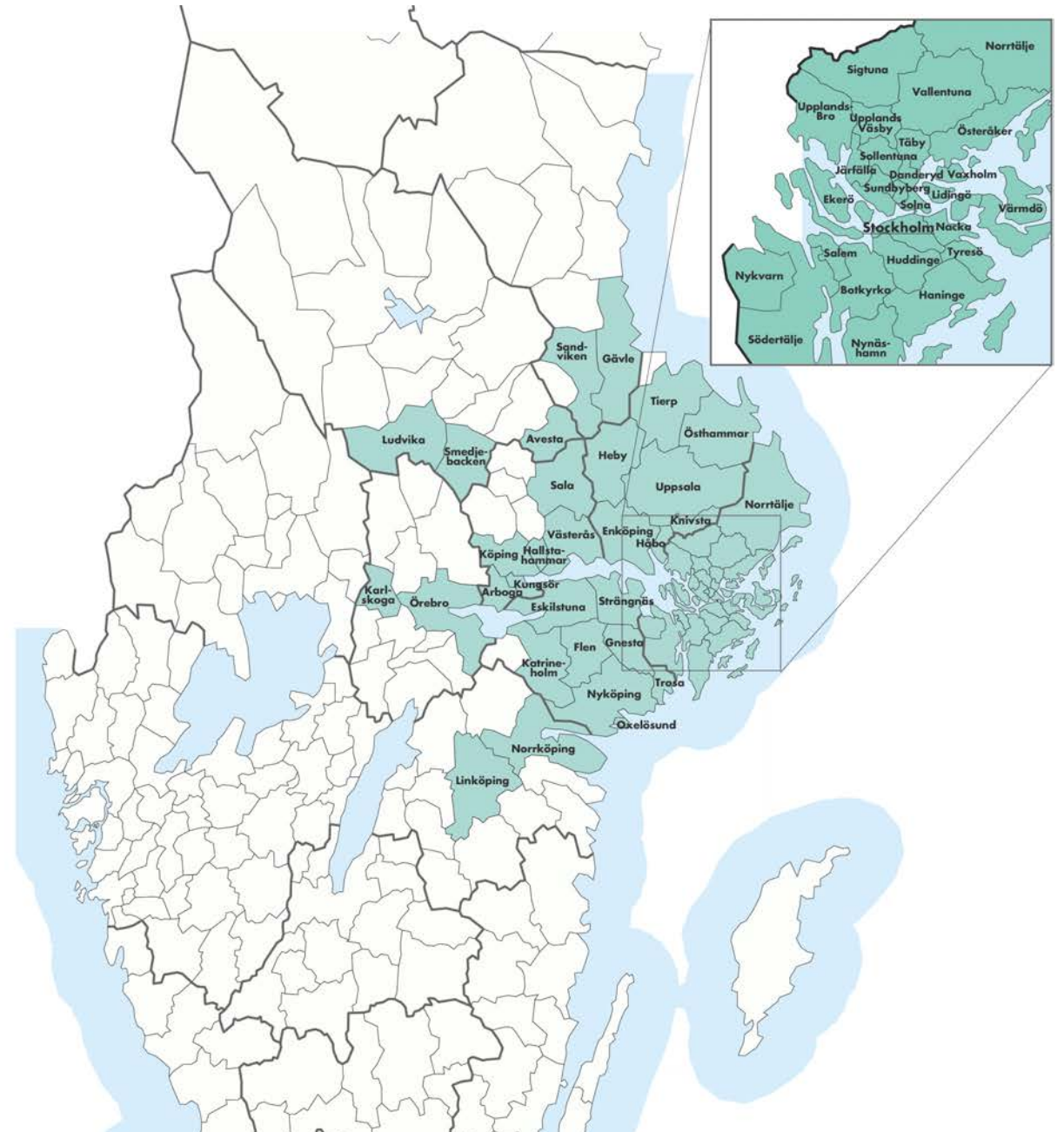


Introduktion till SBA

13 maj 2020

Stockholm Business Alliance

56 st kommuner i åtta län



Stockholm the city where creativity thrives

Erik Krüger, Head of Investments and Establishments



 **Stockholm**
The Capital of Scandinavia

Invest Stockholm Business Region AB

Invest Stockholm is the official investment promotion agency for the city of Stockholm. We are dedicated to developing and promoting Stockholm as an attractive destination for international investors and people.

Invest Stockholm is owned by the city of Stockholm and part of Stockholm Business Region AB

City Council

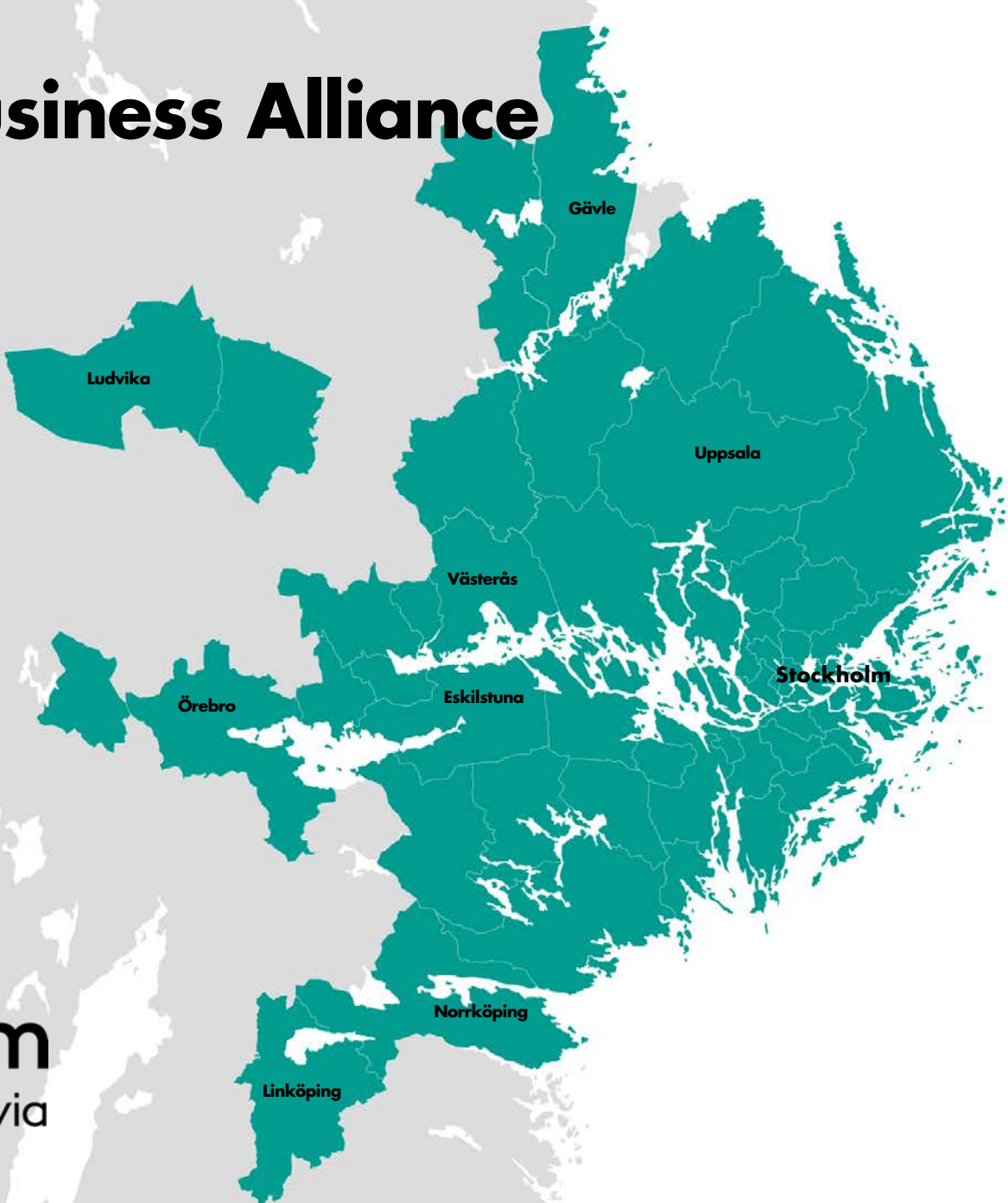
Stockholms Stadshus AB

Stockholm Business Region

Invest Stockholm

Visit Stockholm

Stockholm Business Alliance



 **Stockholm**
The Capital of Scandinavia

5 reasons for Stockholm...

World leading tech and innovation hub

Strong talent pool

Progressive values

Early starters = good test market

Best place in the world for doing
business

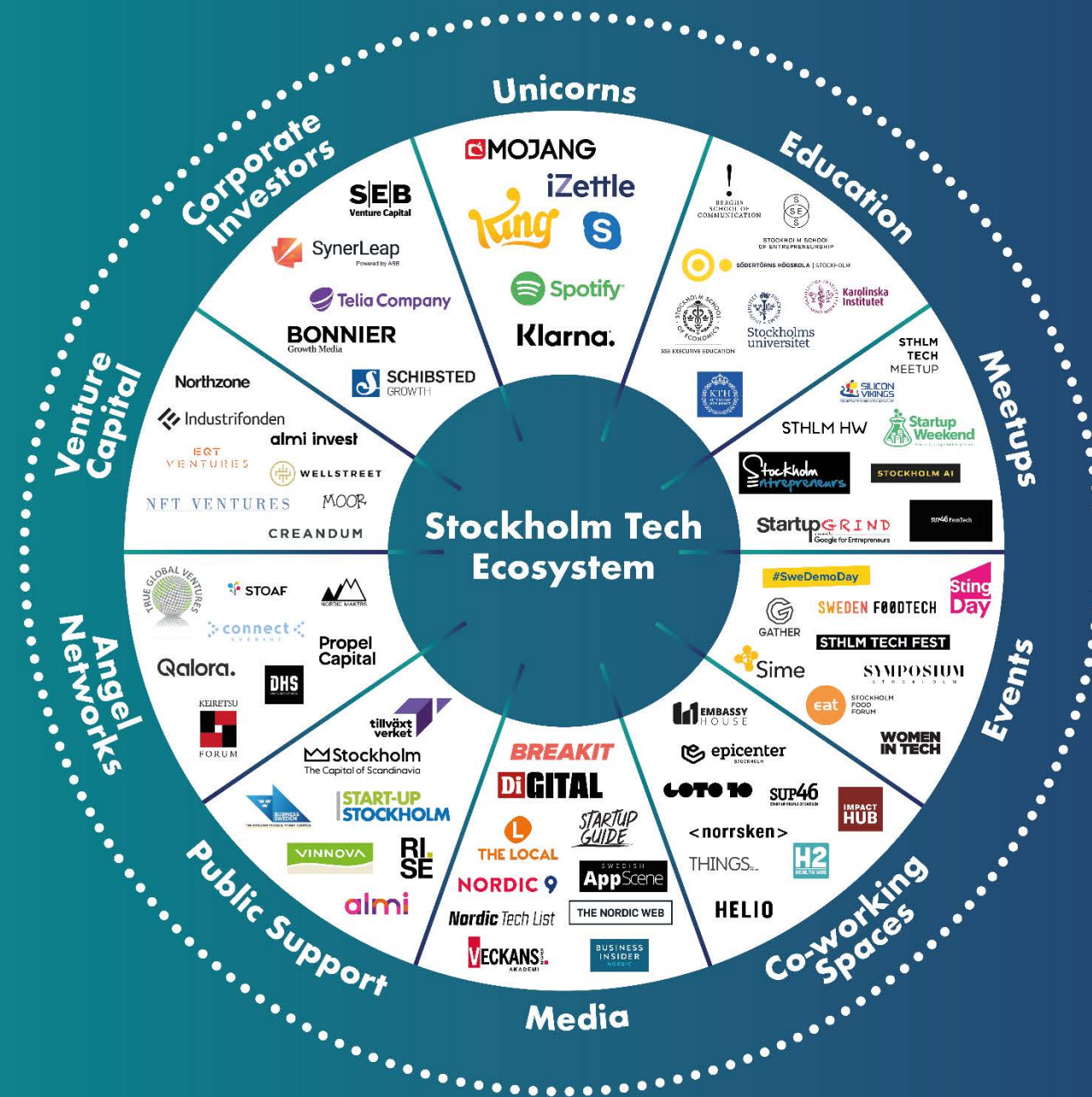


Stockholm ranks no. 10 cities with the most global HQ's

Rank Global HQ No

1	Tokyo	132
2	London	57
3	Hong Kong	57
4	New York	54
5	Beijing	50
6	Seoul	47
7	Paris	45
8	Taipei	29
9	Houston	25
10	Stockholm	23
11	Mumbai	21
12	Osaka	19
13	Sydney	17
14	Singapore	17
15	Riyadh	17
16	Bangkok	17
17	Dublin	16
18	Toronto	16
19	Moscow	16
20	Shanghai	16
...
29	Helsinki	12
59	Copenhagen	10
60	Oslo	8



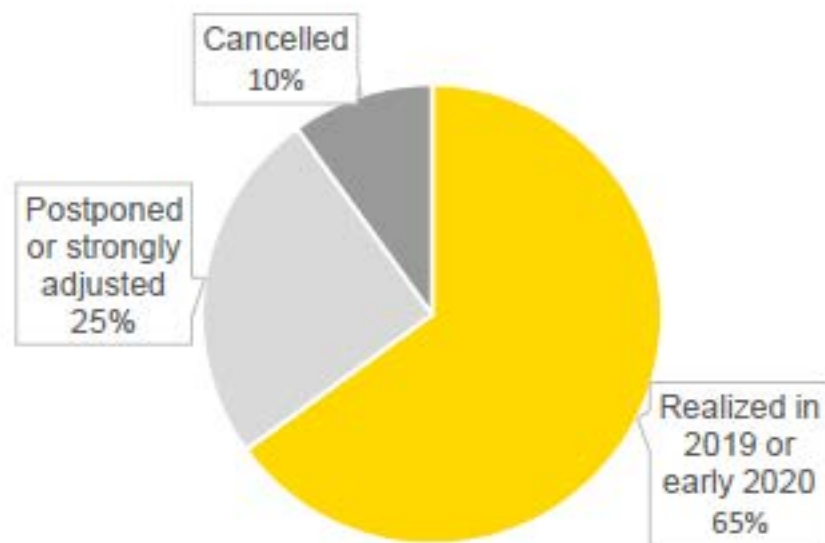


We can now predict a 30-40% drop of FDI flows during 2020-2021, based on earnings / capex revisions and preliminary interviews with corporates

Now – Next

2019 > 2020

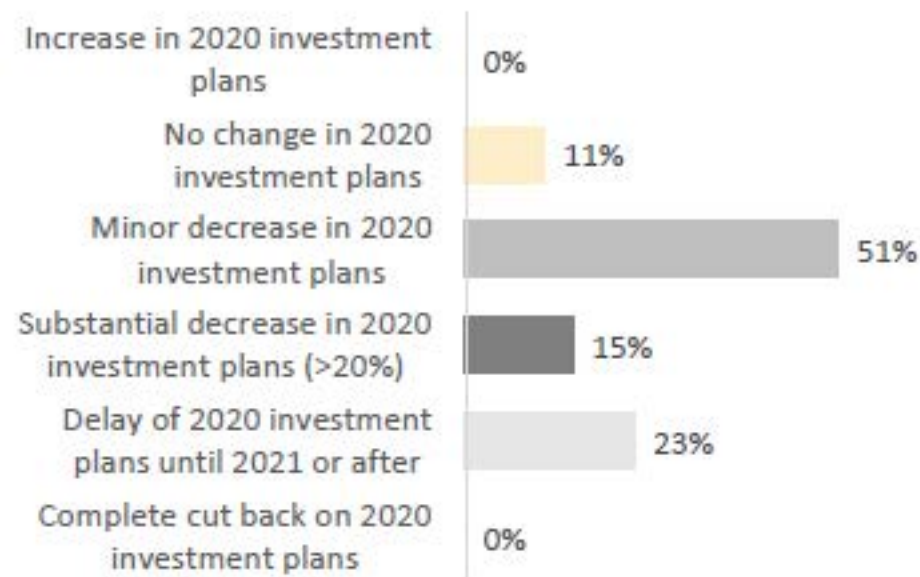
Realization of 2019 FDI projects over 2020



Source: EY European Attractiveness Survey - 2020

2020 > 2021

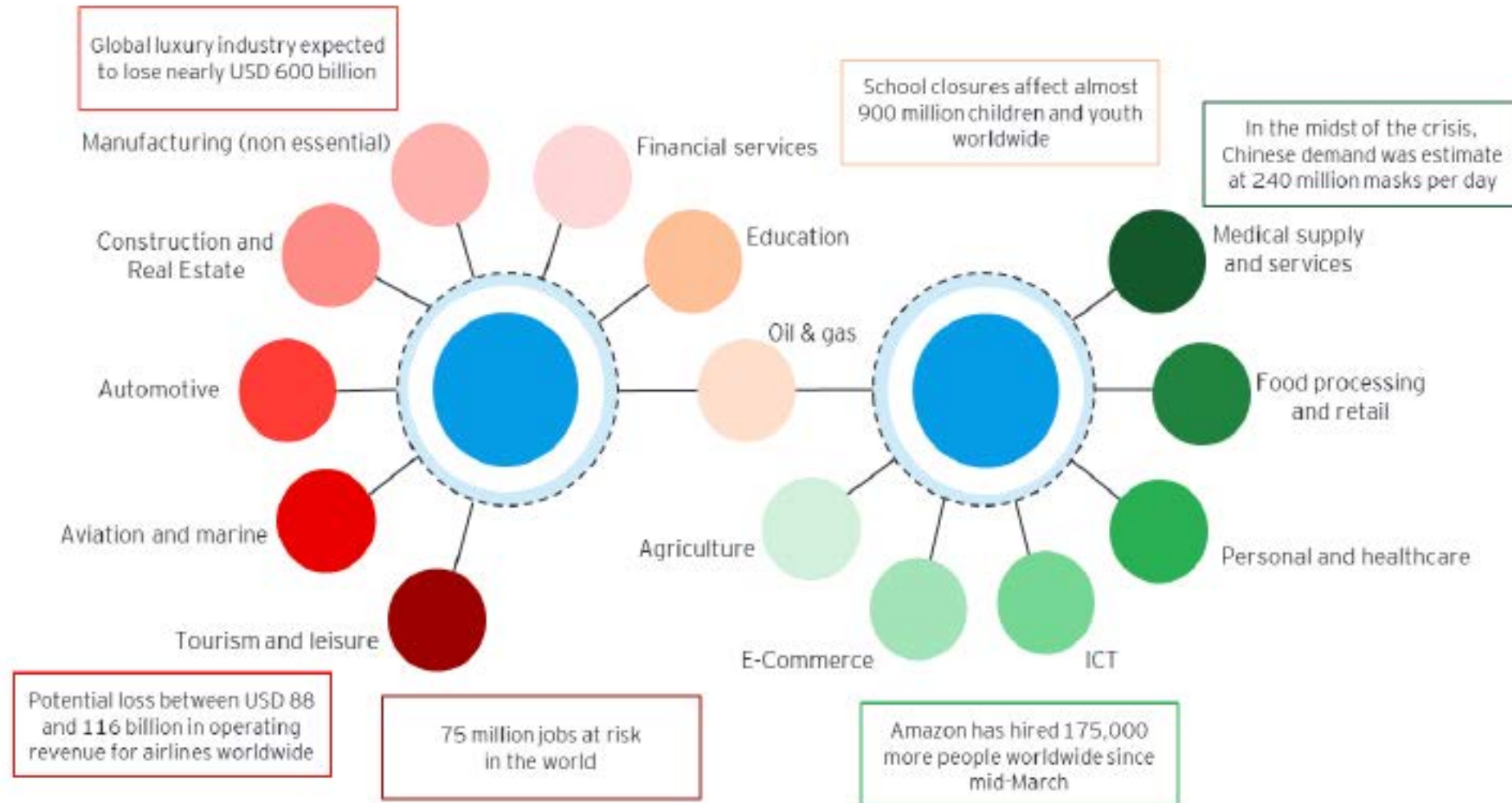
C-19 impact on 2020 FDI plans



Source: EY European Attractiveness Survey - 2020

Sectors: winners and losers

Now – Next



Sectors within Investment Promotion



ICT

- ▶ Communication systems
- ▶ Mobile terminal software
- ▶ Industrial IT
- ▶ Positioning and GIS
- ▶ Visualization
- ▶ Data Centers
- ▶ IoT
- ▶ Fintech, foodtech etc.



CleanTech

- ▶ Renewable energy
 - ▶ Bio energy
 - ▶ Biofuels
 - ▶ Solar power
 - ▶ Wind power
- ▶ Sustainable technologies
 - ▶ Green buildings
 - ▶ Heating & cooling
 - ▶ Waste & recycling
 - ▶ Water & wastewater
- ▶ Biobased materials
 - ▶ Ligno / Cellulosic fibers
 - ▶ Composites



Life Science

- ▶ Medical technology
 - ▶ Biomaterials
 - ▶ E-health/m-health
 - ▶ Diagnostics
- ▶ Pharmaceuticals
 - ▶ Chronic Inflammation
 - ▶ Neuroscience
 - ▶ Oncology
 - ▶ Regenerative medicine
- ▶ Biotechnology



Hospitality

- ▶ Retails (stores, partner)
- ▶ Tourism industry: related investments such as hotel establishments etc.



Infra/Con/Logistics

- ▶ Infrastructure investments: e.g. highspeed train, metro extension project
- ▶ Real estate development projects
- ▶ Assist foreign suppliers to establish

Advanced manufacturing/Automation

Establishment service/ Aftercare

€111+ billion planned investments in the Stockholm region by 2040

€60,7 billion

Housing



€6,5 billion

Railway, tramway



€5,3 billion

Highways



€3,1 billion

Extended Metro system



€1,1 billion

Harbour



€0,8 billion

Airports



Stockholm region

City of Stockholm



Largest investments in the Stockholm region in recent years



SBA har genom ett välfungerande samarbete skapat stora ekonomiska värden för regionen under perioden 2016-2018

1. SBA har under perioden 2016–2018 bidragit till att **etableringar och investeringar** kommit regionen till del **motsvarande nästan 9 mdr kr som skapat ca 2 600 arbetstillfällen**.
2. SBA har genom sitt arbete med att hjälpa kommuner att **utveckla sin Näringslivsservice** under åren skapat genomgående **avsevärt förbättrade resultat på NKI**.
3. Alla 20 intervjuade kommuner anser att medlemskapet i **SBA har en hög relevans** för dem och nästan alla upplever sig få ett **högt värde för medlemsavgiften**.
4. Den absoluta majoriteten av intervjuade kommundirektörer anser att **SBA bör behålla sina tre huvudområden**, men fortsätta utveckla arbetssätt och förbättra kommunikation.
5. I en jämförelse med andra internationella organisationer med liknande fokus framstår **SBA-partnerskapet** som **mycket konkurrenskraftigt** avseende värdeskapande per resursinsats.

Tack!
Erik

HOME » FINANCE » NEWS BY SECTOR » MEDIA AND TELECOMS

How Sweden became the startup capital of Europe

Stockholm is the second most prolific tech hub in the world on a per capita basis, behind Silicon Valley. How did that happen and where does it go from here?



Sweden is the world's second most prolific tech hub on a per capita basis, behind Silicon Valley

FINANCIAL TIMES myFT

Tech start-ups + Add to myFT

Stockholm: the unicorn factory

Alan Mamedí, co-founder and CEO of Truecaller, left, and Nami Zarringhalam, co-founder and chief strategic officer

Twitter Facebook LinkedIn 11 Save

Forbes LOG IN NOV 11, 2015 @ 02:57 PM 25,286

READING LIST

How Stockholm Became A 'Unicorn Factory'

Civic Nation Voice: Nevada Lavamakers Unanimously Approve Free Community College

LISTEN NOW: Meet The Filmmaker Who's Leading The Science New Wave

Active on LinkedIn

ZVerse: The 3D Printing Giant Looking To Design A New Content Category

How Stockholm Became A 'Unicorn Factory'

Knowledge @Wharton, CONTRIBUTOR

We offer Wharton research and analysis from global business leaders. FULL BIO

Opinions expressed by Forbes Contributors are their own.

Inc.

Why This Tiny European City Is a Hotbed For Entrepreneurship

In recent years, Stockholm has made massive strides in terms of economic growth. Small businesses have become prolific creators of new jobs.

By Zoë Henry @ZoëLaHenry

Facebook Twitter LinkedIn Email

Stockholm, Sweden is fast-becoming a hotbed for entrepreneurial activity. CREDIT: Getty Images

FINANCIAL TIMES

Forbes

The Telegraph

Inc.

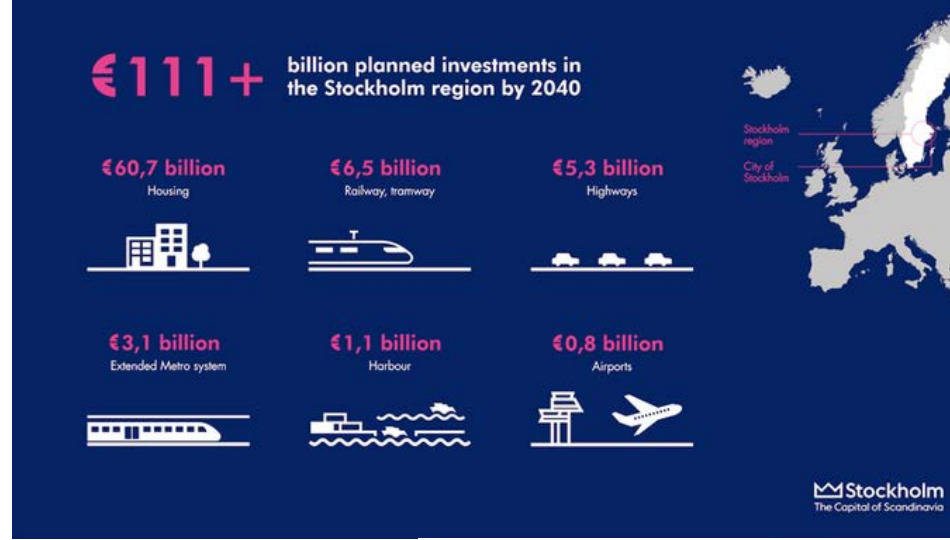
VentureBeat

WIRED

POLITICO

Entrepreneur

Planned Investments in the Stockholm region 2019-2040



Investment potential in the Stockholm region: €111 billion

Press release • Mar 13, 2019 08:58 UTC



Share



The planned construction projects within the Stockholm region show a total investment volume of €111 billion until the year 2040. According to Invest Stockholm's report released today, the largest investment share is in housing, with an investment volume of €60,7 billion, followed by infrastructure investments in railway, subway and lightrail, with an investment volume of €9,6 billion.

Amazon Web Services (AWS) announces the establishment of a datacenter region in Stockholm

Press Release

• Apr 04, 2017 06:16 GMT



Share



in





Stockholm business



The free service helping foreign companies to establish in Stockholm

The Local spoke with Uniqlo's Tomokazu Yokoyama and WeWork's Wybo Wijnbergen to hear how they got help with everything from scouting a location to understanding local work culture.



The five principles followed by Stockholm's most gender-equal companies



Why international investors look to Stockholm for cleantech innovations







Mayor of Stockholm: 'You can be a mother and a fantastic politician'



PODCAST: How norm criticism can make your company more gender equal

ios The free service helping foreign - x +
investstockholm.com/news/the-free-service-helping-foreign-companies-to-establish-in-stockholm/

The free service helping foreign companies to establish in Stockholm

This article was produced by [The Local Creative Studio](#) in partnership with Invest Stockholm.

Opening an office, or expanding into a new country is a major undertaking for a foreign company. Less so in Stockholm, where a free service is dedicated to helping companies swiftly establish in the city. Uniqlo's Tomokazu Yokoyama and WeWork's Wybo Wijnbergen recount how they got help




Photo: WeWork Stockholm

 **Stockholm**
The Capital of Scandinavia



Meet the unicorn factory

 **Stockholm**
The Capital of Scandinavia



Fokus på det lokala



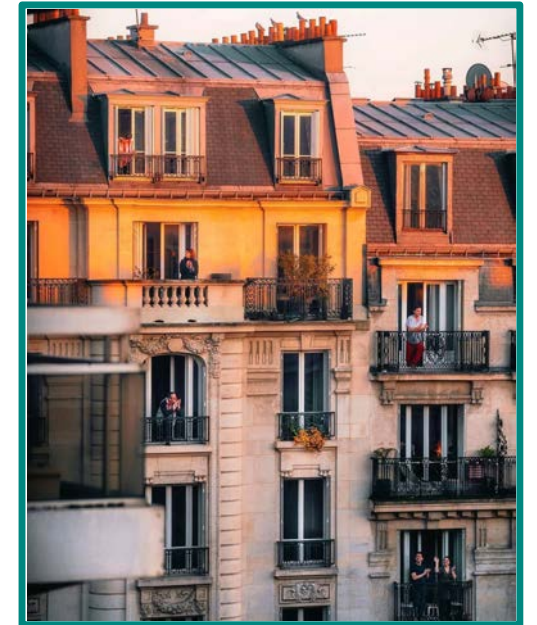
#MadridSeQuedaEnCasa



#FörDittGöteborg



<3 Stockholm




#ParisFromMyWindow

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READ: How high-impact Stockholm companies are helping find solutions to coronavirus problems

...see more



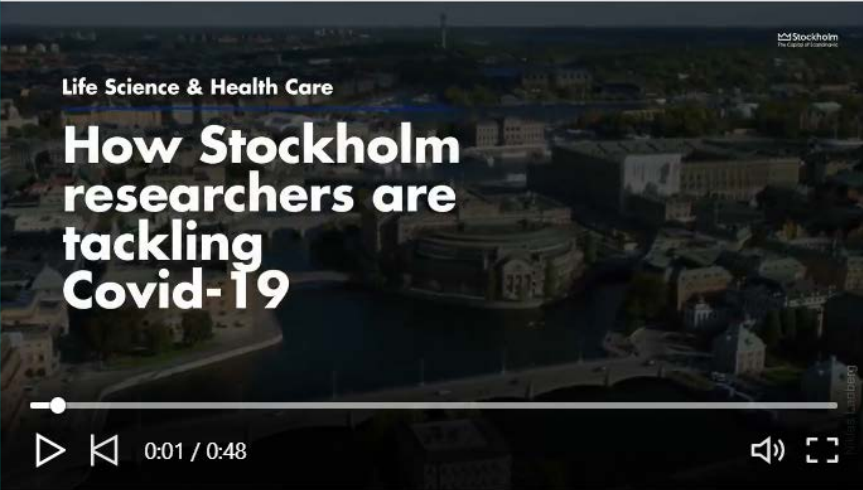
How high-impact Stockholm companies are helping find solutions to coronavirus problems

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WATCH: Three initiatives offer groundbreaking solutions to international #coronavirus challenges.

...see more



How Stockholm researchers are tackling coronavirus healthcare challeng...

Presented by Invest Stockholm



Imagining the post-coronavirus world: six Stockholm traits that offer rays of hope

The world is changing rapidly. But after being forced to slow down, it's time to reflect on things that have perhaps not changed fast enough. What can Stockholm's DNA tell us about hopes of creating more sustainable systems for the post-coronavirus world?

**Stockholm
Business
Alliance**

Näringslivsservice

Stefan Frid

2020-05-13, SBA-introduktion

Företagsklimat



Den vanligaste kontakten mellan en kommun och företag handlar om **tillstånd** och **tillsyn**

Stockholms stad 2005

Kommunen upphandlar själv undersökningen av godkänd NKI-konsult

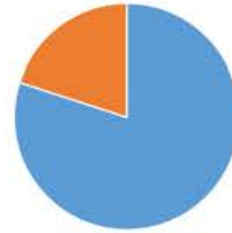


Faktiska ärenden

Nöjd Kund Index, NKI

Ärendetyper

- ✓ Bygglov
- ✓ Brandskydd
- ✓ Markupplåtelse
- ✓ Serveringstillstånd
- ✓ Miljö- och hälsoskydd
- ✓ Livsmedelskontroll



Målgrupper



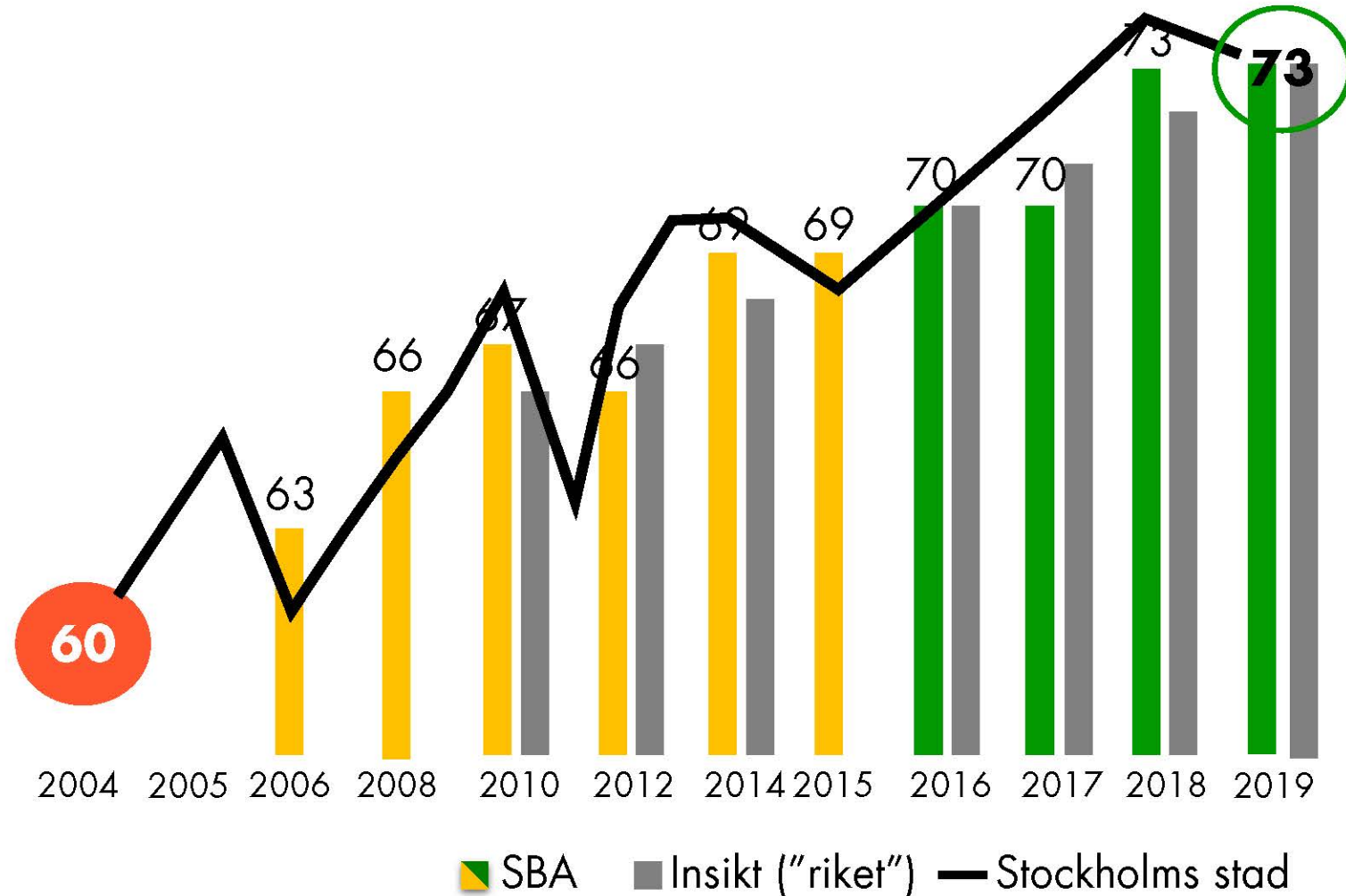
2010



~200 kommuner

Resultat

Betygsskala 0-100





Kommunikation: NKI-ranking

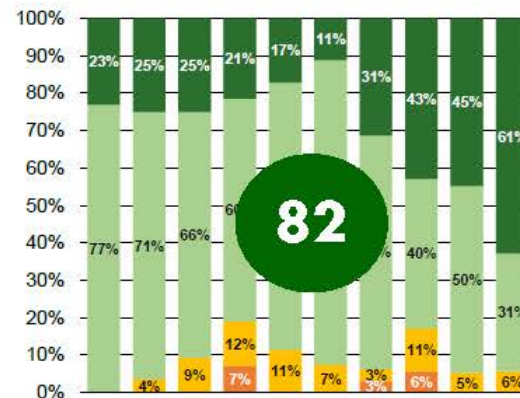
- ✓ Tacka respondenterna
- ✓ Kommentera resultat
- ✓ Nästa steg: handlingsplan

<http://stockholmbusinessalliance.se/wp-content/uploads/2020/04/SBA-NKI-rapport-2019-års-ärenden.pdf>

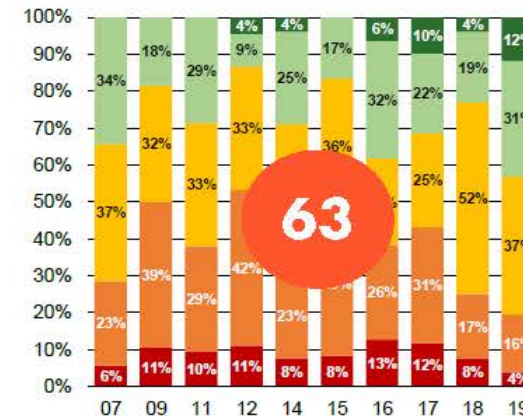
SBA-kommuner

Andel efter betygskategori

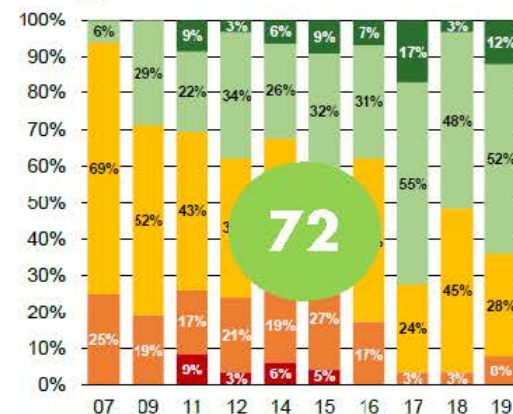
Brandskydd. SBA 2007-2019



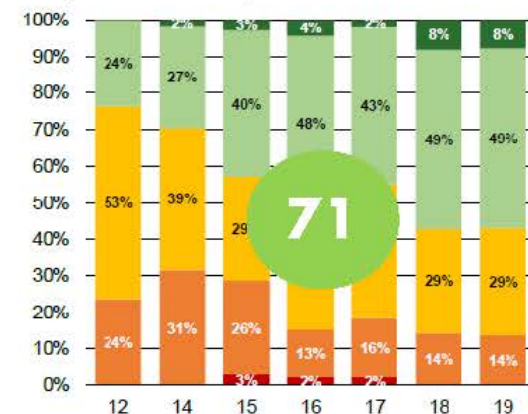
Bygglöv. SBA 2007-2019



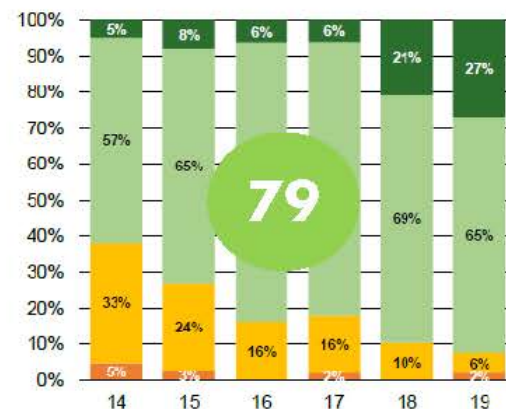
Markupplåtelse. SBA 2007-2019



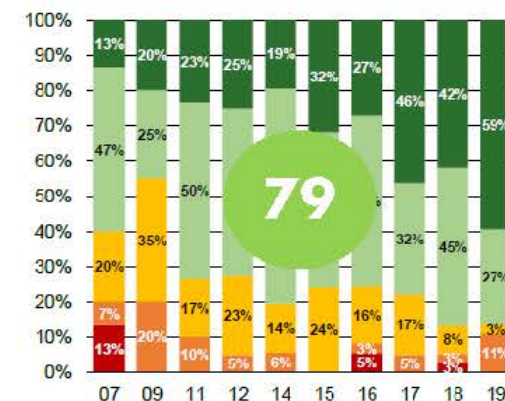
Miljö- och hälsoskydd. SBA 2012-2019



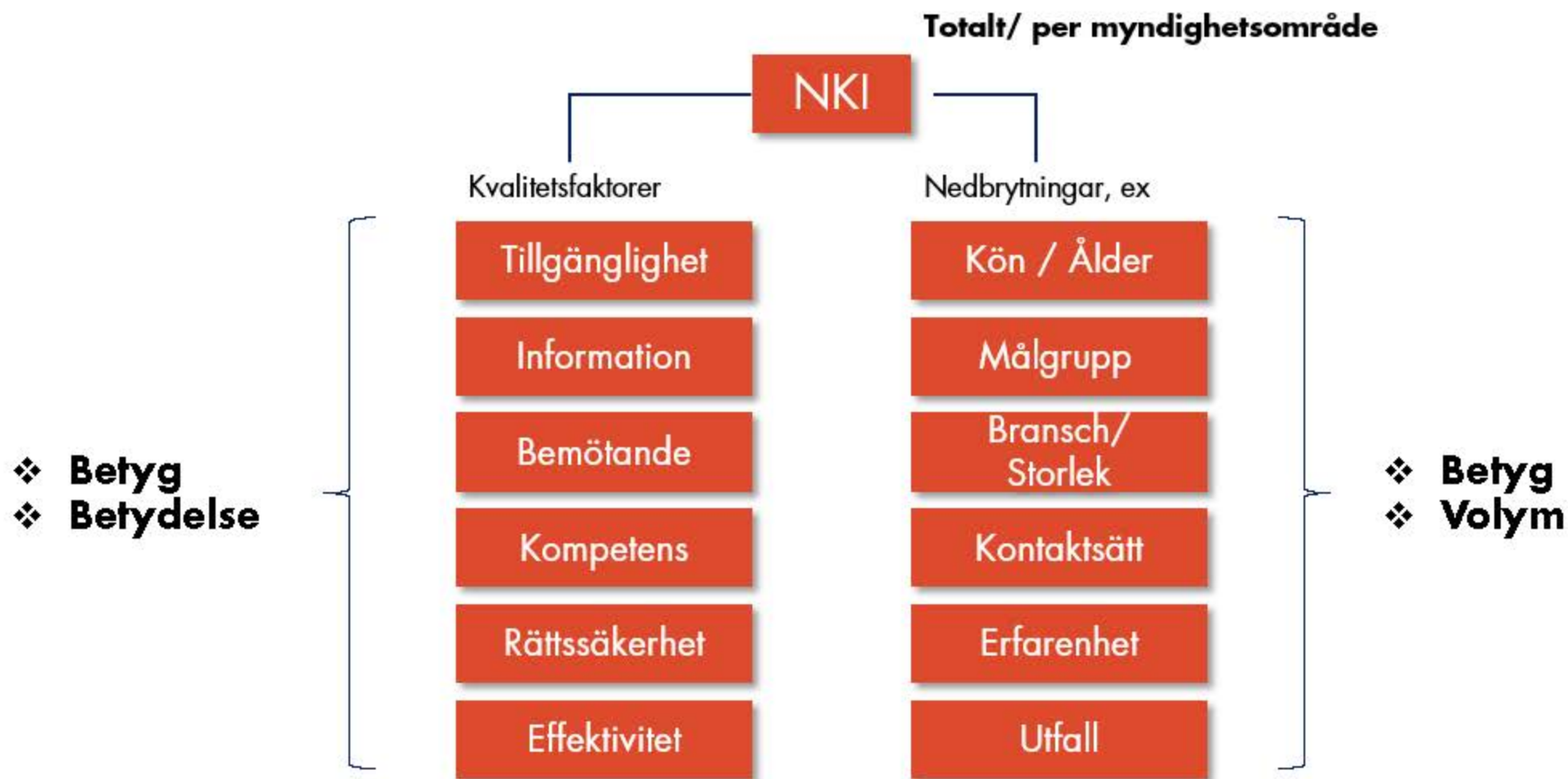
Livsmedelskontroll. SBA 2014-2019



Serveringstillstånd. SBA 2007-2019



Kommunrapport: analys



”Det har absolut påverkat vår expansionstakt”

NYHETER. **Stora skillnader i tolkningen av regelverket** kring serveringstillstånd sätter käppar i hjulet för snabbväxande streetfood-kedjan Bastard Burgers.

Lagar och myndighetsregler upplevs av företagen som ett av de största tillväxthindren.

Tillväxtverket

Restaurangföretagaren Simon Wanler är väl bekant med regelkrångel.

Pressbild

SBA/Näringslivsservice



Metodutveckling/dokument

<http://stockholmbusinessalliance.se/hitta-material/nki-servicematning/#kommaigang>

Dialog: SKR/NKI-konsulter

SKR:s webbportal

<https://insikt.origogroup.com/>

Leder SBA:s NKI-råd

10 kommuner

NKI-konferens

250-300 p. [INSTÄLLD, 22-23 april]
Kommuner, SKR, tillsynsmyndigheter

Analys- och processtöd

NKI-föredragningar
Handlingsplan

Nyhet: Nöjd Anbudsgivare Index, NAI



- ❖ Anpassad kundenkät
- ❖ Upphandlingsmyndigheten, SKL Kommentus, SKL, upphandlingschefer
- ❖ 30-tal kommuner kör igång 2020
- ❖ Mål: etablera ett kunddrivet förbättringsverktyg för upphandlingar i Sverige

Tack!

Stefan Frid

Ansv. Näringslivsservice/NKI-undersökning, SBA

Stefan.frid@stockholm.se

070-472 80 16

The logo icon is a stylized white crown with three peaks, positioned to the left of the word 'Stockholm'.

Stockholm

The Capital of Scandinavia