

SPCC e-magazine

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ACTIVITIES

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COMMUNITY

NEWS

from Scandinavia



POLAND IS THE ECONOMIC
POWER-HOUSE
OF EAST-CENTRAL EUROPE

*Interview with
Stefan Gullgren,
Ambassador of Sweden
to Poland*

No 1/2018

Fot. Kristian Pohl

SPCC Patrons:



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SPCC E-magazine: *Scandinavian-Polish business community online*

E-magazine is a quarterly publication in online format distributed by Scandinavian-Polish Chamber of Commerce (SPCC) among wide group of readers interested in Scandinavia and Scandinavian-Polish cooperation. We reach SPCC Members, business organizations, media and individual readers interested in topics related to Scandinavia.

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SPCC ACTIVITIES

The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together more than 400 Members and is one of the largest bilateral chambers in Poland. Membership in the Chamber gives plenty of networking opportunities with an elite group of high-performing managers of Nordic companies and is also a good way of finding inspiration for everyone who would like to expand their business.

COMING SOON - APRIL EVENTS

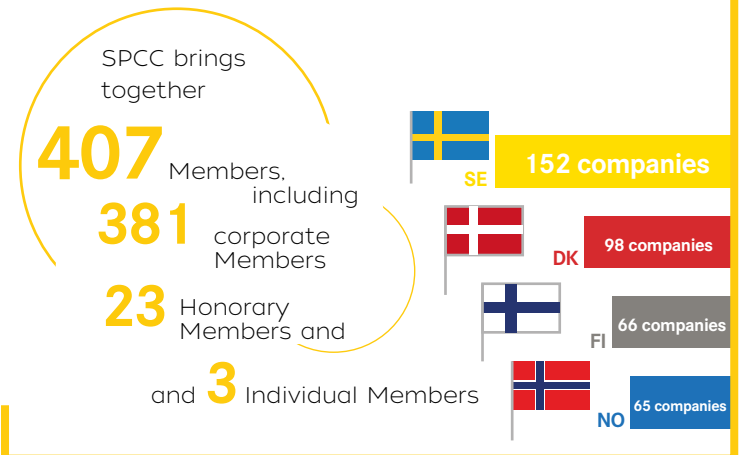
We will meet in Warsaw, Poznań, Szczecin, Tricity and Cracow!

- 10th of April, Warsaw, **Legal Morning Meeting with GESSEL: Competition law - identification of potential risks**
- 10th of April, Poznań, **SPCC Economic Outlook z PKO BP**
- 16th of April, Tricity, **VIP Meeting with the Scandinavian Ambassadors**
- 18th of April, Warsaw, **SPCC Academy - comprehensive leadership**
- 19th of April, Szczecin, **SPCC Company visit in Cargotec**
- 24th of April, Tricity, **Speed Business Meeting**
- 26th of April, Warsaw, **SPCC CEO Meeting with Olaf Osica**
- 26th of April, Cracow, **SPCC Academy: There is an app for that - applications supporting personal efficiency**

EVENTS HELD

To see more pictures click on the selected event

MEMBER COMPANIES



The Chamber represents 8 countries:

- **5** Nordic countries: Denmark, Iceland, Finland, Norway and Sweden
- **3** Baltic countries: Estonia, Lithuania and Latvia



New Year's Cocktail,
30th of January



SPCC Kick-off
Business Mixer,
1st of February

SPCC Academy,
Managing
Generations X,Y,Z,
28th of February



SPCC Annual General
Assembly, 22nd of March

2017 IN A NUTSHELL - SCANDINAVIAN INVESTMENTS IN POLAND

FEBRUARY: Ericsson opens R&D Centers in Lodz and Krakow

Ericsson's Research & Development Centers in Lodz and Krakow will become a major world centers responsible for the company's products development. Polish R&D departments are working on development of the software which is a heart of market-leading Ericsson Radio System that supports up to 40% of mobile connections every day.



Fot. Ericsson

MAY: Vastint Poland opens Business Garden Wrocław

Business Garden is located on Legnicka Street, in the vicinity of the Magnolia shopping and entertainment center and the Mikolajow railway station, near the city center.

JUNE: Nowy Targ to combine history with modernity

Skanska has launched the construction works of its Nowy Targ office project in Wrocław. The building's name relates to Nowy Targ square which is



Fot. Skanska

located nearby and which in the past served as the city's trading centre. The office project will provide nearly 22,000 sqm of flexible space dedicated to business with its delivery scheduled between Q2 and Q3 2019.

Prime Construction will build factory for Klippan

Prime Construction wins contract for 'design & build' of new automotive parts factory for Swedish Klippan Safety in Stargard-Kluczewo Economic Zone.

JULY: New distribution centers built by Panattoni for DSV Solutions and H&M

The 25,000-square-metre logistics centre was built for DSV Solutions in Pęcice, as part of Panattoni Park Janki II. H&M distribution centre spanning over 30,000 sqm was erected in Grodzisk Mazowiecki.

AUGUST: Kongsberg Automotive new factory in Poland

Kongsberg Automotive is a Norwegian company active in the global market for automotive components and systems. The new plant was built near Włocławek in the Brześć Economic Zone in Pikutkowo in the municipality of Brześć Kujawski.

SEPTEMBER: Volvo Polska receives largest ever order of fully electric buses for Trondheim in Norway

Volvo Buses has secured its largest ever order of fully electric buses for 25 Volvo 7900 Electric buses for the city of Trondheim, Norway. They will be produced in Volvo's Wrocław plant.

Danish fashion company invests in Goleniów

The global fashion company BESTSELLER will build its european E-commerce fulfilment centre in the Goleniów Industrial Park. 120,000 m² warehouse space and a three-level office and staff facility are in the pipeline.

Alucrom opens a new plant

At the end of September 2017 a modern, industrial paint shop equipped with a KTL cataphoresis line and an automatic powder line was opened in the Oleśnicka Investment Zone.

OCTOBER: Vastint laid the foundation stone for its first residential investment in Poland

Vastint Poland marked the official start of construction works by laying the foundation stone for the Riverview investment in Gdansk. It's the first of many similar projects planned on the Polish residential market.



Fot. Vastint

NOVEMBER: Saab Technologies has chosen a Polish company to build components for Swedish submarines

Swedish armament group Saab has announced the signing of an agreement with Polish company Base Group for the supply of components for two A26 submarines built at the Karlskrona shipyard.

IKEA expands the world's largest furniture factory in Zbąszynek

IKEA Industry expands its factory in Zbąszynek - the world's largest furniture production complex. Currently the factory employs 3 100 people. After the construction of a new production hall and warehouse, over 280 new jobs will be created. The investment is estimated at PLN 225 million.

DECEMBER: New VELUX investment in Namysłów factory

On Friday, December 1, 2017, the ceremonial completion of the investment in the ecological heating installation took place in the VELUX factory of windows and collars in Namysłów.



Fot. VELUX

SPCC
Recommends

ds 2018

Dni Skandynawskie
Scandinavian Days

Ladies and Gentlemen,

We are pleased to announce that on **the 10-13th of May 2018** the **fifth Scandinavian Days** event will take place in Szczecin, for which we cordially invite you today.

The Inauguration Gala on the **10th of May at 18.00** in Szczecin Philharmonic Hall will open the event.

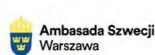
On the **11th of May** in Trafostacja Sztuki business event called **Business Connect** will take place. The face to face meetings of business people, an interesting expert panel devoted to investments and creation of public space, workshops dedicated to intercultural competences as well as Human Resources zone will fill this day.

Additionally, on **the 10-13th of May 2018**, in many places in Szczecin you will be able to take advantage of the rich cultural offer associated with Scandinavia. More information at www.ds.szczecin.eu

Organizator



Partner Strategiczny



Partnerzy



POLAND IS THE ECONOMIC POWER-HOUSE OF EAST-CENTRAL EUROPE

Interview with Stefan Gullgren, Ambassador
of Sweden to Poland

Stefan Gullgren has been appointed the Ambassador of Sweden to Poland as of September 2017. Before coming to Poland, in 2009 - 2013 he was the Ambassador to Ukraine and 2013 - 2017 Deputy Director-General, Head of Department for Eastern Europe and Central Asia in the Ministry for Foreign Affairs of Sweden.



Fot. Kristian Pohl

Mr Ambassador, you have lived in Poland for a few months now, what are your impressions of Poland and Warsaw? Have you visited any other Polish cities?

I have a very positive impression of Poland, just as I expected. It is a well-known fact that Poland is the economic power-house of East-Central Europe. Thanks to the ambitious reforms implemented mainly in the 1990s, and the hard work and efforts of the Polish people, Poland has enjoyed twenty six years of uninterrupted economic growth. Poland is the only country in Europe with such a track record. Poland is a good example of how painful but necessary reforms will pay off and translate into a solid foundation for steady growth and prosperity, provided that they are implemented properly and sustained over a longer period of time. With such a track record, and its geographical location, it is natural that Poland has attracted massive foreign investments, which clearly has benefitted the economy. The result is visible for all to see in Warsaw, which I find to be a very vibrant city, but also in other places. I recently had an opportunity to visit Wroclaw, where we have a number of Swedish companies that have invested heavily and successfully in production facilities, including for exports to the rest of

Europe. Wroclaw made a very favorable impression on me as well. In the coming months I plan to make similar visits to Krakow and Szczecin.

Ties between Poland and Sweden are strong, around 700 companies with Swedish capital is present on the Polish market providing workplaces and bringing investments. Do you feel that the Polish market will attract more Swedish companies in the future?

Absolutely. Success leads to success. In our estimate, our companies have created more than 100 000 jobs in Poland. Swedish and Polish companies often work in close partnership in global value chains. To stay competitive on the global market, they need to invest heavily in R & D as well as in the latest technologies and production methods. Given the high level of integration between various parts of these value chains, the investments in Poland benefit both Poland and Sweden. As for Poland, a market with a GDP growth of close to 5% annually, situated in the middle of Europe and with a large number of foreign companies operating successfully, is bound to attract attention. In a recent survey conducted by our colleagues at Business Sweden among the Swedish companies present on the Polish market,

95% said that they expect the Polish market to continue to grow, and 85% said that they plan to continue to invest here until at least 2020. There is one factor that could potentially upset such plans, and that is the lack of skilled labour. This problem is not specific to Swedish and other foreign companies, but rather a strategic challenge for the Polish economy. I know from my conversations with various Polish representatives that there is a high level of awareness of the need for a set of policies to address this issue. Provided that it can be dealt with properly, I am sure that the number of foreign companies on this market will continue to grow. In my view, such a development would be of clear benefit to Poland and the Polish economy.

In light of the above, which sectors of the Polish economy do you regard as the most attractive for Swedish investors?

I believe there are opportunities in most sectors of the economy. Since the Embassy's resources are limited, we have decided to focus our own activities on a number of sectors where we believe Sweden and Swedish companies can offer something of particular interest to Poland. That include the policy and commercial application of innovation, with sectors such as automation and electro-mobility; the energy and environment sector, in particular solutions to deal with air pollution, to introduce renewable energy sources instead of fossil fuel, implement concepts and solutions for smart cities and sustainable urban transport systems, waste management etc; sectors such as shared

services, retail, healthcare and the use of wood. The common denominator for these sector is that we have pursued a concerted effort in Sweden over many years to create a framework of legislation and other incentives to promote development and change in our own country, for example in promoting innovation, energy efficiency and a clean environment, and that we in addition, or perhaps for that reason, have a number of highly competitive and successful Swedish companies operating in these sectors, which can offer solutions that we believe would be of interest and relevance to our Polish partners.

Are there any other objectives regarding future cooperation between Poland and Sweden for the upcoming years?

As I said earlier, the Embassy is focusing on a number of areas, where we think there are particularly good opportunities for cooperation. Our objective is not become experts on each individual sector, but rather to understand the workings of the Polish economy, and the challenges and opportunities for Swedish companies who may

"In a recent survey conducted by our colleagues at Business Sweden among the Swedish companies present on the Polish market, 95% said that they expect the Polish market to continue to grow, and 85% said that they plan to continue to invest here until at least 2020."

want to establish themselves and expand on this market. It is my experience that in order to be a good diplomat, one needs to have not only a fairly deep knowledge about the history and political situation of the country to which one is posted. Equally important is to understand the economy, how it works and for what reason, as well as the workings of society in general. For that purpose I and my colleagues at the Embassy try to meet with as many people as possible, from different backgrounds and with different views on Polish politics, economics and society. The more we understand about Poland, the more efficient we can be in contributing to the strategic partnership between Sweden and Poland, and the development of economic, political and other relations and contacts between our countries.

Thank you for the interview.



Swedish companies have created more than 100 000 workplaces in Poland. Fot. Pixabay

CENTENNIAL OF THE RESTORED LITHUANIA



Recovered after fifty years of Soviet occupation, today Lithuania is rapidly breaking away from the stereotype of an emerging market and is establishing itself as a sophisticated business country and a high added-value export player.

On 16 February 1918 an independent democratically-run modern civic state of Lithuania was established, together with the restoration of the statehood tradition cherished in the ancient Lithuania.

Lithuania ranks 16th globally on ease of doing business (Doing Business 2018 Index) and 19th for economic freedom (2018 Index of Economic Freedom). Lithuania is the 1st in the CEE for: university-industry collaboration in R&D; technological adoption; quality of roads (Global Competitiveness Index 2017-2018).

Traditionally Lithuania has been renowned for its engineering, construction, laser, electronic, optical, food, textile industries, highly skilled personnel, well-developed sea, air, road or rail logistics networks. Since 2010 an engineering industry has grown almost 50% with boost in high-medium tech sectors due to government's support for R&D, close cooperation between business and education, strong focus on high added value pro-

duction. Lithuania, with 10% of the global market, is one of the main exporters of femtosecond lasers systems in the world, and accounts for more than half of the global market of pico-second laser spectrometers. Since 2010 the innovation performance of Lithuania has increased by 21.0% (European Innovation Scoreboard 2017).

Since 2010 an engineering industry has grown almost 50% with boost in high-medium tech sectors due to government's support for R&D.

Lithuania declares an ambitious goal to become the center and European hub of life sciences by 2020. Lithuania's life sciences sector is the fastest growing in the EU with annual growth of 25%, focusing on bioinformatics, biotechnology, medical devices, molecular medicine etc.

Life sciences trend-setters are very welcome to Vilnius, September 26-27, 2018. International Forum Life Sciences Baltics 2018 will take place in Vilnius for the fourth time. This event is the only international forum held in the Baltic and Nordic region that attracts representatives of biotechnology, pharmaceuticals and medical equipment from across the globe.



Fot. Saulius Žiūra

Article prepared by
the Lithuanian Embassy
in Warsaw

100th ANNIVERSARY OF INDEPENDENT ESTONIA



The year 2018 is important for Estonia as the country celebrated 100 years of the Republic of Estonia on 24 February 2018.

Estonia is the smallest and most Nordic of the Baltic countries in the northeast of Europe. With a population of 1.3 million, Estonia is one of Europe's least densely populated countries.

The Estonian statehood emerged as a result of many key historic events, all of which merit commemoration. The celebrations kicked off in April 2017 to mark a century since Estonia's administrative borders took their current form and will come to a grand finale on 2 February 2020 when the 100th anniversary of the Tartu Peace Treaty will be honoured.

Along with traditions, the concepts of progress and innovation are just as important for Estonia. After all, we are the country of Skype and e-residency. The aim of finding balance and synergy between the old and new, heritage and innovation is our unfolding story. At the root of things is the deep connection to our history and at the top is a story of future and possibility through development and new technologies. All this reflects in the programme of Estonia 100 celebrations - you can discover contemporary Estonian art and architecture; hike through the ancient forests of the country; feel the deep passion of Arvo Pärt's music or



Tallin, the capital city of Estonia. Fot. Pixabay

get lost in the beats of new Estonian electronic music; take part in local folk traditions or immerse yourself in new ideas at a variety of hackathons. During the anniversary year, Estonia will bring its culture to more than 30 locations around the world. Over 1 000 events and 600 special gifts, both in Estonia and abroad, already wait to be enjoyed. However, the official programme will stay open for new ideas until the end of the celebrations.

Follow www.EV100.ee/en for local events and www.events.estonia.ee for events abroad. Join us on facebook.com/100Estonia

LATVIA CELEBRATES ITS 100th ANNIVERSARY

On 18 November 2018 Latvia will also celebrate its centenary. 'I AM LATVIA' is the central message of the centenary celebrations, and the participatory theme 'I create Latvia. I make Latvia' permeates the many events. The celebration program defines the overall goal and guiding message for the celebrations, enumerates the key tasks that must be accomplished together, and a number of nationwide events, of centenary extravaganzas, encouraging each and every person living in Latvia to contribute their ingenuity and good deeds as gifts to the nation on its 100th birthday. More than 5 000 people have already shared their ide-



Riga, Latvia. Fot.Pixabay

as in various public discussions, and everyone is invited to add their own ideas, dedicated to Latvia and corresponding with the goals of the celebration, to the open calendar of centenary events on the digital platform www.lv100.lv.

Source: www.lv100.lv.

When it comes to outsourcing your accounting, it's good to have a partner you can trust.

ARPI Accounting is a team of professionals specialized in all aspects of accounting, payroll and administration.

Since 2001, we have been supporting international companies enter the Polish market in many different industries.

Our flexible approach towards each client allows us to find the best possible solutions for their businesses in Poland.



ARPI Accounting is part of the Norwegian ARPI Group specialized in providing outsourcing solutions.

Learn more at www.arpi.com

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MARKETING CAMPAIGN OF POLISH OLYMPIC TEAM



Billboards, postage stamps, animations on TV and aircraft of LOT Polish Airlines. These are just a few elements of the marketing campaign created for the Polish Olympic Committee by Michał Korolec and ARPI Network.

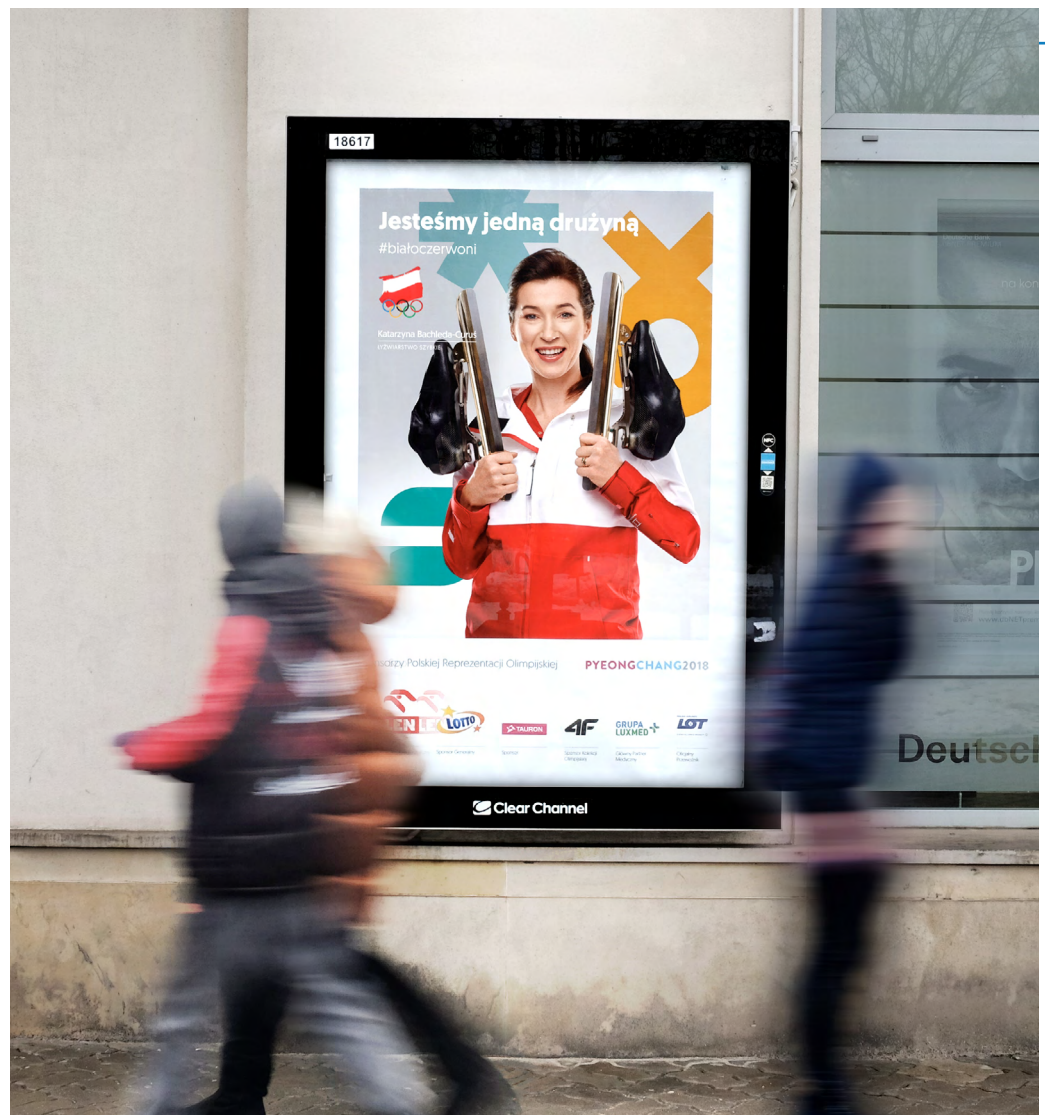
The campaign was built around a graphic concept prepared for the Polish Olympic Team by Michał Korolec. It was founded on a set of symbols that refer to various winter and Olympic motives. "Snow, ski trail, aim, skis - they evoke positive connotations and the unique spirit of Olympic sports," explains Michał Korolec. "Enhanced with carefully selected colors, the motives were to increase the range and visibility of the campaign launched by the Polish Olympic Committee. The symbols were designed for easy usage on various media."

The animation of the symbols and video editing were prepared by ARPI Network, which specializes in outsourcing of creative services and marketing for international clients since 2015. "The animation of the signs was quite a challenge," says Michał Ratyński from ARPI Network. "We had to come up with dynamic and eye-catching movement for each sign and then arrange everything together to meet the assumptions of the campaign and technical requirements for each selected medium," he adds.

The campaign, launched by the Polish Olympic Committee and sponsors, was displayed on billboards, city lights, coffee mugs at Orlen gas stations, and a special postage stamp issue of Poczta Polska. The animations created by ARPI Network

were aired on Eurosport and TVP, and shown on aircraft of LOT Polish Airlines, web banners, and as part of other film materials related to the Polish Olympic Team.

For more information about the projects of ARPI Network and Michał Korolec please visit arpinetwork.com and michalkorolec.pl



NEW PURO EXPERIENCE - GDAŃSK



PURO OLD TOWN GDAŃSK opens more imaginative experiences at the heart of the iconic Baltic destination, with new guestrooms, suites, restaurant, roof-top bar, and spa. Located in the city centre, at the Granary Island, PURO Gdańsk became a part of the historical site's revival into the city's newest hot spot.

With the opening of its extension, inspired by the island's long-gone grain warehouses, the hotel offers 211 guest rooms, 9 suites and even more spaces for guests who enjoy a treat. London-based interior design practice **DeSallesFlint** is responsible for designing Puro Gdansk new interiors. Linens, wools, brass, iron and timber sit agreeably within a bold colour palette inspired by the city's Old Town and also its famous shipyard. The comfortable furniture come from PURO Hotels long standing partners: Danish Carl Hansen & Son and Gubi, Italian Magis and Moroso, Swiss Vitra and Spanish Kettal. Warm ambient light was created curtesy of Foscarin, &Tradition and Buster & Punch. The beautiful rugs are produced by the Italian company Golran 1898. PURO Gdansk new welcoming space is an eight story high atrium, an area designed to inspire. It

offers cosy corners in which to enjoy the curated book collection, work & play or simply follow the narrative of the surrounding art works. The collection of contemporary pieces - a PURO Hotels trademark - opens with an extraordinary mural by **Seikon**. The lobby extends into multi-functional rooms designed for business and creative meetings through the day, followed by private dining and parties in the evening.

PURO Gdańsk is also home to the city's new destination eatery, the Dancing Anchor. Created with rediscovery of favourite sea-side, pork and chicken dishes in mind, the restaurant accomplishes its mission thanks to honest, locally sourced ingredients. For after-dinner cocktails, guests and locals gather at the INK Above rooftop bar &



Dancing Anchor Restaurant

terrace with breathtaking views of the Old Town and marina skyline. Finally, the newly launched PRISMA Spa - an out of the ordinary Spa - offers a range of treats and pick-me ups to the curious travelers in need energy restoration, using the health

powered beauty products from Polish luxury brand Alba1913.

The growth strategy of PURO Hotels envisions establishment of more PURO cities within the next year. In Poland, the brand is actively pursuing opportunities in Warsaw, Krakow, Kazimierz and Łódź.



Beautiful terrace view in the new part of Puro Gdańsk

KNOWLEDGE HUB - REVIEW OF REPORTS

“Living buildings - the future of office buildings until 2050”

The report published by infuture hatałska foresight institute and Skanska is an attempt to answer the question about the future of office buildings. It presents five different scenarios for a medium- and short-term perspective.

DNB Report “Guidelines 2018 - State interference into the selected market sectors - scale and conditions of the success”

The aim of the study was to present the complexity of the issue and to make an attempt to identify the conditions of an effective State intervention into the few selected markets: pharmaceutical, retail, en-

ergy, telecommunications, automotive and finances. Poland, Germany, France, Norway, Great Britain and United States were compared in the report.

Ericsson “10 hot consumer trends 2018”

Exploring the future from an early adopter user perspective, Ericsson ConsumerLab presents the seventh edition of its annual trend report The 10 Hot Consumer Trends for 2018 and beyond. The report points to a paradigm shift as consumers expect digital technology to increasingly operate on human terms.

Danske Bank Nordic Outlook

We encourage you to read the latest Danske Bank Nordic Outlook, where you can find a summary of the current economic situation in the Nordic countries.

NEWS FROM SCANDINAVIA

Scandinavian countries still place many efforts on renewable energy and sustainable development, which is confirmed by recent investments such as photovoltaic installation on the Øresund bridge, recently announced Statoil name change or the fact that there are more bicycles in central Copenhagen than cars. Remember also not to miss the list of Scandinavian start-up hubs and accelerators and find out, where new Spotify or Klarna might be born soon.

Recent report by the Nordic Council „State of the Nordic Region 2018”

State of the Nordic Region 2018 presents facts and figures from the Nordic countries on core socio-economic areas, including demography, economy, labour force and education, plus bioeconomy, digitalization, health and welfare, as well as culture and the arts.



Fot. Bogdan Wiczorek

Statoil is changing its name

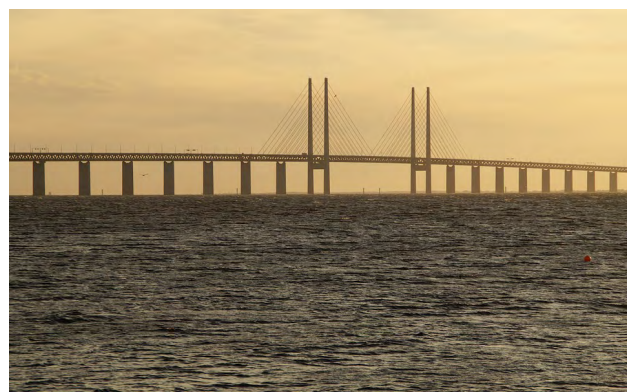
Norwegian oil company Statoil is changing its name after 50 years. The new name - Equinor - is formed by combining "equi", the starting point for words like equal, equality and equilibrium, and "nor", signaling a company proud of its Norwegian origin. The new name will be proposed to shareholders in a resolution to the Annual General Meeting on 15 May. The Norwegian government, as majority shareholder, supports the proposal and will vote in favour of the resolution.

Nordic countries launch a common promotion campaign under the hashtag #TheNordics

The aim of the campaign is to create a unified brand for The Nordics, a brand that shares its relevance with the world. Showing how Nordic thinking has inspired many, showing how Nordic values can work across borders, cultures and generations. www.thenordics.com is a joint initiative under the Nordic Council of Ministers.



Fot. www.thenordics.com



Fot. Pixabay

Connecting Denmark to Sweden through solar power

The agreement between Øresundsbro Konsortiet, which is the Danish-Swedish company that owns and operates the Øresund Bridge, and Solarfuture is worth DKK 2 million and consists of the construction of 1,500 square metres of solar cells, which is equivalent to 250 kilowatt or solar energy for 45 single-family houses. The first plant will produce approximately 4 percent of the energy consumption needed to operate the bridge. This will mean a reduction of 85 tonnes CO2 as well as cost savings of DKK 200,000 per year.



Fot. Pixabay

Trade fairs in Scandinavia in 2018

Have a look at the Scandinavian trade fairs in 2018, a great opportunity to develop your business in Scandinavia. [Click here](#)

Helsinki Airport the best in Northern Europe

Passengers have voted Helsinki Airport as the Best Airport in Northern Europe at the SKYTRAX World Airport Awards. The awards are based on 13.73 million airport survey questionnaires that were completed by passengers of over 100 nationalities at more than 500 airports. Airports were evaluated across different airport service and product key performance indicators, including check-in, arrivals, transfers, shopping, security and immigration, and gate departure.



Fot. Pixabay



Fot. Pixabay

Denmark is the best country for women

Denmark has overtaken Sweden as the best country in the world to live in for women, according to a 2018 ranking from US News & World Report. The Best Countries for women were given a score out of 10 on these five attributes: Human rights, gender quality, income equality, progress, and safety. Sweden, Norway, the Netherlands, and Finland round out the top five.

Source: Business Insider

Meet the places where Scandinavian start-ups are born

Scandinavian capitals are one of the most friendly places to develop your own business. Mesh, the Ground, Rainmaking Loft or Start-up Sauna are just a few names of 16 Scandinavian start-up hubs and accelerators - meet them all and see where a new success such as Spotify or Klarna might be born.

Source: Business Insider



Fot. Melker Dahlstrand/
imagebank.sweden.se

New Bicycle Account: Bicycles outnumber cars in central Copenhagen

The City of Copenhagen aims to increase the percentage of commuters who cycle to work or education to 50% by 2025. Today, 41% of all trips in Copenhagen to work or education are carried out by bicycle. Among Copenhagen residents, 62% choose to cycle to work and education, whereas only 9% take the car. Since 2004, the City of Copenhagen, private foundations and the Danish government have invested DKK 2 billion in cycling infrastructure, bicycle bridges, parking and more. The many investments in bicycle infrastructure have motivated more people to choose the bike and have led to a growing satisfaction with Copenhagen as a cycling city. According to the Bicycle Account 2016, 97% of Copenhageners are satisfied or very satisfied, compared to 83% in 2006.



Fot. Anna Dziublińska

