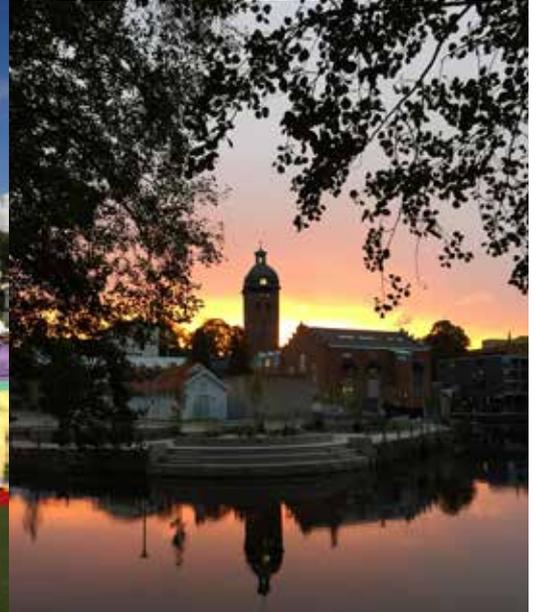


STUDY VISIT Denmark & Sweden • 18-20 APRIL 2018
Starting in COPENHAGEN.....



....BORÅS



...GÖTEBORG

STUDY VISIT • 18-20 APRIL 2018

COPENHAGEN, GÖTEBORG & BORÅS

PROGRAMME

- 18th April** *COPENHAGEN the capital of the happiest country in the world*
- 9-10 am Morning arrival: Pick up from the airport to Copenhagen
We will visit new and exciting trends and places.
Jaegersborggade, Torvehallarna, Copenhagen Street food and Visit Carlsberg.
Dinner in Nyhavn. *Read more on next page.*
- 19th April** *BORÅS – the city of design, culture and art*
- 8 am Bus transfer to Borås
10 am We make a stop for coffee and Swedish fika at
- 12 noon Lunch in Borås
Textile hub, Textile Fashion Centre, No limit Street Art.
Read more on next page.
- 4.30 pm Travel to Göteborg
- 7 pm Dinner in a Purple Flag area in Göteborg
- 20th April** *GÖTEBORG – Scandinavia's leading industry city and a prominent logistics hub*
- 8.30 Information and study tour in Gothenburg. *Read more on next page.*
12 noon Lunch
1 pm Bus transfer to Copenhagen airport

Please note that the time schedule might change depending on your arrival and departure time.

Welcome!

SVENSKA STADSKÄRNOR
Björn Bergman, CEO

Erika Braun, Communcation
erika.braun@svenskastadskarnor.se
+46 733330 70 00

Lisa Statham, Project Manager, BORÅS

Inger Alfredsson, National Coordinator

Marlene Hassel, BID-manager
marlene.hassel@svenskastadskarnor.se
+46 70 657 52 99

Lena Dalerup, CEO, GÖTEBORG

HOTEL INCL BREAKFAST
One night in Copenhagen
One night in Gothenbourg

Lunch, 3 days
Dinner 2 nights
Swedish fika 2 times/day
Bustransfers during the stay

Budget: 1 000 euro per
person, based on 20 persons.
Flight is not included.

COPENHAGEN the capital of the happiest country in the world

JÆGERSBORGGADE Retail and culture handcraft street

The street Jægersborggade in the Nørrebro neighbourhood has turned from dodgy to hip and is one of the hippest and most buzzing streets in Copenhagen at the moment. Today, the small residential street is home to around 40 art galleries, organic produce shops, vintage clothes, ceramics and jewellery designers, as well as wine bars, coffee shops and restaurants. The street is not to be missed if you want to experience a youthful and grass root vibe. <http://www.visitcopenhagen.com/copenhagen/culture/jaegersborggade>

TORVEHALLARNA Food & Beverage

It is not a supermarket – it is a super market. At Torvehallerne in Copenhagen, you will find over 60 stands selling everything from fresh fish and meat to gourmet chocolate and exotic spices, as well as small places where you can have a quick bite to eat.

<https://torvehallernekbh.dk/> <http://www.visitcopenhagen.com/copenhagen/gastronomy/torvehallerne>

CARLSBERG Development of a new city area and Placebranding

Carlsberg is one of Copenhagen's most dynamic areas, famous for its iconic Elephant Gate, the attraction Visit Carlsberg, and numerous new, architectural landmarks, including Bohr's Tower. In the summer of 2016 the new neighbourhood got its own Carlsberg train Station, making it even easier to get here. At Visit Carlsberg you get an authentic brewery experience with a lot of history as well as exciting and inspirational events throughout the year.

<http://www.visitcarlsberg.dk/>

COPENHAGEN STREET FOOD Food & Beverage and Tourist Attraction

Based on the values "genuine, honest and aesthetic" the members of Copenhagen Street Food contribute to that Copenhagen as an international city also embraces the unpolished and easy-going street food market. There must be room for diversity as it contributes to new ideas whether they are new concepts, design or artistic initiatives – everything is possible at Copenhagen Street Food's market. Copenhagen Street Food has received: TripAdvisor's Certificate of Excellence 2016 Danish Meetings & Events Award 2016 for "Best Venue" and "Best Integrated Support".

<http://copenhagenstreetfood.dk/en/press/>



BORÅS – the city of design, culture and art

We meet at our textile hub, Textile Fashion Centre (TFC) for a nice lunch together at The Food Company before starting off the day talking about parts of the journey that Borås has taken in the last 5-10 years.

First we will get an initiated insight in how the city and the property owners work together when it comes to urban development. How did it all start, how does it work in reality and what has this meant for the city centre development of Borås? We meet Bengt Himmelman (Borås Stad) and Erik Williamson (Property owner) who will guide us through this process.

After that we will hear all about an relatively new art project that has made a big difference for the city centre and for Borås; No Limit Street Art. A street art festival that has been going on since 2014 (<http://nolimitboras.com/>). To tell us all about it we have invited Stina Hallhagen, project manager for No Limit. Stina will also take us on a short walk around the city to see some of the art from No Limit, but also some of all the sculptures that lines the streets of Borås and we will manage to squeeze in two of the many places that the city and the property owners have developed together.

Last but not least we will come back to TFC and would like to briefly tell you about the event that changed Borås from being a closed city over summer to a city that attracts 25% tourists and over 15 000 people every Thursday during seven weeks in the middle of the Swedish summer. The event is Sommartorsdagarna®, a one evening music festival containing something for everyone – offered for free to the visitors in Borås from 1989 until today and hopefully for many years to come. We will learn more about Sommartorsdagarna® from Lisa Statham, project manager.



GÖTEBORG – Scandinavia's leading industry city and a prominent logistics hub

Arriving in the evening in Gothenburg we would like to organize an evening program with of course a stroll along the Aveny boulevard and perhaps have a look upon the night life. Next day program will look upon the future development of the city on the river and the "leap forward" or the BIG DIG as we call it.

The Innercity Gothenburg BID will give an introduction on its organization, business, and work for an attractive and vibrant inner city. There will also be an introduction on the umbrella collaboration organization for the whole City of Gothenburg and the work on safety with the Purple Flag program. The work on sustainability is illustrated by the Stadsleveransen. Award-winning smart urban goods transport system. You will be given the insights.

Property owners will tell you about place branding of quarters in the inner city. We will give you information on the marketing of Gothenburg as an event city and the unique program Go:Shopping. There is also the program or the big celebration of 400 years.

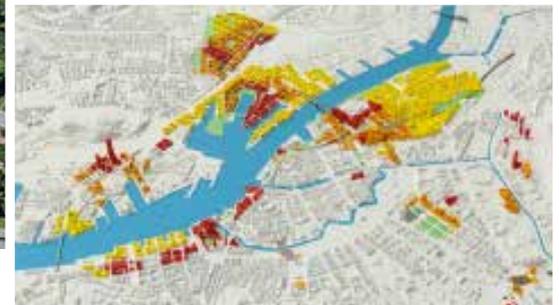
Walking through the city we will pass the old quarters of and the many passages in the innercity and Nordstan, the biggest Shoppig Mall in Sweden. We will bring visits to cafés, interesting shops, talk to the entrepreneurs and of course pass the main attractions Saluhallen and Feskekörka. Lunch at Feskekörka would include lunch with emphasis on sea food! The program is depending on how long your stay in Gothenburg will be. We would like to suggest staying for the weekend in Gothenburg and perhaps bring a visit to the amazing archipelago.

<https://www.youtube.com/watch?v=J0smvxzgDI&feature=youtu.be>

<https://youtu.be/OPYugik6wGo>

<https://vimeo.com/207436501>





GÖTEBORG INTRODUCTION

The history of Gothenburg begins with the foundation of the heavily fortified town in 1621. The location of the new trading port was Sweden's only direct access to the North Sea and Atlantic on the west coast. The settlement used the fortification skills of the Dutch. Their city planners were contracted to build the city as they had the skills needed to build in the marshy river areas. The town was planned after Dutch cities to have canals such as Amsterdam, though the blueprint of Gothenburg is the same as used for Jakarta. The Dutch initially won political power and during this period the town followed Dutch town laws and there were propositions to make Dutch the official language. It was not until 1652 that the Swedes acquired complete political power over Gothenburg.

Today Gothenburg is Sweden's second largest city. It has Scandinavia's largest port. It's a highly innovative and globally connected city and it is growing and transforming rapidly. The automotive industry and life science are target industries. Gothenburg is home of Volvo and the automotive capital of Sweden. Here we have the entire vehicle value chain, unique test environments and world-class expertise. Gothenburg is Scandinavia's leading industry city and a prominent logistics hub.

LIFE SCIENCE IS ONE OF GOTHENBURG'S FASTEST GROWING INDUSTRIES and major investments are taking place. The region is home to northern Europe's largest university hospital as well as one of AstraZeneca's three globally strategic R&D centers. The city host two major universities. Gothenburg is a high growth region both in terms of its population and economy. The population is increasing rapidly, while infrastructure investments are also expanding the labour market area. By 2030 Gothenburg's labor market area will encompass 1.75 million inhabitants, compared with 1.17 million inhabitants in 2017.

SWEDEN IS ONE OF THE GLOBAL LEADERS when it comes to sustainable development. Gothenburg is home to a world-leading green-tech cluster and is a living example of sustainable urban development. In 2015, Gothenburg was appointed 'Sweden's Climate City of the Year' by the World Wildlife Fund.

GOTHENBURG IS EXPANDING, and the city is densifying. An estimated 100 billion euros will be invested in property developments and infrastructure between 2016 and 2035. The opportunities for investors and actors in urban development and construction are tremendous. One of the project is the River City, where former shipyard areas in the heart of Gothenburg will be given a revival and new city areas will emerge. With 25,000 new apartments and 45,000 workplaces, it's the largest urban development project in Scandinavia. Construction is planned through until 2035 and large parts are scheduled for completion by 2021 – when the city celebrates 400 years.