

## JÄMTLAND HÄRJEDALEN A Business Region on The Move



Region Jämtland Härjedalen is made up of eight municipalities covering an area that is the size of the Netherlands, with an abundance of resources in the form of forests, land and water. It is this very nature and the creative business environment that mean people enjoy living here, and they stay.

Thanks to the lifestyle we offer, and also the entrepreneurial spirit, strong sectors and interesting brands, people are already very interested in moving to our region. It's clear that more and more people want to get away from the major conurbations to the countryside, and we are happy to be part of that trend. We will gladly share our resources with you so that we can grow together.

We are convinced that your company can benefit greatly in terms of customer satisfaction, longer and stronger customer relationships, more satisfied staff, competitive running costs, including for premises, and thereby increased profitability.

If you and your company are currently considering where to set up operations, my team and I would be happy to help you.

Welcome to Jämtland Härjedalen.

Fredrik Blom Manager, Business Region MidSweden

	Contents	<b>\$</b> :
STRONG SECTORS BOOS BUSINESS ENVIRONI	MENT Ar Ma Gr Go	avel natu lajor reen over ctive
SKILLS, RESEA & EDUCA	<b>TION</b> Lea Tai Ski Na	id Sv adir ailore kills f atior hea
THE ENTREPRENEURIAL JÄMT - COLLABORATION AND NETWO	<b>DRKS</b> En St Sa Co	he s ntre tron amli o-w vest
GOOD TRANSPORT O	050.	SN
AN E	052. NTICING LI	IFE
	056. TURE IS DI	VE
SPOR	059. CREATES	
NEXT STEPS FO	062. R SETTING	

A natural base for the services sector 014   Major exports in the manufacturing industry 018   Green sectors - nature's capital 022   Government authorities 024   Active climate initiatives 026	Fravel and tourism sector continues to grow	010
Green sectors - nature's capital	A natural base for the services sector	014
Government authorities	Major exports in the manufacturing industry	018
	Green sectors - nature's capital	022
Active climate initiatives	Government authorities	024
	Active climate initiatives	026

/lid Sweden University leads the way	029
eading-edge research centres	. 030
ailored education programmes	. 033
5kills for the future	036
National test arenas in a winter environment	. 038
-health	. 040

The spirit of Jämtland	042
Entrepreneurs drive progress forward	043
Strong neighbours	044
Samling Näringsliv	045
Co-working	046
nvestment companies	048

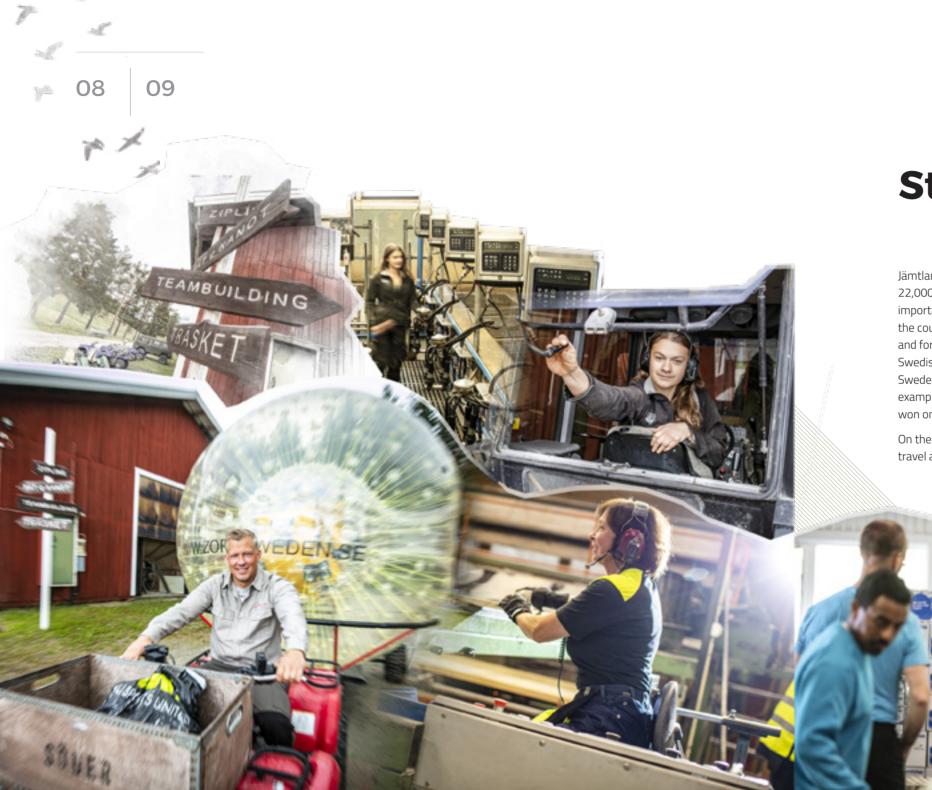
#### IS ENHANCE BUSINESS

#### ESTYLE

#### ERSITY

#### USINESS

#### JP YOUR BUSINESS



# Strong sectors boost the business environment

Jämtland Härjedalen has 130,000 residents and a wide spectrum of sectors made up of around 22,000 companies. About half of these are businesses with sole proprietors whose lifestyle is an important part of their career choice. The regional labour market of 100,000 people is centred around the county's capital city of Östersund. We have an incredibly strong enterprising spirit in the region and for the third year in a row, we have been ranked one of the top three by the Confederation of Swedish Enterprise. We also have the highest number of women running their own businesses in Sweden. It is evident that this sense of entrepreneurship continues to grow steadily. Are is just one example. In 2019 it was named the Business Start-Up Municipality of the year, an award Åre has won once before.

On the following pages, we present some of our strongest sectors; travel and tourism, services sector, manufacturing and green sectors.

From an economic point of view, Jämtland's gross regional product amounts to SEK 50.5 billion.

> Ttrangia MADE IN SWEDEN

> > Ttra

ÅRETS NYFÖRETAGAR-KOMMUN 2019

## The travel and tourism sector continues to grow

In 2019, tourism in Jämtland Härjedalen had sales of SEK 5.84 billion, which is an increase of SEK 250 million compared to the previous year.

There is a long history of tourism, which really started to take off at the end of the 1800s when the railways were built. During the 1950s, the first ski-lifts were opened in Åre and on Fröson, and ski resorts emerged throughout the era of the Swedish ski legend Ingemar Stenmark. The region held its first Alpine World Championships in Åre in 1954, and since then numerous alpine and biathlon world championships have been held in the region, as well as other large competitions and events. Here on home grounds in 2019, Hanna Öberg and the national mixed and women's biathlon teams won medals, as did Anna-Swenn-Larsson in alpine skiing.

Jämtland Härjedalen Tourism is a platform of collaboration for the travel and tourism sector in the region. The organisation is active in several business areas such as PR, strategy and skills development. The attractiveness of a place is of great significance for the growth of the area and the development of the communities. Unless there is a reason to travel there, there will be no significant traffic, and unless there is good infrastructure and public transport, opportunities for growth are limited. Jämtland Härjedalen Tourism and its partners therefore work actively in groups related to traffic, which has resulted in progress such as direct flights in the winter between Berlin, London and Copenhagen via EasyJet. It also resulted in the Snötåget (Snow train) between Gothenburg and Röjan in the Vemdalen mountains.

There are 13 destinations in the region which all offer attractions and activities such as skiing, snow-mobiling, dog-sledding, hiking and fishing. Östersund, Åre, Funäsfjällen, Vemdalen, Bydalsfjällen and Lofsdalen are just some of the places. Skistar, which employees more than 100 people full time and almost 800 seasonal workers, is a major company in this sector.



## LOCAL RAW INGREDIENTS create desirable artisanal food

Locally produced food is a major attraction to the region. For example, Östersund is the only Swedish city in the UNs Creative Cities of Gastronomy Network. Jämtland Härjedalen has the highest proportion of food artisans in Sweden, and creative flavours from the region's nature can be experienced in many places.

## Eldrimner

As the national resource centre for food crafts, Eldrimner's operations and different courses aim to provide knowledge, support and inspiration to food artisans in Sweden and the Nordic countries.

Eldrimner helps small business owners with advice, seminars, field trips, development work and exchanges of experience, all focused on developing food crafts.

## Börtnan's mountain freshwater fish

For over 40 years, this family-run company has farmed fish by the Ljungan river following old traditional methods. There is both a farm shop and fishery in Börtnan.



## BUSINESS is relationships

"Being able to live where you enjoy being, work freely at a moderate pace and still remain part of a wider context is quality of life. Thirty years ago, we two brothers from the village of Österövsjö started to experiment with processing berries and fruit from the forests where we live. Today we deliver to some of the best restaurants in the world. Creating a commercial product does not depend on a geographic place, it's the relationships that generate success, and we are good at that in Jämtland Härjedalen. We have also noticed that people are curious about our region, and the original raw ingredients, pure flavours and real quality are things I often have to talk about and live up to."

So says Jan-Anders Jarebrand who together with his brother Bengt Johansson runs the brand Örtagård Öst and the company Jämtlands Vingård from Österövsjö, a village in Kälarne in Bräcke municipality.

# A natural base for the services sector

A number of call centres, customer support and service companies of the highest quality and service level are based in Jämtland Härjedalen. The region has a long history in remote service provision and is a highly competitive region. It has a knowledgeable workforce with strong language capabilities, support and customer service competence and good computer skills. The service sector in Region Jämtland Härjedalen employs some 18,600 people. Large customer service companies are located here including H1 Communications, Ageris call centre, Webhelp Nordic, Sykes and Fujitsu. Companies from other sectors have also decided to locate their call centres or customer service units here, for example Swedbank, Försäkringskassan (Swedish Social Insurance Agency) and Tieto.

The large number of employees within the service sector is important for the region and is well regarded. Many young people are employed in the sector where they receive the opportunity for regular training and development. Mid Sweden University's 7,000 or so students on the Östersund campus provide a good recruitment base for the companies, both as hourly-paid workers during their studies and as employees once they graduate. There is also a wide range of vocational education courses in the sector.

#### WEBHELP GROWS IN ÖSTERSUND

Webhelp is one of the leading companies in its sector in Europe providing customer services, software solutions, data analyses and back-office operations to customers all over the world. Webhelp is present in 35 countries with just over 140 offices. Two of the offices are located in Jämtland, in Östersund and Ånge to be precise. Today the company employs 460 people in Östersund and this number is growing rapidly. In 2020 another 100 people were recruited as investing in this region is a central part of Webhelp's strategy.

"Östersund is a central hub in Sweden. The region has good communications opportunities, a healthy business climate and there is also a university that drives progress forward. We are looking forward to being actively involved in this progress", says Camilla Lundgren who is an Account Director at Webhelp in Östersund.



#### LIFESTYLE CHOICE IS IMPORTANT WHEN IT COMPANIES RECRUIT

Jämtland's IT sector is growing every year, and in 2019 alone the sector grew by approximately 20 per cent. IT companies are targeting rapid expansion in the next five years and see both new digital services and new markets in the future. The sector is made up of consulting companies and companies with their own digital services. In recent years, many companies have set up operations and opened branch offices in the region. This includes everything from large companies to smaller growth companies that operate from both densely populated areas and in our tourist destinations.

The IT companies provide system developers, programmers, UX/UI designers, IT architects, testers and project managers, in particular. There is a clear trend for both national and international companies to choose to locate local offices in Åre and Östersund. As migration to the area and recruitment are often based on lifestyle choices, the competence stays longer at the employer and the work quality tends to be higher. Jämtland is the perfect place for those who work in the IT sector as there is a large variation of interesting and challenging assignments.

#### NORTHERN TECH REPUBLIC

This is an initiative being driven by the region together with twelve of the IT companies. There are almost 200 IT companies here and they are growing rapidly, both in terms of new companies setting up operations and employees. People work primarily in systems development, support and project management but also management, architecture, scrum masters, testers, designers and others.



#### NORTHERN DEVS WEEK

For one week each year, the region's IT developers get the chance to hone their knowledge within a range of different areas. Northern Devs week is an initiative run by the IT companies in Östersund and the region and the independent community Northern Devs, to provide inspiration and skills development.

#### AGILE TEAMS GENERATE HIGH PRODUCTIVITY IN ÅRE

Forefront Consulting is a business and IT consulting company with over 400 employees. They have seven offices located around Sweden, one of which is in Åre. Fredrik Carlén, the business area manager, believes that the village is an attractive place to live in. It offers a combination of quality of life and challenging, rewarding work - which is a powerful success factor.

"-Our team in Åre does a fantastic job and we have very satisfied customers, which is also evident in our profitability. The team members have become specialists in working in an agile team with resources dispersed over several places. Nobody would buy a consultant or a team that lives in the Jämtland mountains if they didn't deliver. This vouches for future investment in Åre and Östersund", savs Fredrik Carlén.

The Remote Lab is a knowledge and development hub for remote working life of the future. Through courses, their own reports and also by collating relevant research from all over the world, the Lab aims to stimulate collaboration and increase knowledge about remote working. Using a test and development lab in the centre of Östersund, the hub seeks to work globally with large networks and partnerships that form the basis of the actual initiative. The initiative is being run by the co-working and development centre Gomorron Östersund

#### GLOBAL REMOTE WORKING INITIATIVE

## Extensive exports in the manufacturing industry

The industrial sector in Jämtland Härjedalen is strongly characterised by small and medium-sized companies with a great entrepreneurial and innovative spirit, and it employs 8,500 people in various sectors. IUC Z-GROUP is a joint hub for manufacturing companies with 62 member companies that collectively employ approximately 2,200 people. The hub provides strategic partnerships, training, networks, purchasing and growth programmes and has companies such as Wipro, Andritz Hydro, JP industri, AIM Sweden, Nord-Lock, Hallströms verkstäder and Engcon connected to it. The industrial sector is also important for other sectors. It is estimated that every industrial job creates another 2.6 jobs.

#### STRÖMSUND REACHES INTERNATIONAL HEIGHTS

Several companies in the manufacturing sector stand out for the international reach of their products. One of these is Engcon which manufactures a tiltrotator that is sold all over the world. Engcon has a turnover of a billion Swedish kronor and demand for the company's products has not petered out. The company aspires to double its turnover by 2024.

"-We hope and believe that sales will take off in the Netherlands and in France. In France, for example, only two per cent of all diggers have a tiltrotator. If we play with the idea that Engcon can capture a third of the French market then this doubles our turnover", says Mikael Persson who is Engcon's Human Resources Manager.

# The industrial sector has a bright view of the future

The region's industrial companies have collectively identified a number of challenges and success factors for the sector. Some of the success factors the sector sees include:

- Our companies have clear intentions to remain in the region.
- They are open to change.
- There is extensive operational competence.
- Good results have been achieved from internal learning.

Some of the challenges the sector is working on together include skills development, adopting digital transformation, transitioning to smart, sustainable operations and matching needs with the labour market.

#### SMART INDUSTRIAL MODERNISATION

The industrial sector is working with SIM. This is an ongoing project that Region Jämtland Härjedalen is running together with IUC Z-GROUP, and it is part of the Government's investment to ensure that Sweden continues to supply the high-performing industrial companies it needs. Through the project, companies increase their knowledge and proficiency related to financing opportunities and investment planning. The objective is to increase productivity through industrial modernisation, expanded value chains, customer value-add and internationalisation.

#### WE WELCOME POWER-INTENSIVE INDUSTRIES

Jämtland Härjedalen is an electricity producing region with a large electricity surplus. The electricity generated here is 100 per cent renewable. Operating costs for the electricity are low, permits are ready to be issued to power-intensive industries, and we can offer a large power output. Additionally, the power grid is extremely stable. To make use of the electricity generation capacity in the region, there is a focus on providing power-intensive industries the opportunity to set up here. Priority sectors currently include data centres, battery manufacturing, biofuels, electrofuels and carbon fibre. The objective is to ensure sustainability in the power-intensive industrial sector.

#### THE POWER REGION

This project aims to attract power-intensive industries to Jämtland Härjedalen. There is plenty of renewable energy in the region and a desire to create new business opportunities. We have one hundred per cent renewable electricity and attractive land for development.



The green sectors are of great importance. The region's long history of agriculture and forestry is the foundation for the entrepreneurial spirit that exists here. Green sectors are significant for many reasons. Agriculture and forestry has a turnover of more than SEK nine billion.

#### AGRICULTURE IS IMPORTANT

Jämtland has very good conditions for pasture-based agricultural production. It is therefore natural that there is a focus on milk and meat production. Some farmers in the county use biogas to supplement their energy needs for milk production. The green sectors are also significant in that they maintain, and are beneficial to, the landscape that is so important to the county's attractiveness and the travel and tourism industry.



70 per cent of the region's surface area is covered by forest. 54 per cent of the surface is productive forestry land. The forest has been one of the region's base industries and a large source of income since time immemorial. Today, the forestry industry continues to develop, with Persson Invest at the leading edge. Major forestry companies are represented, including Norrskog, Meraskog, SCA, Gällö Skog and Fria Skog.

The local sawmills process a certain amount of the raw material, and the rest is transported to the coast and the pulp factories. We are good at using the residues, such as wood chips and shavings, for district heating. But what further forest processing can be done here? If you are looking to produce aircraft fuels or other interesting innovations from wood, we have the raw materials.



## Government authorities a growing employer

Many government authorities are located in Östersund, including the Swedish Social Insurance Agency, the Environmental Protection Agency, the National Government Service Center and the Public Health Agency of Sweden. These authorities employ more than 3,600 people in total. All the related jobs are centred around the campus and north-of-city districts. The number of people working at the various government authorities is growing and most authorities would like to employ more. In Östersund many applications are usually received for jobs, compared to the authorities' other locations around the country.

"It is important for both public authorities and companies to be able to easily recruit people with the right competence in rural areas. Work hubs are important as a good way to give many people the flexibility to continue working from their home towns, reduce commuting times and manage daily life", says Thomas Pålsson, the Director-General of National Government Service Centre.



Largest employers in Jämtand PUBLIC AGENCIES

775 Swedish Social

Insurance Agency

475 Swedish Public Employment Service

425 Mid Sweden University

325 Swedish Police Authority

275 Swedish Tax Agency

275

#### County Administrative

#### PUBLIC AUTHORITIES' NETWORK FOR SERVICE DEVELOPMENT

The Public Authorities Network is a partnership between the authorities and Östersund municipality aimed at making Jämtland an even more attractive place to work and live in. The objective is to work together to generate a dynamic cluster of government organisations in the region with a long-term view of creating more jobs within the public sector.

Within the initiative, the heads of different public authorities work very closely together. Their initial priority is to create career paths, become an attractive employer, capture talents and generate more jobs. The authorities work together to bring courses to the city for their employees, amongst other things, and in 2020 they also arranged Sweden's first public authorities' festival in Östersund.





#### FOCUSED ON RENEWABLE ENERGY

We are renewable in Jämtland Härjedalen. If we add up all our energy consumption, that is electricity consumption, heating, transportation and so on, 71 per cent of the energy we live on is renewable. As a country, Sweden has reached 50 per cent, which is very good on an international scale. Today, it is a given that we use biofuel for district heating.

Hydropower is also natural for us as we have some of the largest rivers in Sweden. Wind power is also an obvious source with our large open spaces where it is often windy. Even solar energy works well in Jämtland Härjedalen as the sun shines enough for large parts of the year. In 2019, the output from solar cells in the county doubled compared to the previous year. This means that Jämtland Härjedalen has an output of just over 100W per inhabitant. The high proportion of installed solar cells per inhabitant puts us in the top five counties in Sweden.

We have 82 hydropower plants

in the region that collectively generate approximately 12 TWh/year.

This corresponds to approximately 17 per cent of all of Sweden's electricity generated from hydropower.

#### INFRASTRUCTURE FOR ELECTRICITY CHARGING

Everybody that lives in Jämtland Härjedalen must have the opportunity to choose renewable energy for their fuel. There are currently 28 fast chargers in different parts of the county, and since 35 are needed we will soon have reached the target. This well-developed charging infrastructure is thanks to the investments of each municipality, to individuals that have taken the initiative and to Jämtkraft that dared to invest early.



TOP IN SWEDEN: Number of charging points per inhabitant NUMBER FIVE IN SWEDEN: Number of fast-charging stations

#### 026 027

Alternation of the

#### WIND POWER INVESTMENTS

The largest wind power area in Scandinavia was opened in summer 2016. Two of the municipalities concerned, Ragunda and Strömsund, are located in Jämtland Härjedalen. The third is Sollefteå and collectively they currently contain 149 wind turbines. During the last six years, 300 different local companies in Jämtland have been suppliers to the wind power industry.

Europe's largest land-based wind power project is soon to start in Norway, just over the border from Jämtland Härjedalen. The labour supply and sub-contractors for the project will be sourced from our region and Norway's Tröndelag. We currently have one of Sweden's four wind power centres, and there are plans for more than 1,500 wind turbines in the region.

#### WIND POWER CENTRE in Strömsund

#### National hub for wind power development

- in Sweden. The centre focuses on these activities:
- > Labour supply
- > Wind power technician training
- > International skills
- > Matching database including 400 people

#### Wind power technician training

Over the years, 250 wind power technicians have been trained in Strömsund, and all those who wanted work got jobs afterwards. The upper-secondary school programme has now been replaced by a higher vocational education programme that starts every autumn.

## Skills research and education

#### MID SWEDEN UNIVERSITY LEADS THE WAY

Mid Sweden University is our academic engine. The Östersund campus is characterised by a wide choice of educational courses and technology-supported learning, in which the university leads the field nationally. In Östersund the focus is weighted towards social sciences, with some engineering and IT education, as well as a solid profile in economics, tourism, psychology, healthcare and social worker education. Some 20,000 students study at MIUN, of which 7,000 are registered at the Östersund Campus. Mid Sweden University has a robust international exchange programme and has exchange agreements with about 180 partner universities and higher education institutions around the world.

#### STRONG SKILLS BASE SECURES FUTURE WORKFORCE

90

professors

One of the initiatives through which Mid Sweden University and the business community collaborate is the so-called Kompetenskontrakt (Competency Contract). It is a simple letter of intent between employers and Mid Sweden University's educational programmes aimed at building strong relationships and long-term exchanges. Local employers have a natural way make contact with the students at an early stage and secure the future workforce they need.





#### 029 028





575 courses

# 030 031 leading-edge research centres

There are four fields of research at MIUN's Östersund campus. Tourism and sports have a prominent position, and many people apply to the university to use the labs and equipment that are available for product and service development, such as those for textiles and performance.

#### FTOUR - INSTITUTE FOR TOURISM RESEARCH

For the last 20 years, Etour has been developing and communicating knowledge about tourism and travel. The institute has the largest research centre for tourism research in Sweden. Research contributes to the growth of the travel and tourism industry and includes education and dialogue with stakeholders in the tourism sector.



#### SPORTS TECH RESEARCH CENTRE

Sports Tech Research Centre is an interdisciplinary research centre that conducts research into innovative development and verification of products, materials, technologies and methods, primarily for sports and outdoor recreation companies, hospitals and the industrial manufacturing sector. Some of the labs are completely unique on a global scale, and include a wind tunnel, a lab for material testing and additive manufacturing (3D printing). Research into finding future methods for storing snow is also conducted in the region.

"Many students who graduate with us currently work in the engineering industry in the region. We collaborate with companies such as Hilleberg the Tentmaker, Woolpower, NordLock and SAAB Combitech. This means the research community gets access to real-life projects at companies and that they in turn can use our competence for product development."

Mikael Bäckström Centre Leader, Sports Tech Research Centre



#### SWEDISH WINTER SPORTS RESEARCH CENTRE

The Swedish Winter Sports Research Centre is a world-leader in ski research. It is also an Olympic test centre for winter sports in Sweden. The centre works with leading companies such as Craft, Nike, Stadium and H&M.

"Co-operation with businesses means that research findings can be applied in practice. We also conduct unique research and have skills that are world-leading in ski research."

Sture Espwall Head of Department, Swedish Winter Sports Research Centre

#### PROXIMITY TO A TEXTILE LAB was crucial

Woolpower manufactures and sells woollen base layers that are sewn by seamstresses in the factory in Östersund. Amongst other things, the company managed to design flame-resistant base layers thanks to working with the researchers at the Sports Tech Research Centre.

"We were able to knit a prototype in the morning and have it tested in the afternoon. If we had needed to send the garment away the process would have taken several months."

> Linus Flodin, **CEO** Woolpower

#### THE RISK AND CRISIS RESEARCH CENTRE

The centre develops and communicates knowledge about risk, crisis and security. It has its own crisis laboratory where private and public stakeholders collaborate to develop civil crisis management knowledge. As an example, the department collaborates with the company Combitech, Östersund municipality and the Swedish Civil Contingencies Agency.

"There is no other environment in Sweden where you can practice in a real-life situation like this. It is becoming increasingly important for both private and public organisations to build knowledge and preparedness for crises and disasters."

Anna Olofsson Dean, Faculty for Humanitarian Sciences



Even if the dream of a life in Jämtland Härjedalen is enticing, a move can raise many questions. Through the projects Ta Steget (Take the plunge) and En attraktiv region (An attractive region) the intention is to simplify the process for more people to move to Jämtland Härjedalen.

"We offer a simpler route into the region as all the municipalities work together to facilitate things for people who want to move here. With our help, future residents can have individual contacts and get practical support in matters connected to moving to our county."

Shahram Blomqvist Project manager - An attractive region





One of the distinguishing features of the educational system in Jämtland Härjedalen is an ability to work together with local businesses to capture the needs that exist. Strömsund has the Engineering college, a partnership between the upper secondary school and the business community. In Östersund, several companies have worked with the Swedish Public Employment Service to tailor courses for their specific needs. In Åre there are event, wilderness and ski instructor training courses to meet the workforce needs of companies locally. In Hammerdal, companies, the municipality and the Swedish Public Employment Service have started an "education factory" to fulfil the demand for skills. Mid Sweden University's initiatives include worklife-related activities such as guest lecturers, mentors from companies, career days, company visits, part-time work, work placements and thesis work.





Vocational Training courses

#### FILL THE SKILLS GAP

It should be easy to run a company in Jämtland Härjedalen and many people want to be part of filling the skills gap. The region and the municipalities, in conjunction with partners and course providers, tailor courses that companies are greatly in need of. One such example is the higher vocational education programme for accounting clerks that has been running for many years with good results. Almost all students that have taken the course have found jobs afterwards.

Financial skills are important for society generally, but they are extra important in helping entrepreneurs and companies to progress and grow. Which is why we are particularly pleased to work with an external party like Hermods. They provide a high-quality vocational programme and supply the market with proficient accounting clerks."

Petra Örjegren CEO Stabilisator



#### TRAINING FACTORY PROVIDES A CONTINUOUS LABOUR SUPPLY

Attacus has wood and concrete factories in Hammerdal. It is growing rapidly, and labour supply is a key factor for the company's success. The Swedish Public Employment Service, the local municipality and Attacus came together to create a ten-week training course for ten students at a time. The programme is open to everybody and there are several local companies that benefit from it. The course participants are predominantly the unemployed, immigrants and young adults. During the course, they receive a salary that equates to the corresponding unemployment benefit, and the students are a sought-after supply of labour once they qualify.

"The students do a work placement with us in the real-life production, but they constantly return to the Training factory where they learn the basics in a calm environment, discuss their experiences from the factory and go over the details", says Pär-Magnus Olofsson, CEO Attacus Trähus.



Future competences and tomorrow's businesses

#### PEAK REGION

Peak Region's major mission is to develop tomorrow's businesses and innovation capability in Jämtland Härjedalen. Focus is on people's motivation, ability, willingness to collaborate and reliability. It is the interplay of these factors that creates progress and innovation, which drives society and people forward. Peak Region consists of organisations from the business community, academia and the public sector. They work to strengthen small and medium-sized companies so that they dare to take the next step and invest. Public funds are used to build research and development projects that enhance the competitiveness of the companies. Over and above a strong project office that attracts the right capital, Peak Region's operations include an incubator and an accelerator.

#### PEAK INKUBATORN

The incubator ensures that Jämtland Härjedalen generates more successful start-up entrepreneurs. Start-up programmes are provided to stimulate people to think innovatively and ensure that those who have an idea, a thought or an innovation also take the next step. It's where the journey from an idea to a business, a market and a first investment takes place. It is only natural for a region such as Jämtland Härjedalen to have an incubator. We have companies such as Zero Parrallax and Marsblade, which have large markets even beyond Sweden.

#### PEAK ACCELERATOR

The accelerator is based in Åre and involves the elite of the world of Swedish start-ups and risk capital. Companies join the accelerator either after a successful incubator process or if they have in some other way commenced a steep growth journey. The accelerator provides a programme including courses, business development and investment support. Helping potential companies out into the international market is the most important mission, and the accelerator succeeds through its broad network around the world. The companies that are accepted into the accelerator are those that have achieved a certain turnover, where there is a dedicated team and a clear scalability or potential for scalability. The accelerator's programme is open for companies that have the right attitude. Two focus areas set the tone, sustainability and sport.



## National vehicle testing and winter lest aremas

This is a place that has snow, winter sports athletes, trainers, winter sports events, unpopulated areas, plenty of renewable energy and an airport. There are major opportunities for test-beds if a barren climate needs to be one of the parameters. Below are some examples of tests that are conducted in a winter environment, over and above those that take place at Mid Sweden University.

#### GREEN HIGHWAY

Green Highway is a 450 km corridor between Sundsvall, Östersund and Trondheim (SÖT) along which people and goods are transported by road, sea or train, without the use of fossil fuels. The Norwegian and Swedish governments have assigned the Green Highway as a prioritised area for electric traffic. The highway has been appointed a test corridor since there is a good supply of renewable energy sources, such as biomass from the forests and electricity from wind and water.

#### GREEN FLYWAY

Green Flyway provides a unique test area for electric flights, amongst others. The arena is made up of four hubs, Sveg, Östersund, Röros and Trondheim, allowing tests to be carried out from point to point, flying over international borders, in unpopulated airspace and with access to full-size military hangers. Demonstrations, development tests and courses are organised in the area. Green Flyway also has permission from the Swedish authorities to test unmanned systems and manned aircraft.

#### TEST ARENA FOR HEAVY VEHICLES

In 2018, Sweden's first pure electric bus project commenced in Östersund when Scania tested its buses and ABB's charging stations. All the local transport companies, the municipality, the region and Jämtkraft took part. An electric bus line has been operating since 2019 and Scania will continue to evaluate and develop its products for a further five years.

#### SKI TUNNEL IN BRÄCKE

Inside a mountain in Gällo, in Bräcke municipality - this is the location for the world's longest ski tunnel: MidSweden365. The tunnel comprises a 1.3 km ski trail, including two classic tracks, a ski-skating track and six biathlon shooting ranges. The temperature in the tunnel is four degrees all year round. This creates the perfect conditions for ski sports and biathlon testing.

#### ICE-DRIVING TESTING

In wintertime, there is access to an ice track on Lake Storsjön, giving the perfect conditions for car and tyre testing. The track is made in the bays of Västbyviken/Kungsgårdsviken and at Fålaatjärn. Right next to the track there is a motor track for driver training, car washes, a garage, a briefing room and a hotel. Brands such as Tesla, BMW, Porsche and Continental tyres have tested their products here.



## The Mordic countries' leading hub for e-health

Östersund is home to the only e-health hub of its kind in the Nordic countries. A hub where public and private organisations cooperate. Where sometimes it can take only six months from ideation to testing in real life.

It is no coincidence that Jämtland Härjedalen is at the leading edge of e-health. The region's circumstances provide the optimal combination of challenges and entrepreneurship. This is Sweden's most sparsely populated county, with a land area the size of Holland and Belgium put together. It has Sweden's largest demographic challenge with a large proportion of elderly people and, like many other regions, Jämtland Härjedalen is in the red. Nonetheless, there are short decision-making cycles and good cooperation between the public and private sectors. We have to make changes in Jämtland Härjedalen, and we have to make them now. That is why progress in e-health is happening quicker here than anywhere else. Large and small IT companies alike have realised it, the EU and World Health Organisation (WHO) have understood it, and that is making other public actors take notice of what we are doing.

Microsoft has chosen to have a place at the E-health hub, to be part of the progress being made there. Likewise, Cambio, the listed patient-record system company head-quartered in Stockholm, has chosen to be part of the E-health hub. Phoenix Idea, Noblu, Telia, Sigma, Tieta and Imaginecare are just some of the other active partners. "It has been extremely valuable for Microsoft to have the opportunity to take part from the beginning, and shape strategies and bounce ideas, rather than just having a completed plan presented to us when it was all done. It has created a good dynamic, better solutions, outcomes and a better understanding of each other."

Helena Mischel Microsoft

Region Jämtland Härjedalen is currently an important participant in several international e-health projects, such as VälTel. The region is also involved in the projects C3 Cloud and HS monitor, both of which are Horizon2020 projects in which the region acts as an mHealth hub. It is a project that was initiated by the World Health Organisation (WHO) and the International Telecommunications Union.

"We have the opportunity to present products and solutions from companies within the E-health hub. Since the entire project includes on-going evaluations that generate hard evidence, it will be easier for those solutions that are accepted to really make it into production."

Göran S Larsson Research and Development Director, Region Jämtland Härjedalen

414

Feel free to find out more about the sector in our brochure "E-health".



"Telia Healthcare rents office space at the E-health hub and we see it as a good network for access into the region, municipality and other e-health stakeholders. Given the serious participants involved in the E-health hub, it has been an arena for us to make contacts within e-health, both regionally and nationally."

Jessica Ekberg Collin Telia Healthcare



## The entrepreneurial Jämtland - collaboration and networks

#### THE SPIRIT OF JÄMTLAND

Historically, the county of Jämtland has been both independent, Norwegian and Swedish. It means that the people of Jämtland have inherited a sense of being able to "take care of it for themselves". Our proximity to Norway and Trondelag means that we have a lot of exchanges and projects that favour cross-border trade. There is a light-hearted story of the Republic of Jämtland wanting to break away from Sweden. And there's a seed of truth in that which takes form when Jämtland's own president holds the annual speech at the Storsjöyran festival and the Jämtland Republic Army (JRA) can be seen in the community. Furthermore, the Jämtland flag flies atop many flag posts around Jämtland Härjedalen.

Historically, there hasn't been any major industries in the area, and this, combined with a shared sense of belonging, has led to the spirit of entrepreneurship that defines the people here. Today, Jämtland Härjedalen is the third most entrepreneurial region, according to Svensk Näringsliv (the Confederation of Swedish Enterprise) with only Stockholm and Gotland ranking higher.



Entrepreneurs drive progress forward

It is the Jämtland people's engagement and pride in their district and their towns that characterise our spirit of entrepreneurship. There are many motivated, individuals here with the ability to get others involved.

"I share information on hunting, fishing and nature via Instagram from Ammer in Ragunda, and I have 34,000 followers who enjoy seeing my life, my place and my interests. The content I create comes from the wilderness and the free, from my soul and my heart." Sofia Ekenlund, Influencer

"Almost 20 years ago a colleague and I created Guldgalan. Ten years later we started Åre Business Forum. It is clear that the business world needs forums to meet, network and grow." Jens Edlund, Partner, Edlund & Partners

"I am passionate about women in business and through my workplace I've had the opportunity to create a network for women that has grown and developed over the years. It's fantastic to see both women and men running their own businesses." Karin Fahlén, Senior Manager, Deloitte

"Our business activities have been focused on sustainable travelling for years. We saw the trend early on and today we are the leading train-travel company in Norway and Sweden, offering journeys to 33 countries." Ufuk Ergovan, CEO Trainplanet



The collaboration that exists today between Sundsvall, Östersund and Trondheim goes back many years and entails cultural and economic cooperation across borders. The alliance was formalised in 1999 under the SÖT-samarbete (SÖT collaboration), which has resulted in a range of outcomes since then.

Green Highway has worked to ensure a high frequency of charging stations along the entire stretch of road, and electric cars now travel seamlessly from Sundsvall to Trondheim. In Green Flyway, Røros, Trondheim and Östersund work together in an initiative to test future electric planes . Naboer is a cross-border development company with owners in both the Jämtland and Tröndelag regions. Its work involves developing, maintaining, boosting and illuminating the ties between Jämtland and Tröndelag for the long term.

SkiTour 2020 was a part of the international skiing world cup with competition stages taking place in Östersund, Åre and Trondheim.

These are just some of the areas of cooperation, and there is a great desire and commitment to work together to develop the area between the Baltic Sea and the Atlantic. Initiatives are always welcome.

## S:T OLAVSLEDEN

St Olavsleden is the world's northernmost pilgrim trail. The trail is approximately 580 kilometres long and extends from the Baltic Sea in the east to the Atlantic Ocean in the west, from Selånger in Sweden to Trondheim in Norway. St. Olavsleden is the Scandinavian equivalent to the El Camino de Santiago de Compostela, the famous pilgrim route in Spain. Samling näringslur

Samling Näringsliv is an organisation owned by the private sector in Jämtland Härjedalen aimed at driving the development of the business sector in the region. This is done primarily through three focus areas; skills supply, infrastructure and resources for growth. Samling Näringsliv runs a number of forum to generate engagement, ideas and motivation. It is within these forum that important sector growth matters are discussed, activities are created, and ideas for skills provision and infrastructure projects emerge.

#### Samling Näringsliv's sector forum include:

- > REAL ESTATE
- > DIGITALISATION
- > ACCOUNTING AND FINANCE
- > HEALTH AND WORKPLACE ENVIRONMENT
- > CULTURE AND CREATIVE BUSINESSES
- > RENEWABLE ENERGY



Trondheim

Östersund

Sundsval

## 044 045

"Those of us who live here enjoy being here. We like both the environment of the place and the business climate. It's natural that we want to see more people here, so that together we can create more opportunities for companies to grow. Which is why this is one of the matters we work with. But we also help the companies that are already here. If companies do not thrive, make progress and do well, it is difficult to motivate others to come."

> Peter Vomacka Business Director, Samling Näringsliv

Co-working

Social belonging, values-based, synergies, enjoyment, entrepreneurship. That is how we would summarise our shared office spaces, also referred to as co-working. Each place has its niche and its specialisation, and there is no doubt that you will find one that suits you.

#### HOUSE BE

In Åre, House B is a mix of start-ups and established business owners, capital-rich investors and an entrepreneurial spirit to be reckoned with. A charming combination that 200 members have already adopted.

#### FJÄLLHUBBEN (MOUNTAIN HUB)

In Funäsdalen and Vemdalen, these are hubs of energy, happiness, openness, trust, belonging, creativity and a high enjoyment factor. Work-life balance creates time to enjoy the mountains.

#### GOMORRON ÖSTERSUND

The balance between work and life is changing. Gomorron provides both flexible office solutions and a spectrum of co-creating events and happenings.

#### E-HÄLSOCENTRUM

The sector cluster for all those involved in health and welfare. Mutual challenges concerning the future of health and medical care are discussed over coffee, while the region and municipalities create projects for ideas from the private sector.

#### NORRA STATION

A combination of food, art and work. Curious Club gives its members knowledge and inspiration and adds a little extra colour to the working day through happenings such as cultural events and themed breakfasts.

#### WORKPLAYS

A co-working space with a simplified layout. The premises are made up of studios, which are closed offices of various sizes. Workplays is part of Åre-based House Be.

#### N1

To make sure there's always morning coffee, this co-working space has a café on the premises. Open areas with several conference rooms makes for a workplace in a pleasant environment.



## 046 047

#### KOMPETENSEN I CENTRUM

This is where a group of consultant engineers in the building sector sit, sometimes they work together and sometimes they just bounce ideas off each other.

#### GRÖNT CENTER I ÅS

A business park that is a meeting place and a business development arena for anybody working in agriculture, forestry, rural areas, energy and food. This is the inland region of northern Sweden's hub for the development of green sectors.

#### PEAK REGION SCIENCE PARK

The place where academia, the public sector and the private sector come together. It is where tomorrow's company owners emerge and is home to several of the region's business development organisations.

## **Investment companies**

#### E14 INVEST

E14 Invest is a co-investment company based in Åre, which invests in scalable growth companies along the E14 motorway, from Sundsvall in the east to Trondheim in the west. Companies do not need to be newly started, but they must want to grow and dare to bring in external funding. They must accept having new people on their boards, and in return they are given access to the network that E14 has in its group of investors. Sector and size of company are unimportant, instead sustainable value, long-term growth targets and a good team are prioritised. The objective is to boost entrepreneurship in the region while simultaneously creating sustainable investments that give a good return on investment.

#### ALMI INVEST

Almi Invest is Sweden's most active investor in start-up companies. It is a venture capital company that invests via eight other parties. In Jämtland Härjedalen, Almi Invest has invested in companies including arifiQ, AIM Sweden, Elevenate, Funäsdalen Berg & hotell and Idea2Innovation. As a public, sector-independent venture capital company, Almi Invest's role is to be a bridge to private capital and help create a functional venture capital market.

#### NORRLANDSFONDEN

Norrlandsfonden is a foundation that aims to promote the development of companies in northern Sweden that aspire to grow. They have customers in nearly every sector, from manufacturing and hospitality to IT and biotech companies. The foundation is particularly interested in companies that invest in new technology or in new business areas with good growth potential. Every year Norrlandsfonden grants loans totalling approximately SEK 300 million.

#### TILLVÄXTKASSAN I TRÅNGSVIKEN

Tillväxtkassan i Trångsviken makes early commercial investments in companies that are deemed to have good growth potential and that are in their development phase. Tillväxtkassan is run by experienced business people who provide knowledge and capital to take companies to the next stage. A maximum of SEK 500,000 is invested, which takes place in the form of direct ownership of shares or convertible loans.

We believe in companies from Sundsvall To Trondheim

When E14 invest was established around two years ago, 35 business people each invested either SEK 250,000 or SEK 500,000 in a shared pot totalling SEK 12 million. Since then new investments have been made from the fund, which combined with further money from the fund's shareholders, Tillväxtkassan, Almi, Norrlandsfonden and others, amount to SEK 35 million.

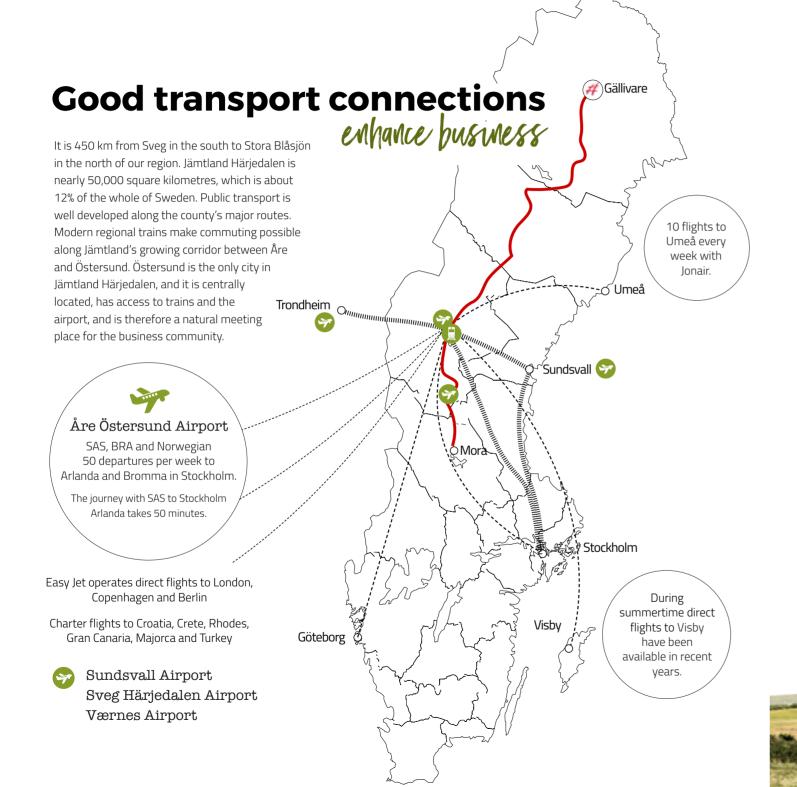
"E14 Invest gathers business people from the county, former residents of Jämtland and Härjedalen and also people from Stockholm who spend a lot of time in our mountain regions. This group would never have been possible without initiative from the likes of Åre Business Forum, Peak Accelerator and House Be", says Elisabeth Thand Ringqvist, Chair of the Board of E14 Invest.

## 048 049

Some of the companies that E14 Invest has invested in include Realbridge, Wide Ideas, No More Boots and Geztio.

"Not many people believed in the idea to begin with. Friends in Stockholm said that we'd never find any companies and friends in the county never thought we'd manage to get the capital." But we've proven them wrong, and soon we will need to find capital for a new fund as there is so much of interest to invest in here", says Elisabeth Thand Ringqvist.





#### SJ and Norrtåg trains 📇

Daily departures of both high-speed trains and regional trains to Stockholm, Sundsvall and Trondheim.

It takes five hours to get to Stockholm with SJ's high-speed train. Trains are scheduled so that you can depart early morning and return at the end of the working day. If you travel by night train you wake up at your destination without losing any working hours.

#### Inlandsbanan #

## - an engine of inland development

A sustainable and efficient transport system is necessary for growth and Inlandsbanan plays an important role in this. The company, which is head-quartered in Östersund, works broadly with freight and passenger transport. It also active in regional development. Inlandsbanan is a natural link out from our region, especially for the primary industries such as forestry and mining, as well as the travel and tourism sector.

During a year some 26,400 passengers travel with Inlandsbanan. In the summer trains go between Kristinehamn in the south and Gällivare in the north, and in the winter trains go between Mora and Östersund. In addition to that, we have well-developed night train services, through cooperation with Snälltåget, between southern Sweden and the region's mountain destinations, including Vemdalen.

## Fast broadband for everybody

Fast and secure broadband is an important pre-requisite for being able to live and work in the entire county. In particular given the imminent digitalisation of society as a whole. Expansion of the broadband network is ongoing, and the target is for everybody, wherever they live and work in the county, to have access to fast broadband by 2025.

050 051



In a survey carried out by Region Jämtland Härjedalen, business owners responded that one of the main reasons they set up their businesses in the region is for the quality of life and lifestyle. This is where you can be whoever you are. There are plenty of activities, but there is also calmness, peace and time to yourself.

In Jämtland and Härjedalen, the city, forests, mountains and lakes are always close by, providing a unique opportunity for a sustainable lifestyle. If you want access to the buzz of the city, Östersund offers you all the qualities of a bigger city, but on a smaller scale, as well as close proximity to nature's treasures. The city has one of the highest densities of cafés and restaurants in Sweden and there is a rich and diverse cultural scene, university, transport network and everything you could possibly want for an active lifestyle. You will find some of Sweden's best skiing and mountain resorts in the region. Åre, Vemdalen, Funäsdalen, Bydalen and Lofsdalen are just a few examples. You can have a secluded home in an urban area or live in a smaller rural town within commuting distance to work and the city. Whether you are looking for a rental property, an apartment to buy, a house or a holiday home, the prices are often far lower than in larger cities.

### For outdoor enthusiasts

there's a wealth of activities and experiences all year round. In summer, many people are attracted by hiking, fishing, kayaking, all kinds of cycling, events and tourist attractions. In the autumn you can go hiking in the beautifully coloured mountains, pick berries or go hunting. In the winter, there are world-class ski resorts for downhill skiers, sit-skiers and those who want to go cross-country skiing. Easily accessible ice-skating on lakes, ice-fishing, snow- mobiling and sledging slopes, these are just a selection of the activities. The people of Jämtland and Härjedalen have it good in the winter. And when the days start to get longer and the sun starts to feel warm again, you can experience our fifth season; spring-winter, the time of skiing in a t-shirt and ice-fishing in the blazing sun.



053 052

Get more home for your money in Javilland



Approximate purchase prices for **apartments** in SEK per m<sup>2</sup>:

Greater Stockholm: SEK 57 000 Greater Gothenburg: SEK 44 000 Jämtland: SEK 26 000

Approximate purchase prices for **houses** in SEK per m<sup>2</sup>:

Greater Stockholm: Greater Gothenburg: SEK 37 000 Jämtland:

SEK 44 000 SEK 17 000

Source: Swedish real estate agent statistics, 2019



One thing led to another. But it all started when they fell in love with Sweden. As motor-bikers they started to organise guided road trips. Then snow-mobile tours were introduced as another product. When their guests started to ask if they could park their caravans on their land, they opened a camp site. The company Offroad Zweden is blooming in Bräcke, and the Dutch couple Wilco and Nollie Knoop feel right at home in the village.

"In the early years we were in Sweden for a few months in the summertime and looked after our motor-biking guests, and then we went home to Holland again. When we moved here permanently we needed a winter product, which is when we started with snow-mobiling, which became a success", says Wilco Knoop.

-"We have often turned to the municipality and asked all those questions you need answers to when you run a business in a new country. They have helped us with most things, which has been good", says Nollie Knoop.

Cable coverage is at almost 90 per cent in Bräcke so communicating with customers in Holland has not been a problem. Wilco and Nollie are satisfied with their time in the Swedish countryside.

-"Looking back, things have gone very well. But we have had to work hard for it. Our best tip is to get as many people involved as possible. That way, it turns out well for you and for them. And it's much more fun doing things together", says Nollie Knoop.

# Business and leisure should go hand in hand

Mattias Ahlberg runs skotordelen.com, one of Sweden's largest e-commerce companies in the snow-mobiling niche market.

"Since I owned a snow-mobile I figured that there should be an equivalent to Mekonomen (car repairs), but for snow-mobiles", says Mattias Ahlberg.

The idea was born in 2005 and the company started up in Mattias's home, with the inventory kept in his kitchen and living room. Today there are nine full-time employees and extra staff during peak times.



055 054

Running a company in this part of the country has its advantages. Mattias says that rental costs for premises are far below the bigger cities and personnel management has a special place on the agenda.

"We want our employees to enjoy being here and to stay here. For me, as for many of my employees, close proximity to the mountains, nature, snowmobiling and skiing has been a decisive factor", says Mattias Ahlberg.



Diversity is a common thread that runs through the Jämtland culture, cultural offerings and creative culture companies. The region is a member of the UNESCO Creative Cities network , and Jamtli National museum has also recently emerged from this focused development. The Sami culture is always present through Gaaltije - the south Sami Cultural Centre and Lopme Naestie. The county's building culture highlights a rich cultural heritage through folk museums, hunting lodges and churches mixed with modern architecture. Theatre, dance performances and concerts attract audiences to the many stages across the county. Two of the most well-known ones for visitors are Döda Fallet in Ragunda and Wilhelm Pettersson Berger's Summer pasture on Frösön. Famous design from Snö of Sweden, for example, is mixed with the popular auctions and flea markets. Sweden's oldest music festival Storsjöyran is a major contribution to the rich cultural life of the county.

#### CULTURE STARTS EARLY

The municipal culture schools provide a broad choice of music, dance, drama and film studies. Ragunda has been named as the best municipality for culture schools several times by the Swedish Teachers Association. Jamtli, the county museum of Jämtland Härjedalen, has a living history park during the summer, and over the years, it has been praised for how it brings history to life. As an example, Jamtli has won the Children's tourist award in Sweden, it has been named one of Sweden's five best theme parks by the newspaper DN, praised by Expressen newspaper and Allt om Resor travel magazine

#### CULTURE AND INTEGRATION

Integration initiatives such as "Hej Främling" (Hello Stranger) and "The Rockin' Pots" (choir) strengthen the ties between existing and new residents in the county. These organisations have received national acclaim for their efforts and now exist in several places in the country.



058 059 Sami parliament To be located in Östersund

The Sami are one of the world's indigenous peoples and their history dates as far back as the era when the inland ice melted. It is therefore important to preserve their cultural heritage, which encompasses both tangible and intangible aspects. Sami homes are an example of tangible cultural heritage while traditional music and philosophical systems are examples of intangible cultural heritage. The Gaaltije foundation is located in Östersund. Its staff share their knowledge of the southern Sami culture, history and society.

In 2019, it was announced that the Sami parliament would be built in Östersund as the city has a strong Sami history and traditions. The first ever national Sami meeting also took place in Östersund in 1918. It was the first collective step towards democracy and a national Sami organisation. However, the Sami Parliament in Sweden was not formed until 1993. It is a public authority that will work with matters concerning the Sami people.

"Through the forthcoming establishment of the Sami parliament and the development of the Gaaltije foundation, the region will be further boosted as a unique area worldwide for indigenous peoples. This will have an effect on both tourism and general business growth."



## Sport creates business

According to the magazine Idrott och Affärer (Sport & Business), Östersund was Sweden's best sports municipality in 2019. The justification for the award was that Östersund is a very strong sports municipality, in terms of breadth, elite athletes and event hosting. Further, the area has very good arenas for general sports and elite sport and for sports events. Another reason given was the extensive international sports research conducted in conjunction with Mid Sweden University.

Jämtland Härjedalen organised two World Championships in 2019. One in biathlon and one in alpine skiing. The focus on major sports events continues and in spring 2020 some of the international cross-country elite athletes competed in the Tour de Ski between Östersund and Trondheim.





It's not a coincidence that the region is often referred to as the "Home of great events". And the region doesn't only excel in winter sports. The small local football club's journey to the Allsvenskan (Sweden's football premier league) has been followed by many. The Enduro World Championships are often held in Östersund, the sled dog World Championships were hosted in Sveg in 2018, and the Storsjöcupen, one of Sweden's largest football tournaments after Gothia Cup, brings young people of all ages from many nations to Östersund. The St Olavsloppet, a running race between Östersund and Trondheim, is another example of a sporting festival. The networking surrounding the World Championships, ÖFK football club and other events is significant, and the business community sees participation as a key success factor. It is a place for companies to meet, exchange experiences, do business and enjoy sports together.

#### Home to the sti world's elite stiers

Our region is home to elite athletes and former elite athletes such as Anna and Emil Haag, Zandra Reppe, Britte Johansson Norgren, Ida Ingemarsdotter, Johanna Ojala, Maria Pietilä Holmner, Mathias Fredriksson, Zebastian Modin, Helena Ekholm, Hanna Öberg, Sebastian Samuelsson, and many more. One of the major reasons for this is the opportunities for training, both on bare ground and on snow. Östersund guarantees training on snow from the beginning of November and the ski tunnel in Gällö has snow all year.

## Major focus on parasports

Jämtland Härjedalen is putting great efforts into being at the leading edge of parasports and the target is to become the international centre for winter parasport development. Our aspiration is to establish the region as an experienced organiser of world-class parasports, while simultaneously improving the conditions for the many parasport target groups. Since 2017, Parasport Sweden, the Swedish Paralympic Committee and the International Paralympic Committee have been working with the region to drive progress in elite sport development.

## 060 061

## Arenabyn (Arena village)

Arenabyn was established as a concept to enable the sports of judo, football, ice-hockey, figure skating, biathlon, cross-country skiing, bandy and gymnastics to share arenas. Arenabyn's plan is to encompass even more arenas, become a role-model for sport and public health, employ many people connected with sport, reach more exercisers and take the lead in digitalisation and measurement. This is a broad initiative and the current focus is particularly on opportunities for spontaneous sports, curling, athletics and racquet sports. Several commercial organisations are working together with the region in this initiative. The Swedish Ski Federation has been allocated lands and is considering options for an investment in an elite athlete environment to train skiers at the highest levels.



#### DO YOU WANT TO START A COMPANY OR DEVELOP YOUR BUSINESS, OR ARE YOU LOOKING FOR INVESTMENT OPPORTUNITIES IN JÄMTLAND HÄRJEDALEN?

We want companies in Jämtland Härjedalen to be given the best opportunities to succeed. We therefore provide free support to companies that are in the process of setting up operations here as well as existing companies in the region. Support may be required for the process of establishment or expansion. We are happy to help you through our broad network of contacts, our services and arenas for collaboration.

We have summarised below part of what we can offer you.

- > MAPPING OF THE BUSINESS ENVIRONMENT
- > PREMISES AND LAND
- > FINANCING AND GRANTS
- > PERMIT-RELATED MATTERS
- > RELOCATION SERVICES
- > NETWORKS

There are opportunities for financial support for different types of investment in Jämtland Härjedalen. Grants are also available for innovation and employment in rural areas, as well as loans for business development.

The region has several strong players in the property sector. Diös, Odéns Fastigheter, NP3, Rikshem and Kungsleden, just to name a few, are investing and developing their holdings. They are building new premises and investing large amounts, especially in the Östersund area. The three former regiment areas are now well-established business and residential areas, the city centre is being transformed with new stores, and the Lillänge retail park continues to grow. In the strong tourist areas of Härjedalen, Berg and Åre, private investors are strong, and the areas are growing year after year. The property owners have collaborated to start a forum, Fastighetsdagen i Jämtland (Jämtland Real Estate Day) where people gather and discuss progress.

#### Comparative figures for office premises ÖSTERSUND per km<sup>2</sup>

STOCKHOLM per km<sup>2</sup>

CLASS A LOCATION: SEK 920–2,000 CLASS B LOCATION: SEK 725–1,325 CLASS C LOCATION:: SEK 550–950 CLASS AA LOCATION: SEK 5,500 – 7,800 CLASS A LOCATION: SEK 3,600 – 6,800 CLASS B LOCATION:: SEK 2,500 – 4,200 CLASS C LOCATION:: SEK 1,250 – 3,000



062



## We are here and fully committed to helping you

#### Fredrik Blom Manager Business Region MidSweden Telephone: +46 (0)63-14 66 34 E-mail: fredrik.blom@regionjh.se

#### Sandra Landén Business Development Officer Berg municipality Telephone: +46 (0)687-164 08 E-mail: sandra.landen@berg.se

#### Jonas Kojan

Head of Growth and Business Development Härjedalen municipality Telephone: +46 (0)680-163 23 E-mail: jonas.kojan@herjedalen.se

Anna-Märta Johansson **Business Development Officer** Ragunda municipality Telephone: +46 (0)696-68 21 08 E-mail: annamarta.johansson@ragunda.se

**Olof Holmgren Business Development Officer** Åre municipality Telephone: +46 (0)647-169 67 E-mail: olof.holmgren@are.se

Lars-Åke Wassö Investment Promotor Business Region MidSweden Telephone: +46 (0)70-284 26 11 E-mail: lars-ake.wasso@regionjh.se

Helen Boström Business Development Officer Bräcke municipality Telephone: +46 (0)693-163 41 E-mail: helen.bostrom@bracke.se

Håkan Åsberg Business Development Officer Krokom municipality Telephone: +46 (0)640-163 91 E-mail: hakan.asberg@krokom.se

Cathrine Sjögren Business/rural areas Development Officer Strömsund municipality Telephone: +46 (0)670-169 72 E-mail: catrin.sjogren@stromsund.se

Magnus Lindgren Company establishment manager Östersund municipality Telephone: +46 (0)63-14 37 01 E-mail: magnus.lindgren@ostersund.se



www.businessregionmidsweden.se

#### Photographs:

Håkan Wike, Göran Strand, Sandra Lee Pettersson, Tina Stafrén, Tommy Andersson, Mats Almlöf, Anna B-Åkerblom, Nina Wenker, Martin Olson, Gösta Fries, Nisse Schmidt, Niklas Andersson, Ole Rönning Kristiansson, Jann Lipka, Anna Rex, Daniel Schalander, Johan Ranbrandt, Tobbe Hising, Erik Westberg, Wilco & Nollie Knoop, Linneá Karlsson, Sofia Ekenlund, Stefan Johansson, Johannes Poignant, Sara Nordangård (stiftelsen Gaaltije), Storsjöhyttan, Svenska Parasportförbundet, Green Flyway, AIM, Gomorron, Norra Station, Frösö Park, Östersundspulsen, iStockphoto, Mostphotos and AdobeStock.

> Design and Iayout: Annika Ljungdahl, VY Grafisk Design Text: Marlene Ström, Trampolin PR and Linneá Karlsson, Business Region MidSweden English translation: Lisa Cockette, Anything English









EUROPEISKA UNIONEN Europeiska regionala utvecklingsfonden