

GRP (Gross regional product) has increased by 55% in Malmö in the last ten years.

The number of foreign-owned workplaces has increased by 49% in 10 years.

By 2030 Malmö will be Sweden's most climate-smart city.

Simplicity and speed are the keywords in the expert, cost-free establishment services



Expert service for establishing companies

An average of eight new companies are established every day in Malmö. They cover a broad spectrum, including companies of different sizes and activities in a number of sectors. However, one thing the establishments have in common – the Malmö Trade and Industry Agency offers all companies comprehensive, proactive support when they want to come to Malmö.

Effective coordination

Simplicity and speed are the keywords in the expert, cost-free service provided by the Malmö Trade and Industry Agency.

In practice it means that all issues which concern the establishment are coordinated via an administrator. This administrator links the right expertise to the project, coordinates official matters – e.g. permits, planning permission or land issues – and also mediates contacts with the external industry and business organisations which are also important in new establishments.

Both Malmö and the region in general have numerous active business networks, from which companies derive a lot of benefit in dealing with detailed questions, finding collaborative partners etc. To this should be added the well-developed collaboration between universities, colleges, science parks and companies in Malmö, which has created a stable base for entrepreneurship and

creative development. The Malmö Trade and Industry Agency can put together a dedicated team for more complex projects. This ensures that specific needs, requirements and wishes are dealt with effectively and comprehensively. Besides working with establishment, the Malmö Trade and Industry Agency also operates in the following areas:

- Cooperation within entrepreneurship and innovation
- Regional and international collaboration
- Projects within corporate development
- Facts and analyses
- Communication and information

Business Pilot shows the way

The Malmö Trade and Industry Agency has developed the "Business Pilot" service, which is primarily targeted at small and medium-sized companies. "Business Pilot" is a guide which pilots business owners and facilitates contact channels with the municipality. The key to success is that "Business Pilot" extends over organisational boundaries and provi-



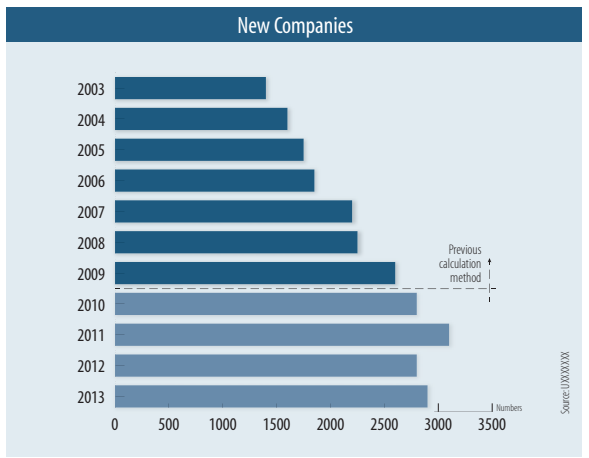
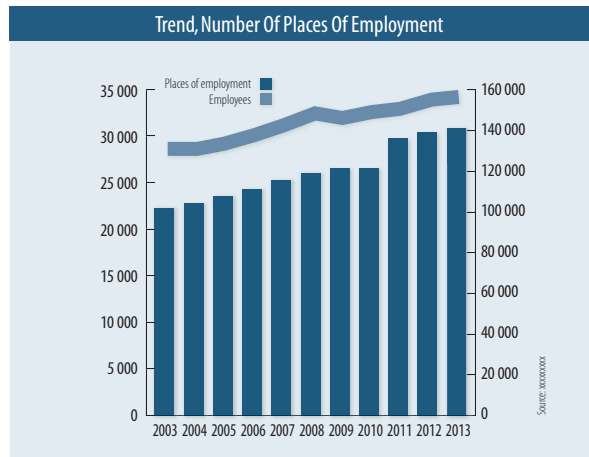
des fast and simple access to several administrations at the same time. This means that a range of issues can be dealt with effectively and without wasting time.

Experience shows that almost 70% of companies' enquiries involve more than one municipal administration. This means that "Business Pilot" contributes to enabling companies to obtain one overall response from the municipality, which delivers time savings and coordination.

Focus on the profile areas

Development of trade and industry in Malmö is targeted at seven profile areas. Within these areas, Malmö's strengths are particularly prominent in terms of new job opportunities and future growth. The seven areas are:

- Tourism
- Cleantech
- New Media
- Trade
- Logistics
- Head offices
- Life Science



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