WELCOME TO HELSINGBORG

One of the fastest growing cities in Sweden and Greater Copenhagen
Index

1. Location
2. Facts and figures Helsingborg
3. Access to talent
4. Real estate development & projects
5. Our strongest sectors
   Tourism, sustainability, logistics, food & packaging and digital commerce
6. Future infrastructure
7. Quality of life
1. LOCATION
WHERE SCANDINAVIA MEETS THE WORLD

1.3 M
SOUTHERN SWEDEN (SKÅNE)

3.9 M
GREATER COPENHAGEN

9.6 M
SWEDEN

25.3 M
SCANDINAVIA
HELSINGBORG
PART OF

SWEDEN & DENMARK

27% GDP

250 000 COMPANIES

14 000 RESEARCHERS

190 000 STUDENTS

19 SCIENCE PARKS

17 UNIVERSITIES HIGHER EDUCATION
Greater Copenhagen has Europe's best FDI strategy

Best among regions with 1.5 and 4 million inhabitants

“Greater Copenhagen is the winner of best FDI strategy among Europe’s mid-sized regions because it has a lot to offer to international companies in terms of attractive high-growth sectors and a strong focus on attracting and retaining talent, backed by a very visionary and well thought-through strategy for attracting foreign investors and companies”,

Courtney Fingar, Editor-in-Chief of fDi Magazine
<20 BN EUROs CURRENTLY INVESTED IN DEVELOPMENT

3 850 FOREIGN OWNED COMPANIES

3.5 M GUEST NIGHTS

8.7% AND INCREASING OF NORDIC HQ’S

compared to Oslo 4.1% and Helsinki 1.5%

SOUTHERN SWEDEN (SKÅNE)
HELSINGBORG

LARGEST CITY IN SWEDEN

8

SEK TURNOVER

111 BN

15 000

COMPANIES

620

DIFFERENT INDUSTRIES
2. FACTS & FIGURES
HELSINGBORG
ONE OF THE **FASTEST** GROWING CITIES IN SWEDEN & GREATER COPENHAGEN

THE POPULATION OF HELSINGBORG 1985-2016

- **137,556** Feb, 2016
- **176,000** 2035

*Graph showing population growth from 1985 to 2016.*
165 nationalities
40% new residents
20-29 years
THE LOCAL BUSINESS SCENE

- LARGEST INDUSTRIES
  - Commerce
  - Logistics
  - Tourism
  - Food & Packaging

- PROFESSIONAL NETWORKS

- INTERNATIONAL SCHOOL
STRONG SECTORS & DRIVING FORCES

- E-commerce
- Commerce
- Logistics
- Digitalization
- Food & Packaging
- Sustainability
- Tourism
WELL-KNOWN BUSINESSES
HELSINGBORG REGION
SHARE OUR NETWORK
REGISTERED COMPANIES
2000-2015

+ 40%
3 000 COMPANIES

Helsingborg 14 759
Sweden
Southern Sweden
REGISTERED COMPANIES BREAKDOWN BY SIZE 2000-2015

<table>
<thead>
<tr>
<th>YEAR</th>
<th>0</th>
<th>1-4</th>
<th>5-9</th>
<th>10-19</th>
<th>20-49</th>
<th>50-99</th>
<th>100-199</th>
<th>200-499</th>
<th>500-999</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>2000</td>
<td>6339</td>
<td>2382</td>
<td>750</td>
<td>461</td>
<td>312</td>
<td>116</td>
<td>55</td>
<td>11</td>
<td>6</td>
<td>10432</td>
</tr>
<tr>
<td>2010</td>
<td>7532</td>
<td>3024</td>
<td>910</td>
<td>509</td>
<td>365</td>
<td>153</td>
<td>63</td>
<td>18</td>
<td>6</td>
<td>12580</td>
</tr>
<tr>
<td>2015</td>
<td>8960</td>
<td>3643</td>
<td>956</td>
<td>590</td>
<td>393</td>
<td>157</td>
<td>65</td>
<td>22</td>
<td>6</td>
<td>14792</td>
</tr>
</tbody>
</table>
FOREIGN-OWNED COMPANIES & EMPLOYEES
2000-2016

+ 150 %

669 companies

13,912 employees
INCREASING HIGHER EDUCATION LEVEL

+13% 2010-2013
An entrepreneurial city

Business start ups during 2015 per 1000 inhabitant

<table>
<thead>
<tr>
<th>City</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>15,1</td>
</tr>
<tr>
<td>Gothenburg</td>
<td>8,6</td>
</tr>
<tr>
<td>Malmö</td>
<td>7,8</td>
</tr>
<tr>
<td>Helsingborg</td>
<td>6,7</td>
</tr>
<tr>
<td>Jönköping</td>
<td>6,0</td>
</tr>
<tr>
<td>Västerås</td>
<td>6,1</td>
</tr>
<tr>
<td>Norrköping</td>
<td>5,0</td>
</tr>
</tbody>
</table>
INCREASED WORKFORCE

2000-2015

+ 20%
67 916

Southern Sweden
Sweden
INCREASING DISPOSABLE INCOME
2005-2014

+ 49%
EXPENDITURE OF WAGES
NEW JOBS
1996-2015

+55%
2014-2015

16 427
new jobs
2015

UNEMPLOYMENT

18-24 YEARS

Helsingborg

- 6,1%

2012-2015

Southern Sweden

Sweden

Malmö
WHY HELSINGBORG?

"Excellent infrastructure, dynamic business sectors and close to Copenhagen Airport (CPH) and Europe makes Helsingborg to the obvious choice for our business"

Norbert Troendle,
CEO McNeil AB - a Johnson & Johnson company
HELSINGBORG

Located in the world’s most livable region
EXCELLENT LOCATION

1 DESTINATION
2 COUNTRIES
4 AIRPORTS
26.6 million passengers 2015
70 airlines
365 destinations
A COMMUTING REGION

- 45,000 COMMUTERS/DAY
  Helsingborg Central Station

- DIRECTLY CONNECTED
  Scandinavia's largest airport
  COPENHAGEN AIRPORT

- 8 MILLION PASSENGERS/YEAR
  Ferry: Helsingborg – Elsinore

- 30 MIN TO ESS/Max IV
  in Lund
A LARGE LOCAL LABOUR MARKET
< 1 500 000 JOB OPPORTUNITIES WITHIN 1 HR
INCOMING COMMUTING

IN 23,488
OUT 16,259
+ 32%
2000-2014

IN 15,730
OUT 7,229
3. ACCESS TO TALENT
WORLD-CLASS MATERIAL SCIENCE RESEARCH FACILITIES

ESS and MAX IV
LUND
Making the *invisible* visible
A WORLD CLASS TALENT HUB

- 18 UNIVERSITIES/HIGHER EDUCATION
- 19 SCIENCE PARKS
- ca 200 000 STUDENTS
- ca 14 000 RESEARCHERS

Map showing locations:
- Halmstad
- Helsingborg
- Lund
- Malmö
- Copenhagen

Approximate travel time: 1 hr
ACCESS TO TALENT
CAMPUS HELSINGBORG
ACCESS TO TALENT

CAMPUS HELSINGBORG

LUND UNIVERSITY
• ONE OF SCANDINAVIA'S LARGEST UNIVERSITIES
• 8 FACULTIES, NEARLY 50,000 STUDENTS
• RANKED AS ONE OF TOP 100RD BEST UNIVERSITIES IN THE WORLD

CAMPUS HELSINGBORG, PART OF LUND UNIVERSITY (4 200 STUDENTS)
• SERVICE MANAGEMENT (LOGISTICS, RETAIL, TOURISM)
• MASTER LOGISTICS
• STRATEGIC PUBLIC RELATIONS
• ENERGY-EFFICIENT AND ENVIRONMENT BUILDING DESIGN

UNIQUE RESEARCH CENTERS
• CENTER OF EXCELLENCE IN RETAIL RESEARCH
  - E-COMMERCE & INFORMED CUSTOMERS
• ReLog
  - INNOVATIVE ENVIRONMENT FOR RETAIL & CITY LOGISTICS
“Helsingborg is one of the best cities in southern Sweden. The city offer close by accommodation for many international students, the train station, City Center is just 5 mins walk from Campus Helsingborg. I love it!”

Kasi Kahn

studying Master programme in Service Management
Lund University, Campus Helsingborg
4. REAL ESTATE DEVELOPMENT & PROJECTS
NUMBER OF STARTED APARTMENTS 2015

- Stockholm: 4456
- Gothenburg: 2703
- Malmö: 2220
- Helsingborg: 913

Average Skåne: 164
Average Sweden: 145
Started apartments 2015

number of apartments per 1000 inhabitant

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Apartments per 1000 Inhabitant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malmö</td>
<td>7.0</td>
</tr>
<tr>
<td>Helsingborg</td>
<td>6.8</td>
</tr>
<tr>
<td>Göteborg</td>
<td>5.0</td>
</tr>
<tr>
<td>Stockholm</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Source: SCB (preliminära siffror) och Helsingborgs stad
Completed apartments 2015

number of apartments per 1000 inhabitant

Source: SCB (preliminära siffror) och Helsingborgs stad
Recent investments in Helsingborg

Development projects

- Helsingborg Hospital 4,8 bn SEK
- New congress center 1,5 bn SEK
- Väla shoppingcenter 1,15 bn SEK
- Metropol Radisson Blu Hotel 650 m SEK
- Helsingborg Arena 412 m SEK
- Olympia sports arena 400 m SEK
- New residential area Skanska 350 m SEK
- New shoppingmall Söderpunkten+ 300 m SEK
- Helsingborg Centralstation 285 m SEK

Our industries

- ICA ware house 1 bn SEK
- Ecolean production site 500 m SEK
- McNeil production site 10 m $
- Bostik production site 3 m €

Infrastructural projects

- Helsingborgsexpressen 200 m SEK
INTELLIGENT URBANISATION
A SELECTION OF OUR LARGEST DEVELOPMENT & INFRASTRUCTURAL PROJECTS

1. H+ (first phase)
   OCEANHAMNEN AND HELSINGBORG WATERFRONT BUSINESS DISTRICT
2. A NEW WATERFRONT CONGRESS CENTER & HOTEL
3. DISTRICT SOUTH
   SHOPPING MALL, HOTELL, PREMISES AND APARTMENTS
4. DISTRICT STRANDBADEN
5. HELSINGBORG EXPRESS BUS
OVERVIEW:
DEVELOPMENT & INFRASTRUCTURAL PROJECTS

1. H+ (first phase):
   Oceanhamnen and Helsingborg Waterfront Business District

2. A new waterfront congress center and hotel

3. District South:
   New shopping mall, hotel, premises and apartments

4. District Strandbaden

5. Helsingborg Express Bus

HELSINGBORG CENTRAL STATION
Helsingborg’s commuter hub, 45 000 commuters/day.
Communications: train, ferry and bus.
AN URBAN CITY ARCHIPELAGO

1 million sqm old industrial and harbour area to be transformed into four new urban districts
1. H+ OCEANHAMNEN

H+ FIRST DISTRICT:
OCEANHAMNEN

40 000 SQM BTA PREMISES
400 APARTMENTS
1 PRE-SCHOOL

START 2016/2017
Exceptional location
and waterfront view
HELSINGBORG WATERFRONT BUSINESS DISTRICT

• 40 000 SQM PREMISES BY THE SEA
  10 000 SQM FULLY LEASED

• DIRECT CONNECTED WITH HELSINGBORG CENTRALSTATION
• UNIQUE CITY LOCATION
• CREATIVE MEETINGPLACES

IN THE AREA:
HELSINGBORG WATERFRONT BUSINESS DISTRICT
HELSINGBORG CENTRALSTATION
PART OF HELSINGBORG WATERFRONT BUSINESS DISTRICT

10 000 SQM BTA PREMISES
INVESTMENT: 285 M SEK
OPENS MARCH 2016
FULLY LEASED
2. A NEW WATERFRONT HOTEL & CONGRESS CENTER

1 CONGRESS CENTER
1 HOTEL
125 APARTMENTS
HOTEL OPERATOR: NORDIC CHOICE HOTELS
INVESTMENT: 1,5 BN SEK
PROJECT DURATION: 2016 - 2019
Investments in Helsingborg

- Midroc

- UNIQUE CITY LOCATION
- 5 MIN TO HELSINGBORG CENTRAL STATION
3. DISTRICT SOUTH

• DISTRICT METROPOL
  29 000 SQM

  • 1 DESIGN HOTEL AND RESTAURANT
    INVESTMENT: 650 M SEK
    OPENED SEPTEMBER 2015

  • METROPOL
    79 NEW APARTMENTS
    4 700 SQM BTA PREMISES
    START 2016

• SÖDERPUNKTEN SHOPPING MALL

  12 000 SQM RETAIL OPPORTUNITIES
  SWEDEN’S MOST MODERN CINEMA (7 saloons)
  INVESTMENT: 300 M SEK
  OPENS FALL 2017
4. DISTRICT STRANDBADEN

- A NEW URBAN NEIGHBOURHOOD

FACTS
65 000 SQM BTA:
600 NEW APARTMENTS
15 000 SQM BTA PREMISES
PROJECT START: 2017
5. HELSINGBORG EXPRESS BUS

- A COMPLEMENT TO OUR EXISTING EXCELLENT PUBLIC TRANSPORT SYSTEM

FACTS
BUS STOPS: 21
LENGHT: 15 km
INVESTMENT: 200 M SEK
PROJECT DURATION: 2016-2019
THE ROUTE

CONNECTING
HELSINGBORG

SOUTH – CITY – NORTH
5. OUR STRONGEST SECTORS
A WELL-ESTABLISHED TOURISM & EVENT DESTINATION

5,1 BN
SEK ANNUAL TURNOVER

728 000
COMMERCIAL GUEST NIGHTS 2015

4000
EMPLOYEES IN THE TOURISM SECTOR

+ 70%
COMMERCIAL GUEST NIGHTS 2000-2015

WELL-ESTABLISHED TO覽ISM & EVENT DESTINATION

A
THE HOTEL OCCUPANCY
IN HELSINGBORG 2015

- Monday - Thursday
- Friday - Sunday
- Total
- Average in Sweden
Skåne lands 9th place in The New York Times list “52 places to go in 2016”

“You’ve gotta get to Skåne — for the food”
SUSTAINABILITY & GREEN TECHNOLOGIES

- WORLD LEADING IN INDUSTRIAL SYMBIOSIS
- EUROPE’S LARGEST REGIONAL HEATING NETWORK
- EUROPE’S GREENEST BUILDING
- 2ND IN SWEDEN IN RECYCLING OF INDUSTRIAL WASTE HEAT
SUSTAINABILITY & GREEN TECHNOLOGIES

- **WORLD’S FIRST** ELECTRIC SOLAR CELL CAR POOL FLEET
- **LEADING** ECO-MUNICIPALITY
- **EXTREMELY HIGH** ENVIRONMENTAL PROFILE
- **RECO LAB** testbed
YOUR GATEWAY
TO SCANDINAVIA, THE BALTICS
& CONTINENTAL EUROPE

EASY ACCESS by road
• 7 m in 6 hrs
• 20 m in 12 hrs
• 125 m in 18 hrs
LOGISTIC CENTRE

- Top logistics location
- Second largest container port in Sweden
  Combi terminal gives access to a rail and road freight network
- Sweden’s import hub for fruit and vegetables
  Over 90% through the port of Helsingborg
- 4 airports within 1 hour
- Direct connections to three international highways
- World-class sustainable transport systems
- Advanced freight flows
WHY HELSINGBORG?

POSTNORD LOGISTICS WAREHOUSE

“Helsingborg is a very attractive logistics area with great potential and many opportunities. The strategic location at Tostarp is ideal with its proximity to European highways - E4, E6 and E22, the permanent connection (Helsingborg-Elsinore) and the Öresund Bridge. The plant will be the center of our focus in e-commerce. The new premises will also house our regional offices”

Håkan Lindberg, Area Manager PostNord Logistics TPL AB

Size: 65 000 sqm
THE PORT OF HELSINGBORG
THE PORT OF HELSINGBORG
QUICK FACTS

No 1
Largest reefer port in Sweden

No 1
Most shipcalls of all Swedish ports

No 1
Sweden’s import hub for fruit and vegetables

No2
Sweden’s second largest container port

330
companies have a direct or indirect relation to the port

3rd
Sweden’s 3rd RoRo-port

12 000
The number of jobs due to the port
WHY HELSINGBORG?

PUMA Nordic ware house

“Our current Nordic Council office and our logistics are already located in Helsingborg in a study made by PUMA SE, this region is strategically best positioned to reach our Nordic customers. Historically, moreover, both PUMA and Tretorn linked to Helsingborg”

CEO, Puma Nordic
95% of all fruit and vegetables goes through Helsingborg
LÅNGEBERGA LOGISTICS CENTER

- High concentration of large wholesalers within the fruit & vegetable sector
- Excellent logistic location
- Available plots
WHY HELSINGBORG?

ICA CENTRAL WAREHOUSE
LÅNGEBERGA LOGISTIC CENTER

“We have a warehouse in Helsingborg that works well and now we continue developing it. Helsingborg is a good logistics hub”

Anders Svensson
CEO, ICA SWEDEN

Size: 100 000 SQM
Height: 30 M
Largest FMCG player in the Nordics
HELSEINGBORG

THE D-COMMERCE HUB

- STRONG COMPANIES
- EXCELLENT INFRASTRUCTURE
- WORLD-CLASS EDUCATION/UNIQUE RESEARCH
- E-COMMERCE INCUBATOR
- DIGITAL ACCELERATOR
DIGITAL COMPETENCE
OUR DIGITAL START UP SCENE
SWEDEN’S DIGITAL PIONEER

First and only e-commerce incubator

First digital accelerator

First and only m-commerce education

SWEDEN’S FIRST MUNICIPALITY OFFERING FREE WIFI
OUR D-COMMUNITY
Digital initiatives, research and education

Partners:

Sponsors and partners
$250,000

PartnerS:
“Think’s ambition and a focus on international expansion stands out in comparison to other Swedish incubators and accelerators”

Tim He, investor
Northzone
HELSINGBORG REPRESENTS EUROPE

Helsingborg, Sweden
San Juan, Puerto Rico
Manila, Philippines
Johannesburg, South Africa
Chiang Mai, Thailand
Wellington, New Zealand
Multiple branches in Buenos Aires, Argentina
Bali, Indonesia
Jerusalem, Israel
Honolulu, Hawaii
Ho Chi Minh City, Vietnam
HIGH PROFILE RESEARCH:
LOGISTICS AND RETAIL

Centre for Retail Research
“Helsingborg's location is perfect and the combination of strong industries such as retail and logistics with the commitment of the city makes Helsingborg a unique place to operate a global e-commerce business from”

Jan Höjman
CEO, Tailorstore
6. FUTURE INFRASTRUCTURE
INFRASTRUCTURE
- FUTURE POTENTIAL

• PERMANENT CONNECTION
  HELSINGBORG & ELSINORE

• FEHMARN REGION
  Helsingborg – Hamburg 3 hrs

*Ongoing and long-term projects
WHEN CLOSING THE CIRCLE

Travel time max. 45 min
THE FEHMARNBELT LINK

North-South corridor

Travel time

Today:
Helsingborg-Hamburg: > 6 hrs

Fixed link:
Helsingborg – Hamburg: 3 hrs
7. QUALITY OF LIFE
WHY HELSINGBOR? 

“Helsingborg is easily accessible. Direct connected to international hub in Copenhagen, the national capabilities with the airport in Ängelholm and trains to Gothenburg. Beyond that, we can easily attract employees with the International school and the unique living and life qualities here”

Acke Salem, 
Ceo, Edument
Online
Offline
Come join us!

businesshelsingborg.com