

The Øresund Region – Europe’s new dynamic Center

Comprising both the Danish and Swedish sides of the Strait of Øresund, the Øresund Region is Northern Europe's new dynamic region that is predicted to be among the top three European growth areas over the next decade.

Europe’s new dynamic center

Strategically located in Eastern Denmark near Copenhagen, and the Southern Sweden and at the gateway to Scandinavia and the Baltic area, the Øresund Region is rapidly emerging as one of Europe's dynamic centres. The region can therefore be labelled as the main force behind an extensive cultural, political, economic and scientific development in Northern Europe. This has made the region a particularly fruitful venue for R&D in fields such as IT, pharmaceuticals, environment and biotechnology and world-class infrastructure, including the new Øresund Bridge between Denmark and Sweden. As a result, the region continues to attract investors and developers from across the globe in addition to various international research institutions and business entrepreneurs.

Key features of this new vibrant region include:

- One market comprising 50 million people living around the Baltic Sea.
- A population of 3.5 million inhabitants, making the Øresund Region itself the largest population concentration north of Germany.
- A high level of prosperity, with Denmark and Sweden both ranking among the richest countries in the world.
- Income levels well above the average for the EU and the OECD.
- Significant growth potential, not least as a springboard to the Eastern European economies.

Backed by solid economic performances in both countries, the Øresund Region provides a firm platform for business expansion - for Scandinavian companies as well as for the increasing number of foreign companies that have decided to set up business on either side.

Highly educated population

The Øresund Region is home to the largest concentration of highly educated people in Northern Europe. It is liberally sprinkled with world-class innovative environments and boasts a well-developed working relationship between industry, higher education establishments and the authorities. The 12 universities and colleges here are populated by 150,000 students and 14,000 researchers.

Medicon Valley

Also located in the Øresund region is the so-called Medicon Valley, which is one of Europe’s strongest life science clusters comprising universities, hospitals and companies dealing with biotech, med-tech and pharmaceuticals. Because of the joint efforts, Medicon Valley has

evolved into a strong business environment as much as it has become a diverse region engaged in an extensive R&D undertaking. This makes Medicon Valley a fruitful and rewarding business-location for all life science companies.

