence on the Swedish side of the strait.²²⁵
- Din Sko, a Swedish shoe retail chain, opened its first stores in Denmark in October 2000.²²⁶
- Swedish Biltema (a car accessories and components retailer) has opened stores in Aalborg and Naestved.²²⁷
- Synoptik, a Danish optics chain, has through the acquisition of Swedish optics chain, Ögat, 100 shops in Sweden.²²⁸
- Danish Netto (groceries) has opened several supermarkets in Scania, e.g. in Trelleborg, Malmö and Lund.
- Ilva, the biggest home decoration retail chain in Denmark, has opened its first department store in Malmö.²²⁹
- International Motors in Helsingborg imports cars from Subaru for both the Swedish and Danish market.²³⁰

WHOLESALE AND RETAIL TRADE

- Danish retail chain, Systrarna Grene, now also has a store in Malmö.²¹⁸
- Danish Fakta now actively recruits staff in Scania.²¹⁹
- Kwintet, a clothing corporation, has moved its headquarters to Malmö from Odense (Denmark).²²⁰
- One of the world's largest auctioneering firms, Bruun Rasmussen, in Copenhagen, has become part owners of Anders Antik in Landskrona (Sweden).²²¹
- Jysk Vindueskompagni has opened a sales office in Malmö.²²²

TRANSPORTS, LOGISTICS AND HOTELS

- The Danish transports and logistics company, Frode Laursen A/S, has built a warehouse facility in Åstorp.²³¹
- Danish logistic company, Freja, has established a presence in Helsingborg.²³²
- Danish recycling company, H.J. Hansen, is nowadays established in Malmö.²³³
- The Swedish trave agency, IG Travels, has opened an office in Copenhagen.²³⁴
- Trans Fargo has expanded its storage capacity in Malmö and seeks to develop joint ventures in Denmark.²³⁵
- DSB Tågvärdsbolag AB (Den) will service railway commuters on both the so-called Øresund Trains and on intra-Scanian trains (Pågatågen).²³⁶
- Copenhagen Port and Malmö Port have merged into Copenhagen Malmö Port (CMP Port).

- The two taxi companies, TaxaMotor (Den) and Taxi Kurir (Swe), are cooperating closely.²³⁷
- The Mayfair Hotel in Copenhagen has acquired Hotell Tunneln in Malmö.²³⁸
- Danish Sterling now also operates from Malmö Airport.²³⁹
- Gråhundbus, a Danish coach company, take passengers to Malmö Airport and to the island of Bornholm, via the Swedish port of Ystad.
- Nordisk Staal A/S cross border ventures has been recognized with an award.²⁵²
- The German cooperation, Bürkert, has merged its Swedish and Danish sales organisations and located the new division to the Øresund region.²⁵³
- Lidl has a Scandinavian distribution centre in Malmö.²⁵⁴
- ElektroVakuum, which among other things manufactures signs, has opened an office in Copenhagen.²⁵⁵

THE MEDIA SECTOR

- Global actor, Synovate, which owns Danish polling institute, Vilstrup, has now also bought Swedish Temo. An increased level of cooperation between the Swedish and Danish branches is expected.²⁴⁰
- The Danish newspaper cooperation, Politikken Lokalaviser, has bought MalmöMagasinet from Sydsvenska Dagladet.²⁴¹
- Rapidus, an electronic newsletter, has set up operations; covering the Øresund region.²⁴²
- The news agency Nytt från Öresund supplies news from business and society to the media, the business community and other interested parties.²⁴³
- The movie production company Scandvision Film has through its Malmö office increased its Danish market share markedly.²⁴⁴
- Ballingslöv, a Swedish kitchen manufacturer, is growing rapidly in Denmark making its second acquisition in a short period of time when buying Danish company 3BO.
- Swedish TrädgårdsRingens and Danish Planteskole-Ringen (gardening) are coordinating their procurement activities via a new central.²⁵⁶
- TAC, with European headquarters located in Malmö, has landed a major order from Radio Denmark.²⁵⁷
- Danish Orlik Tobacco Company has built a factory in Malmö.²⁵⁸
- Omnistat, a company located in Malmö that develops statistical databases and database formats, has both Swedish and Danish partners.²⁵⁹
- Danish Panduro Hobby has moved their company headquarters and central storage functions to Malmö.

MISCELLANEOUS

- Citymail are successful in Scania and is now also entering the Danish market.²⁴⁵
- The leading Nordic company within recycling and environmental services, Stena Metall, is continuing its expansion on the Danish market by acquiring RødskaersbroProdukthandel A/S.²⁴⁶
- The Swedish company, Weibul Trädgård, has bought Danish Kronmuld A/S.²⁴⁷
- The Danish online travel agency, Flybillet.dk, is now also targeting the Swedish market.²⁴⁸
- Swedish undertaker firm, Fonus, is expanding in Denmark.²⁴⁹
- The Danish travel agency Spies can now also be found in Malmö.²⁵⁰
- The Danish insurance company, Fair Forsikring, is contemplating a possible Swedish establishment.²⁵¹
- Toy manufacturer Brio has acquired 25 % of the Danish toy manufacturer YES.²⁶⁰
- Öresundskraft, a Swedish energy group, now also targets the Danish market.²⁶¹
- Royal Scandinavia distributes handicraft worldwide from a central in Malmö.²⁶²
- Intellectual property offices Ström & Gulliksson AB (Swe) and Plougmann & Vingtoft (Den) now belong to the Arator Group.
- MBE (Mail Boxes Etc), which functions as a privately owned postal office, have expanded their operations from Copenhagen to also include Helsingborg on the Swedish side.²⁶³
- The manufacturing company, Hilti, has coordinated common functions for their Danish and Swedish divisions.²⁶⁴
- Danish kitchen manufacturer, Kvik, invests in Sweden and now has four stores in Scania. In 2005

Kvik was bought by Swedish competitor Ballingslöv.²⁶⁵

- The waste deposal company, Sysav Kemi, has for example exported residual oil to Dansk Olie Genbrug.²⁶⁶
- Rexam, which has taken over PLM, can be found in both Malmö and Denmark.²⁶⁷
- Club Hep Cat, a club started in Lund, has opened in Copenhagen.²⁶⁸

5 Company Establishments in the Øresund Region

“ We want to be in close proximity to our costumers, and right now the major customer groups can be found in Scania and Copenhagen.

Toni Nijm, CEO Ipendo²⁶⁹

A number of companies have already established a presence in the Øresund region because of the ongoing integration process; a process which is believed to accelerate over time. The list below makes no claim of being complete or all-inclusive.

THE FOOD SECTOR

- Danish web store and food distributor, Aarstiderne, now targets the Swedish market.²⁷⁰
- Findus has moved their headquarters from London to Malmö.²⁷¹
- The global American company, Sensient Technologies, has set up operations in Kristianstad.²⁷²
- Danish dairy company, Danone, has set up operations in Malmö.
- Unilever from Stockholm to Helsingborg
- Sardus has moved their headquarters from Stockholm and Halmstad to Helsingborg.²⁷³
- Max, a Swedish fast-food franchise, has opened restaurants in Scania and been highly successful. Now, plans are to open 30 restaurants in Denmark.²⁷⁴

HEALTH, PHARMACEUTICALS AND BIOTECHNOLOGY

- British pharmaceutical company Prostrakan has opened a Nordic corporate headquarters in Malmö.²⁷⁵
- Japanese pharmaceutical company, Astellas, has located their Nordic corporate headquarters to Copenhagen.²⁷⁶
- The Italian pharmaceutical company, Menarini, is locating its Nordic company headquarters to Malmö.²⁷⁷
- The Danish diagnosis company, MediGroup, has established a presence in Medeon in Malmö.²⁷⁸

- Acadia Pharmaceuticals, an American pharmaceutical company traded on the Nasdaq, has erected new facilities (3,000 m²) in Medeon Science Park.²⁷⁹
- Pipeline Biotech A/S has set up operations in Symbion Science Park in Copenhagen.²⁸⁰
- Euromedica has opened an office in Copenhagen.²⁸¹
- Biogen, the American biotech company, has established operations in Hillerød, just north of Copenhagen.²⁸²
- Danish Orifarm A/S has moved its Swedish headquarters from Stockholm to Malmö.²⁸³
- CIPHERGEN Biosystems Inc. has established an organization responsible for Scandinavia, Finland and the Baltic States.²⁸⁴
- Eli Lilly has opened a shared service centre in Copenhagen.²⁸⁵
- Bristol-Myers Squibb.²⁸⁶
- Bayer has moved its Scandinavian headquarters from Stockholm to Copenhagen.²⁸⁷
- Medarex Inc. has located its European subsidiary Genmab A/S to Copenhagen.²⁸⁸
- American Maxygen gained a presence in Denmark in May 2000 through its acquisition of ProFound Pharma, and in that process also moved its pharmaceutical division's headquarters from Silicon Valley to Copenhagen.²⁸⁹
- Novo Nordisk Farmaka has concentrated its entire Nordic sales organization to Malmö.²⁹⁰

IT, TELECOMMUNICATIONS AND ELECTRONICS

- International IT giant, Sogeti, has opened a software testing centre in Lund.²⁹¹ Sogeti has also opened a competence centre in Helsingborg.²⁹²
- Siemens has opened a competence centre in Malmö.²⁹³
- The world's third biggest producer and publisher of videogames, THQ, has opened a Nordic corporate headquarters in Copenhagen.²⁹⁴

- Network Services opened a branch office in Malmö in 2005, and has since expanded their operations in the city.²⁹⁵
- Swedish Ipendo has moved their headquarters from Linköping to Malmö and been bought by the Danish intellectual property law firm of Zacco.²⁹⁶
- IT consultancy firm, Netcompany, based in Copenhagen is actively recruiting new co-workers in southern Sweden.²⁹⁷
- The telecom consultancy firm, Teleca, has restructured, and their offices in Copenhagen and Malmö are now jointly responsible for a regional sales drive.²⁹⁸
- German IFM Electronic, which sells guidance systems to the industry, has opened an office in Malmö.²⁹⁹
- Intellibis, an IT consultancy firm based in Stockholm, has opened an office in Malmö.³⁰⁰
- Rohm, the Japanese manufacturer of electronic components, has opened an office in Copenhagen.³⁰¹
- Explit, a certified partner to Oracle, was founded in Malmö in 2002, and has since had great success in both Sweden and Denmark.³⁰²
- Sun Microsystem AB has established a new division in the Øresund region, which shall operate both in southern Sweden and in Denmark.³⁰³
- The consultancy firm, ProTang, has opened an office in Malmö that functions as the company's Øresund office.³⁰⁴
- AddPro has located to Malmö (company headquarters) and Helsingborg.³⁰⁵
- British Colt Telecom has opened a branch office in Copenhagen.³⁰⁶
- American IT company, Stream International, are opening its first Scandinavian office in Helsingborg.³⁰⁷
- Dell Computers, which among other things offers network solutions to companies, are present in both Denmark and Sweden.
- Handelsbanken has moved parts of its shared IT functions to Malmö.³⁰⁸
- The web agency Attraction has set up operations in Malmö.³⁰⁹
- Nasdaq traded IT company, Citrix Systems, has located its Nordic corporate headquarters to Copenhagen.³¹⁰
- Partnertech, an electronics company, has moved its headquarters to Malmö.³¹¹
- Zepto Computers, which manufactures notebooks, has established a presence in the region.³¹²

“ Like many other businessmen, I see an immense potential in the Øresund region

Hasse Wallman,
Managing Director of Wallmans Nöjen AB³¹³

LOGISTICS AND TRANSPORTS

- Worldwide cargo carrier, Menzies Aviation, has established operations in Malmö Airport.³¹⁴
- Through its acquisition of Copenhagen Malmö PDI AB, Autolink has established a presence in the region.³¹⁵
- BMW has chosen to locate its new Nordic logistics centre to Malmö.³¹⁶
- Honda nowadays distributes cars to the Scandinavian market from Malmö.³¹⁷
- Ship broker, Samskip, uses Helsingborg Port as a reloading point, thus creating jobs in the city.³¹⁸
- EuroMaint, a train maintenance provider, has chosen to locate its reconstruction operations to Malmö.³¹⁹
- TNT's customer service is concentrated to Helsingborg and DHL has expanded its warehousing facilities in Klippan.³²⁰
- Mediterranean Shipping Company operates liner traffic to and from Helsingborg Port since March 2004.³²¹
- Kuehne & Nagel has opened an office in Helsingborg.³²²
- Spanish steel giant Acerinox has located both warehousing functions and a service office to Malmö, with the objective to cover the entire Baltic region.³²³
- Toyota has moved its import and logistics divisions for the Nordic countries and the Baltic States to Malmö.³²⁴
- The logistics consultants, Top Logic, have opened offices in both Malmö and in Denmark.³²⁵

- DFDS Transport AB's Swedish company headquarters are located in Malmö.

BUSINESS-TO-BUSINESS

- Devoteam Fisher & Lorenz, a consultancy firm, has bought Swedish Quaint.³²⁶
- Inspiro opens in Lund.³²⁷
- Staffing and recruitment firm, Inhouse, has opened a branch office in Malmö.³²⁸
- Zip Kommunikation/Øresund.³²⁹
- The PR firm, Newsroom, is opening in Malmö.³³⁰
- Accounting and consultancy firm Rödl & Pertner are nowadays present in the Øresund region.³³¹
- Prime establishes a presence in Malmö.³³²
- The European advertising agency, Welcome To Orange County, has opened an office in Copenhagen.³³³
- Kelly Scientific Resources, an American recruitment company specialising within the pharmaceutical and biotech fields, is establishing a physical presence in Malmö and has earlier opened an office in Copenhagen.³³⁴
- Assessio, which develops psychological tests, has established a presence in Copenhagen.³³⁵
- Relevans Strategi & Kommunikation, an advertising agency geared towards the pharmaceuticals market, has set up operations in Helsingborg.
- The American call-centre company, Sitel, has opened an office in Copenhagen.³³⁶
- The service provider Big Image has set up operations in Malmö.³³⁷
- Nordengren, the advertising agency based in Stockholm, has opened an office in Malmö.³³⁸
- The staffing company Arena Personal has opened an office in Malmö.
- The recruitment company Alumni now has an office in Malmö.³³⁹
- The Norwegian customer service company, Multipartner, has located its Swedish headquarters to Malmö.³⁴⁰
- GCI Mannov, a PR firm, has set up operations in both Malmö and Copenhagen.

- German PR firm Ehrenberg can be found in both Malmö and Copenhagen.³⁴¹

- PR firm JKL has now opened in Copenhagen.³⁴²
- Hammer & Hanborg, a recruitment company, has set up operations in Malmö.³⁴³
- Thulin rekrytering (recruitment) has opened an office in Malmö.³⁴⁴
- The German-Swedish Chamber of Commerce has opened an office in Malmö.³⁴⁵
- Ark Travel AB (business trips and conferences) now has a presence in Malmö.³⁴⁶

WHOLESALE AND RETAIL TRADE

- German electronics retail chain, Media Markt, opens in Lund and is planning to expand in Denmark according to the media.³⁴⁷
- Färgtema and Spektrum (paint retail chains) have merged and formed a new company, Colorama, with new company headquarters located in Malmö.³⁴⁸
- Europe's leading mailing order company in home electronics, Conrad, is targeting the Swedish market and has opened an office in Malmö.³⁴⁹
- Biltema, a department store carrying car supplies, has moved its service office from Linköping to Helsingborg.³⁵⁰
- Melka has opened its first store in Malmö and specifically points to the strategic location of the city as a main reason underlying its establishment.³⁵¹
- The largest trading company in the world, Test Rite (China), locates its Nordic headquarters to Kristianstad.³⁵²
- ICA (groceries) has located its most modern warehousing complex to Helsingborg. The complex covers 63,000 square metres, and is the company's biggest investment so far.³⁵³
- The English fashion retail chain, Next, has opened its first store in Copenhagen.³⁵⁴
- Honda Power Equipment, which sells and markets Honda products, has moved from Stockholm to Malmö.³⁵⁵
- The Finnish home improvement retail chain, K-rauta, now has stores in both Helsingborg and Malmö.³⁵⁶
- BRL Electronics has set up operations in Malmö.³⁵⁷

- Glashuset has started up in Malmö.³⁵⁸
- SIGAB, wholesaler for technical isolation, has set up operations in Malmö.³⁵⁹
- IKEA moves the majority of its headquarters' functions to Helsingborg.
- Japan Photo is located in Malmö.³⁶⁰
- Orifarm has opened an office in Malmö.³⁶¹
- Price Off has set up operations in Malmö.³⁶²
- Rusta can now be found in the region.³⁶³
- Seating Concept has opened in Malmö.³⁶⁴
- Vitalas³⁶⁵
- Hööks Hästsport AB (equestrian sports) has opened its first department store in Kolding, Denmark.³⁶⁶
- German home improvement retail chain, Hornbach, has opened in Malmö.³⁶⁷
- DONG Energy has opened a new office in Malmö.³⁷⁷
- UNOPS, a United Nations agency, are moving their headquarters from New York to Copenhagen.³⁷⁸
- Inwido has moved its company headquarters from Vetlanda to Malmö.³⁷⁹
- Starbucks will open their first café at Copenhagen Airport in the summer of 2007.
- ALT Hiss (an elevator company) has opened a regional office in Malmö.³⁸⁰
- American Tetra Chemicals has moved its European headquarters to Helsingborg.³⁸¹
- Duni has restructured its operations and located its company headquarters to Malmö.³⁸²
- Dresser Wayne has moved manufacturing and headquarters to Malmö from Germany.³⁸³
- Thule has moved its headquarters to Malmö.³⁸⁴

BANKING AND FINANCE

- Finnish investment firm, Bio Fund, has opened an office in Copenhagen.³⁶⁸
- Öhman Fondkommission has set up operations in Malmö.³⁶⁹

HOTELS AND PROPERTY

- Clarion Hotel, a subsidiary to Choice Hotels, has opened in Copenhagen.³⁷⁰
- The real estate company, Dockan Exploatering AB, has set up operations in Malmö.³⁷¹
- Erik Olsson Fastighetsförmedling (real estate agency) has established a presence in Malmö.³⁷²
- Hotel chains, Hilton and Marriot, have opened hotels in Copenhagen.³⁷³
- The Norwegian pension fund, KLP Ejendomme A/S, has acquired real estate in Copenhagen; its first investments outside of Norway.³⁷⁴
- Norrporten, the Swedish real estate company based in Sundsvall, has acquired property in Helsingborg.³⁷⁵

MISCELLANEOUS

- The international chemistry company, Hercules, has moved its laboratory from the Netherlands to Helsingborg.³⁷⁶

- The storage company, Shurgard, used its Swedish office in Malmö as a base for its Danish expansion.
- Portsystem 2000 has opened an office in Malmö.
- German Alexander Binzel, which markets welding equipment, moved its office and warehousing functions from Karlskrona to Malmö in 2004.³⁸⁵
- Bodytech Metech A/S, a subsidiary of Saab, has opened an office in Taastrup.³⁸⁶
- Japanese optics company, Hoya Corporation, will create a Nordic centre in Malmö through its acquisition of Optikslip in Malmö. The objective is to supply spectacles glass to all of the Nordic and Baltic markets.
- Top Nordic, based in Landskrona, has moved its procurement division and warehousing functions to Copenhagen.³⁸⁷
- The home service provider, Homemaid, has opened a branch office in Malmö.³⁸⁸
- Gardena has located its warehousing facilities for the Nordic market to Malmö.³⁸⁹
- Daimler Chrysler has moved its Swedish headquarters from Stockholm to Malmö, and fused the Danish and Swedish organizations.
- German truck corporation, Jungheinrich, has moved from Stockholm to Scania.³⁹⁰
- The Gillette Group.

- L'Oreal has set up a Nordic distribution centre in Copenhagen.³⁹¹
- The toy manufacturer Mattel.
- The national organization of Swedish driving schools has concentrated activities to Landskrona.³⁹²

Enclosures

ENCLOSURE 1: Studies on factors that guide companies in establishment decisions

The European Banking Union reports the following parameters based on a survey among 10,000 investors:

1. Infrastructure
2. Cultural life
3. Housing
4. Labour force
5. Business conditions
6. Support from different levels of government

OECD's surveys among US high-tech companies rendered the following factors as being the most important to companies in establishment decisions.³⁹³

1. Access to skilled labour
2. Supply of labour
3. Taxation level
4. Access to universities and colleges
5. Living expenses
6. Transports
7. Market accessibility
8. Regional restrictions
9. Energy costs
10. Cultural life and recreation

Invest in Sweden Agency has through their inquiries to about 150 corporate headquarters and division headquarters attempted to identify the most significant factors:³⁹⁴

1. Taxation of individuals
2. Efficient transports
3. Proximity to customers
4. Regulatory framework and economic policies
5. Corporate taxation
6. Proximity to suppliers

Stockholm City Council studied 20 international corporations and concluded that the following factors were most important.³⁹⁵

1. Telecommunications
2. Business conditions
3. Access to skilled labour
4. Living expenses
5. Road infrastructure
6. Housing

The British company Healey & Baker annually publish a study that among other things reports important factors in company establishment decisions. It is based on interviews with 500 corporate leaders. The following factors were reported 1999.³⁹⁶

1. Market proximity
2. Transports (regional and international)
3. Quality of, and access to, telecommunications
4. Access to, and costs of, labour
5. Business conditions, *i.e.* taxes, subsidies, *etc.*
6. Availability of premises
7. Language culture
8. Efficiency of city infrastructure
9. Quality of life
10. Clean environment

ENCLOSURE 2: Universities and colleges in the Øresund region

The Øresund University is comprised of the following institutions:

Lund University, including Campus Helsingborg
University of Copenhagen
Technical University of Denmark
Copenhagen Business School
The Royal Veterinary and Agricultural University
Swedish University of Agricultural Sciences
The Danish University of Education
The Danish University of Pharmaceutical Sciences
Roskilde University
Malmö University
Royal School of Library and Information Science
The IT University of Copenhagen
The Royal Academy, School of Architecture

There are additional institutions with college status in Scania and Zealand. Some of these are listed below. There are also a great number of nursing institutes and schools of education in the region.

Copenhagen University College of Engineering
Danmarks Designskole (design)
Den Grafiske Højskole (graphic design)
The Royal Danish Academy of Music
The Royal Danish Academy, School of Visual Arts
World Maritime University
Malmö Academy of Music
Malmö Theatre Academy
Malmö Art Academy
Kristianstad University
School of Aviation

Notes

- ¹ Wichmann Matthiessen, "Regional udviklingsstrategi", in Wichmann Matthiessen (ed.), "Øresundsområdet, Verdensklasse: Eksempler & Perspektiver", 1998.
- ² New York Times, 6.9.1999.
- ³ Christian Wichmann Matthiessen & Åke E Andersson: "Øresundsområdet: det regionala udviklingsprojekt - status og forslag", Sydsvenska Industri- och Handelskammaren, 2002.
- ⁴ Due to limited access of regional European data, European metropolitan areas are here compared to the Copenhagen-Malmö-Lund area.
- ⁵ Svenska Vägföreningen, "EU-handel och transporter – Analyser och prognoser för Sverige", 1999.
- ⁶ Estimations based on data from Statistics Sweden (fixed prices).
- ⁷ Estimation based on data from Eurostat (travelled kilometres).
- ⁸ Estimation based on data from Eurostat.
- ⁹ Invest in Sweden Agency, "I huvudet på ett företag", 1999.
- ¹⁰ Copenhagen Airport, www.cph.dk.
- ¹¹ Investigated by the Øresund Chamber of Commerce and Industry; a random sample was taken an ordinary weekday.
- ¹² Copenhagen Airports, www.cph.com
- ¹³ Copenhagen Airports, 2002. IATA = International Air Transport Association.
- ¹⁴ ATRS at www.atrsworld.org.
- ¹⁵ Copenhagen Capacity, www.copcap.com.
- ¹⁶ The Swedish Civil Aviation Administration, www.lfv.se.
- ¹⁷ Luftfartsverket, www.lfv.se.
- ¹⁸ CMP, www.cmp.com (Tonnage for 2006.)
- ¹⁹ According to Trelleborgs Allehanda, each year SEK 200 billions worth of cargo is handled in Trelleborg Port. In 2006 Sweden foreign trade (exports and imports of goods) amounted to SEK 2,021 billion (Statistics Sweden).
- ²⁰ Helsingborg Port, www.port.helsingborg.se.
- ²¹ Based on Transportgruppens statistics for 2004, www.transportgruppen.se.
- ²² See IMD (2006), "World Competitiveness Yearbook 2006" and World Economic Forum (2007), "Global Competitiveness Report 2006-2007).
- ²³ Copenhagen Capacity, www.copcap.com.
- ²⁴ Copenhagen Capacity, www.Øresund.com/facts/copcap6.htm.
- ²⁵ Sveriges Åkeriföretag (2006), "Utvecklingstendenser för åkerinäringen".
- ²⁶ Sydsvenska Dagbladet.
- ²⁷ "Copenhagen and Malmoe - Property market report 2007", Sadolin/Albaek.
- ²⁸ Newsec (2007), "Nordic Report – Real Estate Spring 2007".
- ²⁹ OECD, Productivity Database. In 2005 Denmark's labour productivity was 43.3 \$ per hour and Sweden's was 43.0 \$. Productivity in the Euro-area was 41.9 \$.
- ³⁰ Copenhagen Capacity, "Denmark the best place to do business". www.copcap.com.
- ³¹ OECD. Denmark and Sweden are both below the OECD average when it comes to the corporate taxation rate (2006).
- ³² Industriförbundet, "Konjunkturen Skåne", 1999.
- ³³ Copenhagen Capacity, "Danish venture sets a record in 2006" 060226.
- ³⁴ OMX, www.omxgroup.com.
- ³⁵ See for example the Swedish National Tax Board's report 1999:3, "Vår omvärld år 2010", 1999; and assorted publications of Professor Åke E Andersson, the Royal Institute of Technology.
- ³⁶ The Swedish Labour Market Administration, Analysis Department, 21.11.2000.
- ³⁷ Statistics Denmark and Statistics Sweden; Ørestat, 2004.
- ³⁸ www.uni.Øresund.org and other organizations; www.Øresund.com.
- ³⁹ EFMD, www.efmd.org.
- ⁴⁰ Scandinavian International Management Institute, www.simi.dk.
- ⁴¹ Estimations based on data from Statistics Sweden and Statistics Denmark (2006).
- ⁴² *Ibid.*
- ⁴³ Øresundsinstittuttet: "Regional report 2003".
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- ³⁹³ Referred to in, Andersson, ”Sydsvensk Framtid”, 1989.
- ³⁹⁴ Invest in Sweden Agency’s financial advise ”I huvudet på ett företag”, 1999.
- ³⁹⁵ Referred to in ”Förutsättningar för internationella organisationers lokalisering till Malmö”, PEROHCON, December 1998. This study runs the risk of omitting factors that are important to companies, but which the Stockholm region fails to satisfy.
- ³⁹⁶ Referred to in ”Flygplatskapaciteten i Stockholmsregionen”, Swedish Civil Aviation Administration, 2000.



Øresund Industri & Handelskammare

www.oresundchamber.com

Øresund Chamber of Commerce was founded on the 1st November 1999 as a partial merger between the Chamber of Commerce and Industry of Southern Sweden and the Danish Chamber of Commerce.

The Chamber represents over 20.000 member companies in the southern part of Sweden and Denmark and has become the local spokesman for the business community in matters regarding the Øresund region. It has also created a solid platform encouraging integration between companies.

The strategic focus of the Chamber is to create the best possible conditions for company growth and it achieves this by enhancing the competitive strength of the region, working directly with companies offering consultancy, training and match-making activities.

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