



**BUSINESS REGION
GÖTEBORG**



Region Västra Götaland

Gothenburg

Gothenburg Region



Göteborg



Growth in the Göteborg Region

Gothenburg– among the fastest growing regions in Europe

Regional GDP growth 2002-2007*

(based on USD at constant prices (2000) and PPP corrected)

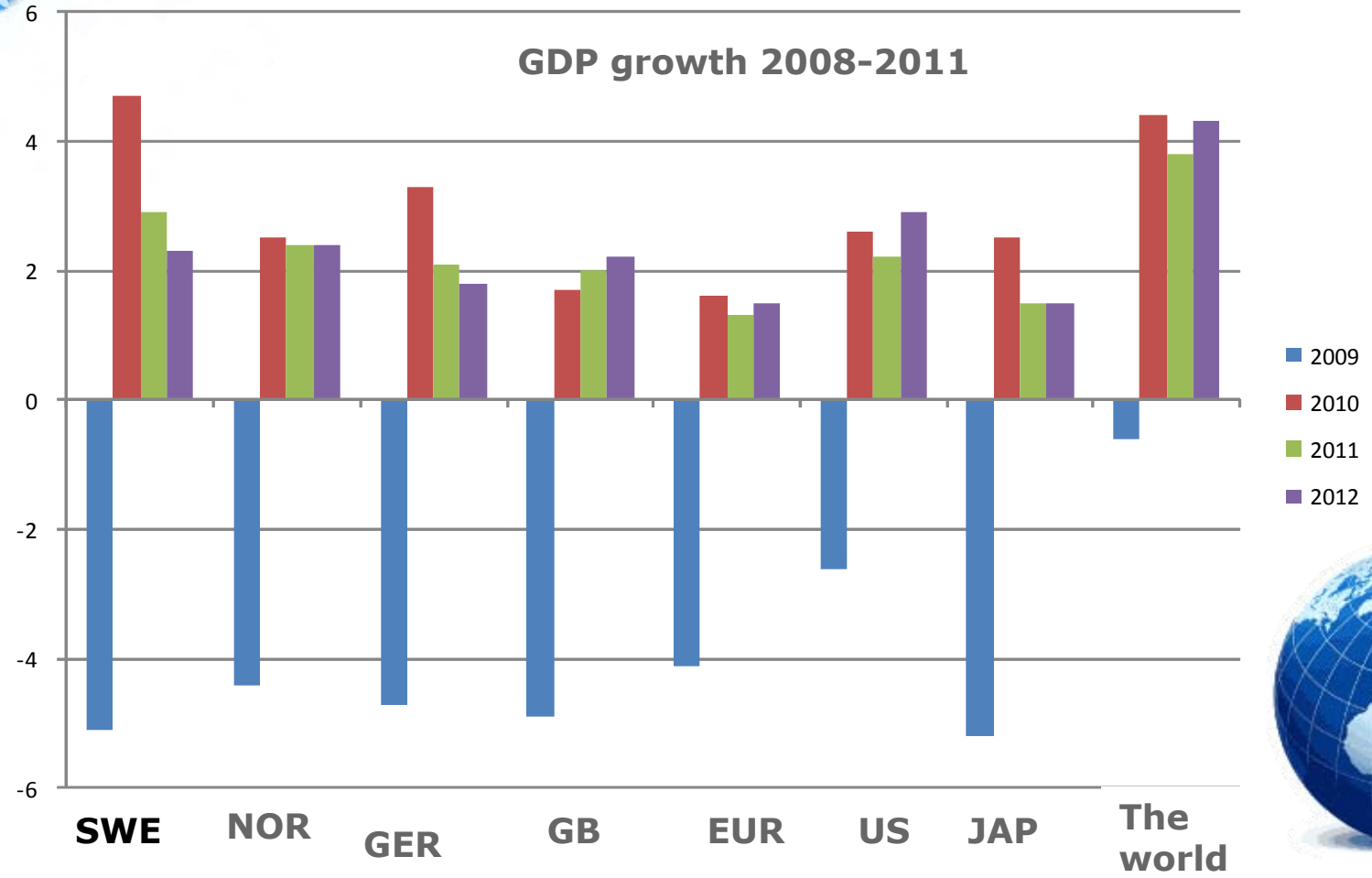
Source: BAK Basel Economics



Regional effects since the Lehman crisis:

- Employment level reached all time high third quarter 2008
- Unemployment has risen from 3 % to 6,9 % (of pop 16-64)
- The employment has decreased with approx. 10 000 in Gothenburg, (10 % of the total decrease in Sweden)
- The automotive sector is recovering. Both Volvo and SAAB recruit new staff. Volvo Cars showed black figure Q1 2010
- Business surveys indicates a strong economic up swing in the region, for most sectors
- Unemployment is now decreasing

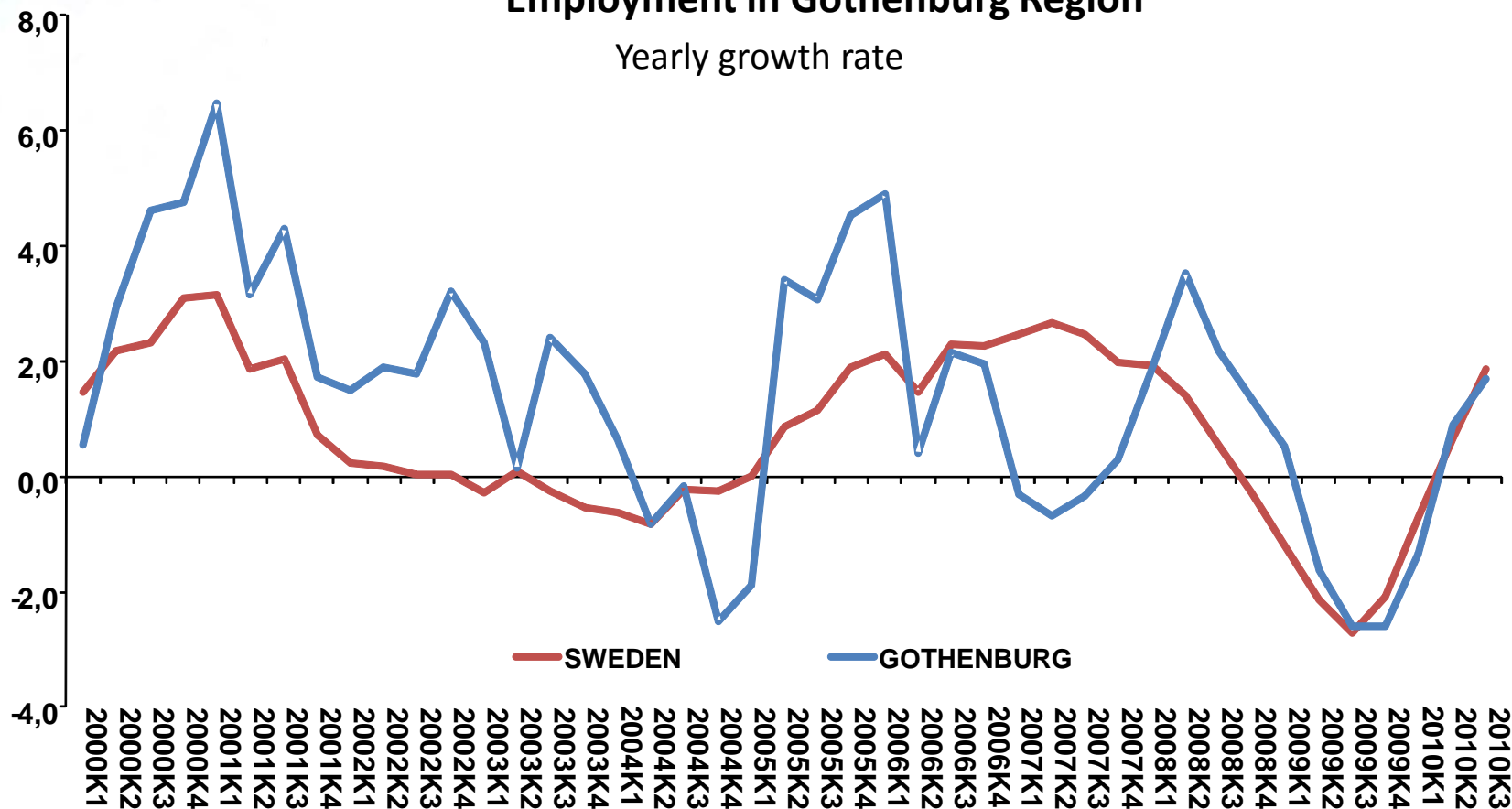
Strong growth in Sweden 2010



Employment is increasing again

Employment in Gothenburg Region

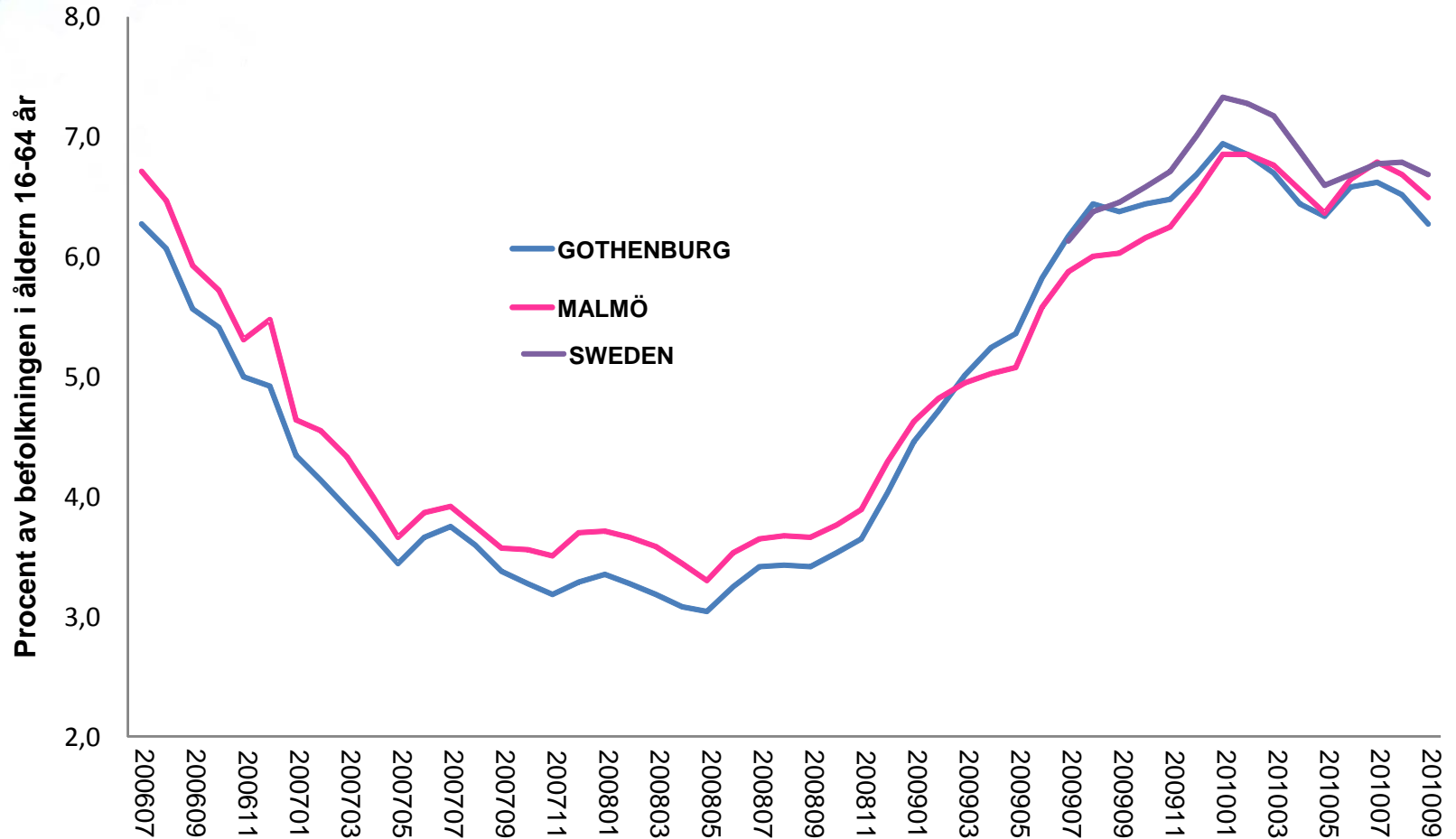
Yearly growth rate



Källa: SCB AKU



Unemployment is falling



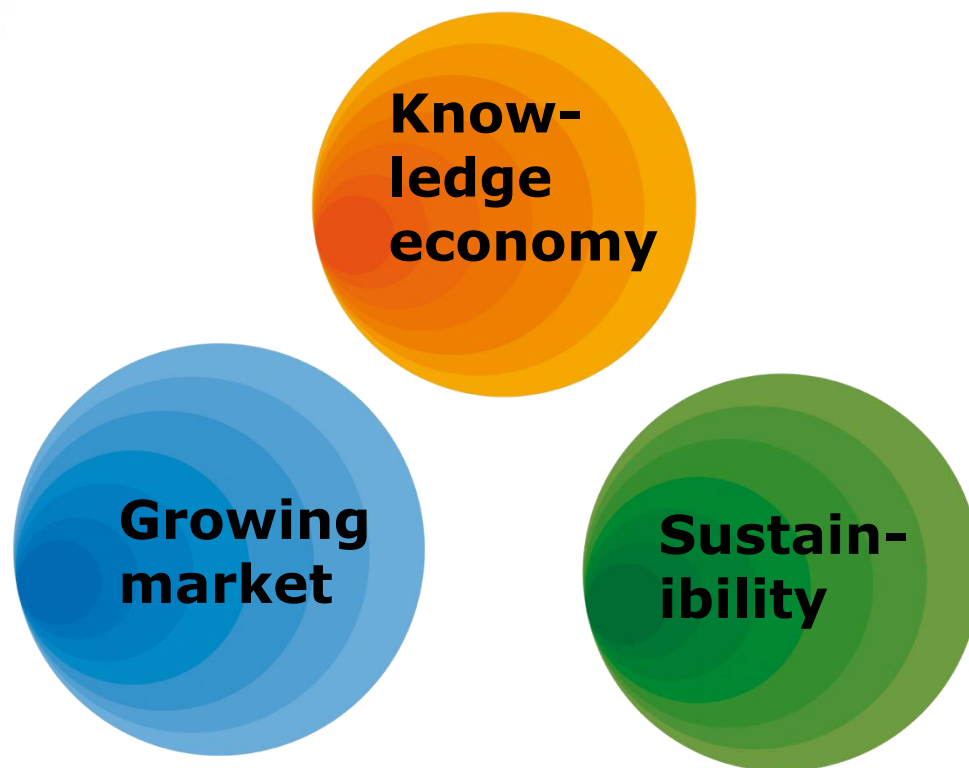
Källa: AMS, SCB



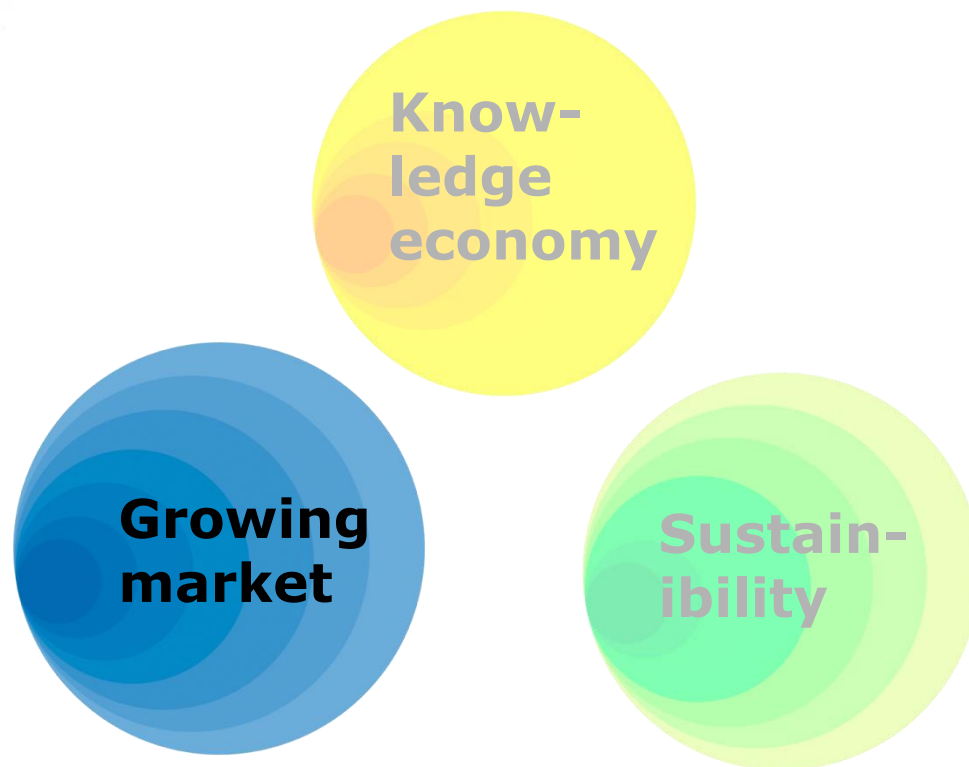
The future



Driving forces to 2020



Driving forces to 2020



Growth Strategy – The process

Implementa-
tion

Analysis and gain approval for the vision

2006

2005

2004

Date	Action	Aktörer
13/10	Kick off	Top 26 politicians
27/9	Discussion	Board, BRG
25/8	Discussion	Top 50 civil servants in the region
23/8	Presentation	BRU (County)
16/5	Decision	Board, GR
24/4	Discussion	Top 26 politicians
31/3	Discussion	Top 26 civil servants
Jan-mars	Rådslag 3	Consultation 13 City councils
31/10	Discussion	Top 26 politicians
26,27/9	Presentation	Top 100 civil servants in Göteborg
23/8	Presentation	Board of BRG
20, 21/6	Workshop 2	Top 26 politicians + Top 26 civil servants
18/5	Presentation	Board of GR
31/3, 1/4	Workshop 1	Top 26 politicians + Top 26 civil servants
29/10	Starting point	Top 26 politicians





Growth strategy

- Gothenburg is too small to compete in the long run

Strategy: Expand the functional urban region (infrastructure)





Expansion of city centre

Goal 2020

30 000 new inhabitants

40 000 new white collar workers

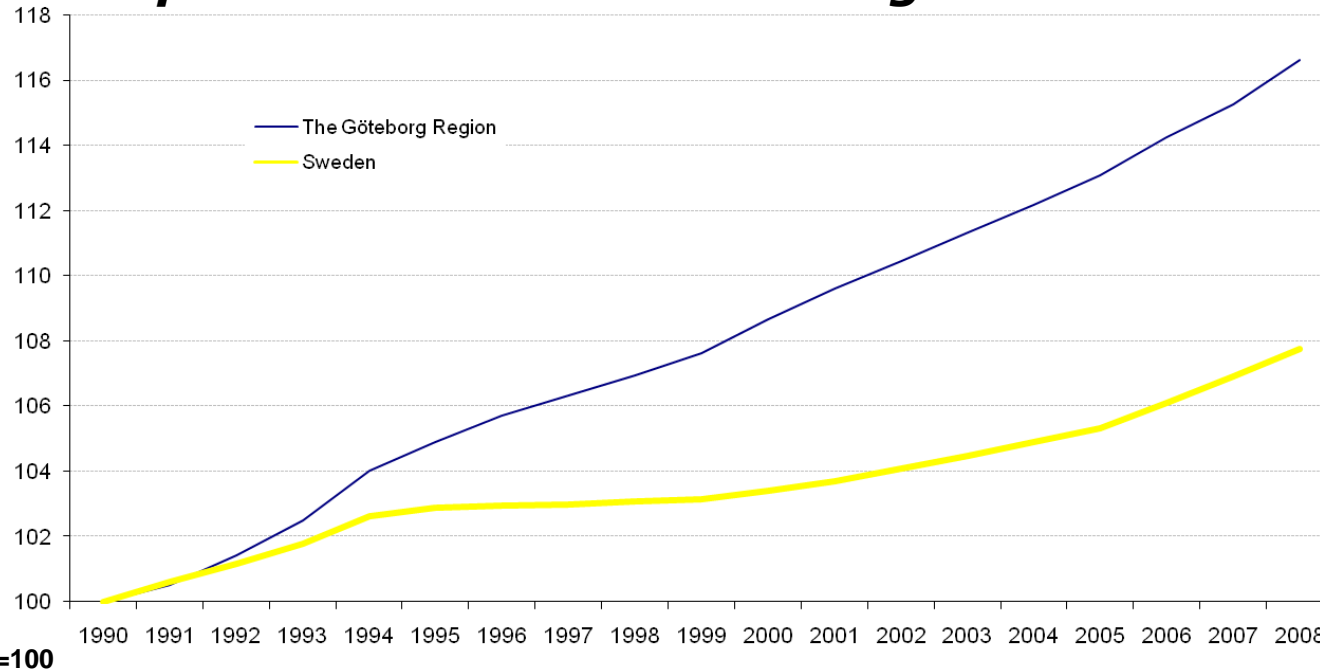


More objectives for Göteborgsregionen 2020

- **Population growth within Göteborgs region: 8000 per year**
- **Increase commuting with public transports from 25 to 40 %**
- **Infrastructure:**
 - ✓ **Marieholmsförbindelsen and Västlänken**
 - ✓ **Götalandsbanan 2020**

Population growth increases purchasing power

Population growth in the Göteborg Region outperform the Swedish average



Source: Statistics Sweden

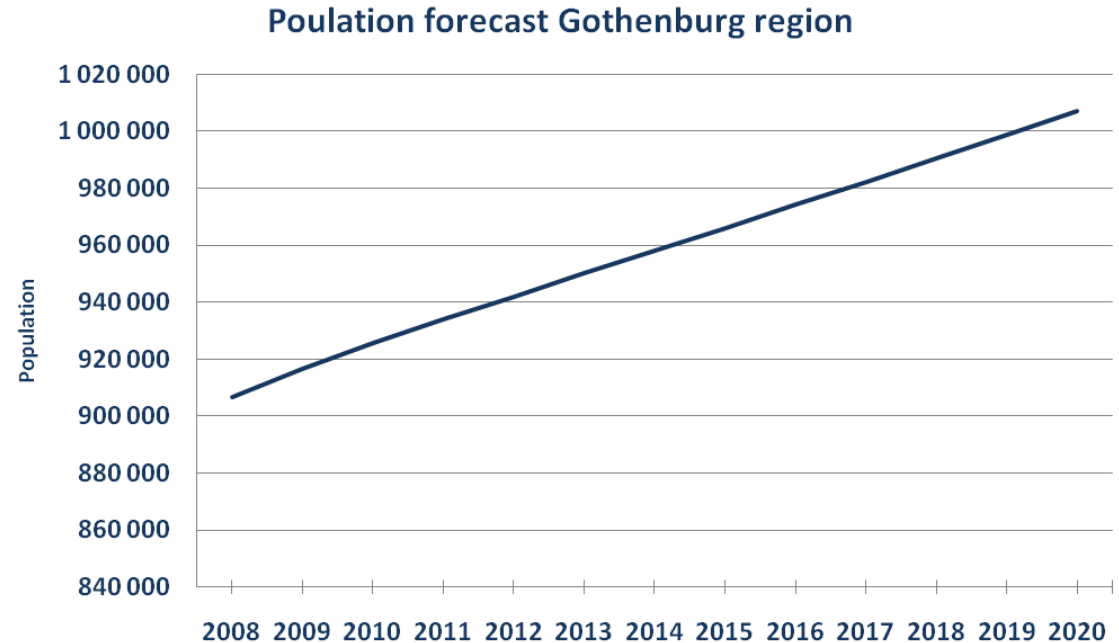
Gothenburg Region consist of: Gothenburg, Mölndal, Partille, Öckerö, Lerum, Kungälv, Lilla-Edet, Stingsund, Ale, Härryda, Kungsbacka, Tjörn, Alingsås



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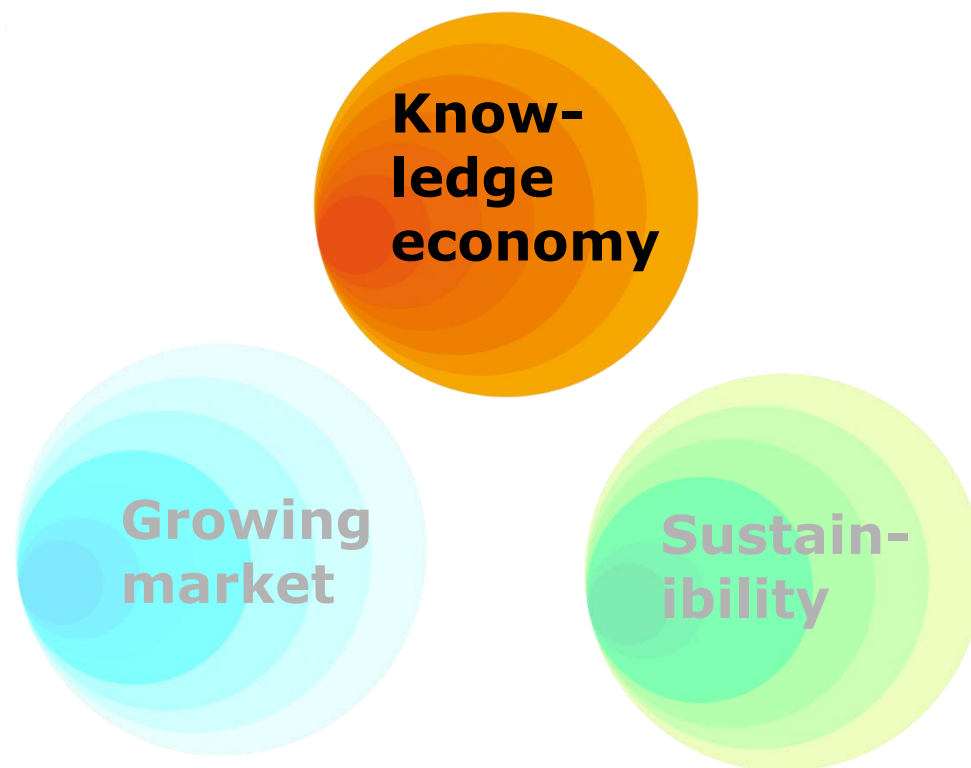
Young and growing population

Age	Growth 2008-2020
0-19	18 000
20-64	46 000
65-	36 000
Total	100 000



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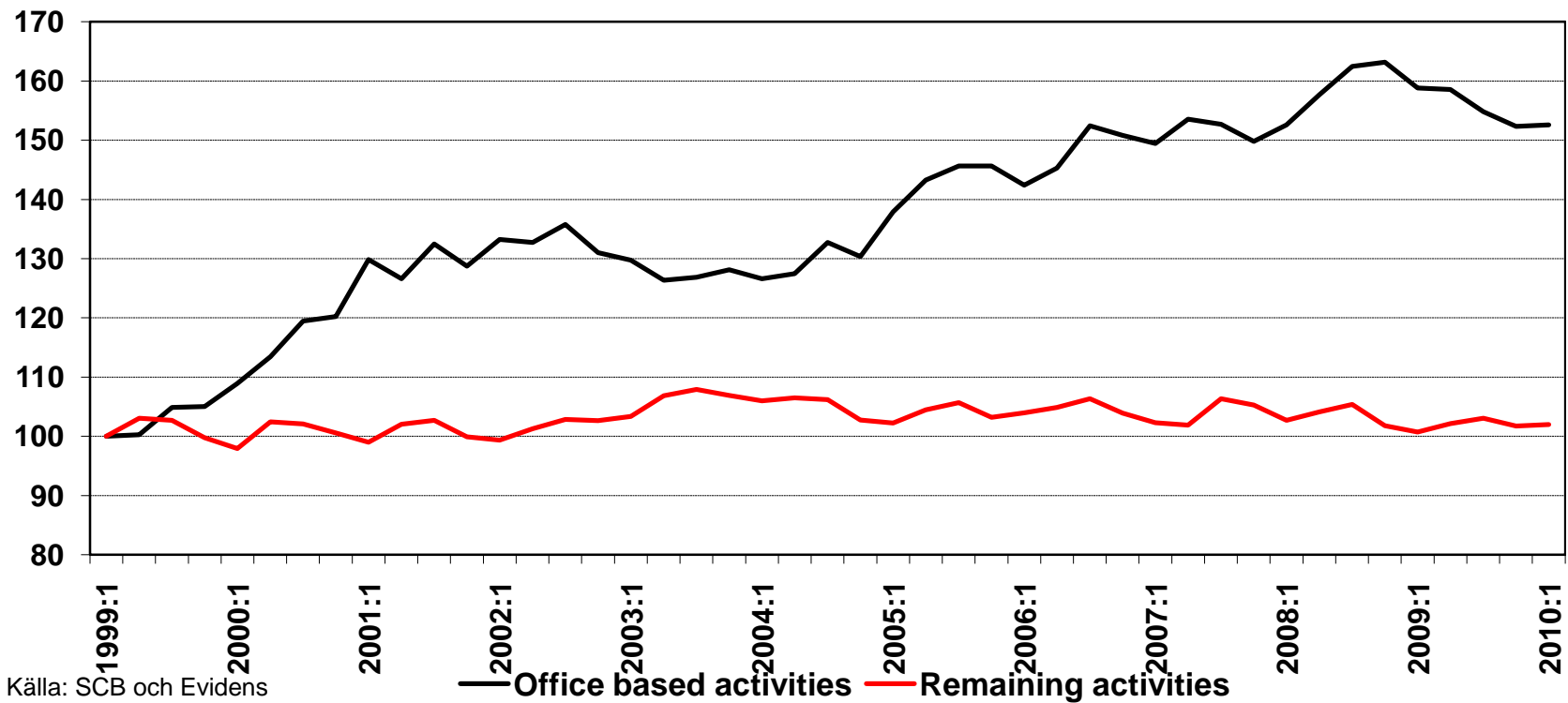
Driving forces to 2020



Rapid transition towards a knowledge economy

Employment in office based activities in Gothenburg region
Index 1999:1=100

Index
1999:1=100



Källa: SCB och Evidens

— Office based activities — Remaining activities

Increased competitiveness in the Göteborg region

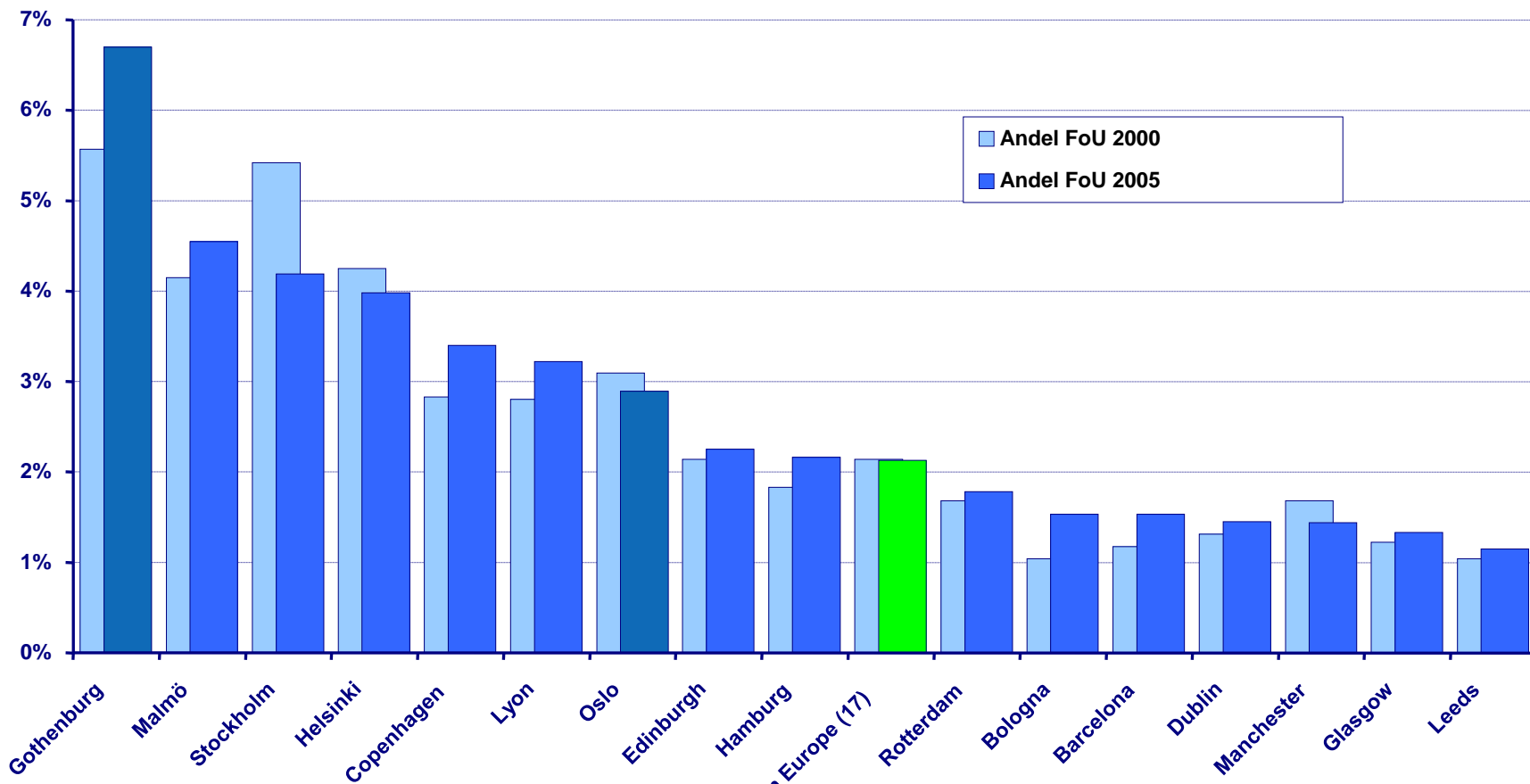
The Göteborg Region climbs 21 ranks in three years on the World Knowledge Competitiveness Index

Rank	Region	Rank	Region
1	San Jose-Sunnyvale-Santa Clara, US	11	Los Angeles-Long Beach-Santa Ana, US
2	Boston-Cambridge-Quincy, US	12	Shiga, Japan
3	Hartford, US	13	Grand Rapids, US
4	Bridgeport-Stamford-Norwalk, US	14	Iceland
5	San Francisco-Oakland-Fremont, US	15	Detroit-Warren-Livonia, US
6	Stockholm, Sweden	16	Göteborg, West Sweden
7	Seattle-Tacoma-Bellevue, US	17	Oxnard-Thousand Oaks-Ventura, US
8	Providence-Fall River-Warwick, US	18	Sacramento--Arden-Arcade--Roseville, US
9	Tokyo, Japan	19	West, Netherlands
10	San Diego-Carlsbad-San Marcos, US	20	Pohjois-Suomi, Finland

Source: World Knowledge Competitiveness Index 2008

Gothenburg invest for the future

R&D investment of GDP



Source: BAK Basel Economics



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Cutting edge companies

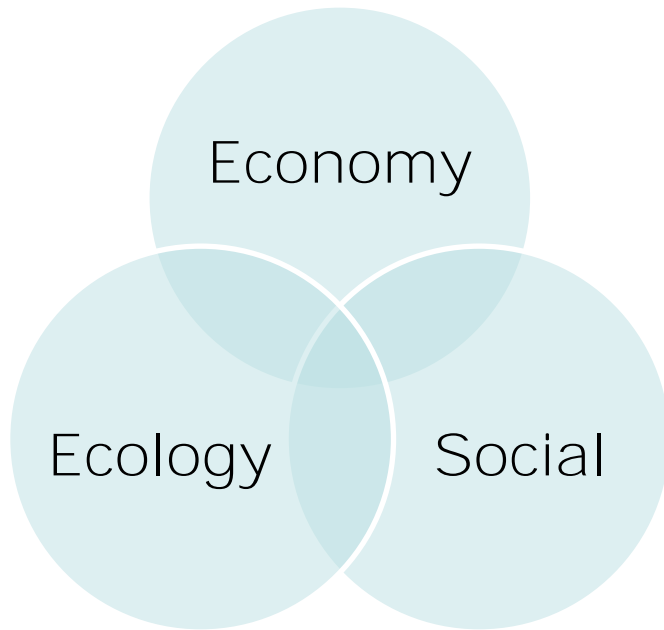


- AstraZeneca
- Ericsson Microwave Systems
- SKF
- Mölnlycke Health Care
- Nobel Biocare
- AB Volvo
- Volvo Cars
- Saab Automobile
- Saab Ericsson Space
- Stena Group

Driving forces to 2020



Long tradition of Sustainability



” Regional policies has reduced oil dependent for heating to less than 1 %

” Regional support programs to speed up the transition (Inmotion)

” High ambitions both from politicians and companies (common vision)

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Our companies are in the forefront in the transition towards the green economy



- How come that Chinas biggest TV chanel broadcast live from Gothenburg? during 1 hour prime time?
- How come that Chinese media wrote 3000 articles in about Gothenburg during one year?
- How come that the president of Chinas visited Gothenburg? And several others top 20 politicians?



Political entrepreneurship in Gothenburg







FRIDAY SEPTEMBER 10

08.30 - 10.00

Workshop Strategic Issues

Örjan Sölvell, Professor, Stockholm School of Economics

Location: Conference Centre Academicum, Medicinaregatan 3

Room Birgit Thilander

10.00 - 10.15

Coffee Break

10.15 - 11.30

Summary and Conclusions

Örjan Sölvell, Professor, Stockholm School of Economics

Location: Conference Centre Academicum, Room Ingegerd Eriksson

11.30 - 13.00

Lunch at Conference Centre Academicum, Room Birgit Thilander

13.00 - 14.00

Steering Committee

Location: Conference Centre Academicum, Room Ingegerd Eriksson

14.00

End of Day



- How come that Chinas biggest TV chanel broadcast live from Gothenburg?
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