

East Sweden Business Solutions

# Effective logistics

# Six good reasons to invest in East Sweden:

**EAST  
SWEDEN**

1  
All-in-one  
Flexible solutions

2  
One of  
Scandinavia's  
best locations

3  
Effective  
infrastructure

4  
Broad and  
cutting-edge  
competence

5  
Business  
environment  
with growth  
factor

6  
Strong  
references

1. All-in-one & Solutions

2. One of Scandinavia's  
best locations

3. Effective infrastructure

4. Edge and breadth

5. Business environment  
with growth factor

6. References

*All-in-one and flexible solutions  
by using East Sweden as a base*

**EAST  
SWEDEN**

## **Sweden's second best!**

*"Sweden's 25 best logistics locations"*

*Publication: Intelligent Logistik 2013*

*Examples of criteria:*

*Geographical location*

*Infrastructure*

*Logistic area*

*Portfolio of services*

*Business climate*

*Land*

## **Sweden's best!**

*"Europe's most desirable logistics locations"*

*Prologis 2013*

*Examples of criteria:*

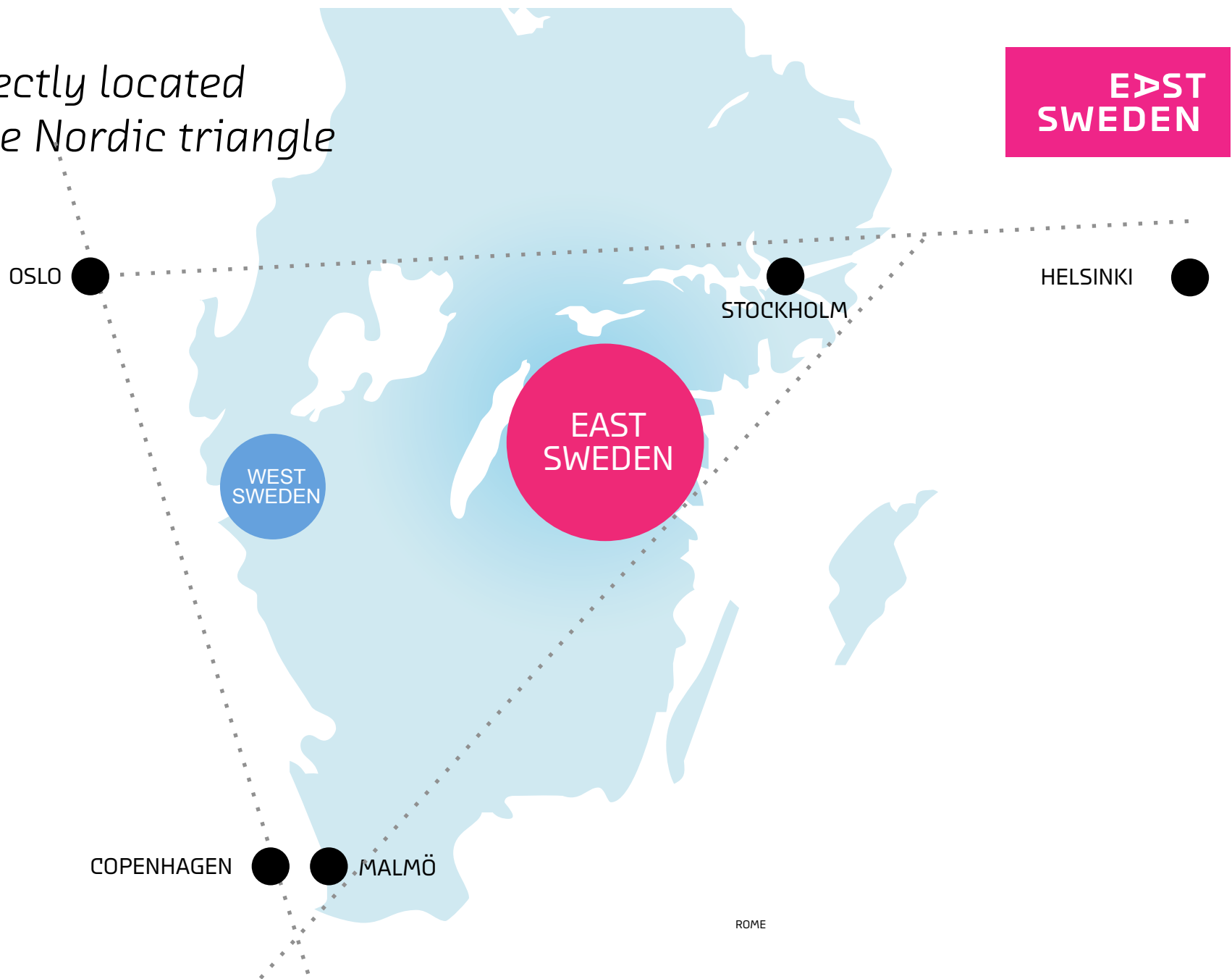
*Proximity to customers and suppliers*

*Quality and proximity to infrastructure*

*Access to strategic transport*



*Perfectly located  
in the Nordic triangle*



1. All-in-one & Solutions

2. One of Scandinavia's  
best locations

3. Effective infrastructure

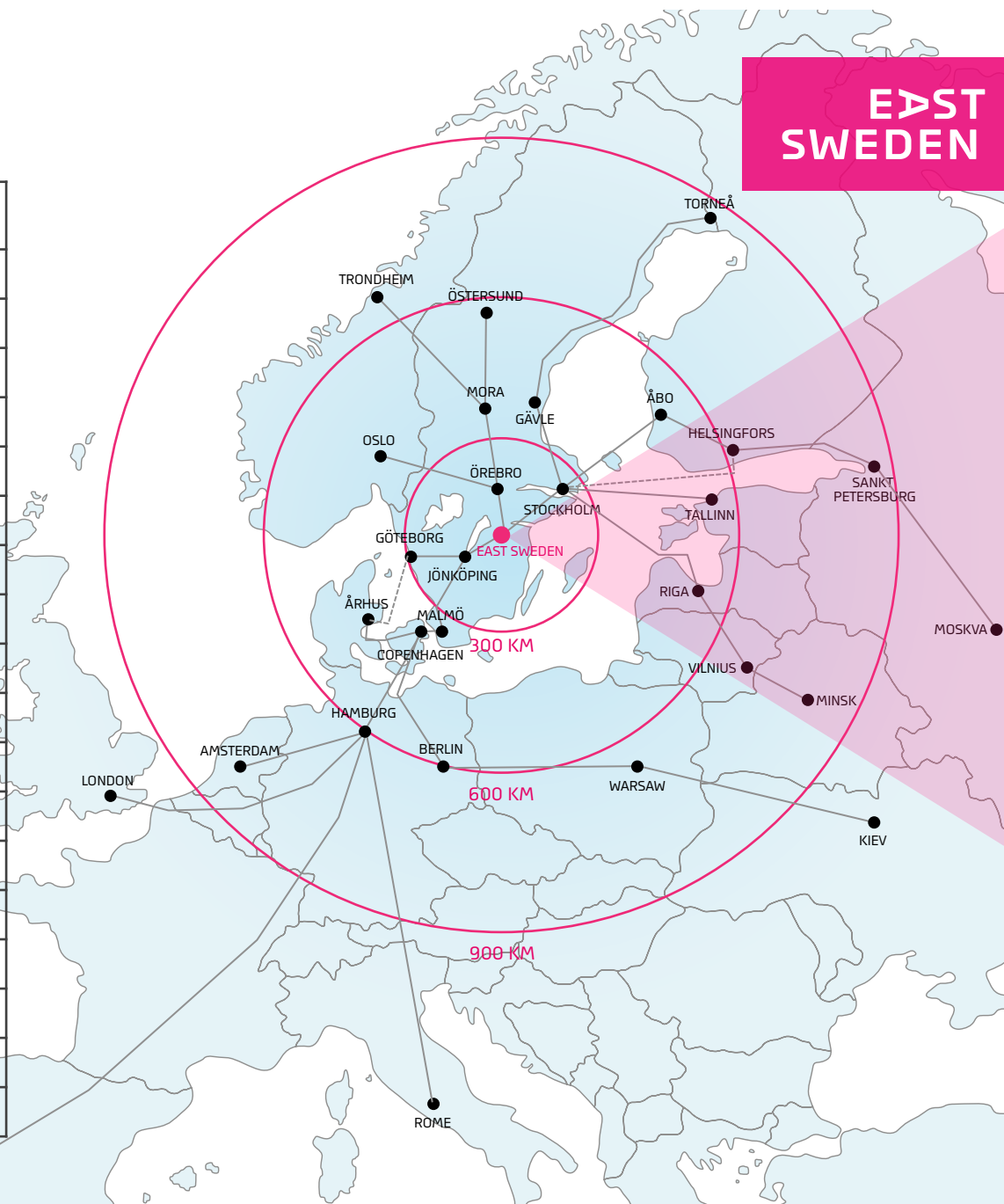
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# Close to everywhere

			
<b>Torneå</b>	906 km	1 180 km	12,5 tim
<b>Östersund</b>	533 km	695 km	12 tim
<b>Gothenburg</b>	266 km	320 km	3 tim
<b>Oslo</b>	343 km	440 km	5,5 tim
<b>Trondheim</b>	626 km	818 km	10,5 tim
<b>Copenhagen</b>	356 km	460 km	4,5 tim
<b>Helsinki</b>	564 km	678 km	13,5 tim
<b>Moscow</b>	1 357 km	1 780 km	27 tim
<b>Tallinn</b>	537 km	680 km	14 tim
<b>Riga</b>	504 km	640 km	17 tim
<b>Vilnius</b>	722 km	947 km	21 tim
<b>Minsk</b>	893 km	1 989 km	25 tim
<b>Berlin</b>	671 km	890 km	10,5 tim
<b>Warszawa</b>	768 km	1 449 km	15 tim
<b>Kiev</b>	1 305 km	2 220 km	24 tim
<b>London</b>	1 300 km	1 740 km	17,5 tim
<b>Rome</b>	1 852 km	2 360 km	23 tim
<b>Lisbon</b>	2 819 km	3 410 km	31 tim



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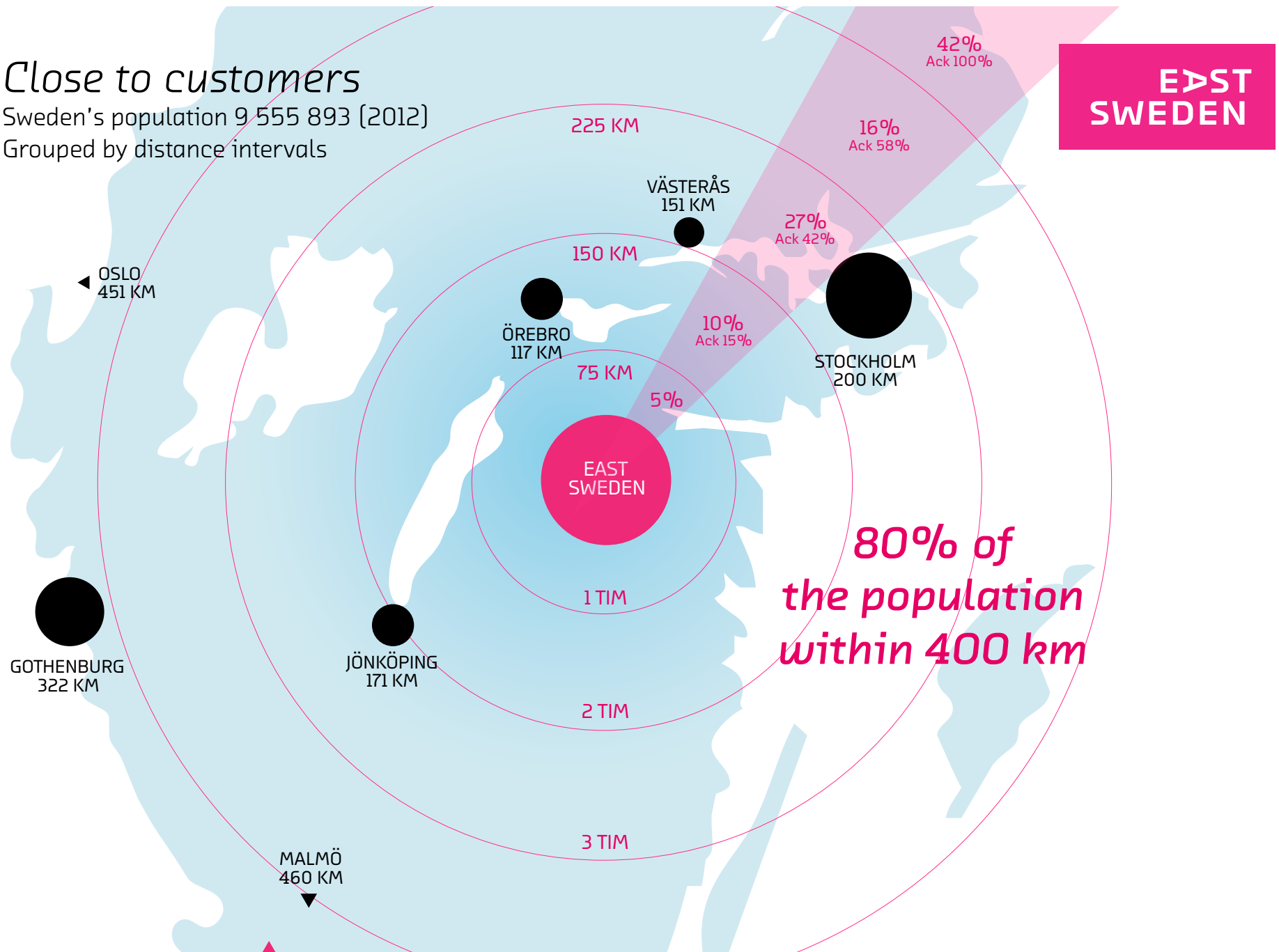
5. Business environment  
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# Close to customers

Sweden's population 9 555 893 (2012)

Grouped by distance intervals



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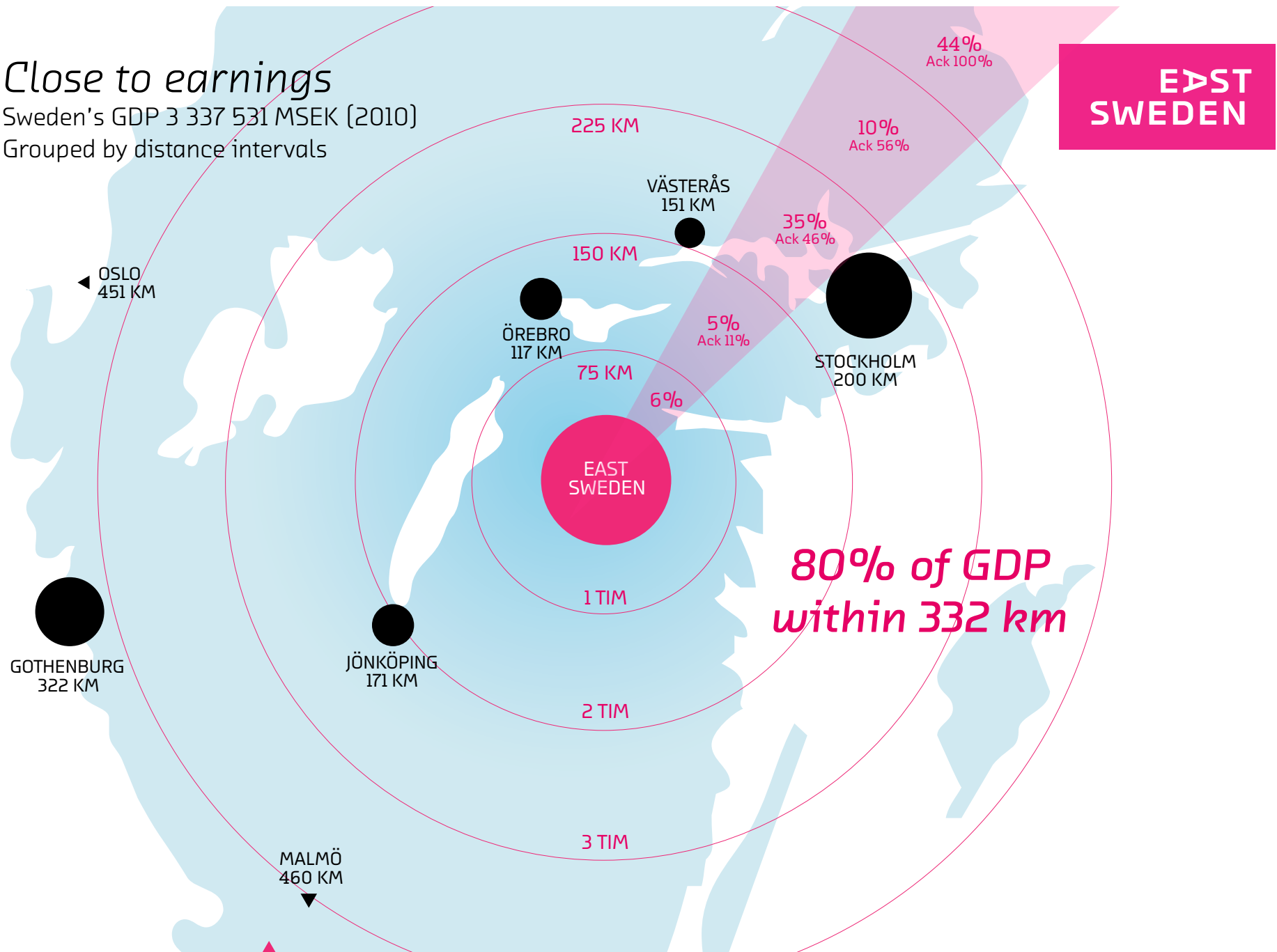
5. Business environment with growth factor

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# Close to earnings

Sweden's GDP 3 337 531 MSEK (2010)

Grouped by distance intervals



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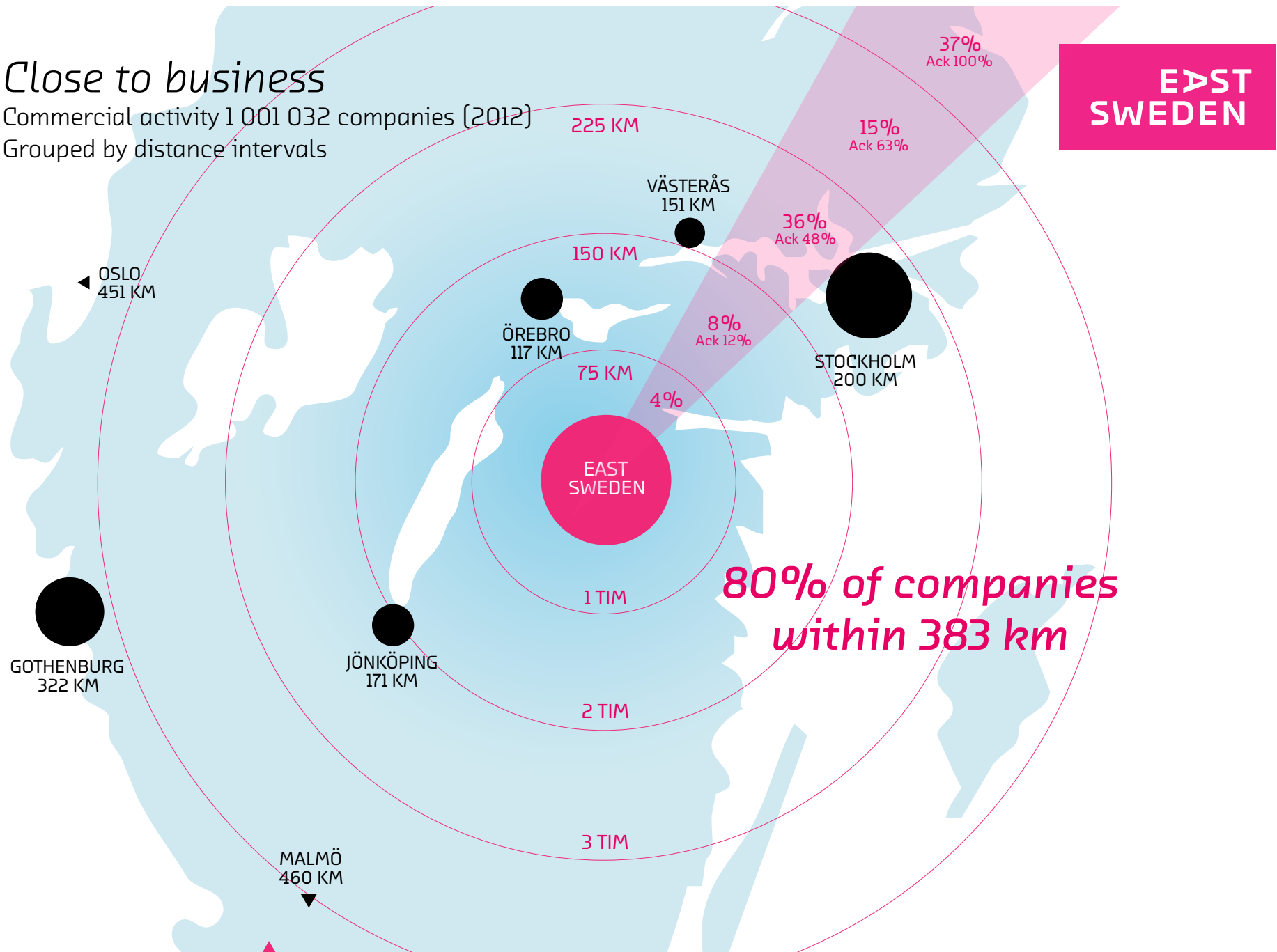
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# Close to business

Commercial activity 1 001 032 companies (2012)  
Grouped by distance intervals



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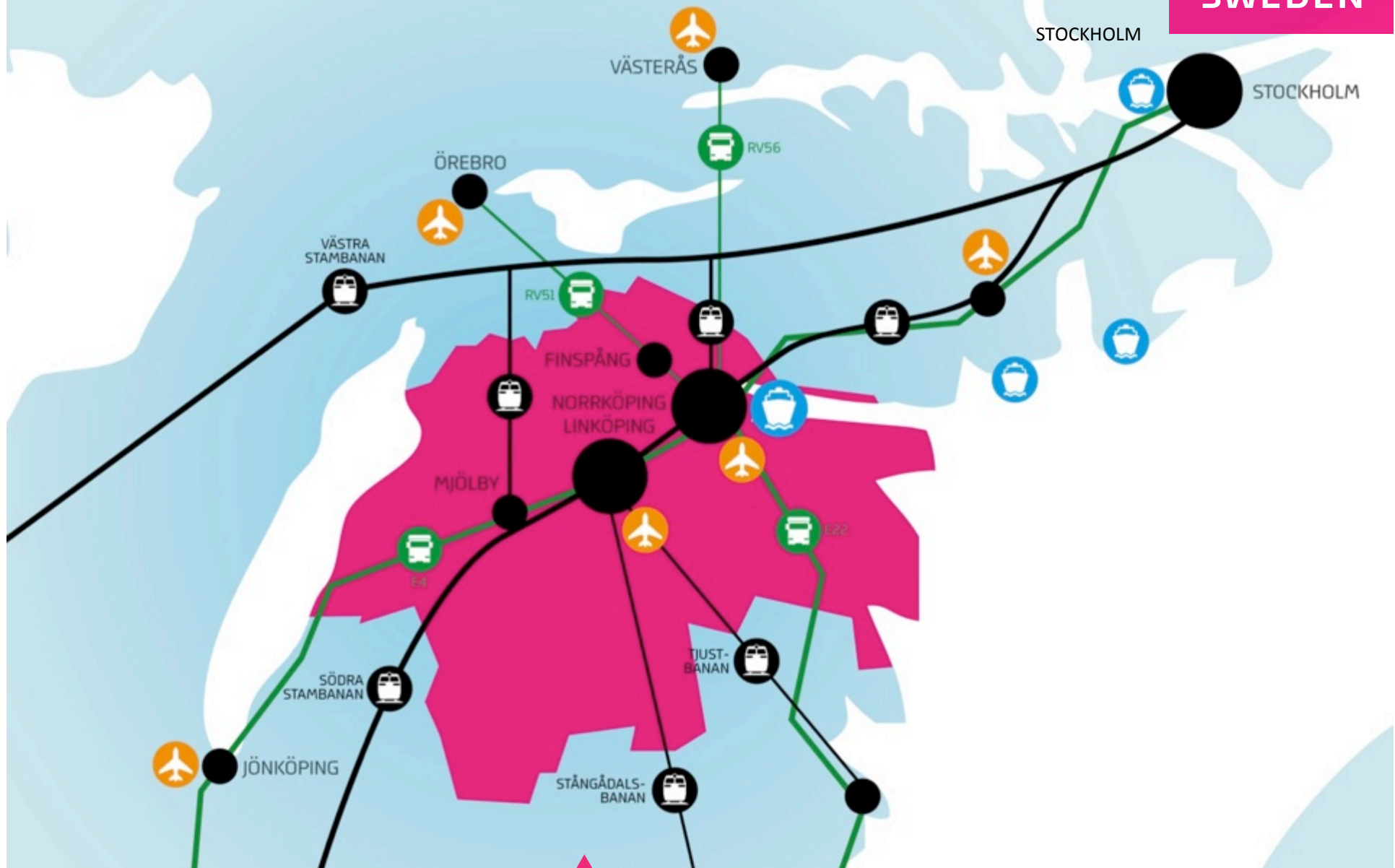
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*All roads lead to East Sweden*

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SWEDEN**



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*Maximum access.*  
*Optimal effectiveness.*

- Well-developed infrastructure
- Good access to land near start and stop points
- Intermodal hubs
- Combiterminal & deep sea port
- Balanced freight flow
- Transport & logistics cluster
- Tertiary education in logistics
- World-class logistical competence
- Attractive pricing



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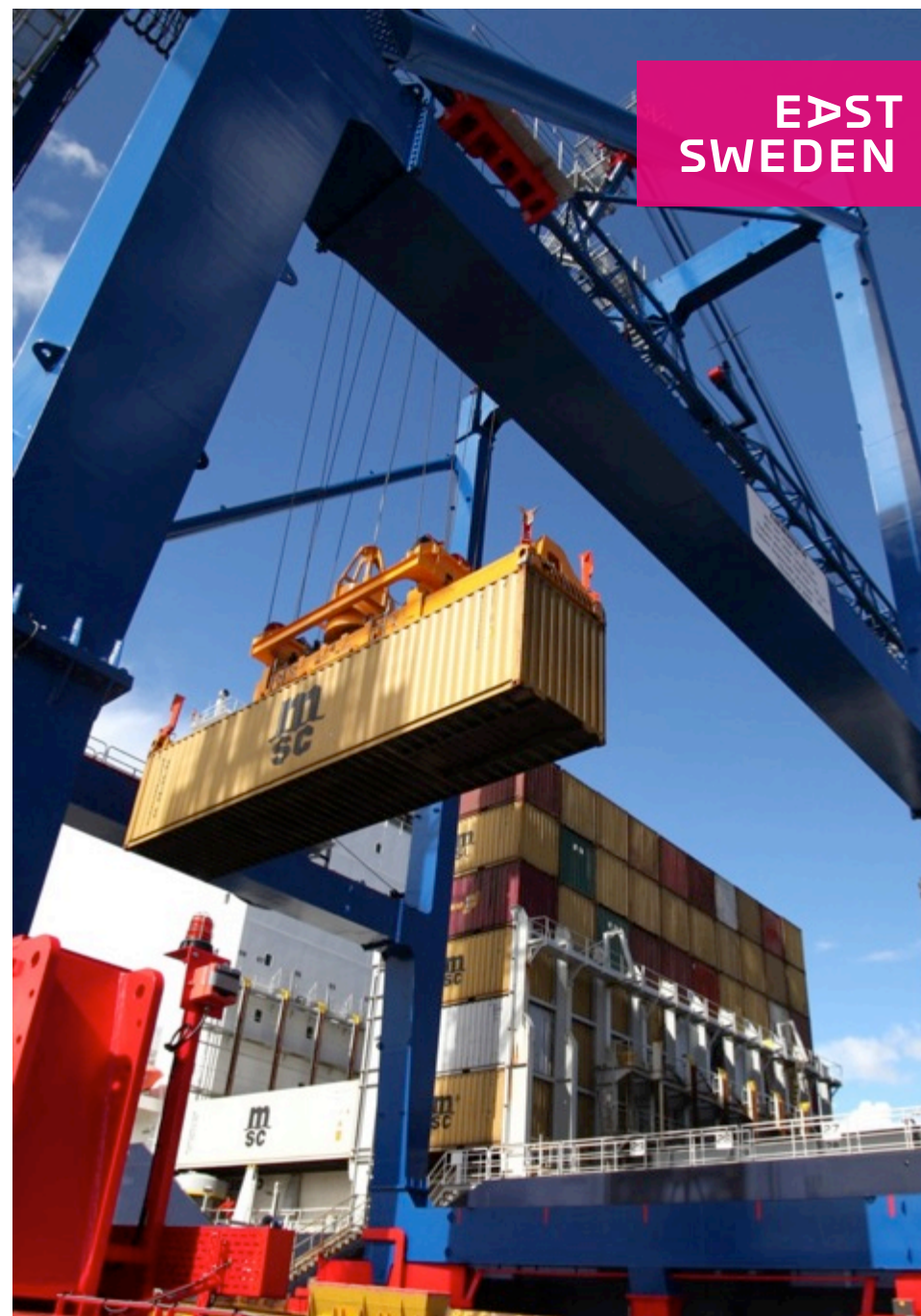
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## Resources which make a difference: Norrköping Port

- Modern full-service port
- Effective land & sea infrastructure
- Intermodal hub
- Container port & combiterminal
- Nationally-strategic port
- Examples of products:  
*Forestry products, container & breakbulk,  
liquid bulk, project cargoes, grains, iron,  
steel, other bulk goods.*
- Volume of goods & traffic:  
*Approx 4 million tonnes/year  
Approx 1,200 portcalls/year*



# Resources which make a difference: Linköping University

Innovator of research and education

- 28,000 students
- 3,900 staff

Extensive logistics programmes & research

- Development motor for the region
- Close cooperation with trade & industry
- High quality research
- Cross-discipline and collaboration over subject and faculty borders

Campuses in both Linköping & Norrköping

*All levels from upper secondary and vocational training to Master programmes at Linköping University:*

- Logistics Management
- Intelligent Transport Systems



# Regional cooperations

## East Sweden & Linköping University

EAST  
SWEDEN

- Positioning of East Sweden as a top 3 logistics region in Sweden
  - Logistics localisation analysis – facts & figures, concepts
  - Defining strengths and potential improvements
  - Marketing activities to media and business etc.
- Established “Logistikia” as a joint effort to support business and society in their logistics development
  - Logistics Community with: Web-page, Seminars & Conferences, Knowledge sharing
- Support from LiU in logistics establishment
  - Company specific logistics localisation analysis
- Consultant support to local companies
  - e.g. development of logistics strategies
- Cluster analysis to define different logistics clusters in the region
- Support the cities to develop sustainable city logistics
  - Norrköping will develop consolidated logistics for supply to the community
- Health care logistics research together with the County Council in Östergötland
- Student work and thesis's in local companies



Linköpings universitet



LOGISTIKIA



# Business environment rich in competence and innovation

- Logistics programmes  
*All levels from upper secondary and vocational training to Master programmes at Linköping University:*
  - Logistics Management
  - Intelligent Transport Systems
- Staffing  
*Well-organised market within storage and logistics*
- Network  
*Transboundary collaboration and knowledge exchange for increased business advantage*
- Research & innovation  
*Linköping University, Mjärdevi Science Park, Norrköping Science Park, LEAD Incubator, Demola East Sweden*



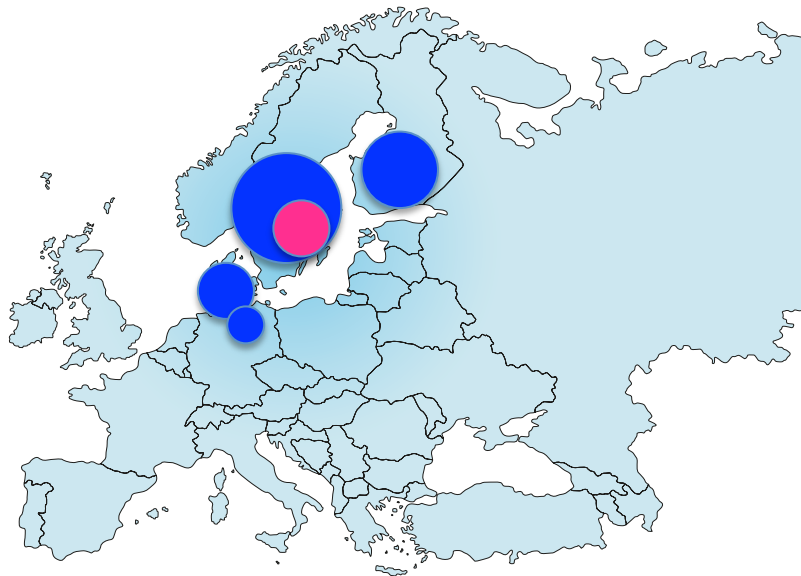
# Strong trade & industry drives development

- Industry  
*Siemens Industrial Turbomachinery, Saab, Toyota Material Handling, Väderstad-verken, Holmen, Billerud, etc.*
- Retail (DC)  
*Stadium, Ö&B (Runsven), Rusta, Apotek Hjärtat, Scan, Netto, Haugen-gruppen, etc.*
- ICT  
*Ericsson, Sectra, Motorola (Aris), Autoliv, IFS, Combitech, Swedish ICT, Gaia System, etc.*
- Logistic clusters experiencing growth  
*Schenker, DHL, Kuehne Nagel, Alltransport, Stadium, Toyota Material Handling, PEMA, DSV, PostNord, Sjöfartsverket, LFV, Transportstyrelsen, etc.*



## Retail trade reference: Stadium

- Central warehouse 58,000 m<sup>2</sup>
- Supplies 150 outlets daily in Sweden, Denmark, Finland
- Evening dispatch reaches most recipients before opening hours the next day
- Award-winning environmental work
- E-retail warehouse and distribution
- In-house printing
- Contact: Daniel Johansson, logistics manager



*Capitalises on Norrköping Port*



*Rail connections for freight*



*Basic hub for further road haulage*



*Own central warehouse*

# Welcome to East Sweden!