

BUSINESS SWEDEN

INVESTMENT PROMOTION

FRANCISCA HERODES, ASLI SUNGUR, EUNGYU PARK

BORLÄNGE OCTOBER 2ND, 2017

AGENDA 2 OKTOBER 2, 2017

CIRKATIDER

- ▶ 10.00 Invest in Dalarna Intro and Business Sweden Check-in och presentationsrunda
- ▶ 10.30 Update- Investeringsfrämjandet strategi och arbetssätt – Business Sweden
- ▶ 11.20 Workshop 1: Erfarenheter och kunskapshöjning om roller i det investeringsfrämjande arbetet på kommunal- regional och nationell nivå.
- ▶ 12.00 Lunch
- ▶ 13.00 Workshop 2: Att sälja en plats. Presentation och workshop Dalarnas styrkeområden
- ▶ 14.15 Workshop 3: Behov i samverkansuppgiften?
- ▶ 14.45 Nästa steg och check ut
- ▶ 15.00 Avslutning

CHECK - IN

- ▶ Det här är den **viktigaste frågan jag har just nu** om investeringsfrämjandet.
- ▶ Och ditt namn och organisation, tack.... jag har glömt..😊!

2 och 2 i 3 minuter



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BUSINESS SWEDEN PURPOSE

Helping companies in Sweden to grow international revenue
and international companies to invest and expand in Sweden

SUCCESSFUL INVESTMENT PROMOTION IS KEY TO FUTURE ECONOMIC GROWTH IN SWEDEN

50%

of Swedish export originates from foreign-owned companies

14,000

foreign-owned companies in Sweden

20%

of Swedish private workforce employed by foreign-owned companies



TARGETING LEADING COMPANIES

COMPETENCE

- ICT
- Life Science
- Tech start-ups & VC



MARKETS

- Infrastructure & Construction
- Retail
- Direct flights

RESOURCES

- Data Centers
- Automotive/ e-mobility
- New Materials
- Manufacturing

Kompetensdrivna investeringsområden

SCIENCE & TECHNOLOGY

Life Science

- ▶ Biotechnology
- ▶ Pharmaceuticals
- ▶ Medtech
- ▶ Digital health

ICT

- ▶ IT Services
- ▶ Communication tech
- ▶ Internet of Things
- ▶ Connected cars
- ▶ Gaming & tech
- ▶ Tech start-ups & VC

Resursdrivna investeringsområden

EMERGING INDUSTRY

Automotive & E-mobility

- ▶ Batteries
- ▶ Electric vehicles & fuel cells
- ▶ Autonomous driving
- ▶ Vehicle safety

Data Centers

New Materials

- ▶ Biobased materials
- ▶ Materials Science
- ▶ Paper & Pulp technologies
- ▶ Minerals exploration

Manufacturing

- ▶ Smart Industry / Testbeds

Marknadsdrivna investeringsområden

SERVICES & PROJECTS

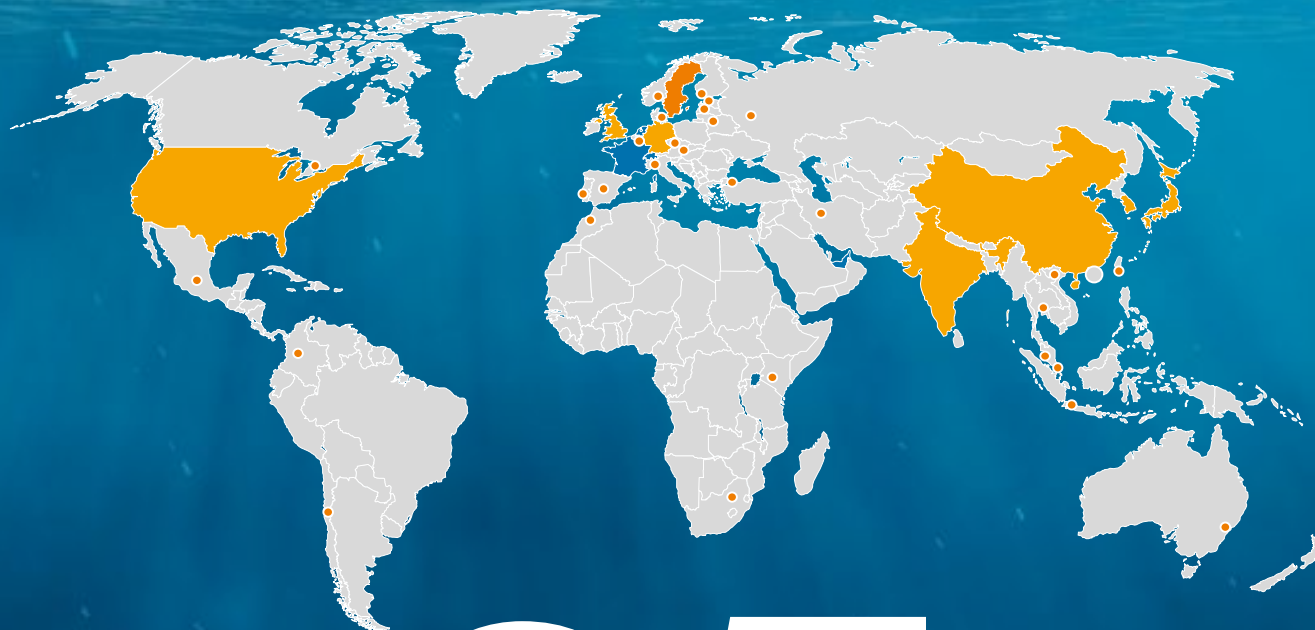
Retail

Infrastructure & Construction

International air access



PRIORITIZING 7 MARKETS – PRESENCE GLOBALLY



25

HQI 2016



PREPARE OFFERINGS AND SUPPORT COMPANIES IN THE INVESTMENT PROCESS

INVESTMENT
CLIMATE

OPPORTUNITY
DEVELOPMENT

INVESTMENT
ATTRACTION

INVESTMENT
DEVELOPMENT
PROCESS

RETENTION AND
EXPANSION

1. PREPARE

- High quality value propositions

2. SUPPORT

- Find opportunities
- Start business
- Grow presence

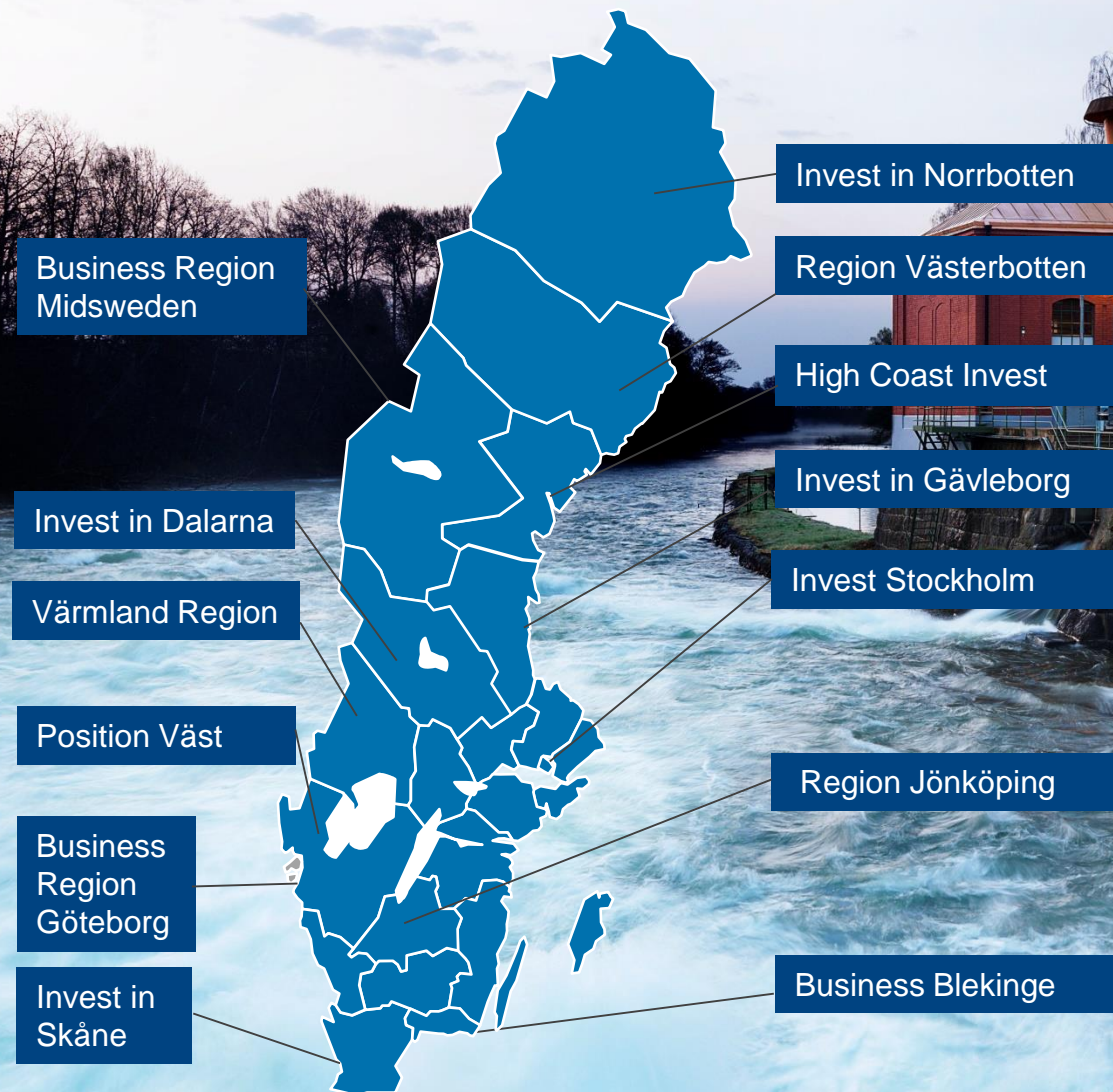


EVERYONE IS IMPORTANT – WE DEPEND ON COOPERATION

FACILITATING INVESTMENTS TO SWEDEN BY

- ▶ Global reach
- ▶ Regional cooperation
- ▶ Team Sweden collaboration

STRONG NETWORK OF INVESTMENT PROMOTION PARTNERS



COOPERATION AGREEMENT

- ▶ Political mandate
- ▶ Sufficient resources
- ▶ Capacity & competence

ACCESS TO

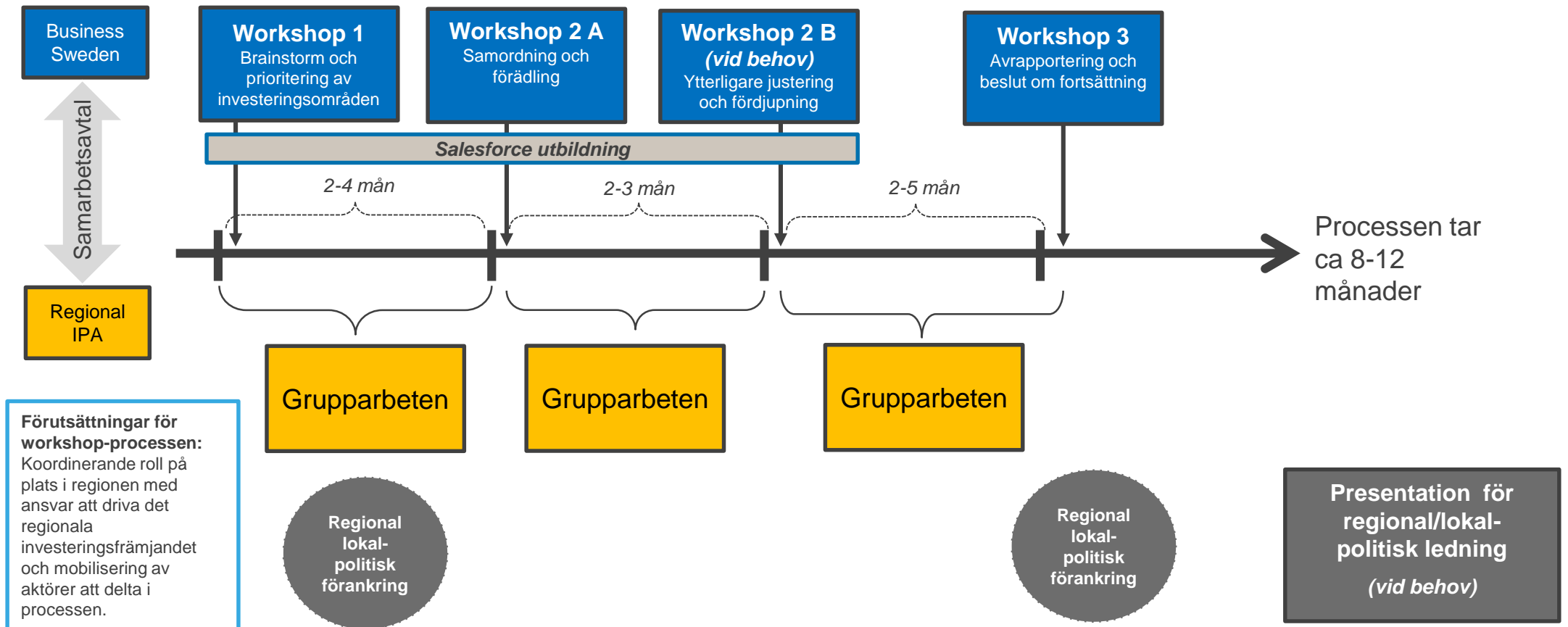
- ▶ International network
- ▶ Business Sweden's logo
- ▶ Evaluation and CRM system (confidential)

OUR COMMON WORK

- ▶ Support in building the regional value proposition, other activities
- ▶ Specific investment processes
- ▶ Coordinating RFIs and investor visit/inquiries



KOMPETENSHÖJANDE INSATSER REGIONAL SAMVERKAN - ÖVERSIKT





JOINING FORCES IN TEAM SWEDEN INVEST

TEAM SWEDEN INVEST

- ▶ Business Sweden
- ▶ Almi Invest
- ▶ The Swedish Energy Agency
- ▶ High Coast Invest
- ▶ Invest in Norrbotten
- ▶ Invest in Stockholm
- ▶ The Royal Swedish Academy of Engineering Sciences
- ▶ The Swedish Migration Agency
- ▶ RISE - Research Institutes of Sweden

- ▶ Saminvest
- ▶ The Swedish Institute
- ▶ Swedish Incubators & Science Parks
- ▶ Swedish Private Equity & Venture Capital Association
- ▶ Swedavia
- ▶ The Swedish Agency for Growth Policy Analysis
- ▶ The Swedish Agency for Economic and Regional Growth
- ▶ Vinnova

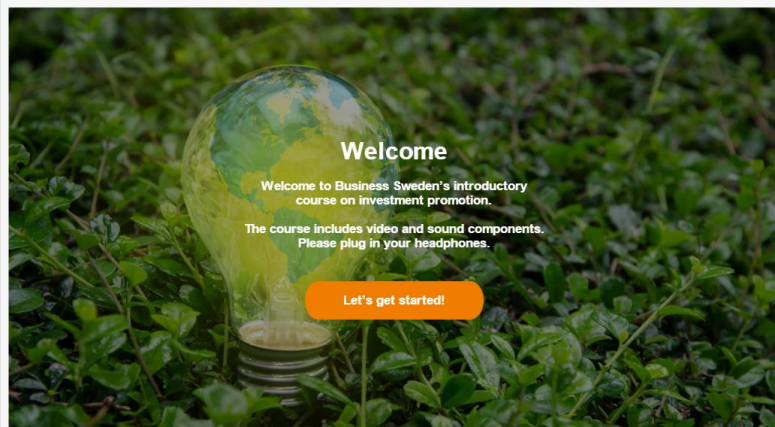
▶▶ “SWEDEN PRODUCES A SPECTACULAR PERFORMANCE IN ATTRACTING FOREIGN INVESTMENT”

EY'S ATTRACTIVENESS PROGRAM NORDICS 2017:
OPPORTUNITY AND POTENTIAL

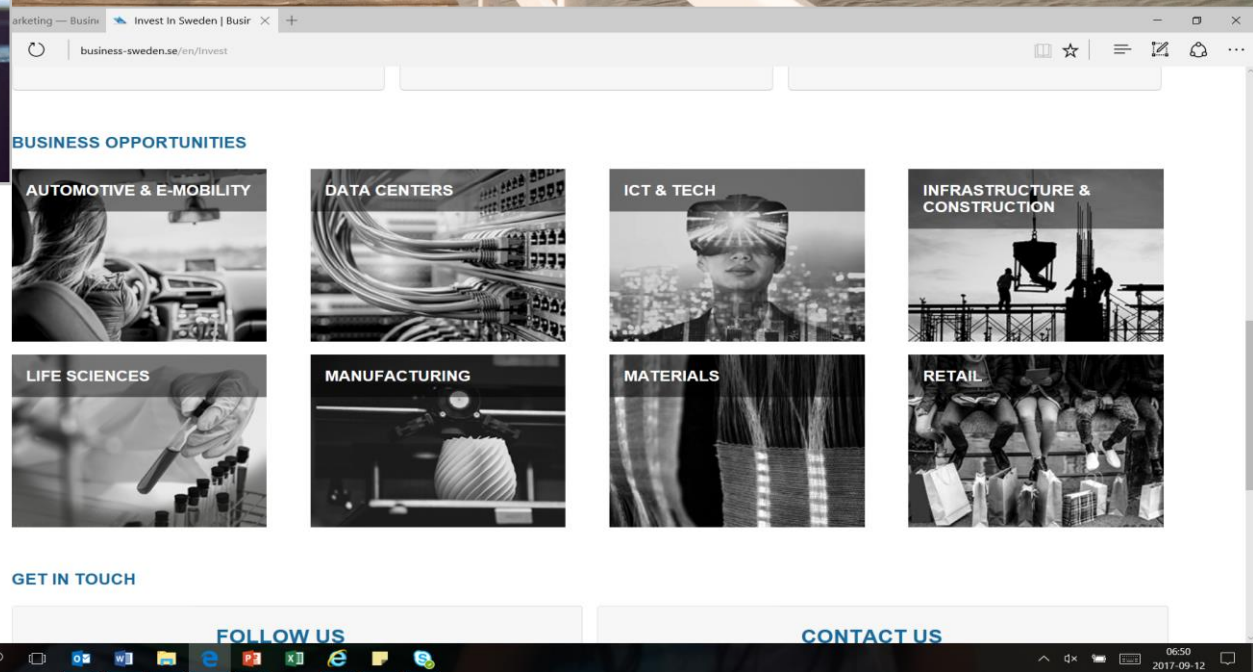
SUPPORTING OUR BUSINESS OPPORTUNITIES



Investment Promotion



BUSINESS SWEDEN





INVEST TEAM IN SWEDEN, SEPT 2017

SWEDEN TEAM



Ulrika Cederskog Sundling
EVP Invest & Region Sweden

SCIENCE & TECHNOLOGY



ICT
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Life Sciences
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Markus Thor
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EMERGING INDUSTRY



Bioeconomy and materials
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Automotive
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Data centers
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Manufacturing
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Andreas Scheibenpflug
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PROJECTS & SERVICES



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Marketing coordination
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Anna Hammarberg (parental leave)
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INVESTMENT SERVICES AND COOPERATION



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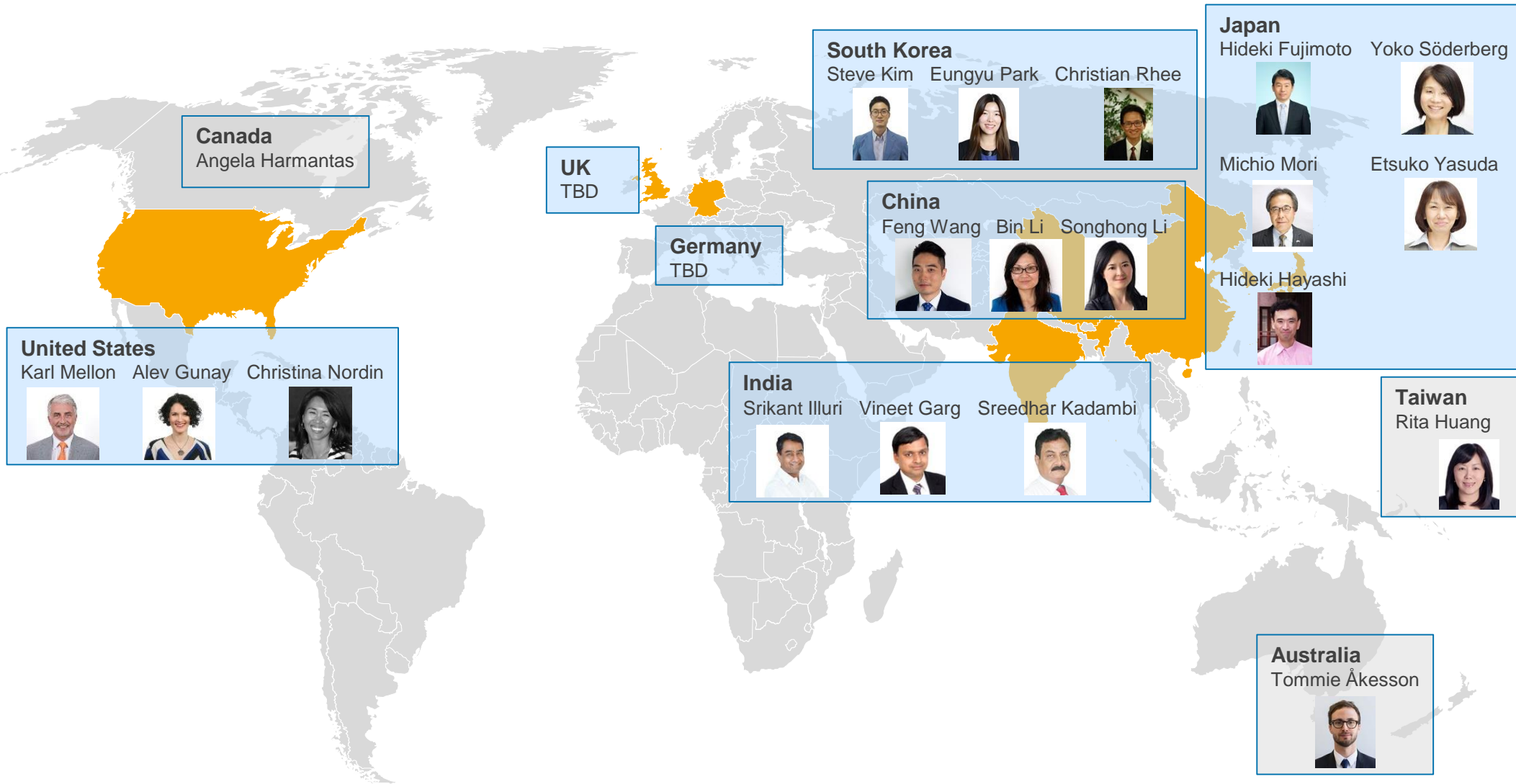


Johanna Sabel
Junior Investment Advisor
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Asligul Sungur
Business Solution Developer
asligul.sungur@business-sweden.se

GLOBAL INVEST TEAM, SEPT 2017



Canada
Angela Harmantas

United States
Karl Mellon Alev Gunay Christina Nordin

UK
TBD

Germany
TBD

South Korea
Steve Kim Eungyu Park Christian Rhee

China
Feng Wang Bin Li Songhong Li

India
Srikant Illuri Vineet Garg Sreedhar Kadambi

Japan
Hideki Fujimoto Yoko Söderberg
Michio Mori Etsuko Yasuda
Hideki Hayashi

Taiwan
Rita Huang

Australia
Tommie Åkesson

THANK YOU!



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MARKET COLLABORATION WITH REGIONS

EUNGYU PARK

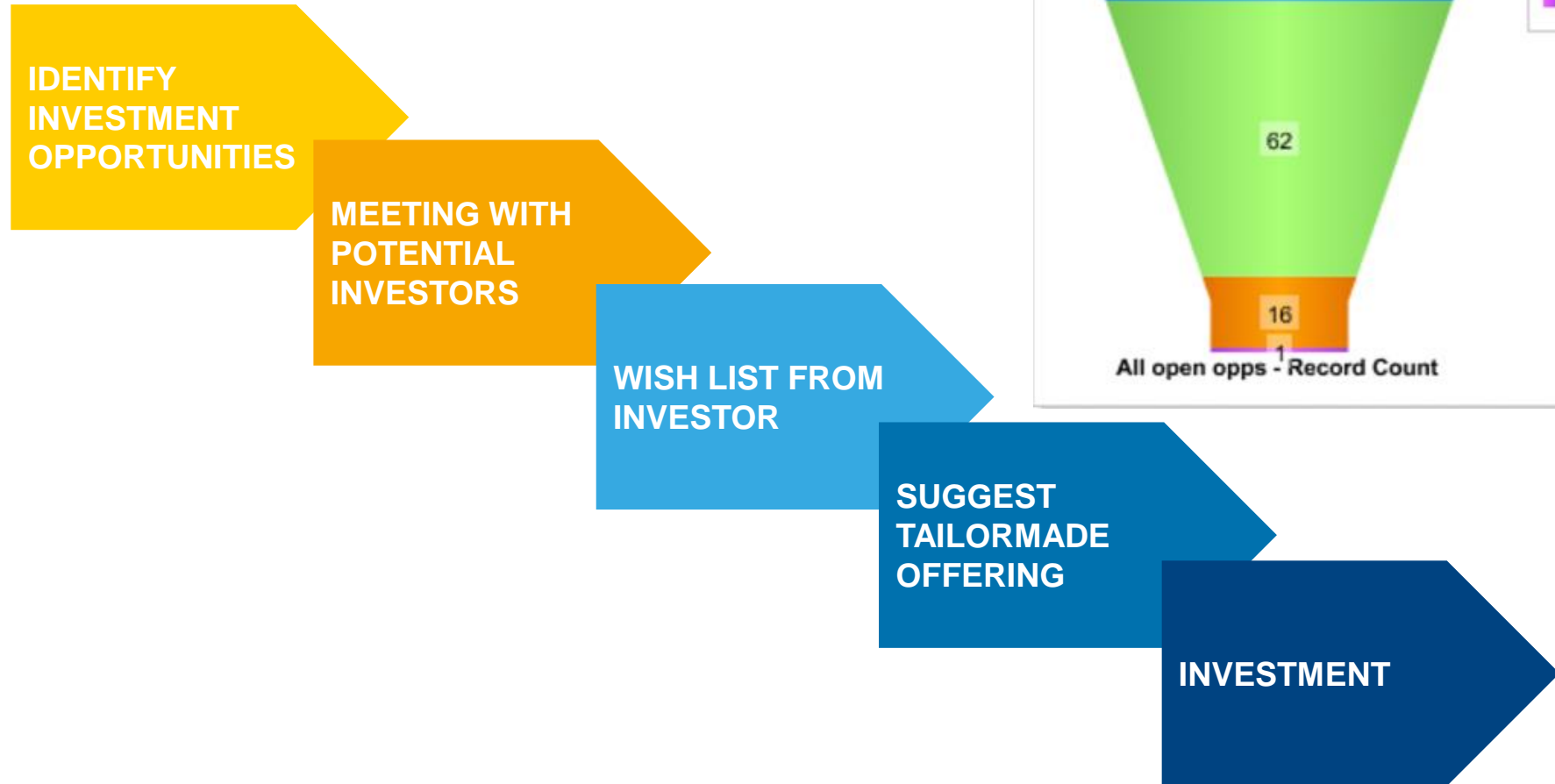
26 September 2017
Business Sweden Seoul Office

AGENDA

- ▶ Investment promotion in Market
- ▶ Market – Region Collaboration

IN THEORY

PROCESS OVERVIEW WITH DELIVERIES



IN REALITY

TYPICAL DAY AT THE OFFICE

- ▶ 09:00 Arriving office
- ▶ 09:00 – 10:00 checking emails, make phone calls
- ▶ 10:00 – 11:00 prepare workshop presentation

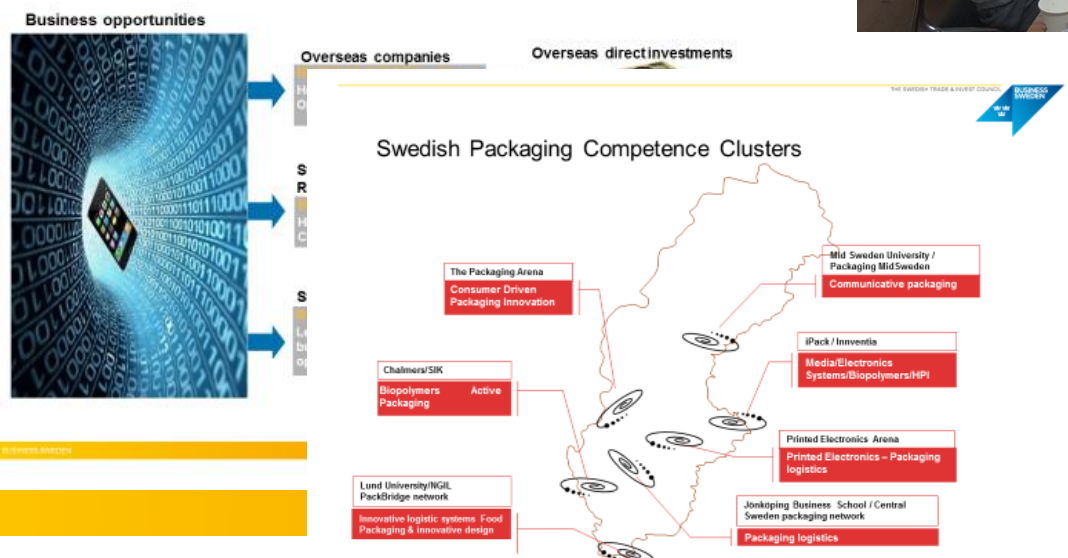


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SMART PACKAGING WHY SWEDEN?

SMART PACKAGING KNOWLEDGE
August 22nd, 2017
Eungyu Park, Business Sweden

INVEST AND TRADE PROMOTING OPERATIONS





IN REALITY

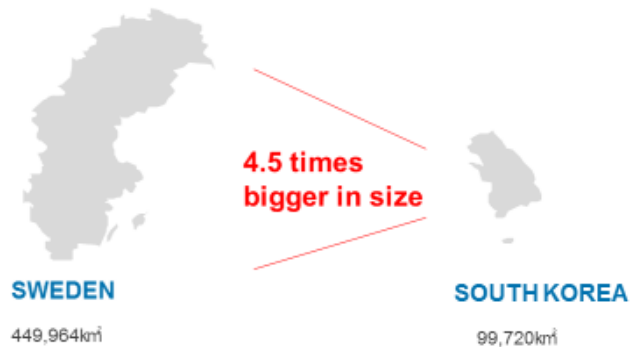
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- ▶ 12:00 – 13:00 lunch





AT A GLANCE – SWEDEN IN COMPARISON



SOME EXAMPLES OF INVESTMENT TO SWEDEN

GREEN FIELD INVESTMENT AND M&A

- ▶ Samsung acquired nanoradio, a lowpower wifi solution company (2012)
- ▶ 37 points (Korean design company) established branch office (2015)
- ▶ Gamma Nu established EU HQ in Sweden (2015)
- ▶ Korea tech company invest 2,19M USD in Acconeer (2015)
- ▶ Thetis FS Korea establish branch office in Sweden (2015)
- ▶ Gemvax Technology to acquire 58% share of NovaHep AB, regenerative medicine company (2015)
- ▶ Smilegate invest 40M USD (480억원) in Starbreeze Studios with long term partnership agreement (2016)
- ▶ Pharma Research Product purchases 27% of Lipopeptide's shares (2,5M USD) for long term partnership (2016)
- ▶ And a lot more!

WE OFFER;

- ▶ **Strategic investment advice and tailored business information**
 - ▶ ex) Tailored-made report about Swedish wood processing R&D
- ▶ **Matchmaking and introduction to investment opportunities**
 - ▶ ex) Swedish mobile infrastructure & base station development
- ▶ **Meeting arrangements in Sweden**
 - ▶ ex) 2~3 days visit program
- ▶ **Information about how to establish and run a business**
 - ▶ ex) Operating guide for starting a branch in Sweden
- ▶ **Network access - introductions to public and private companies and organizations**
 - ▶ ex) introducing relevant consulting firm

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THE SWEDISH DRUG DISCOVERY & DEVELOPMENT PIPELINE 2016

December 2016





WE ARE EXPERT IN BUILDING RELEVANT CONNECTIONS

Japan is very much consensus decision-making society. Normally, a proposal will be submitted by the department concerned to top management team, therefore, it is necessary to have good dialog and relation with such department. Usually, we approach to such department but not top management directly.



Michio Mori

Senior investment advisor, Business Sweden Japan



Srikang Illuri

Head of invest, Business Sweden India

Having connection to high level executive make things a lot easier in India. We always aim to meet top decision maker and it's not always easy. We use our industry network as well as basic strategy – wait until they find interest!

STRONG TEAM WITH KEY INDUSTRY NETWORK



AGENDA

- ▶ Investment promotion in Market
- ▶ Market – Region Collaboration



SUGGEST REGIONAL STRENGTH

EXAMPLE 2. GOTHENBURG WITH DIGITAL HEALTH FOCUS



Tailor made meetings with 3 investors who is interested in M-Health
 Bio korea meetings – set by region which gave new access for Korea team
 Set up meetings with industry association for region to region collaboration
 Result – Medium quality investment from Korea to Gothenburg this year!



SOME OTHER COMMENTS FROM THE MARKET

Keep us informed of policy and sectoral developments in their region. News and insights are an optimal way to get back in touch with existing leads or potential leads. And also, aftercare – A best-in-class economic development group such as these regions has a pulse on what its existing foreign investors are doing so as to identify pain points that might drive them away or ideally, opportunities for expansion.



Alev Gunay

Senior Investment Advisor, Business Sweden Chicago



In my experience, I have not had so much to do with regions. I very much believe in face-to-face meeting in order to work more efficiently therefore it might be an idea that we as markets get to meet with regions in conjunction with global conference next year?

Yoko Soderberg

Senior investment advisor, Business Sweden Japan



**WE KNOW THE MARKET, YOU
KNOW YOUR STRENGTH.
LET'S MATCH-MAKE!**

Eungyu Park, Associate

Business Sweden Investment Services & Cooperation

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KOMMUNENS ROLL I DET INTERNATIONELLA INVESTERARFRÄMJARARBETET

- ▶ Planering
- ▶ Marknadsföring
- ▶ Försäljning, leverans
- ▶ Implementera och vårda kunden efter etablering





THE RFI QUESTIONS ARE DIFFERENT DEPENDING ON THE INVESTMENT DRIVER – THE REASONS TO INVEST



COMPETENCE

- Are there any regional innovation hubs, science parks, etc. If so, within what focus areas?
- How many electrical engineering PhD students are available in the region?
- What is the salary level for a software developer?
- Is there any testbeds with focus on digital visualization in your region?
- What companies in your region are active within e-health?
- Is there possible for foreign companies to collaborate with the local university? If so, can you provide us with contact details?
- Are there any available 200m2 rental space close to the university?
- Is there any airport within two hours with directly flights to Frankfurt?



RESOURCES

- What is the electricity cost for 15MW?
- What is the energy mix in your region?
- Are there any 2000m2 industrial premises available?
- Are there any vocational university with courses with industrial pipe production?
- Is it possible to find 20 highly skilled mattress producers within your region?
- Are there any regional financial incentives available?
- How long will it take to get environmental permission for a chemical factory?
- Are there any natural gas providers?
- What is the water cost (per liter)?
- What is the wastewater discharge cost (per liter)?



MARKET

- What is the purchasing power in your region?
- What is the highstreet retail footfall?
- What is the salary level for a shop assistant?
- Are there any available 150m2 retail space?
- Is it possible to hire 100 construction workers in your region?
- What is the time to get a construction permit?
- Who are the key construction companies operating in your region?
- Is there a demand for drilling consultancy companies in your region?
- What is the market size for men's fashion in your region?



UPPGIFT: KOMMUNENS/AKTÖRER I REGIONENS OLIKA ROLLER - VEM/HUR? – ERFARENHETER OCH FRAMÅT?

Planering

- ▶ Ansvar för att ta fram leveransklara siter?
- ▶ Snabb hantering av kommunala processer?
- ▶ Resurser för att utveckla infrastruktur?

Marknadsföring

- ▶ Äga och ansvara kommunens/regionens helhetserbjudande?
- ▶ Samverkan med externa aktörer?
- ▶ Det kommunala/regionala erbjudandet inklusive etableringsservice?

**VAD FUNKAR IDAG?
VAD BEHÖVER FÖRBÄTTRAS?**

För

- ▶ Skriva avtal?
- ▶ Ansvar att leverera?
- ▶ Kontaktyta med kunden?

kunden

- ▶ Övrig service till kunden?
- ▶ Vårda för eventuell expansion?



THE SWEDISH TRADE & INVEST COUNCIL

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ATT SKAPA ETT INVESTERINGSERBJUDANDE

▶ VALUE PROPOSITION?

▶ VEM SKA INVESTERA?

▶ VAD KAN PLATSEN
FYLLA FÖR BEHOV HOS
INVESTERAREN?



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PAKETERA PLATSEN!?

OPPORTUNITY, AUDIENCE AND PITCH FEEDBACK IS KEY FOR DEVELOPING A SOLID VALUE PROPOSITION

Why is this a business opportunity?

- Support opportunity with recent facts (statistics, studies, reports, success cases)
- Put Sweden in a global context, what is the competition like?
- Is our value proposition unique?
 - Clusters, talents, collaboration partners
- Which regions in Sweden have the best client offering?

Who is the target audience?

- Who is the target audience?
 - Are there several audiences that we should adapt the material to?
- What is the expectation level of the target audience?
 - Well informed/busy? Avoid repeating industry information that they know better than us and go straight to the business opportunity

What is the pitch?

- How do we sell the case to the target audience?
- Can we get support with testimonials that can sharpen our value proposition?
 - Think about strong one-liners, what can we say in one sentence that stays in the investors' minds?

THE VALUE PROPOSITION WILL BE DEVELOPED WITH THE SUPPORT OF BOTH INVESTMENT AREAS AND PACKAGED SOLUTIONS

SUGGESTED AGENDA FOR PACKAGED SOLUTIONS – TO BE ADJUSTED DEPENDING ON AUDIENCE/NEED

- ▶ Presentation of business opportunity
 - ▶ Brief introduction of industry (remove if too generic)
 - ▶ Areas of expertise
 - ▶ Regional clusters and talent
- ▶ Industry initiatives and regional incentives
 - ▶ Cost structure
 - ▶ Important authorities, organizations and partners
- ▶ Industry investments – or growth trend
- ▶ Testimonials / Success cases
- ▶ Business Sweden – value proposition, service offering and portfolio

A MORE NARROW APPROACH IS SUGGESTED FOR PACKAGED SOLUTIONS FOR THE WELL INFORMED TARGET AUDIENCE



GRUPPARBETE: MOT EN INVESTERINGSMOGEN PLATS

**Varför tjänar företaget
mer pengar här än
någon annanstans?
(diskutera utifrån ett antal
underfrågor)**



MOT EN INVESTERINGSMOGEN PLATS?

- ▶ Branscher- vilka är de?
- ▶ Resonera kring deras mognadsgrad
- ▶ Har de tillväxtpotential?
- ▶ Vad driver tillväxt i dessa branscher?
- ▶ Finns det överskridande frågor i regionerna som är viktiga för att branscherna ska få tillväxt?
- ▶ Vilka kluster finns?
- ▶ Finns branscher som har potential att bilda kluster
- ▶ Identifiera vad som saknas ?
- ▶ Lista alla aktörer som jobbar med tillväxtfrågorna på platsen: kommun, region, aktörer, företag mfl....)
- ▶ Är de arbetsformerna vi har idag främjande för tillväxten?

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NÄSTA STEG

- ▶ Möten och support - Business Sweden är tillgänglig!
- ▶ Alla vet vem som har vilken roll och vad som ska göras?
- ▶ Nästa workshop nov/dec.



CHECK-UT

- ▶ Vad är det viktigaste jag tar med mig från denna dag om det investeringsfrämjande arbetet?



THANK YOU!