

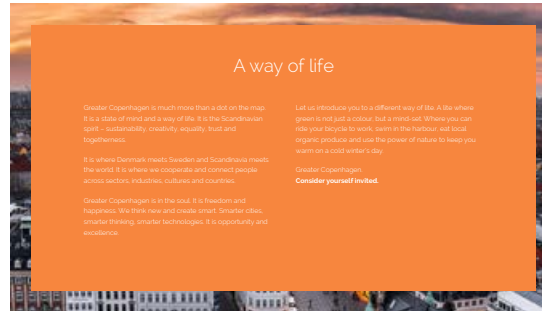
Complementary facts and
information to each slide in the
presentation **“Why it’s great doing
business in Greater Copenhagen”**.

GREATER
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Introduction

A life built on the Scandinavian spirit - sustainability, equality, creativity, trust and togetherness. It's where Sweden meets Denmark and we think new and creative smart, cooperative and connect people across sectors, industries, cultures and countries.

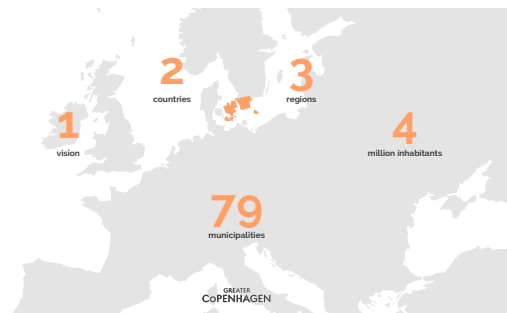


1. Greater Copenhagen - A Way of Life

Greater Copenhagen is much more than a dot on the map. It is a state of mind and a way of life. It is the Scandinavian spirit – sustainability, creativity, equality, trust and togetherness.

It is where Denmark meets Sweden and Scandinavia meets the world. It is where we cooperate and connect people across sectors, industries, cultures and countries. Greater Copenhagen is in the soul. It is freedom and happiness. We think new and create smart. Smarter cities, smarter thinking, smarter technologies. It is opportunity and excellence. Let us introduce you to a different way of life. A life where green is not just a color, but a mind-set. Where you can ride your bicycle to work, swim in the harbor, eat local organic produce and use the power of nature to keep you warm on a cold winter's day. Greater Copenhagen. Consider yourself invited.

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2. This is Greater Copenhagen

A metropolitan region that spans Eastern Denmark and Skåne in Southern Sweden with a unique potential in its optimal location – working as a hub for the Nordics, the Baltics (+Russia) and the north European markets.

Greater Copenhagen is also a political collaboration. Greater Copenhagen & Skåne Committee (GCSC) works towards eliminating cross-border barriers preventing business development and economic growth. GCSC also aims at making it easier to connect people across countries and cultures.

1 vision for the collaboration:

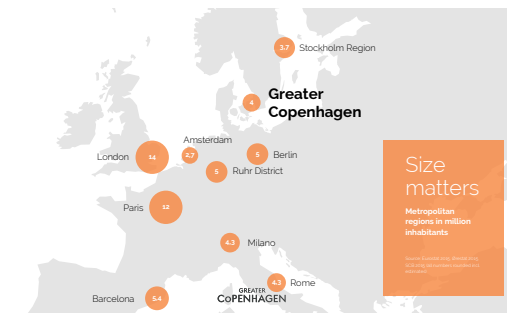
"Greater Copenhagen is the centre of sustainable growth and quality of life offering an agile, collaborative and accessible metropolis – where people and businesses can unleash their potential."

2 countries. Denmark and Southern Sweden, Skåne.

3 Regions. Region hovedstaden, Region Seeland and Region Skåne

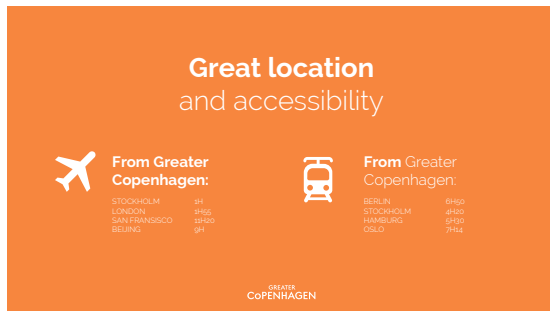
79 municipalities in Greater Copenhagen, 33 located in Skåne, 46 located on Seeland, Lolland, Falster and on Bornholm

Home to **4 million inhabitants**.



3. Size matters

If we are to participate in international competition with for example China, size is absolutely essential. By seeing ourselves as one metropolis, we can compare ourselves with the most important growth hubs in Europe.



4. Great location and accessibility

Greater Copenhagen is the connection between Scandinavia and the rest of Europe and is the most densely populated region in Scandinavia. It's a central point for logistics, with comprehensive infrastructure for rail, road freight and car traffic. Copenhagen Airport is the largest international airport in the Nordics with 50 global flight connections and direct flights to 26 cargo destinations.

Malmö airport reaches northern Scandinavia and 14 international destinations. It is one of the world's 20 most climate-renowned airports certified by Airport Carbon Accreditation.

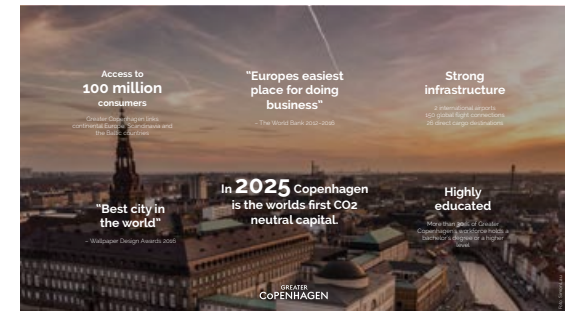
Our harbors and integrated railway system further facilitate easy supply of goods and services.

By train you'll comfortably reach Stockholm, Oslo, Berlin and the rest of Europe within a couple of hours. In the future, this part of Scandinavia will be even more closely connected to Europe, thanks to the construction of the Femarnbelt link – a tunnel between Denmark and Germany which will be completed in 2020.



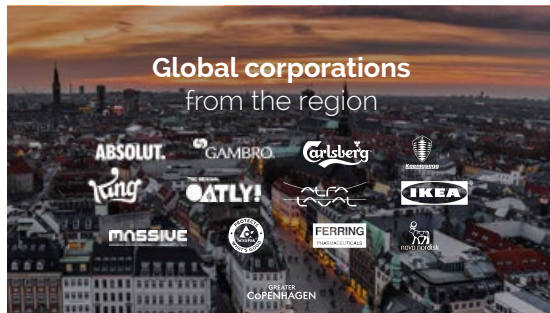
5. We enable business growth and innovation

The region offers world class research facilities and a creative business environment with access to the markets of the two countries. A unique business politics cooperation focusing on growth and innovation. Sweden ranks no 2 and Denmark no 6 in the Global Innovation Index. The most innovative countries teach creatively, enforce progressive laws, do business intelligently, and live on the cutting edge.



6. Proof points

Greater Copenhagen links continental Europe, Scandinavia and the Baltic countries, providing access to a market of 100 million consumers within 24 hours.



7. Global corporations from the region

These are examples of global corporations that are founded in the region and/or have their HQ here.

ABSOLUT, world famous vodka. Situated and founded in Åhus.

King, interactive entertainment developer with games such as Candy crush saga, office in Malmö.

Massive, interactive entertainment developer, founded in Malmö, HQ in Malmö.

Gambro, kidney- and liver dialysis. Founded in Lund, HQ in Lund.

Oatly, milk made from oats. Founded in Lund, HQ in Malmö, produced in Landskrona.

Tetra Pak, processing and packaging. Founded in Lund, offices and manufacturing in both Lund and Malmö.

Alfa Laval, heat transfer, separation and fluid handling. Founded in Lund, HQ in Lund.

Koenigsegg, highly exclusive super cars. Founded in Ängelholm, HQ in Ängelholm.

IKEA, HQ in Malmö.

FERRING pharmaceuticals, founded in Malmö, international R&D in Copenhagen.

Carlsberg, brewery founded in Copenhagen, HQ in Copenhagen.

Novo Nordisk, pharmaceuticals, founded in Copenhagen, HQ in Copenhagen.



8. Global corporations in the region

These are examples of global corporations that have chosen to settle in the region because of all it has to offer in terms of highly skilled and diverse workforce, good infrastructure and an environment with high innovation rate.

Bosch
Intel
Johnson and Johnson
Sony
Huawei
Mercedes-Benz
Toyota
IBM
Peugeot
Ubisoft



9. Large investments and research

Scandinavia's largest recruitment base of highly-skilled employees and Scandinavia's most knowledge-intensive research and business environment. The German Innovation Indicator ranks Denmark 1st and Sweden 4th in the world on science innovation.



10. Proof points

ESS and Max IV; These two facilities are the two most brilliant light sources in the world and will lead research within materials and life sciences for decades to come. These two gigantic labs will together make up a hub in Europe's research infrastructure, and mobilization for them to be used as leverage for Greater Copenhagen's development, both in research and industry.

The 12 universities are:

- Lund University
- Malmö University
- Kristianstad Högskola
- SLU Alnarp
- University of Copenhagen
- Aarhus University
- University of Southern Denmark
- Roskilde University
- Aalborg University
- Technical University of Denmark
- Copenhagen Business School
- IT University of Copenhagen



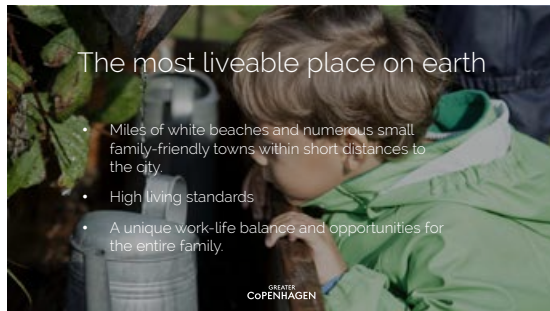
11. Quality of life

Work-life balance is a cornerstone of our business culture. You are always close to nature even in the city.

The OECD has declared that the region of Greater Copenhagen has the world's healthiest work-life balance. And in the latest annual Global Workforce Happiness Index, the people of Greater Copenhagen were in the top five.

The official working week is fixed at 37–40 hours. Often, overtime is compensated either financially or as time off in lieu. Employees who have children are entitled to take the day off on days of their child's illness to care for them. And finally, in Greater Copenhagen employees are entitled to at least five weeks paid leave every year.

And the amazing thing is that productivity is still high. In fact, Greater Copenhagen is among the 10 most productive regions in the world (GDP) according to the World Economic Forum.



12. The most liveable place on earth

Get a career and a life

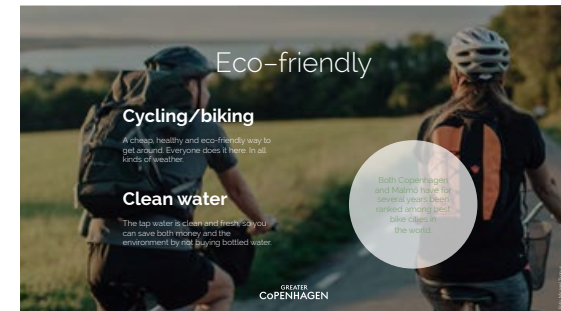
The working culture in Greater Copenhagen is characterised by a high degree of flexibility and work-life balance. In Greater Copenhagen, you can have an interesting job, pursue your career ambitions and be an attentive parent – without compromising your salary.

You will have time to spare as well as money to spend. Not having to worry about spending too little time with your family is one of the main reasons why most expats say that living in Denmark is so great. No wonder the Danes consider themselves the happiest people in the world!

Greater Copenhagen can take pleasure in being the home to both equally lovely and very similar traditions of "hygge" and "fika". Hygge and fika are ways to find moments to break up the day. With so many cold, dark days, the simple act of a candle glowing with a cup of coffee in the morning or a home cooked evening meal with friends can make a huge difference to one's spirit.

***Hygge** it's making coffee a verb by creating a ritual of making it every morning to a cosy evening in with friends where you're just enjoying each other's company to the simple act of lighting a candle with every meal.

****Fika** is much more than having a coffee. It is a social phenomenon, a legitimate reason to set aside a moment for quality time. Fika can happen at any time, morning as well as evening. It can be savored at home, at work or in a café. It can be with colleagues, family, friends, or someone you are trying to get to know. It is a tradition observed frequently, preferably several times a day.



13. Eco-friendly

Cycling offers a cheap, healthy and eco-friendly transportation and it can even sometimes be the fastest way of getting around in the city. Bikes and bike lanes are an integrated part of traffic and the urban infrastructure. We use our bike for almost everything, whether it's going to work, school and dinner parties, or simply transporting your kids and groceries home. Copenhagen has more bikes than inhabitants and Malmö has been ranked as the seventh best bike city in the world.

If you have a hobby, we have a club for it

Friends make life easier and more fun. A great way to meet new people in Greater Copenhagen is by joining one or some of the many leisure clubs and associations such as sports clubs and social clubs, which are hugely popular in Greater Copenhagen – if you want to do something, there's usually a club for it.

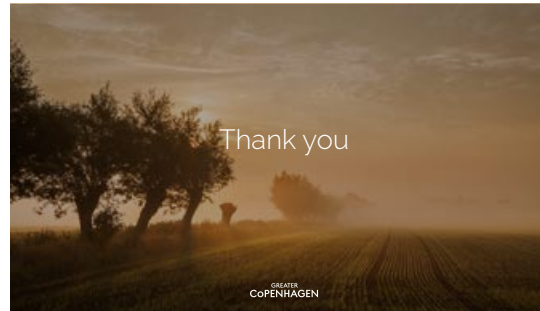


14. The good countries

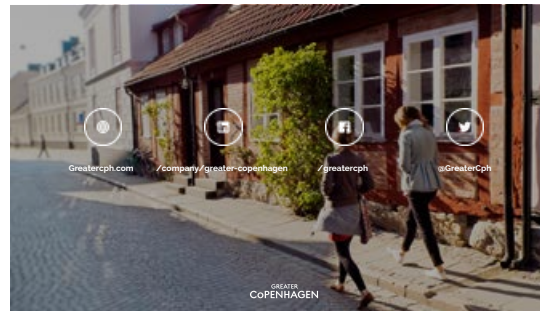
Work-life balance is a cornerstone of our business culture. You are always close to nature even in the city.

The work culture focuses on teamwork rather than individual competition, and the organizational structures are flat and non-hierarchical. Furthermore, employees are given a great deal of personal freedom and responsibility, which engenders trust and a sense of value. Here the positive and informal workplace has priority. Management is open-minded and interested in the opinions of its employees. The work culture is free from hierarchies, and managers are closer to being team leaders. As a result, employees are encouraged to speak their mind freely, and all opinions are highly appreciated when brainstorming or making decisions

We highly value friendliness, trust, ethics, hard work, equality between the sexes and prohibit harassment related to all grounds for discrimination. Companies tend to be less hierarchical than companies in many other countries when it comes to internal organization.



15. Thank you



16. Where to find more about Greater Copenhagen

SOURCES:

Students: Number of students is rounded to the nearest 1000's. Figures for Danish universities are from October 1, 2014, while the numbers for Scandinavian universities are respectively. From 2012, 2013 and 2014. Source: Statistics Denmark, Ministry of Education, Aalborg University, Aarhus University, Lund University, University of Malmö, University of Kristianstad and SLU Campus Alnarp.

Researchers: Copenhagen Capacity, City of Copenhagen, Öresund Committee, and Ministry of Education and Research.

Science parks and innovation incubators: Swedish Incubators & Science Parks, FOIN - Research Parks and Innovation Environments in Denmark. Innovationsindikator 2015 bei Deutsche Akademie der Technikwissenschaften (acatech), Bundesverband der Deutschen Industrie (BDI), Fraunhofer-Institut für System- und Innovationsforschung (ISI) und Zentrum für Europäische Wirtschaftsforschung (ZEW).

Good Country Index, a league table based on 35 separate indicators from sources including the United Nations and the World Bank.

Happiness: <https://www.bloomberg.com/news/articles/2017-03-20/world-happiness-report-2017-rankings-released>

The goodest country: <http://www.independent.co.uk/news/world/politics/sweden-goodest-country-in-world-good-country-index-a7061341.html#gallery>