We are glad that you picked up this publication, since it means you are interested in learning more about retail opportunities in Sweden. The purpose of this guide is to give an overview and assist you in evaluating an entry into this dynamic market.

Sweden stands out and outperforms the rest of Europe in many key areas such as economy and competitiveness. Equally important, we are a nation of high-income earners with a large share of spending on retail and food & beverage. Swedes are also recognised as widely travelled trendsetters who are innately curious about new international brands and products. And since the purchasing power is one of the highest in Europe, they have ever increasing means to satisfy that curiosity. Many new international brands have already discovered the potential but there is room for many more. The share of international retailers in Sweden is low compared to markets in the rest of Europe.

Sweden stands out – outperforming the rest of Europe in many key areas such as economy and competitiveness.

This guide charts retail opportunities in Sweden’s three largest city regions – Stockholm, Gothenburg and Malmö – and provides hard facts and information about the market, demand and supply. It has been developed in joint collaboration between the national trade and investment council Business Sweden, the regional investment promotion agencies of Stockholm, Gothenburg and Malmö and the Stockholm City Center Partnership. Among the partners are the Stockholm Property Association, property owners and consultants.

Please contact us for advice, networking contacts and establishment support – free of charge and in full confidentiality – to assist you further in evaluating the opportunities and setting up a successful business in Sweden. Please see contact details at the back.

Let us assist you

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THE NORDICS
TOP OF LEAGUE OUTPERFORMING EUROPE

Sweden is the very epicentre of the Nordic region, being the largest market, financial centre and hub for business in the region. Together the Nordic countries – Sweden, Denmark, Finland and Norway – make up the 11th largest economy in the world, consisting of 26 million inhabitants.

The Nordic model – one region, four countries
Some consider them small nations up north but in fact, the Nordics are continuing to outperform the rest of Europe, showing higher scores on practically every chart and ranking one cares to construct.

The four countries are tied together historically through collaboration and many similarities – political visions, social security and cultural traditions – even language (except for Finnish). This has been internationally labelled as the “Nordic Model” – a hybrid system with its mix of social welfare benefits, openness and high-tech capitalism, which has made the region a highly attractive place for both living and doing business. Add to that security, transparency and lack of corruption.

Comparing wealth with price levels
Norway stands out with a GDP significantly higher than the rest of the Nordics and Europe, largely due to Norway’s abundance of oil. But one should also take into consideration that Norway is one of the most expensive countries to live in, with 52 percent higher prices on goods than the EU average. The Norwegians actually flock to Sweden to shop. Swedish consumers have the second highest GDP per capita in the Nordics and 24 percent higher than the European average, yet prices are not as high.

Forbes recently named Sweden as the world’s best country for doing business. Denmark, Finland and Norway also ranked in the top 10.

-Forbes Best Countries for Business 2017

PRIVATE CONSUMPTION AND RETAIL DEVELOPMENT 2017 (%) | GDP DEVELOPMENT AND FORECAST (%)

<table>
<thead>
<tr>
<th>Country</th>
<th>2016</th>
<th>2017</th>
<th>2018 (F)</th>
</tr>
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<tbody>
<tr>
<td>Sweden</td>
<td>4.7</td>
<td>3.2</td>
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<tr>
<td>Norway</td>
<td>5.9</td>
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<tr>
<td>Denmark</td>
<td>3.3</td>
<td>3.2</td>
<td>2.3</td>
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<tr>
<td>Finland</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
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</table>

Source: GfK, 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>2016</th>
<th>2017</th>
<th>2018 (F)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2.3</td>
<td>2.1</td>
<td>1.8</td>
</tr>
<tr>
<td>Norway</td>
<td>1.7</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Denmark</td>
<td>1.4</td>
<td>1.6</td>
<td>1.7</td>
</tr>
<tr>
<td>Finland</td>
<td>1.3</td>
<td>1.2</td>
<td>1.2</td>
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</tbody>
</table>

Source: HUI / SCB / SEB, 2017

PRICE LEVELS VS. GDP PER CAPITA - EUROPEAN RANKING

<table>
<thead>
<tr>
<th>Country</th>
<th>Price level</th>
<th>GDP per capita</th>
</tr>
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<tbody>
<tr>
<td>Switzerland</td>
<td>170</td>
<td>159</td>
</tr>
<tr>
<td>Iceland</td>
<td>151</td>
<td>129</td>
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<tr>
<td>Norway</td>
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<td>Denmark</td>
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<td>125</td>
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<tr>
<td>Luxembourg</td>
<td>138</td>
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<td>Sweden</td>
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<tr>
<td>Ireland</td>
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<td>UK</td>
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<tr>
<td>Austria</td>
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<td>126</td>
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</table>

Source: Eurostat, 2016

PURCHASING POWER PER CAPITA
Nordic capitals, 2015

<table>
<thead>
<tr>
<th>Capital</th>
<th>Purchasing power</th>
<th>Net annual income</th>
<th>Price levels incl. rent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>924,000</td>
<td>79.4</td>
<td>128.8</td>
</tr>
<tr>
<td>Oslo</td>
<td>650,000</td>
<td>81.7</td>
<td>79.9</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>583,000</td>
<td>59.3</td>
<td>74.3</td>
</tr>
<tr>
<td>Helsinki</td>
<td>428,000</td>
<td>75.9</td>
<td>63.2</td>
</tr>
</tbody>
</table>

*New York = Index 100. The price level/rankings reveal the relative cost of goods and services worldwide. Source: UBS, 2015
SWEDEN STANDS OUT

International companies are attracted to Sweden for numerous reasons. The country is a global leader of innovation with a highly skilled labour force, sophisticated consumers, smooth business procedures, openness to international ownership and a stable economy.

When it comes to style and fashion, Nordiska Kompaniet is one of Sweden’s leading department stores. When it was founded back in 1902, the ambition was already clear. The department store was to be a commercial and cultural theater – a stage for contemporary life. This fall, Nordiska Kompaniet takes a closer look at the part technology plays within fashion and beauty. In the exhibition Artificial Icons, the department store brings a few of history’s most important garments and accessories into the future by recreating them with the help of 3D-printers.
Despite the relatively small population, Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world.

Highly competitive and progressive nation
The Swedish business community continues to demonstrate the ability to take on new ideas and to innovate, adapt to changing business conditions and compete in an international setting. The fact is that Sweden is home to some of the most respected and well-known brands in the world, including Volvo, Electrolux, Ericsson and H&M. Retail giant IKEA was founded in Sweden in 1943 by then 17-year-old Ingvar Kamprad. It is also the birthplace of innovative start-ups that have achieved global success, such as Skype, Spotify and Klarna.

Sweden has the largest population and the largest retail market, and receives as much foreign direct investment as the Nordic and Baltic countries together. Of all the Nordic countries, Sweden has the highest level of retail attractiveness when it comes to establishing new business ventures, and international retailers continue to selectively expand in the Nordic region at a slightly faster rate than in Europe’s key cities at an aggregated level. Sweden’s central location and strategic gateway to Northern Europe have also made it a natural logistics hub and place for consolidated business in the region.

Growing population
Sweden’s population is 10.0 million and the country has enjoyed steady population growth over the past 22 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. The trend is only expected to continue. The majority of the population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmo – are situated. The levels of immigration mean that the population is highly diverse, with people from many different cultures.

Wealthy middle class with one of the highest levels of purchasing powers in Europe
Disposable income and private consumption growth are stronger than in most other European countries. There is a large middle-class segment with high spending power, and the difference between high and low-income households is low. Put simply, Swedes are wealthy and 80 percent of the population earns 75 percent of total income.

Key facts Sweden

Population 2017, million 10.0
GDP growth 2017, % 2.7
GDP growth 2018 (1), % 2.3
Inflation (Sep 2017), % 2.3
Retail sales growth 2016, % 3.4
Retail sales growth 2017 (1), % 2.5
Unemployment rate (Aug 2017), % 6.0
Repo interest rate 2017, % -0.5
GDP per capita 2016 SEK 443,900
Disposable income per capita 2016 SEK 273,532
Retail sales per capita SEK 75,000
Corporate tax rate 22%
Swedish krona, SEK/Euro (average 2016) 9.5
Swedish krona, SEK/$ (average 2016) 8.6
THE SWEDISH RETAIL MARKET 
FORECAST TO OUTPERFORM MOST OTHER COUNTRIES

Strong retail sales growth in Sweden
The Swedish retail market has enjoyed positive annual growth for 20 consecutive years, fuelled both by steadily increasing population growth and rising disposable income. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country. Swedish consumers have increased their retail spending for more than two decades and retail sales account for some 33 percent of total household expenditures. Adding in Food & Beverage, the share is almost 40 percent. Another driver of retail sales growth is the increasing shopping tourism. (See Tourism section, page 14.)

Strong growth in e-tailing
The strong growth in e-commerce of goods continues with an increase of 17 percent. Online sales amount to 7 percent of total retail sales and about two thirds of the Swedish population makes at least one purchase online every month. Consumer electronics, clothes and groceries top the list. Traditional store retailers are increasingly complementing their store sales with online sales. Consumers are choosing to shop from international sites to a greater extent, preferably fashion. (See e-commerce section, page 20.)

Retail sales and GDP development, 2008-2016, %

Demand within many segments
There is a welcoming attitude in Sweden, both among consumers and property owners, to concepts that add diversity to the retail market structure. The fact that Sweden has four distinct seasons, for example, creates a demand for a wide range of products and services related to the home and to leisure activities. Swedes are also characterised by a love of outdoor activities, sports and other healthy pursuits. Showing off your perfectly decorated home with a newly renovated kitchen and bathroom and inviting your friends over for dinner is equally important. Simultaneously though, Swedes are spending an increasing amount of money on going out to eat and drink. The Food & Beverage sector is growing rapidly. (See Food & Beverage section, page 16.)

Mature but vibrant retail market
The Swedish retail market is well developed and dominated by a small number of large chains. This is especially true of high-volume clothing, furniture and food retail, where it is common for several different chains to have the same owners. Swedish H&M is the second largest clothing retailer in the world and IKEA the world’s largest furniture retailer. The success of these two multinationals illustrates that the Swedish retail market is mature and innovative, and can compete well in the international market.

20 consecutive years of annual retail sales growth

Retail sales and GDP development, 2008-2016, %

Strong retail sales growth even during the few years of financial downturn.

Source: HUI, 2017

RETAIL SALES AND GDP DEVELOPMENT, 2008-2016, %

Sweden is ranked the 5th best country in the world when it comes to cross-border trade.

RANK - TRADING ACROSS BORDERS

1 Singapore
2 Netherlands
3 Hong Kong
4 Luxembourg
5 Sweden
6 Finland
7 Austria
8 United Kingdom
9 Germany
10 Belgium

Source: World Economic Forum, 2017

RETAIL SALES PER SEGMENT, 2016

750 SEK billion (€78 billion)

- Daily goods: 43%
- Home furniture: 5%
- Construction and building materials: 5%
- Electronics: 6%
- Clothing: 8%
- Sport & leisure: 4%
- Other: 28%

Source: HUI, 2017

PRESENCE OF INTERNATIONAL RETAILERS

Stockholm is the springboard for retailers into the region and has the highest presence of international retailers compared to its Nordic peers, followed by Copenhagen, Oslo, Malmö, Gothenburg and finally Helsinki.

Source: JLL, 2015

RETAIL SALES PER SEGMENT, 2016

Home furniture: 5%
Electronics: 6%
Clothing: 8%
Construction and building materials: 5%
Daily goods: 43%
Sport & leisure: 4%
Other: 29%

Source: HUI, 2017

1110
1110
1110
1110
There have been a number of new openings over the last five years. Examples include Aesop, Celine, Disney Store, Eataly, Lindt, MAC, Moncler, 3ina, Pull & Bear and Tesla.

**Opportunities for International Retailers**

**Growth Prospects in Largely Untapped Market**

For international retailers looking for growth and diversification, the Swedish retail market is an increasingly attractive destination for expansion. As the global retail industry has expanded rapidly into new markets, the Swedish and Nordic markets have remained relatively untapped by international retailers. Traditionally, the country has been dominated by domestic and Scandinavian brands, but in recent years new brands have entered the market with further expansion plans. Sweden is well suited to new retail concepts and there are opportunities in most segments. The market is largely unregulated and open to international entrants. Stockholm, Gothenburg and Malmö are among Europe’s most affluent cities. A high degree of market maturity, resilience and growth prospects as well as real estate transparency and low risk add to their appeal.

**The Swedish Consumer**

**Curious and Progressive Trendsetters**

Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely, expanding their minds culturally, exposing themselves to many different cultures, and cultivating a taste for new brands and experiences, which they love to test against their own high standards. Swedes are also demanding buyers who value function and quality as much as design and branding in purchasing decisions. The use of social media and mobile communication is high. Consumption patterns reflect both equality and individuality. Alternative lifestyles and relationship patterns are tolerated and welcomed. New movements in fashion, music or design are often communicated through media, blogs and personalities.

Sweden is one of the most individualised and secularised countries in the world.

- World Values Survey

Recent International retail brand entrants – a selection

- Aesop
- American Vintage
- Apple Stores
- Axel Arigato
- Calzedonia
- Celine
- Chanel
- Chanel Beauty Store
- Coca-Cola Store
- Disney Store
- Eataly
- Grant Vinsten
- Hamleys
- Holland & Barrett
- Intimissimi
- JD Sports
- Lett
- LG
- Joe Malene
- Joe & The Juice
- Kiko
- LEGO Store
- Lindt
- MAC
- Moncler
- MRoom
- Oasis
- Picard
- Pull & Bear
- Red Wing Shoe Store
- River Island
- Sephora
- Starbucks
- Suitsupply
- Superdry
- Tesla
- Varner Group
- Victoria’s Secret
- XXL
- Zalando
- 3ina
LARGE INCREASE IN SHOPPING TOURISM

Record volumes and record shopping expenditure fuel Swedish retail sales.

With the fashionable lifestyle in its largest cities and its five-star culinary experiences, Sweden is gaining the attention of travellers from around the world. A new record was set in 2015 when 60 million commercial overnight stays were recorded, the largest increase originating from non-European countries like China, USA and India.

The fact that tourism is the fastest growing industry in Sweden has had a significant impact on the retail and shopping culture. Revenues from international visitors have more than doubled in the last five-year period, and visitor volumes have increased faster than the European average. Shopping and product purchases was the largest single expenditure for international visitors.

TOURISM FACTS

95 SEK billion is what visitors spent on restaurants and lodging in 2016, since 2000, foreign consumption has grown by 177 percent.

296 SEK billion in total consumption from tourists (+5% since 2015), foreign consumption in Sweden has increased three times as much as domestic consumption.

60 million overnight stays, of which 16 million are international. Shopping is the largest expenditure among foreign visitors, at 45 percent of total consumption.
FOODIE NATION WITH WORLD-CLASS CUISINE

The all-pervasive Swedish interest in food and beverage experiences continues unabated. Food innovators are gaining an international reputation, and consumers are dining out like never before.

Swedish consumers are spending more and more money on food and beverage. The restaurant industry’s turnover is growing fast and hit a record high of SEK 127 billion in 2016. An increase of 7 percent over the previous year.

Sweden has emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that shape global trends. Swedish chefs have achieved world recognition by earning both gold and silver medals at the culinary Olympics, the Bocuse d’Or. And with gourmet restaurants opening their doors all over the country, Sweden has transformed itself into one of Europe’s haute cuisine hot spots, which has definitely caught the eye of food critics across the globe.

The café and coffee shop industry is also booming. Turnover has nearly doubled since 2007 - an increase that is 70 percent higher than the rest of the restaurant sector. This is largely due to an industry development where a range of concepts and different type of coffee shops have struck a cord with consumers.

There has been a shift in recent years with Swedish consumer increasingly adopting a lifestyle of eating out. A restaurant visit is no longer reserved for social occasions or business meetings. Breakfast, lunch and dinner - eating out has become a way to take care of everyday meals. In fact, Swedish consumers now spend about as much on cafés and restaurants as they do on groceries.

Opportunities for anyone who wants to introduce new F&B concepts to Sweden most certainly exist – from fast food to fine dining concepts.

Recent international food and beverage companies established in Sweden:
- Burger & Lobster
- Domino’s Pizza
- Dunkin Donuts
- Eataly
- Egon Restaurant
- Foodora
- Jamie’s Italian
- Joe & the Juice
- KFC
- Lett
- Picard
- Simit Sarayu
- Starbucks
- UberEATS
- Vapiano
- Wagamama

DID YOU KNOW ...
... that Sweden offers world-class cuisine with as many as 23 restaurants with a total of 26 Michelin stars.
GREAT SUPPLY OF RETAIL SPACE

The Swedish shopping centre market is one of the most mature and well developed in Europe. Major attractive developments cater to increased demand.

Developers and property owners are working constantly to increase the stock of attractive space due to strong private consumption and retail sales growth.

Most major Swedish cities have at least one retail park, with IKEA dominating the out-of-town market.

About 15 new shopping centres located all over Sweden are in the pipeline stretching out to 2017. Some of these recently opened and ongoing developments are presented in the following city guides, ranging from high-tech setups with a GLA of more than 100,000 sq m, to specialised city district developments and shops in restored historical buildings.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations.

EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE

Sweden ranks at the top as the most trade-friendly and logistically efficient nation in the world, moving goods and connecting manufacturers and consumers with international markets.

Sweden is the preferred choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. From Sweden, all major cities in Sweden, Denmark and Norway are accessible by road transport in less than 12 hours, while Estonia, Finland, Latvia, Lithuania and western Russia are accessible within 24 hours. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

Infrastructure investments have provided Sweden with outstanding capacity to assure fast, frequent and timely deliveries. Road and rail capacity to and from Sweden is supported by several high frequency ferry connections and an extensive port network. The Swedish distribution network comprises a large number of freight-forwarding and full-service third-party logistics (3PL) providers. Spurred by the requirements of diversified and multinational industries, Sweden’s logistics sector has become one of the most capable in Europe. Early globalisation of Swedish created high demand for efficient transport and communications systems.

THERE IS A CONSIDERABLE supply of retail space on the Swedish market and the total retail stock amounts to approximately 18 million sq m, including shopping centres, retail parks and high street premises. Sweden has some 400 sq m GLA per 1,000 people, compared to the EU average of 331 sq m retail space per 1,000 people.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations, both out of town and in the cities. Shopping centres represent some 30 percent of the non-daily goods market. In the Stockholm area, this figure is closer to 50 percent. The retail sales in shopping centres account for more than 33 percent of total retail sales in the country.

There is a healthy nationwide supply due to major ongoing and planned expansions of shopping centres and retail parks throughout the country, as well as a number of city-centre renewal projects. Much of Sweden’s retail space is under institutional ownership and many owners specialise solely in retail property.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations.

SWEDEN IS THE PREFERRED choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. From Sweden, all major cities in Sweden, Denmark and Norway are accessible by road transport in less than 12 hours, while Estonia, Finland, Latvia, Lithuania and western Russia are accessible within 24 hours. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

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Recent international companies setting up Nordic fulfillment centers in Sweden
• Gear4Music • LG • Varner Group
• XXL • Zalando

“Ensuring consumer satisfaction, shortening lead times and providing a fashionable assortment are essential elements moving forward. This is why we are investing in establishing a new 30,000 sqm fulfillment center near Stockholm.”

Kenneth Melchior, Cluster Head Nordics at Zalando

SHOPPING CENTRE, PRIME RENT AND YIELD

Prime rent Prime yield (%)

Luts’k Rivne L’viv Ternopil

All major destinations can be reached within 2 hours by air and 24-hour distribution is possible throughout the entire Baltic sea region

“Ensuring consumer satisfaction, shortening lead times and providing a fashionable assortment are essential elements moving forward. This is why we are investing in establishing a new 30,000 sqm fulfillment center near Stockholm.”

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Increasing digitization drives globalization. Today’s consumers are becoming more discerning and demanding; they want a large variety and they want products delivered in ways that fit into their daily lives. When Swedes shop online from abroad, it is mainly the wide range and lower prices that drive their purchases.

Fast, convenient deliveries is now something that Swedes take for granted, and consumers are looking for an increasingly higher degree of precision and flexibility. Today’s consumers place the same expectations on physical and digital commerce alike. It’s a matter of being accessible in the way that consumers want. Whether or not this is achieved physically or digitally has become less important. More and more e-tailers are also establishing physical stores, often to satisfy shoppers’ demand for accessibility.

The main reason why Swedish consumers buy goods online is that e-commerce allows them to shop when it suits them. Time-savings, better selection and the convenience factor also drive online shopping.

The most popular product categories online are home electronics, clothing and footwear, media (including books, films, and video games), and building supplies. Online solutions for grocery shopping is growing rapidly.

One in four online purchases are cross-border. Swedes’ favorite international e-commerce destinations are China and the UK, and a significant proportion of Swedish consumers also buy from Germany and the US.

**E-COMMERCE IN SWEDEN**

**IMPRESSIVE GROWTH AND STRONG DEMAND**

It is crucial to offer locally adapted, trouble-free delivery methods. Additionally, new types of delivery services are becoming increasingly common and more highly valued.

- Håkan Ericsson, President and Group CEO of PostNord

Source: SCB / E-barometern / DIBS

| Population (18-79) | 7,411,852 |
| Internet penetration (% of population) | 93% |
| Shop online (% of population) | 89% |
| At least one online purchase per month | 67% |
| Online purchases from foreign sites per month | 29% |
| Average purchase per person per month | 1,514 SEK |
| Average time consumers are ready to wait for a delivery from a purchase (days) | 3.3 |

Source: SCB / E-barometern / DIBS
Way of entering the market
The most common way to enter the Swedish retail market is through direct ownership. Franchising and entering via shops-in-shops are other ways, but the Swedish franchise market is not as mature as that in other European countries. It can be difficult to find financial partners and master franchisees to invest in new international brands.

Favourable rental conditions
There are no restrictions on foreign companies either buying or renting property in Sweden. It is generally believed that the Swedish lease structure is more orientated toward tenant than landlord. Security of tenancy is strong and the tenant has the right to renew at lease end. Standard lease terms are 3–5 years for shopping centres and high street units. Longer terms, usually 7–10 years, apply at retail parks and for anchor tenants. Rents are normally constructed as a minimum base rent with a turnover element if sales exceed the base rent. Rents are indexed annually to the trend in consumer prices, and the tenant has the right to renew the contract for three years.

Commercial leases and rents
Compared to other countries, tenants have a strong legal position and right to the rented premises. Generally, landlords bear a higher proportion of operating costs than in other countries. Rent usually includes heating and water but not electricity or telecommunications. Rent also often includes cleaning of common areas and snow removal. Rental costs for a fashion store typically amount to 8–10 percent of sales.

Opening hours
Companies are free to set their own opening hours, as long as this is not in conflict with the lease. It is common for the retail trade in a given city to reach an accord on opening hours. Typical opening hours for high streets are 10:00 a.m. – 7:00 p.m. Mon-Fri, 10:00 a.m. – 5:00 p.m. Sat, 11:00 a.m. – 4:00 p.m. Sun. For shopping malls opening hours are longer, until 8:00 p.m. /9:00 p.m. weekdays and 5:00 p.m./6:00 p.m. weekends. For grocery stores opening hours are longer.

Salary costs
The average salary for a full-time sales clerk in retail ranges from 23,000 to 25,000 SEK, excluding social fees. Typically, salary costs for a fashion store amount to 17–19 percent of sales. There is no statutory minimum wage in Sweden; wage issues are instead left to employers and employees and their representatives. In the retail sector, the trade union stipulates a minimum monthly and hourly wage, depending on age and experience, in the collective agreement.

Starting a business in Sweden - fast and easy
Setting up a business in Sweden is a straightforward process. Procedures are simple and efficient, based on a transparent system that seeks to facilitate establishment of new enterprises without red tape. 85 percent of the population speaks English.

For more detailed information on how to expand to Sweden – please contact Business Sweden.

ESTABLISHMENT FACTS
SETTING UP OPERATIONS IN SWEDEN IS EASY AND COST EFFICIENT

### RETAIL RENTS 2016

<table>
<thead>
<tr>
<th>City</th>
<th>Luxury District</th>
<th>Best Mass Market Street</th>
<th>Prime Shopping Centre</th>
<th>Retail Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>15’–20’</td>
<td>10’–25’</td>
<td>7’–11’</td>
<td>1.4’–1.8’</td>
</tr>
<tr>
<td>Gothenburg</td>
<td>13’–15’</td>
<td>8’–14’</td>
<td>5’–7’</td>
<td>1.3’–1.6’</td>
</tr>
<tr>
<td>Malmö</td>
<td>4.5’–5.5’</td>
<td>4’–5’</td>
<td>4’–6’</td>
<td>1.2’–1.4’</td>
</tr>
</tbody>
</table>

Source: CBRE, 2016
What seems to be the overall experience among companies that have brought their business into the Swedish market is how easy things are. The business climate is characterised by simplicity, openness and transparency. We have compiled a list of arguments, in alphabetical order, as to why Sweden is a thriving market that should be looked into.

ANNUAL GROWTH
The Swedish retail market has enjoyed positive annual growth for more than two decades, fuelled by steady population growth and rising disposable incomes. Over all, retail sales have increased by 5% per cent since 2000, and according to the Swedish Border Fed eration, retail sales are expected to grow by 30 percent by 2020.

BUSINESS FRIENDLY
Sweden is known for its business-friendly hierarchical manage ment approach based on transparency, knowledge sharing and delegation of responsibility to the individual. Business frameworks are transparent and user-friendly. A high percentage of those employed speak English, and in many cases Native Americans.

COLLECTIVE AGREEMENT
Sweden has a tradition of mutual respect and cooperation between companies and their employees. Labour rela tions between employers and trade unions are cordial and constructive. Industrial dis putes and conflicts are rare. Employers or employers’ organisations hold discussions with the unions to agree on collective agreements for employees. These regulate wages and employment conditions. About 90 percent of employe es in Sweden are protected by collective agreements.

DOUBLE TOURISM REVENUES BY 2020
Tourism is Sweden’s second biggest growing industry, with sign ificant revenues expected to double by 2020. Shopping tourism is on the rise and Sweden is mostly visited by tourists from neighbouring Denmark, Norway and Finland, and others nearby such as Germany and the UK. The strongest growth comes from non-European markets like China, Japan, India and USA.

EXPERTS’ FAST TRACK
Sweden offers special income-tax relief to encourage highly skilled persons, such as international execu tives, experts, researchers and others with special skills, to work in Sweden. The tax relief scheme makes it easier for foreign-owned and domestic companies to attract experts and other key people from abroad to work in Sweden. This tax relief is motivated by the fact that foreign experts and other key people who live and work for short periods cannot derive full advantage from Sweden’s social welfare and pension system.

FINANCIALLY STABLE COUNTRY
With lowered interest rates and rising disposable income, the outlook is positive. In addition, low sovereign debt, transparent economies, an intact bank ing system and consumers with sound personal financier es produce a rare combina tion of stability and growth potential. Sweden has a competitive export industry focusing on investment and on input goods such as compo nents and raw materials.

GROCERY GIANTS
The three largest retailers in Sweden are in the grocery retail segment. The largest of these companies, measured by retail sales value in 2016, is ICA Sweden, fol lowed by Axfood and Coop Sweden. Multinationals play an important role in Swedish retail, especially in grocery retail, but they are not as significant in even grocery retail than to the rising share of small and independant discounters. Lid (German) and Netto (Danish).

HO! CHOOSE SWEDEN
Sweden is the second high est number of global head quarters in the world per million inhabitants. Table 2000 companies have their global head quarter in Sweden.

INTERNET SAVVY
Sweden tops both the Telecom Readiness Index (NRI) and the Digital Readiness Index 2017. Sweden is a true networked economy in the world. The country’s show ing is outstanding across the board. 1st, 2nd, and 3rd for individual usage, business readiness, and innovation and digital environment structure, respectively. E-commerce in goods is growing strongly. Online and social media shops online, with consumer electronics, clothing, and books topping the list.

JUST ONE WORLD
For most Swedes today, sustainability is a way of life. Sweden ranks first in the EU in consumption of organic foods, leads the way in recy cling drinks cans and bottles, and gets most of its energy from renewable sources. Sustainable develop ment is a key objective for the Swedish Government, both at home and abroad. The reasoning is that mem bers of one generation should conserve resources for future generations.

NOT JUST “LAGOM”
The word “lagom” can be applied to many things sugar in coffee, behaviour, having a job, the size of your house, drinking. It pretty much means “it’s just right”, “everything in moderation” and “don’t get too big for your boots” all rolled into one word. Swedi sh business people consider themselves lagom, making normal. However, the Swedish way seems to be more efficiently. Sweden is considered an innovative and creative country, and one successful Swedish company after the other is being built up on the global mar ket.

OPENING HOURS
Regular opening hours at most shops are 10 a.m. to 7 p.m. on weekdays. All shopping centres and department stores are open on Sundays. In the big cities, department stores remain open until 7 p.m. or longer. Retailers are free to set their own opening hours, as long as this does not conflict with the lease.

PAYMENTS ON TIME
According to Intum’s Swedish Payment Index, Sweden is a country where companies can expect to get paid on time for their services. The average pay ment periods in Sweden are 26 days for B2C and 35 days for B2B, compared to the European average of 36 days for B2C and 49 days for B2B.

QUALITY OF LIFE
Sweden is the fastest-growing city in the world. The Human Development Report 2016 from the United Nations ranks Sweden as the world’s 14th best country to live in. According to the report, Sweden has a strong social security system, which guarantees earnings for all and provide other welfare benefits. Employers in the retail indus try are committed to non-hierarchical manage ment and are aware of the importance of the work place. The three largest retailers in Sweden have signed several agreements with the unions to ensure that employees are protected and that productivity is maintained.

RENTAL CONDITIONS
Compared to other countries, tenants in Sweden have a strong legal position and right to the rented property. Standard lease periods in Sweden are between three and six months’ rent is normal. However, the Swedish way seems to be more efficiently. Sweden is considered an innovative and creative country, and one successful Swedish company after the other is being built up on the global mar ket.

RISK AWARENESS
Sweden is recognised for both setting new trends and rapidly adapting them from abroad. Consumers are con sidered demanding buyers who value new technology, functionality and quality as much as design.

TRANSPARENCY
All Western politicians claim to promote transparency and technology. The Swedes have a strong legal position and right to the rented property. Standard lease periods in Sweden are between three and six months. Rent is normal. However, the Swedish way seems to be more efficiently. Sweden is considered an innovative and creative country, and one successful Swedish company after the other is being built up on the global market.
If you are looking for a vibrant, evolving place with an excellent geographical location that gives you access to the most densely populated region in Scandinavia – then look no further. You have come to the right place.

Let us introduce you.

### KEY FACTS MALMÖ & GREATER COPENHAGEN

**GRP/Capita**: 450,000 SEK

**Population**
- City: 328,494, (+4.8% since 2011)
- Malmö region: 695,430
- Greater Copenhagen*: 3,900,000

**Workforce**: 170,218

**Students**
- Malmö: 26,000
- Greater Copenhagen*: 153,000 (8,000 scientists)

**Companies**
- Malmö: 35 171
  - (1,941 are foreign-owned)
- Greater Copenhagen*: 250,000

**New companies**: 8 reg./day

**Average age**: 38

**Highly educated people**: 50%

**Single households**: 70%

**Average income**: SEK 207,000

**Retail sales Malmö region**: SEK 45 billion (7% of Sweden)

* Malmö Region

* Greater Copenhagen includes not only Malmö but Skåne

"Greater Copenhagen is a metropolitan region that spans Eastern Denmark and Skåne in Southern Sweden"

Source: [http://www.greatercph.com/about](http://www.greatercph.com/about)
Malmö is Sweden’s third largest city, located in the Southernmost part of Sweden, Skåne. Malmö is the economic hub and growth center of the region, offering access to 3.9 million consumers in the Greater Copenhagen area.

Most densely populated region in Scandinavia
The city gives retailers access to the most densely populated region in Scandinavia via the Öresund Bridge that connects Malmö directly to Copenhagen, Denmark. Thanks to the seamless connection with Greater Copenhagen there is a substantial flow of shoppers and commuters to and from Denmark – another nation and 2.6 million more people within reach. The Öresund Bridge ensures that goods, competence and people flow freely between the two countries, serving as one greater market region. The region represents 26% of the countries’ total GNP, is home to around 250,000 companies, approximately 145,000 students and 8,000 researchers at the region’s 17 universities and colleges of higher education.

Young, vibrant and hip international city
Malmö is a modern and pulsating European city that has retained its charm and friendliness. In addition, Malmö is very much an international city with its inhabitants speaking over 150 languages and representing over 177 different nationalities.

We see year over year the number of foreign-owned workplaces is increasing, with the largest investor countries being Denmark, Norway, United Kingdom and Germany in terms of number of workplaces. Malmö offers a combination of thriving trade and industry and a university with a good quality of life and a rich range of activities. This is attracting many new residents to the city, which is growing every year.

The city’s young, diverse population has exhibited strong consumption behaviour, resulting in Malmö’s retail sales growth to outperform the national average, and expected to continue. Malmö’s retail landscape offers a well-balanced mix of city centre malls, high street retail and larger city periphery shopping complexes. The city is home to a mix of boutique and large international brands, while continuing to attract new comers year over year such as Zara Home, COS, & Other Stories, Stellvoll, Chanel, Hollister Co., Desigual, Apple.

Malmö’s design centered self-confidence can be found at Emporia, the largest shopping centre in Scandinavia, which earned the 2013 MAPIC award for "most innovative shopping centre", the 2014 MIPIM award for best shopping centre, as well as the Singapore architectural design award.

The magazine Travel and Leisure ranked Malmö as the hippest city in Scandinavia in 2014.

A top choice for Nordic Headquarters
The city is experiencing positive population growth for the 31st consecutive year, and now has approximately 328,000 inhabitants (+64,000 daily commuters). Malmö is considered the no. 1 city for Nordic headquarters, the most competitive region in the Nordics, and the 4th most competitive in EU according to the European Commission.

Mercedes-Benz, Brio, Colorama, Honda Nordic, Peugeot, Oatly, IKEA bank, Vesta, Thule Group, Duni, Perstorp and Oyku Foods are but a few of the companies that have moved their World HQ, Nordic or Swedish headquarter to Malmö.

IBM Client Innovation Center and IKEA’s global center “Hubhult” have also been located to Malmö. They have moved their World HQ, Nordic or Swedish headquarter to Malmö.

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IBM Client Innovation Center and IKEA’s global center “Hubhult” have also been located to Malmö. They have moved here because we have an expanding, highly educated, young and diverse population. We have great communications and logistics with port, extensive rail / road network and only 20 minutes from the city center to Copenhagen Airport. Add world class sustainability, a stable, innovative economy and great quality of life for employees – including a city beach.

Accessibility from a leading Logistics network
The southernmost part of Sweden, Skåne and the Greater Copenhagen region offer:

- Short travel times and an extensive network of rail, roads and ports – the area has an excellent public transport network, and extensive investments are being made in infrastructure.
- The infrastructure of roads and rail networks are extensive and supports multi-modal transports. CMP, Copenhagen-Malmö-Port, is an example of maximizing the cross national potential with a Swedish/ Danish joint port company ensuring high capacity and access to both countries.
- Keeping a sustainable perspective, Malmö has bicycle routes that connect the whole city.
Malmö city is really evolving now that the Triangeln shopping centre has been refurbished. The city is in full swing with its open-air restaurants, and several exciting new concepts have opened on the high street.

— Vasakronan
Property owner, Triangeln

**Examples of Shopping Centres and Retail Parks**

1. **Emporia**
   - Emporia is the leading shopping centre in Scandinavia. It has an international atmosphere, a full range of stores, and a well-developed service concept. It is a combination of shopping, food, art and design spread over three floors. Located in Malmö, it is the largest mall of its kind in the Öresund region, Emporia is easily accessible thanks to the Hylle station next door. There is a unique rooftop park that is open to the public. As well as being a magnificent viewpoint, the park is also a major part of Emporia's environmental strategy. Emporia was named the best-looking shopping centre in the world at the World Architecture Festival in Singapore in 2013.
   - Owner: Skanska & Sten
   - No of tenants: 178
   - No of employees: 1,450

2. **Triangeln**
   - The most central shopping centre in Malmö city, inaugurated in 1989 and rebuilt and expanded from 25,000 sq m to 34,800 sq m. After more than 25 years, Triangeln is still the largest marketplace in Malmö city centre, drawing 11 million visitors every year. It features a wide variety of shopping, with 140 shops, restaurants, cafés and other services, including H&M, VOLTM, Dam & Supply and Ralph Lauren.
   - Owner: Vasakronan
   - No of tenants: 116

3. **Galleria Centre Syd**
   - Center Syd is within easy driving distance of Helsingborg, Landskrona, Lund and Malmö. About 15-20 minutes driving time.
   - Owners: Center Syd Leo and commercial house of the Malmö City
   - No of tenants: 142

4. **Emporia**
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5. **Mobilis**
   - This is one of Malmö’s most comprehensive and accessible shopping centres. With 111 shops and 2,000 parking spaces, it has a genuine atmosphere in which a strong Malmö tradition has evolved since the late 1960s. The centre expanded in 2013, and the surrounding area is accorded strong priority in the development plans. Retailers include both Brands of Class, Clas Olsson and Athleis.
   - Owner: Astrid Lundberg
   - No of tenants: 113

6. **Ballöriv Centre**
   - Located in Arild in the north-eastern corner of Malmö, this shopping centre has 38,700 sq m of retail space. The 73 shops include Cubus, Din Sko, Lindex, MX, Twillit, Gna Tricot. Rusta, Elgiganten, Stadium, H&M, Ecco and Clas Ohlson.
   - Owner: Norrvest Fund
   - No of tenants: 69

7. **Malmö Plaza**
   - Plaza is located within the North entrance of Malmö. Built in 2009, it has 55,000 sq m retail space and 900 parking spots. In the future it will house 108 stores, as well as bowling, restaurants and a cinema. Entryway refurbishment is ongoing and will be finished in 2017.
   - Owner: Comet Real
   - No of tenants: 11

8. **Jägersro Centre**
   - Jägersro Centre is located near the Jägersro racetrack and has a wide range of shops offering something for all ages. Here you’ll find everything from clothes, shoes, jewellery and electronics to everyday products in a family-friendly environment with generous opening hours and parking spaces. Jägersro Centre is also easily accessible by bus.
   - Owner: Skandia Fastigheter
   - No of tenants: 35

9. **Hansa**
   - A centrally located meeting place and gallery for shopping, lunch or coffee. Hansta encompasses most of the major brands shoppers are looking for, from classic and newcomers alike. There are also several concepts unique to the region. For example, COC, & Other Stories, or Systembolaget, whose unique wine cellar is one of only three of its kind in all of Sweden. Hansta also has care facilities and a secondary school.
   - Owner: Areim Fastigheter
   - No of tenants: 39

10. **The Svågetorp retail park**
    - This delightful retail park is in close proximity to the Öresund Bridge and offers free parking. At the Svågetorp retail park in southern Malmö, you will find a large selection of shops catering to needs in home construction, interior design, sporting goods and gardening. For example: Ilva, Bauhaus, StöfHSH, K-rauta. Elgiganten and Stadium. IKEA has a new 44,000 square metre department store in the area, the largest IKEA store in the world.
    - Owner: IKEA Fastigheter
    - No of tenants: 43

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Malmö offers a large selection of designer boutiques and young, trendy fashion. Commercial pedestrian areas stretch from Stortorget along Södergatan, Skomakaregatan and Baltzarsgatan, past Gustav Adolfs Torg and Södertull, and further down Södra Förstadsatan to Triangeln and Möllevägen. Most of the shopping districts are pedestrian only, and within walking distance.

City Centre
Malmö Central Station is Sweden’s third largest station with over 45,000 travellers passing through each day. Since the City Tunnel opened in 2010, the station has gone through a major renovation, combining new modern architecture with historic buildings such as Kungsladen, the one-time waiting lounge for the king in the 19th century. At Malmö Central Station you’ll find a mix of shops selling books, magazines and flowers, as well as a wide range of nice restaurants and coffee shops with flavours from all over the world. Södergatan is one of the city’s oldest streets - with a rich tapestry and a heavy flow of people. Construction along the street dates from many different times, from the Flensburg House (1596) to Baltzar City (opened in 2002). Baltzar City is part of Malmö’s most exclusive string of boutiques, and the beautiful glass façade makes for a spectacular contrast to the surrounding turn-of-the-20th-century houses. Shops on Södergatan include Zara, Mulberry, Eton, Peak Performance, Filoppa K and Bolia.com. Södergatan is also home to Åhléns City, one of Sweden’s leading department store chains. Åhléns is one of Sweden’s most recognisable brands, offering a unique mix of fashionable, affordable products and solutions in the areas of fashion, interiors, entertainment, beauty and children.

Baltzargatan and Skomakargatan form one of Malmö’s most exclusive shopping streets. At the intersection where Baltzargatan meets Södergatan and becomes Skomakargatan, shoppers find high-end boutiques such as Marlene Birger, Lacoste, Elva Attling, Ittala, Nespresso, Hope and Whyred. Some brands are only available here, unless you want to cross the bridge to Copenhagen. On Baltzargatan you’ll find excellent coffee at the very popular Lilla Kafferosteriet in a beautiful 17th century building. The Form/Design Center is located in Hedmanska Gården at Lilla Torg. Here you will find the best in Scandinavian design and local crafts. Lilla Torg is one of Malmö’s busiest locations, no matter the season. Next to Lilla Torg you will find Bastard, one of Malmö’s most popular restaurants.

Triangeln
Södra Förstadsatan is a popular pedestrian shopping street that stretches from Davidhallbron bridge to Triangeln. Here you’ll find Design Torget, G Star Raw, Samsoe & Samsoe, Levi’s, Björn Borg, Mango and Benetton.

Over the last few years, many new restaurants, cafés and shops have popped up in the area around Davidshulls torg. Most of the stores cater to a young and trend-conscious audience, but you can still find everything from boutiques with custom designs to vintage shops. Find your favourite designer at Tjallamailla, Popolino, Gry, Anceschi or Liebling.

Möllan
Malmö’s most colourful neighbourhood with lively markets, shops and restaurants from around the world. There are 177 countries represented in Malmö, and they all come together in Möllevägstorget. When it comes to restaurants, you will find virtually the whole world represented here! Close to Möllevägstorget is also Malmö Chokladfabrik/Chocolate factory, Malmö Chocolate Museum and micro brewery Malmö Bryghus, all showcasing proud traditions from Malmö’s past.
There are several new retail developments underway in Malmö and the surrounding region. The city is growing as a result of increasing innovation, investment and residents in the city which can be seen by developments in infrastructure, shopping, food, industry and a new world-class innovation complex with retail and mixed used buildings onsite.

**Science village Scandinavia**
The land being developed just north of Lund covers 18 hectares where the plan is to build approximately 250,000 sq m GFA intended for use by businesses, research and educational facilities in the field of materials and life science research and innovation. University and college campuses, guest accommodation, research institutes, services, gyms, restaurants and cafés will be built on the plot. The buildings can be erected with up to seven or eight floors, in a variety of architectural styles. [www.sciencevillage.com](http://www.sciencevillage.com)

**Malmö Industrial Park**
Malmö Industrial Park, situated by the harbour, is one of the most attractive locations for new business start-ups in northern Europe.

The area is located close to the Malmö/ Copenhagen conurbation at the threshold to the Baltic Sea region and its 100 million consumers. The strategic location makes it easy to distribute incoming and outgoing freight flows, both on a north-south axis to Scandinavia and northern Germany and on an east-west axis to Poland, the Baltic States and western Russia.

The sizes of the industrial sites in the Malmö Industrial Park vary, starting at around 20,000 square metres. The subdivision of sites is flexible and there is significant scope for adaptations based on the needs of each business. Similarly, there are good opportunities for meeting the needs of businesses that need extra-large sites or have other preferences.

**C4 Shopping**
C4 Shopping is planned to open in stages. The first part of the complex opens in late 2017. The grand opening, once construction of the entire establishment is completed, will be in the end of 2018. The tunnel will link Scandinavia with the Continent and will shorten travel time significantly. The Öresund Bridge has played an important role in the integration and growth of the Greater Copenhagen area, and the forecast is that the tunnel will have a similar impact on a competitive new greater region. [www.femern.com](http://www.femern.com)

**The Western Harbour District**
This is one of the most important areas of expansion today in Malmö, with its mixed urban structures including residential, retail, commercial and services. The district is an example of the city’s transformation from an industrial society to a focus on innovation and knowledge. The Western Harbour is one of the most sustainable and trendy districts in Malmö with amazing architecture and a view over the Öresund straight and bridge to Copenhagen. Here you also find the 190 meter high Turning Torso and Stapelbäddsparken which attracts skateboarders from all over the world.

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In 2014, Malmö won two important prizes at MIPIM, one of the world’s largest real estate fairs – Emporia for Best Shopping Centre and Max IV for Best Future Project.

“...in 2014, Malmö won two important prizes at MIPIM, one of the world’s largest real estate fairs – Emporia for Best Shopping Centre and Max IV for Best Future Project. I love this city and that is why I have invested heavily in it, with a total of three new hotels in the coming years. Malmö has incredible potential with its pioneering spirit and diversity and I have decided to be part of the city’s growth.”

– Petter A Stordalen, owner of Nordic Choice Hotels in Sydsvenskan
LET US ASSIST YOU IN SETTING UP BUSINESS IN SWEDEN

This publication is provided by the investment promotion organisations of Sweden, Stockholm, Malmö and Gothenburg in partnership with industry organisations and retail property owners. Contact us for assistance, information and network contacts when considering expanding into Sweden.

BUSINESS SWEDEN assists international companies to invest and expand in Sweden and companies in Sweden to grow their international revenue through strategic advice and hands-on support. The Swedish Government and local industry own Business Sweden, thus providing access to contacts and networks at all levels.

www.business-sweden.se

INVEST STOCKHOLM is the official investment promotion agency of Stockholm. We work on a long-term basis with the marketing and development of the Stockholm region as a business destination.

www.investstockholm.com

STOCKHOLM CITY CENTRE PARTNERSHIP (City i Samverkan) is a non-profit membership organisation that initiates, manages and executes city centre projects in collaboration with local authorities, property owners and various city stakeholders. Together we strive for the best possible Stockholm City centre experience.

www.cityiscamverkan.se

BUSINESS REGION GÖTEBORG is the official investment promotion agency of the Göteborg region. We are dedicated to strengthening and developing trade and industry in this region. We offer local expertise, market information, tailored data/analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.

www.investingotenburg.com

INVEST IM SKÅNE is the official business promotion agency for southern Sweden. We provide free professional advice and services to international companies considering southern Sweden for future investments, and assist regional companies in developing their international business.

www.investinskane.com

INDUSTRY ORGANISATIONS

STOCKHOLM PROPERTY ASSOCIATION
Based in the heart of Sweden’s thriving capital, the Stockholm Property Association represents and serves over 5,000 members in the commercial and residential real estate industry.

www.fastighetssamman.se

PROPERTY OWNERS

AMF FASTIGHETER is one of Sweden’s largest property companies. By developing and managing our offices, retail properties and the surrounding neighbourhoods, we are contributing to the creation of vibrant and attractive cities. AMF Fastigheter is a subsidiary of the pension company AMF.

www.amffastighet.se

AXFAST is a long-term property company with focus on sustainability and selected locations, specialized in owning and developing properties for retail, offices and hotels in Central Stockholm and logistics in Sweden. Axfast is one of four separate groups within the Axel Johnson Group.

www.axfast.se

VASAKRONAN is the leading commercial property company in Sweden. Our strategy is focused on retail premises and centrally located offices in Sweden’s major growth regions: Stockholm, Uppsala, Gothenburg, Malmö and Lund. We believe in city shopping wholeheartedly, and with 314,000 sq m of retail space, we are one of the largest retail operators in Sweden with an attractive offer of prime city retail premises.

www.vassakronan.se

CONSULTANTS

CBRE is the largest full-service real estate services firm in the world. Operating across the globe, the firm holds a leadership position in the clear majority of the world’s key business centres. The firm has approximately 70,000 employees, of whom 250 are based in Sweden. CBRE have offices in Stockholm, Gothenburg and Malmö.

www.cbre.se

CUSHMAN & WAKEFIELD is a leading global commercial real estate services firm that helps clients transform the way people work, shop and live. Our cross-border retail team provides innovative solutions to occupiers, owners and investors, with offices in Stockholm, Norrköping, Gothenburg and Malmö.

www.cushmanwakefield.se

GATE46 provides solutions to make retailers more profitable. We offer Tenant Representation, Site Acquisition & Disposal, Legal Advice, Valuation & Advisory and Contract Management.

www.gate46.se

WISTRAND ADVOKATFÉRA has one of the most prominent real estate practices on the Swedish market. Within the retail property industry, the practice regularly advises on sophisticated domestic and cross-border matters, ranging from transactional work to advice on all types of property related issues as well as issues regarding ownership, use and management of commercial properties.

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1 Swedish krona, SEK = € 0.104, EUR (average 2017)