

INVESTMENT PROMOTION

BUSINESS SWEDEN
FRANCISCA HERODES & ASLI SUNGUR

DECEMBER 4, 2017

AGENDA 4 DECEMBER, 2017

CIRKATIDER

- ▶ 10.00 Invest in Dalarna Intro and Business Sweden Check-in och presentationsrunda
- ▶ 10.30 Update- Investeringsfrämjandet strategi och arbetssätt – Business Sweden
- ▶ 11.00 Workshop: Styrkeområden i Dalarna
- ▶ 12.00 Lunch
- ▶ 13.00 Workshop – Presentationer
- ▶ 13.30 Workshop - Prioritera
- ▶ 14.00 Vad gör vi nu? Vem tar ansvar för vad?
- ▶ 14.15 Workshop kommunens roll vs investerarens
- ▶ 14.45 Check-ut
- ▶ 15.00 Avslutning



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 scale-ups & VC



RESOURCES

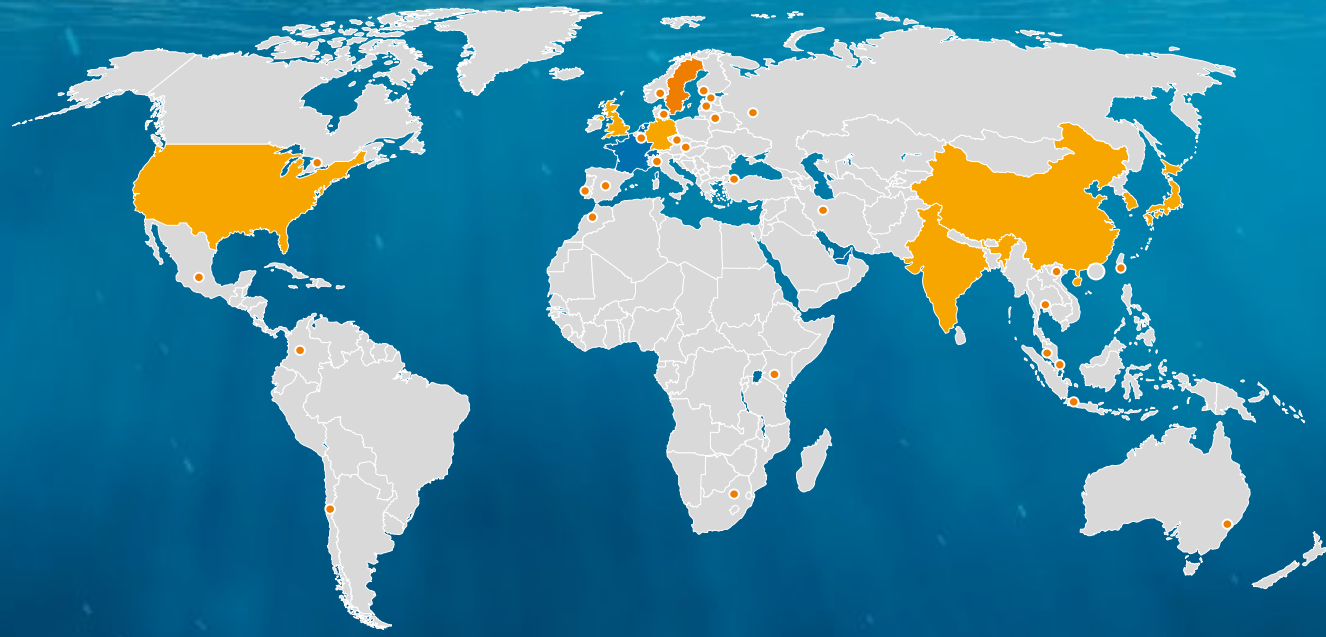
- Data Centers
- Automotive / e-mobility
- Materials
- Manufacturing

MARKETS

- Infrastructure & Construction
- Retail

- Connected cars
- eHealth
- New materials
- Smart Industry

PRIORITIZING 7 MARKETS – PRESENCE GLOBALLY



High Quality Investments



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



JOINING FORCES IN TEAM SWEDEN INVEST

TEAM SWEDEN INVEST

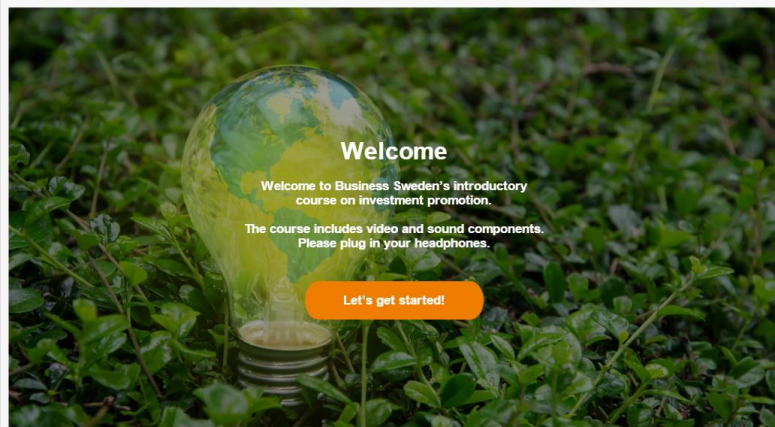
- ▶ Business Sweden
- ▶ Almi Invest
- ▶ The Swedish Energy Agency
- ▶ High Coast Invest
- ▶ Invest in Norrbotten
- ▶ Invest in Stockholm
- ▶ The Royal Swedish Academy of Engineering Sciences
- ▶ The Swedish Migration Agency
- ▶ RISE - Research Institutes of Sweden

- ▶ 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

SUPPORTING OUR BUSINESS OPPORTUNITIES



Investment Promotion

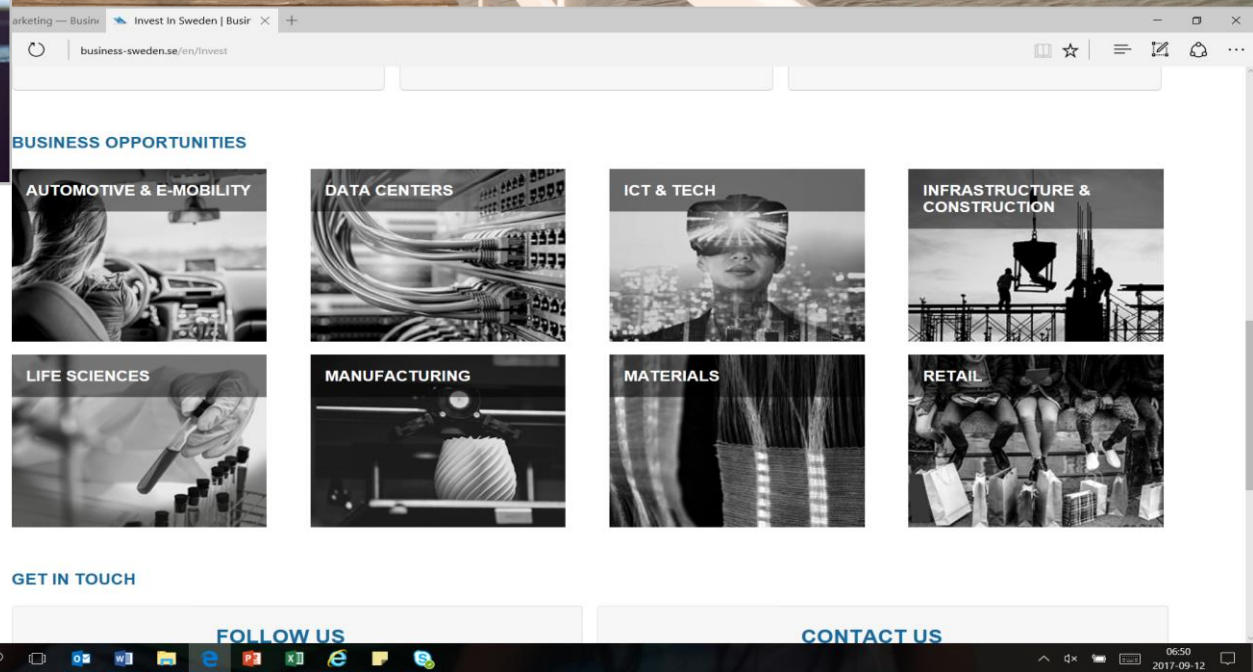


BUSINESS SWEDEN



EXAMPLES OF MARKETING MATERIAL

- ▶ Insight articles
- ▶ Updated webpage
- ▶ Updated Establishment guides
- ▶ Updating Advantage Sweden
- ▶ E-learning course



CONTACT US



INVEST TEAM IN SWEDEN, SEPT 2017

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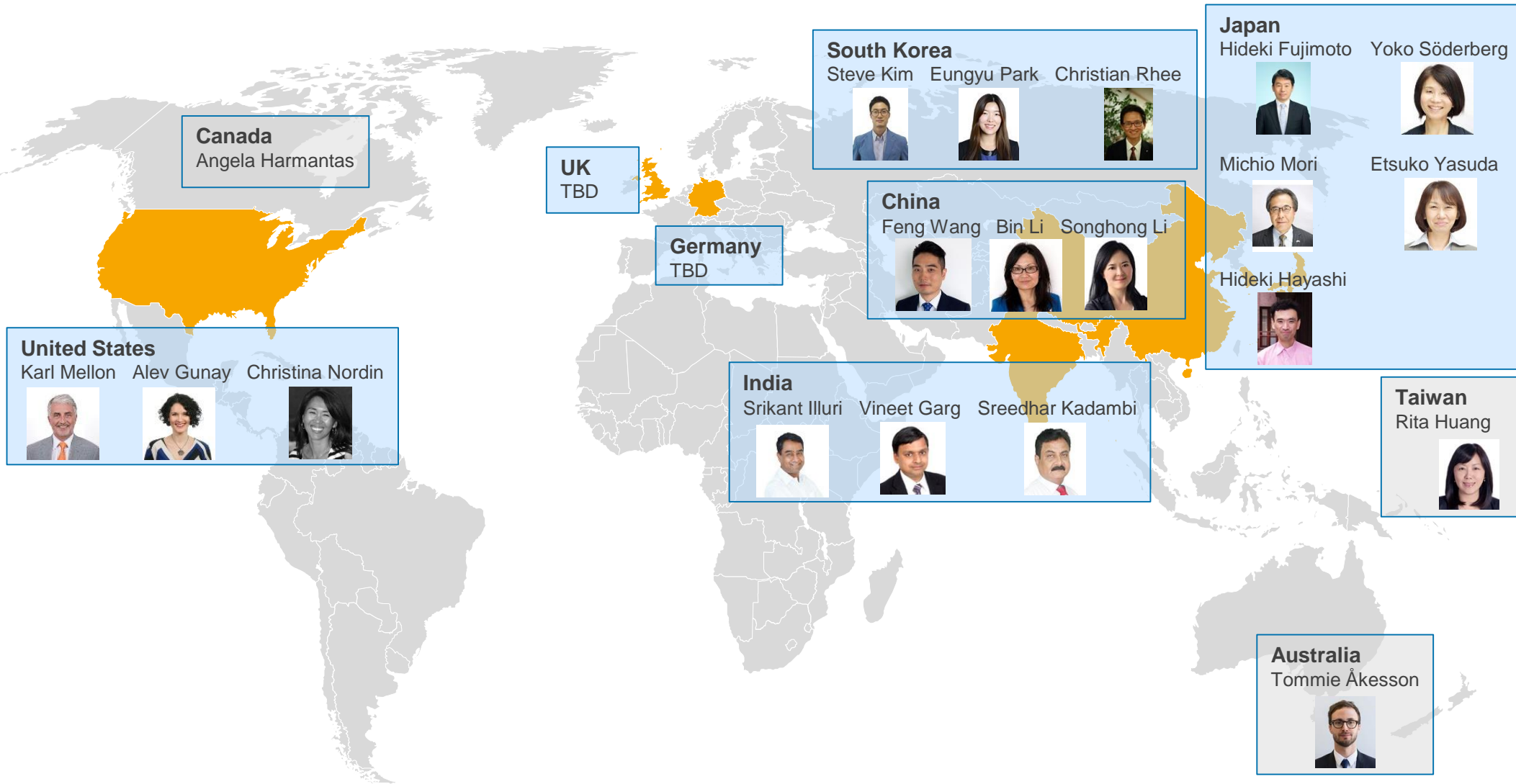


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GLOBAL INVEST TEAM, SEPT 2017



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THE SWEDISH TRADE & INVEST COUNCIL



PACKAGED SOLUTIONS PROCESS

December 2017
Invest

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

TO BE ANSWERED BY INVESTMENT AREA PRIOR TO PROJECT START

Business opportunity

- What makes the offer a business opportunity? Is there a **genuine business case**?
- Put Sweden in a global context, what is the **competition** like? Is the opportunity **unique**?
- Support opportunity with **recent facts** (statistics, studies, reports, success cases)
- **Which regions** in Sweden have the best offering?
 - Clusters, talent, collaboration partners

Target audience

- Who is the target audience?
 - Are there **multiple audiences**?
- What is the **expectation level** of the target audience?
 - Well informed/busy? Avoid repeating industry data and go straight to the business opportunity

Pitch

- How is the business opportunity sold to the target audience?
 - Think **storyline**, not just presenting facts already available online
- Are there **testimonials** to sharpen the value proposition?
 - Think about **strong one-liners**, what can be said in one sentence that stays in the investor's mind?

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

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

- ▶ Industry overview
 - ▶ Areas of expertise (less is more)
 - ▶ Regional clusters and talent
- ▶ Industry initiatives and regional incentives
 - ▶ Important authorities, organizations and partners
 - ▶ Relevant projects, available/sought after strategic partnerships or talent
 - ▶ Available grants or other financial incentives
- ▶ Testimonials / Success cases
- ▶ Conclusive slide on business opportunity
- ▶ Business Sweden – value proposition, service offering and portfolio

The business opportunity story is told throughout the material – on a slide level through a sharp headline, body and punchline – ensuring that every space is used efficiently

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



MOT EN INVESTERINGSMOGEN PLATS

**Varför tjänar företaget
mer pengar här än
någon annanstans?**





GRUPPÖVNING 3: PRIORITERA!

Var och en får
fördela
3 pinnar var!



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THE RFI PROCESS

REQUEST FOR INFORMATION (RFI) IS AN FORMAL SCREENING PROCESS FOR INVESTORS TO GATHER INFORMATION

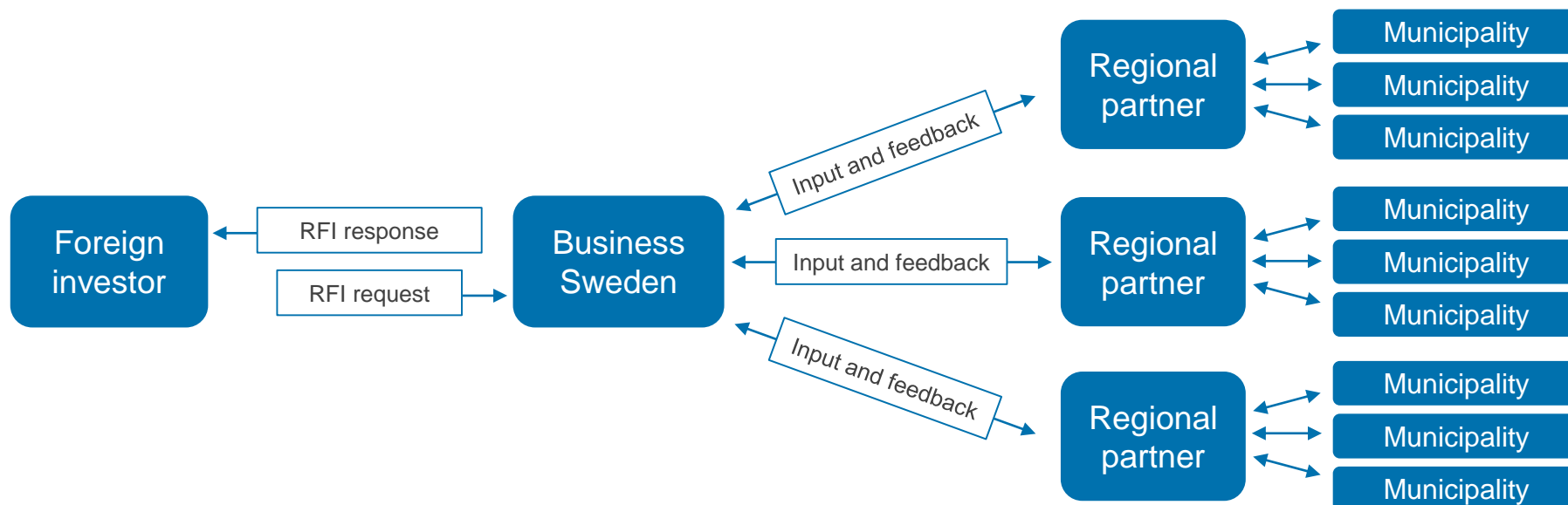
- ▶ An RFI is the first and most broadly cast of a series of requests from investors intended to narrow down a list of possible **investment locations**. It is most common for:
 - ▶ Greenfield establishments
 - ▶ larger investment projects with specific requirements
- ▶ Important is that RFI requests are not distributed during all investment process.
- ▶ The RFI is either requested from the investing company directly or through a hired consultancy company.
- ▶ Most RFI requests have a strict deadline and information needs to be submitted before this date.



SALESFORCE IS AN IMPORTANT TOOL IN THE RFI DELIVERY PROCESS TO KEEP TRACK OF PROGRESS

ILLUSTRATION OF THE GENERAL RFI DELIVERY PROCESS

- ▶ The interaction between Business Sweden and regional partners is crucial to support the investor in the investment decision.
- ▶ Competition in the investment process makes transparency and professionalism important to achieve a successful delivery.





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 direct 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?

BEST PRACTICE: HOW TO PROVIDE INPUT ABOUT THE REGIONAL CONDITIONS

- ▶ Business Sweden will receive regional input from several regions and sources. Therefore, it is important with a good structure in the input from regional partners.
 - ▶ Write in English
 - ▶ Write short and specific
 - ▶ Name the document with date, region and project. Example: 170907_RegionSolna_Input_ProjectX
 - ▶ Stick to the deadline, no information will be handled after the RFI input deadline

THE DIFFERENT ROLES IN THE RFI PROCESS


- ▶ Business Sweden – National level
- ▶ Regional partner – Regional / local level

- ▶ **Business Sweden** provides:
 - ▶ Advise about national investment conditions and opportunities
 - ▶ National statistics (National average salary levels)
 - ▶ National establishment information

- ▶ **Regional partners** provides:
 - ▶ Regional statistics (labor costs, employment, etc.)
 - ▶ Regional investment conditions
 - ▶ Details about specific sites and investment opportunities
 - ▶ Regional establishment information

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National level

A blue rectangular box with a thin white border containing the text "Regional/Local level".

Regional/Local
level



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?

VILKA TRE SAKER BEHÖVER VI FÖRBÄTTRA I VÅR KOMMUN?

För

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

en

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



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