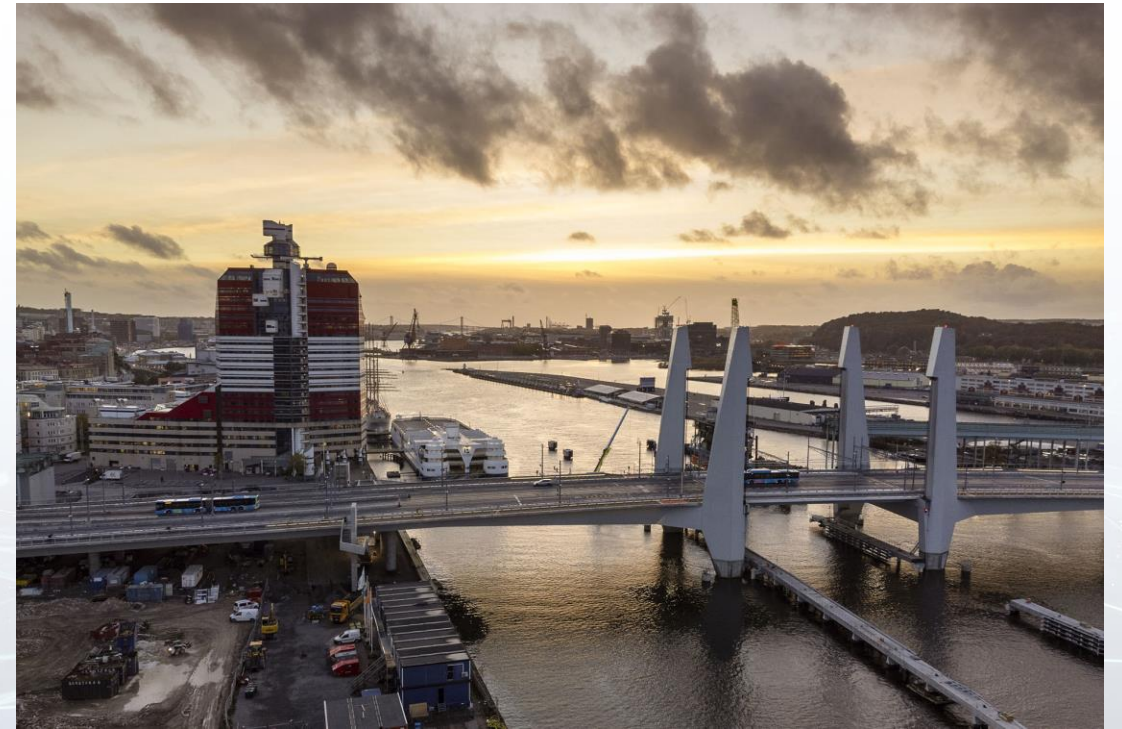


Industry and Commerce Strategic Development Program Gothenburg region

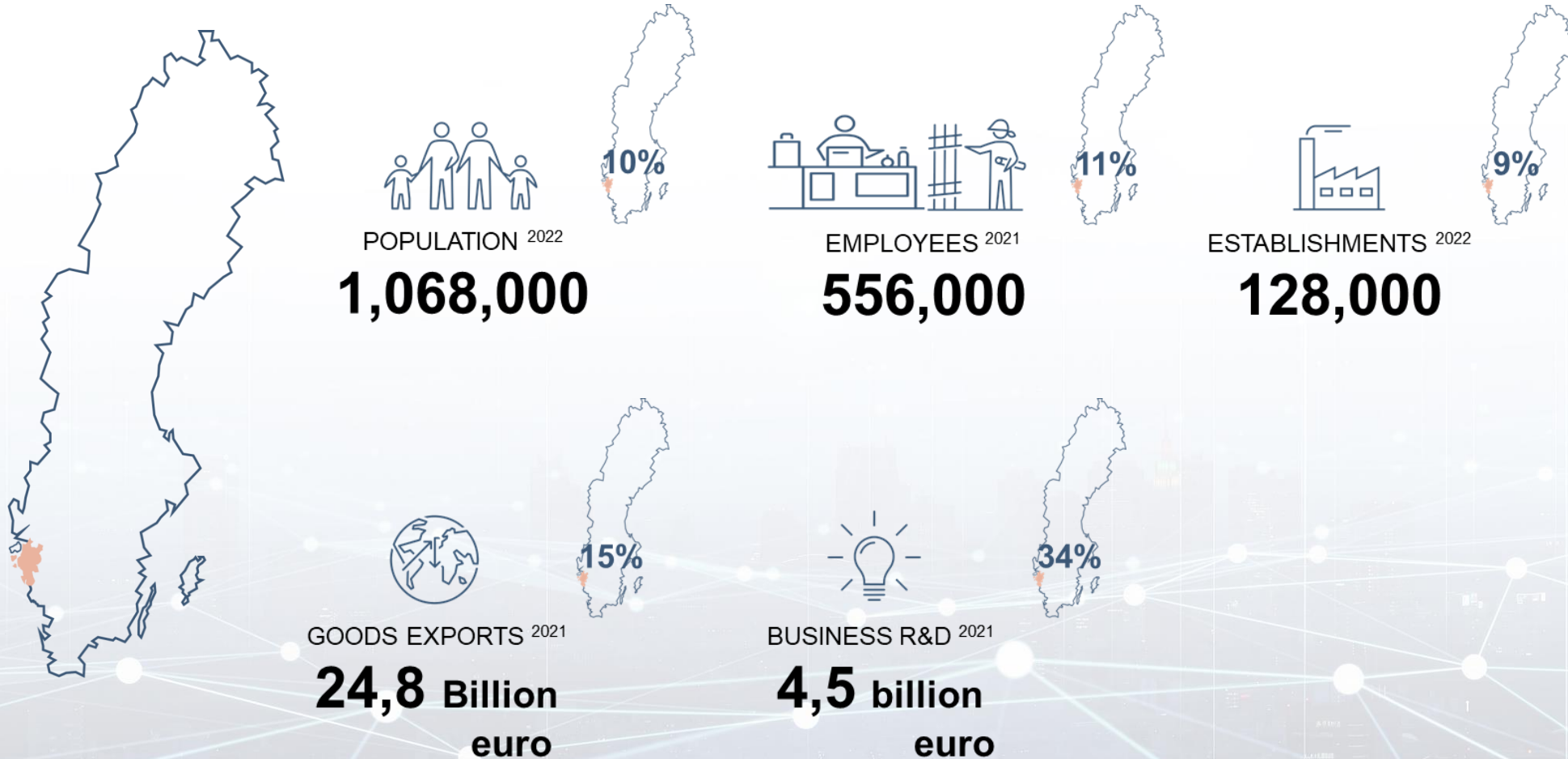
Pia Areblad, Business Region Göteborg

Mission – Business Region Göteborg

- High employment rate
- Sustainable development
- Multifaceted business environment



Key facts for the regional economy



Regional challenges – in summary



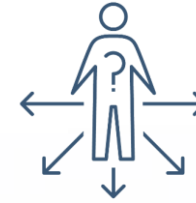
PLANNING FOR GROWTH



STRENGTHEN THE LOCAL
LABOUR MARKET REGION AND
THE CITY CENTER



STRENGTHEN THE R&D
RESOURCES



INCREASED PARTICIPATION IN
LABOUR MARKET



SECURE SKILLS SUPPLY



CLIMATE CHALLENGE



INCREASED GROWTH IN SMALL
AND MEDIUM SIZED COMPANIES



IMPROVED BUSINESS CLIMATE



STRENGTHEN THE GLOBAL
ACCESSIBILITY AND VISIBILITY

Industry and Commerce Strategic Development Program Gothenburg region

- **120,000 more jobs**
- Gothenburg is a role model for its capacity to collaborate in an environment where citizens thrive.
- The entrepreneurial community has the city's full support and is proud to operate in one of the world's most innovative metropolitan region.



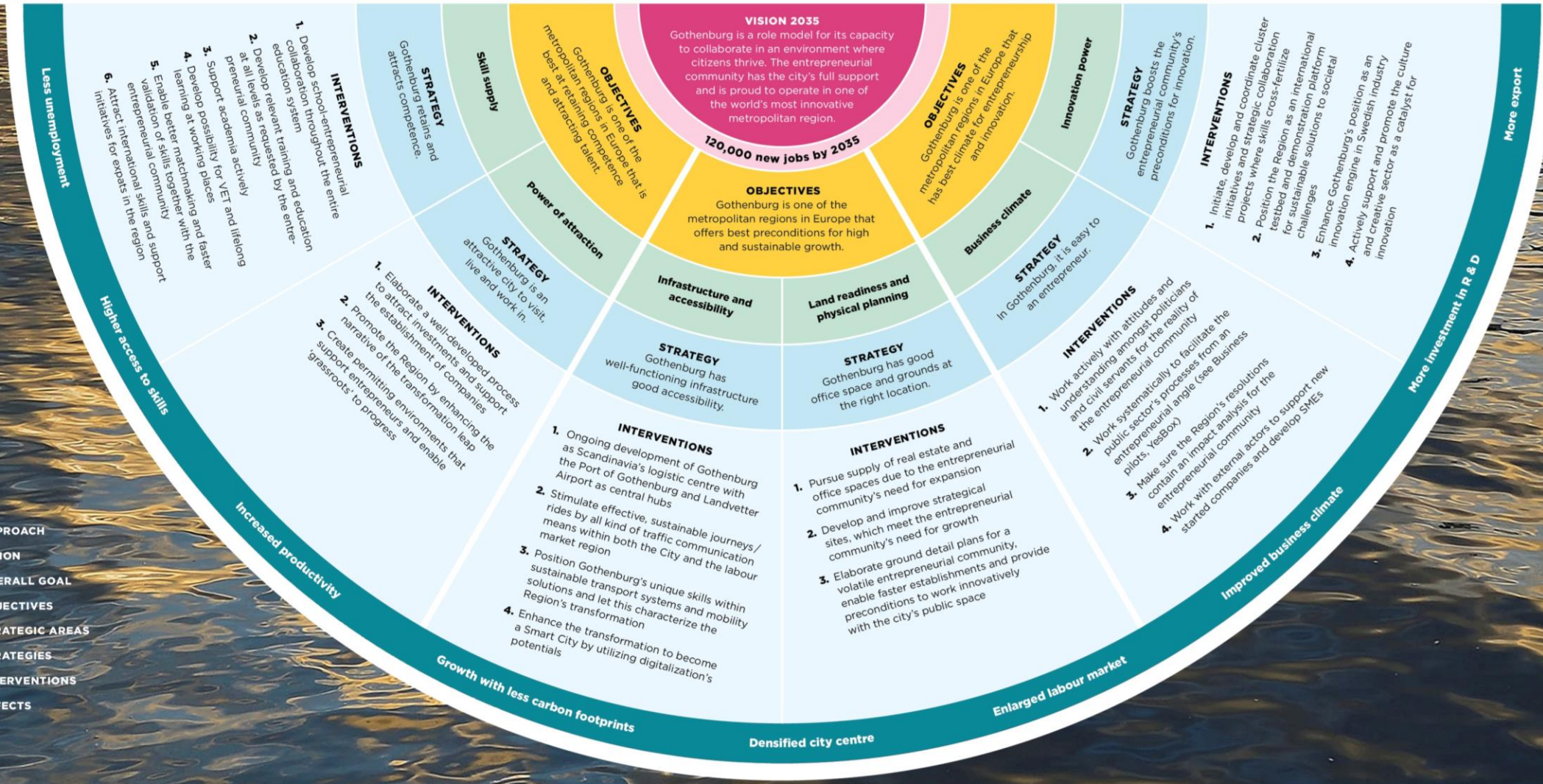


COURAGE

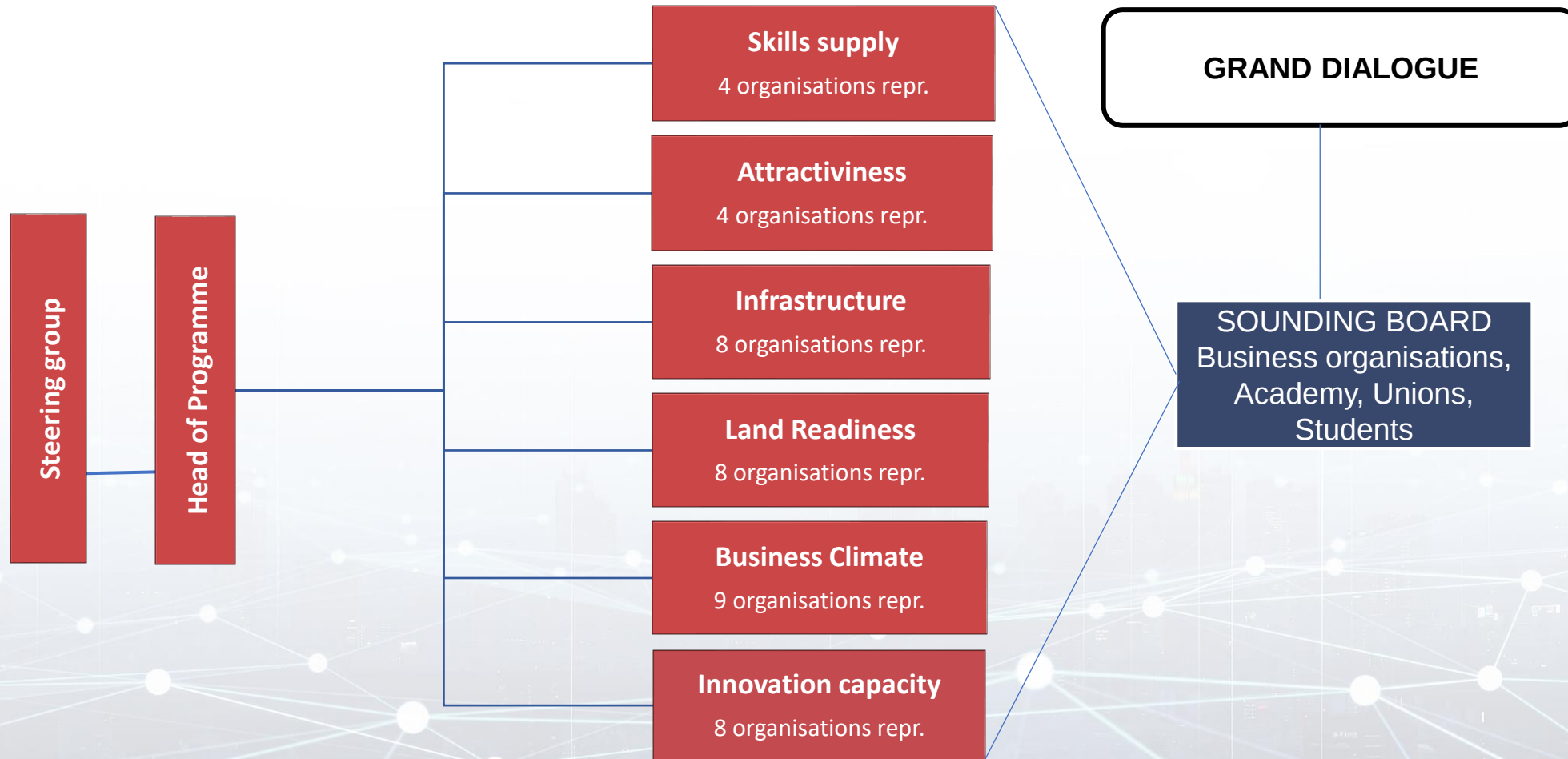
INNOVATIVE THINKING

COLLABORATION

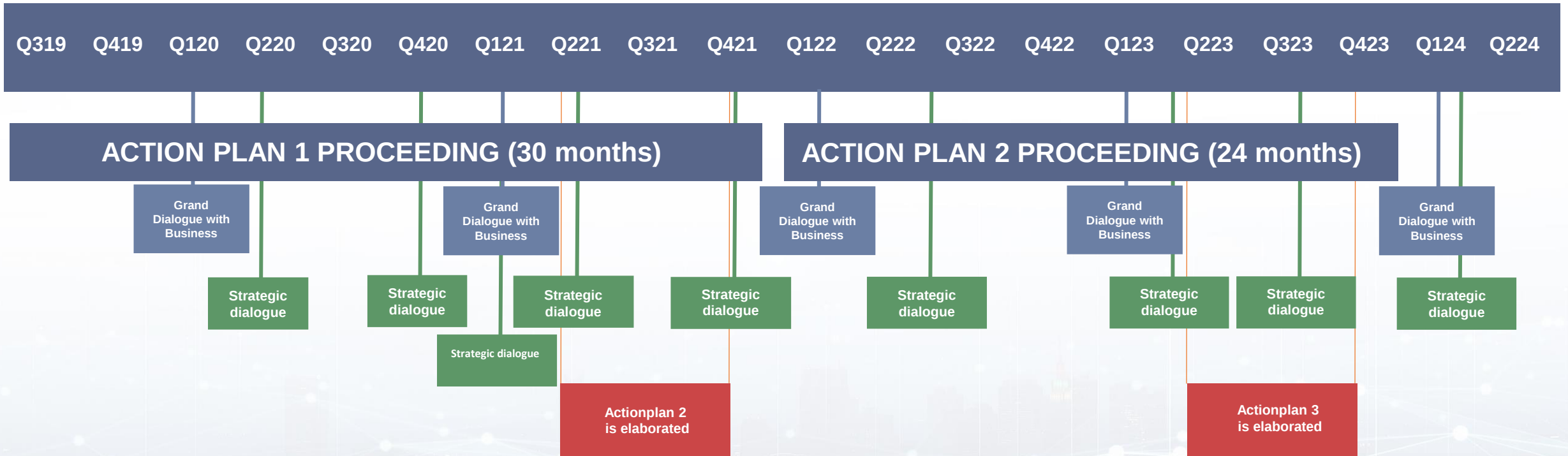
POWER



Organising the work in one municipality- the City of Gothenburg



Continuous dialogue with target group/business



Best business strategy in Europé 2020-21

1. Bottom-up, collective and inclusive process
2. Strong partnership
3. Challenge-driven strategy



Business Region Göteborg
European Entrepreneurial Region 2020