

SKÖVDE

Join the game  
in Skövde





# Time for a new level?

Time and time again, leading companies choose to invest in Skövde and start their companies here. This is not by chance.

Skövde is at the very heart of Skaraborg, one of the world's most innovative regions. We take pride in our long tradition of industrial manufacturing at the core of the Swedish automotive cluster, along with developing a unique ecosystem of knowledge involving academia, production plants, and subcontractors.

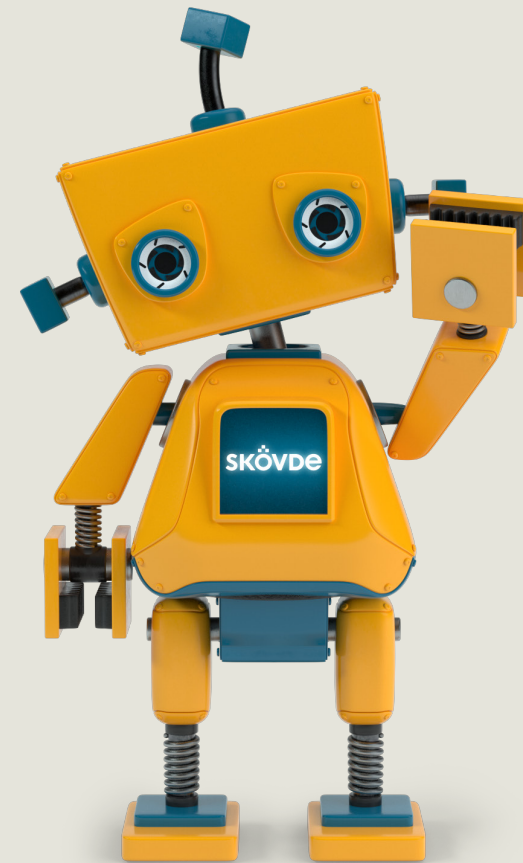
But just as the industry is rapidly changing globally – so are we. That is also why regions like Skaraborg, with long manufacturing traditions, are ranked the most competitive locations for industrial operations.

In Skövde we focus on the smart solutions of the future. We invest in international arenas for education, research, and development.

This has resulted in Skövde taking an internationally leading role in game development, IT and production technology. Skövde offers excellent logistics, sustainable energy, world-leading digitalization, low financial risk, and a healthy business climate with high levels of resilience. But most importantly, all of us living here have the skills, mindset, and proven capabilities to accomplish great things together.

Together we are stepping up our game and we are ready to pool our resources to make your establishment in Skövde a world-class experience.

*We are ready to level up!  
Are you?*



# 4 reasons to choose Skövde

- 1 Transform ideas into a successful company.**  
In our startup program, you get support from knowledgeable and experienced business coaches and a strong community of colleagues and like-minded people. You can also get help with funding and contacts with investors.
- 2 Explore how to level up your business.**  
Our Growth program provides a professional support system to help you increase your turnover, hire more people and continue developing your products and services. We target companies that have passed the first stage and have a functioning business model and structure.

- 3 Connect to a well-established ecosystem.**  
From day one, you can join an innovative and robust ecosystem with players like the University of Skövde, ASSAR Industrial Innovation Arena, and Science Park Skövde. Together, we unlock new levels of knowledge and expertise through research, education, and collaboration.
- 4 Enjoy the good life.**  
Enjoying a high quality of everyday life is easy in Skövde. You can enjoy nature, the countryside, and city life while having all the community services you need within reach. Do you want to live on the train line, in new development, near nature yet still close to town or in the heart of the city pulse? Skövde has it all! Spend weekends cycling around Billingen, having a coffee in town, playing in the park or exploring Skövde's wide range of cultural activities – there is something for all ages. And why not join one of our 380 sports and cultural associations, ranging from rugby to beekeeping or choir singing?

*Curious? Keep reading!*



# The perfect starting point

Growth is a part of our game! Skövde is expanding – fast! We are making room for both companies and people, building new business districts and residential areas. We are investing in healthcare, infrastructure, start-ups, English speaking schools, recreational arenas and sports associations, to be able to offer good quality in all areas of life.

Skövde is strategically located with great connections to the two largest metropolitan areas in Sweden, Gothenburg and Stockholm. In other words, you don't have to choose! You can work with the big city players and still enjoy the stability and ease of everyday life in Skövde.

**Feeling the urge to move?** We are happy to help you. In Skövde, we have an established support-function to make it easy to get settled.

*Did you know?*

**Skövde was nominated for 'Super Municipality of the Year' two years in a row?**

**4th**

largest regional labor market in Sweden.

**12,300**

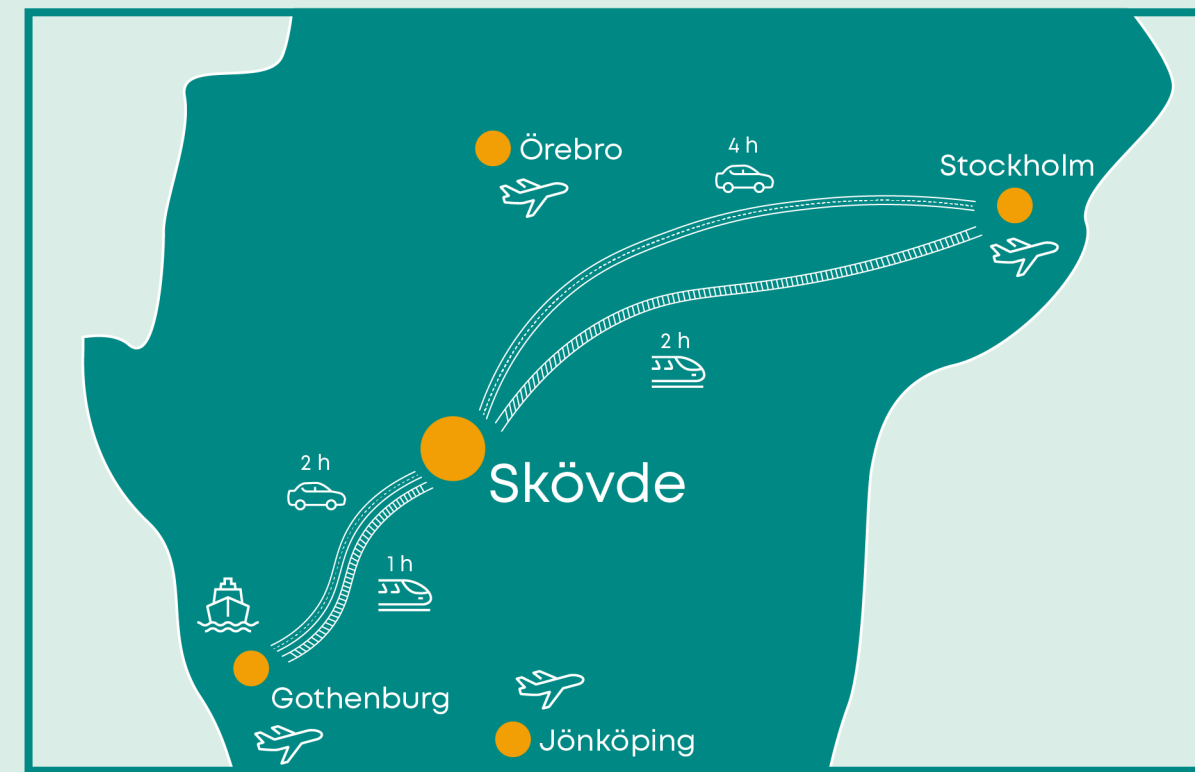
people travel to Skövde every day for work.

**10,000+**

skilled workers within smart industry.

**8,500**

new residents will be housed over the next 10 years.





# Play it like Skövde

## **Skövde is located in Skaraborg, one of the most industry-dense regions in the Nordics.**

Skilled entrepreneurs have been manufacturing engines here since the early 1900s. The roots of automotive history in the region date back to 1868 when John G Grönvall founded a mechanical workshop and a foundry in Skövde. In 1925, Volvo founder Assar Gabrielsson sought an engine supplier for the first Volvo automobile. It was the beginning of a very successful era of engine production for Volvo and Aurobay in Skaraborg. Linking history to the future, the transformation has now begun to accelerate the journey toward a sustainable, net-zero future.

We have always been curious problem solvers who create our future by exploring possibilities, adapting, improving, and above all building people.

We are Sweden's fourth largest labor market with about 300,000 inhabitants, where the dominant automotive sector employs about 5,000 people in Skövde alone. This has had a substantial impact on the people and the society in the region. Over the years, a unique ecosystem of knowledge has developed, including academia, production plants, and subcontractors.

Today, we focus on future solutions and smart technology, which has resulted in many successful companies, start-ups, and innovative arenas. With a diverse mix of industries and a broad base of regional stakeholders, Skövde and Skaraborg are well-positioned for future prosperity and can compete in the global economy.

## **We are building a stronger future together – Join the game!**

**Sami Kukkonen**, Product Launch Manager, Skövde plant, Volvo Cars

**Bjarne Hammar**, Head Of Manufacturing, Skövde plant, Aurobay

**Rickard Lundberg**, VP Powertrain production, Skövde plant, Volvo Group

”

We opened a brand-new 45,000 square meter factory in Skaraborg because of the potential to develop innovative, competitive, and sustainable industries. The region's industrial roots go back many years, which provides a vast supply of competence and talent. Skaraborg also gives us great access to OEMs, suppliers, test beds and data. This makes Skaraborg one of Europe's most competitive industrial sites and where Rockfon destines to be. The other factor is the new plant's location, right between Stockholm and Gothenburg. We invest a lot to stay close and be close to our customers and the location here in Skaraborg is perfect. Here we have the E20 and the Western main line, together with four international airports. This offers great possibilities to transport both products and people easily and quickly. If you're looking for a business-friendly environment with a strong focus on innovation and sustainability in northern Europe, I think it's worth considering this region.”

## **Parik Chopra**

Managing Director, Rockfon, Part of the ROCKWOOL Group



# Connect to the ecosystem

Skövde believes that we are stronger as a team. Working together, we have built an innovative and vibrant ecosystem where we unlock new levels of knowledge and expertise through research, education, and collaboration.

The foundation of the ecosystem is the fusion of the University of Skövde, ASSAR Industrial Innovation Arena and Science Park Skövde. This provides a robust system for talent attraction, networking and collaboration, education, innovation, research, and new ideas to ensure that we create a world-leading industry. We offer easy access and short decision-making processes, and above all – the force in Skövde has a shared vision of our future ambitions.

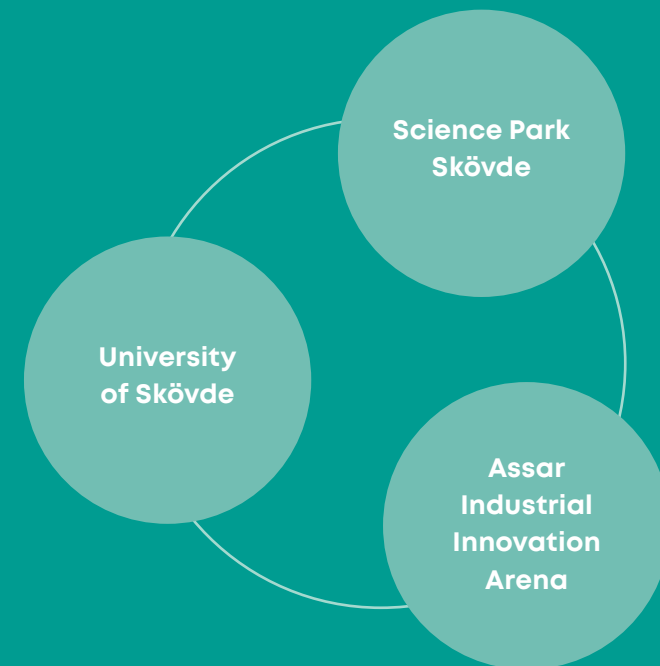
With the OEMs and a network of subcontractors, Skövde offers a great place to establish a new business. You become part of a network from day one.



There is enormous power when established players such as academia, municipalities and regions come together and work for the same cause. It creates the long-term approach that the industry needs in terms of research and relevant skills.”

**Johanna Nylander**

Swedish Games Industry



# The University of Skövde

The University of Skövde has a successful track record working together with our community. We strive to create complete, integrated academic environments within strong and viable educational and research environments.

Our purpose is to contribute to sustainable development. Therefore collaboration is an integral part of how we work. Our scientists provide relevant data in engineering, IT and game development, and conduct a high degree of applied research in collaboration with the different industries. Students are the next generation of potential employees and graduate from the University of Skövde with useful knowledge, skills and abilities – prepared to take on the challenges of the future.

## It's never too late to get WISER!

As the digital landscape continues to change rapidly, the need to learn and re-learn is growing. Through the WISER initiative, the University of Skövde offers flexible skills development courses in the field of digital transformation for industry professionals. The courses are free of charge, online, and easy to combine with work.

WISER offers a variety of courses including business intelligence, robotics, simulation and optimization, big data analytics, AI, and humans in production.



# Science Park Skövde

Science Park Skövde is an established arena for innovation and growth. We gather over 100 companies and 1,200 people in one place, offering a strong community and premises and support services that make everyday life easier. We are part of an innovative ecosystem enabling smart and sustainable solutions, digital services, and experiences for the future society.

By providing development opportunities for the entrepreneurs, we help new and established companies grow and succeed in creating products that change the game plan and make a difference. Many newly emerged businesses are launching through Science Park Skövde, and the business incubator, funded by the municipality as well as the government. For example, companies within the games sector which is growing rapidly and continues to launch new games worldwide. The Fintech sector also has several established and new companies growing their operations at Science Park Skövde.

”

Science Park Skövde has meant an incredible amount to us, without it and without the university we would not have established ourselves in Skövde. Today we have expanded and are also present in Stockholm and London, but our base is here in Skövde.”

**Stefan Willebrand**, CEO Bricknode

”

Science Park Skövde is the reason we exist. They have supported us since day one.”

**Rickard Frisegård**, CEO Stunlock Studios

# Science Park Skövde helps your business level up

Through established programs, we help you start your own business and support existing companies to grow and develop. We are here for the entire development process and have hundreds of successful cases to share from our 20 years of experience. This is what we know!

## Startup program

- Structured and well-proven program
- Turn your idea into a business
- Experienced business coaches
- Strong community with colleagues and like-minded individuals
- Help with financing
- Contacts with investors
- Attend international events and fairs
- Subsidized and non-profit

## Growth

- Take your business to the next level
- Workshops and skills-enhancing events
- Access to specialized business coaches
- Unique networks and a vibrant community
- Access to financial support
- Test environments
- Work close to research projects

”

They gave me quite good feedback and that was what pushed me to take the next step and say, maybe I can do it for a living. You have the university, you have the science park, so there are all the possibilities out there, it's just having an idea and the will of pushing yourself forward to create a company.”

**Mikel Ayani**, CEO Simumatik



# ASSAR Industrial Innovation Arena

An innovative knowledge center that creates new solutions for industry through research, innovation, technology development, and education. ASSAR aims to establish a world-leading integrated physical and virtual development environment.

Develop your business with others by joining seminars, workshops, networks, and much more. Become part of a network of experts and industrial expertise where you can access in-depth collaboration and co-funded projects with major investors and brands.

ASSAR ensures a local development hub for the future e-mobility and powertrain industry and has been developed to meet relevant global trends and challenges.

**€25,000,000**

worth of co-funded projects are ongoing through ASSAR.

**2018**

Initiated by Science Park Skövde, University of Skövde, IDC West Sweden AB, Volvo Car Corporation, and Volvo Group.

## ASSAR Labs

Within ASSAR Labs, we offer knowledge exchange in new manufacturing methods for future electric powertrains; open workshops with demonstration of new production techniques or in-depth dialogues in our networks.

Here are some of the examples of labs:

- E-Machine Manufacturing Lab
- Energy Lab/Battery Manufacturing Lab
- Digital Manufacturing Lab
- Automation Lab

# IDC West Sweden AB

IDC (Industrial Development Center) West Sweden AB is a non-profit development company. With a focus on resource-efficient production, circularity and energy efficiency, their mission is to strengthen competitiveness and profitability in the manufacturing industry in the region of Skaraborg.

Their employees are industrial developers who help the manufacturing industry grow and progress toward of a more sustainable future. IDC's work is based on several development projects, most often publicly funded, focusing on development areas of importance and urgency for the manufacturing industry.

IDC offers a wide network that makes it possible to exchange ideas, contacts and solid know-how within the 15 municipalities in the region.

They are also part of the national network of Industrial Development Centers; IUC Sweden. Within this network, they cooperate, learn and strengthen their capacity to support the manufacturing industry in Skaraborg and western Sweden.

**A great chance for you to share valuable insights and experiences!**



# Join the game in Sweden

Sweden is not only a small country in northern Europe. It is a world-leading industrial nation with a proud history of globally recognized brands. We are at the forefront of digital transformation and sustainable transition and have excellent conditions for both individuals and businesses to settle down.

## **We drive digitalization!**

Sweden has the fastest internet in Europe and a population with high digital skills. We were ranked third in the World Digital Competitiveness Ranking 2021. This enables innovation and the use of advanced technologies.

## **We prioritize sustainability!**

Sweden uses 99% CO2-free electricity, is ranked number one in the global Country Sustainability Index, and has among the lowest emissions per capita in the EU.

## **We speak fluent English!**

The official language is Swedish, but most Swedes are fluent English speakers since it is compulsory in schools from age 8.

## **We ensure a healthy work-life balance!**

Workers are legally entitled to at least five weeks of holiday per year and can easily combine career and family with 480 days of paid parental leave. This gives great prospects for long-term commitment and healthy employees.

A man in a black t-shirt is working on a machine in a factory setting. He is looking down at the machine with a focused expression. The background shows industrial equipment and a bright, well-lit environment.

”

Västra Götaland is a very manufacturing and export-intensive economy. In this regard, Skaraborg and Skövde are centers for manufacturing that, due to a shift to electrification, will need to change large proportions of both what is produced and how production takes place. For VGR, which has a regional development responsibility, it is important to support initiatives that align with the industrial transition needed. For example, this has involved initiatives for skills transition in Skaraborg as a whole and support for the ASSAR environment and new production technology development environments in Skövde.

We are just at the beginning of the industry’s transition and will be following it closely and continuing to provide initiatives that will ensure that futureproofed jobs are both created and guaranteed.”

## **Hans Fogelberg**

R&D and innovation policy expert, vehicles and sustainable transportation,  
Region Västra Götaland



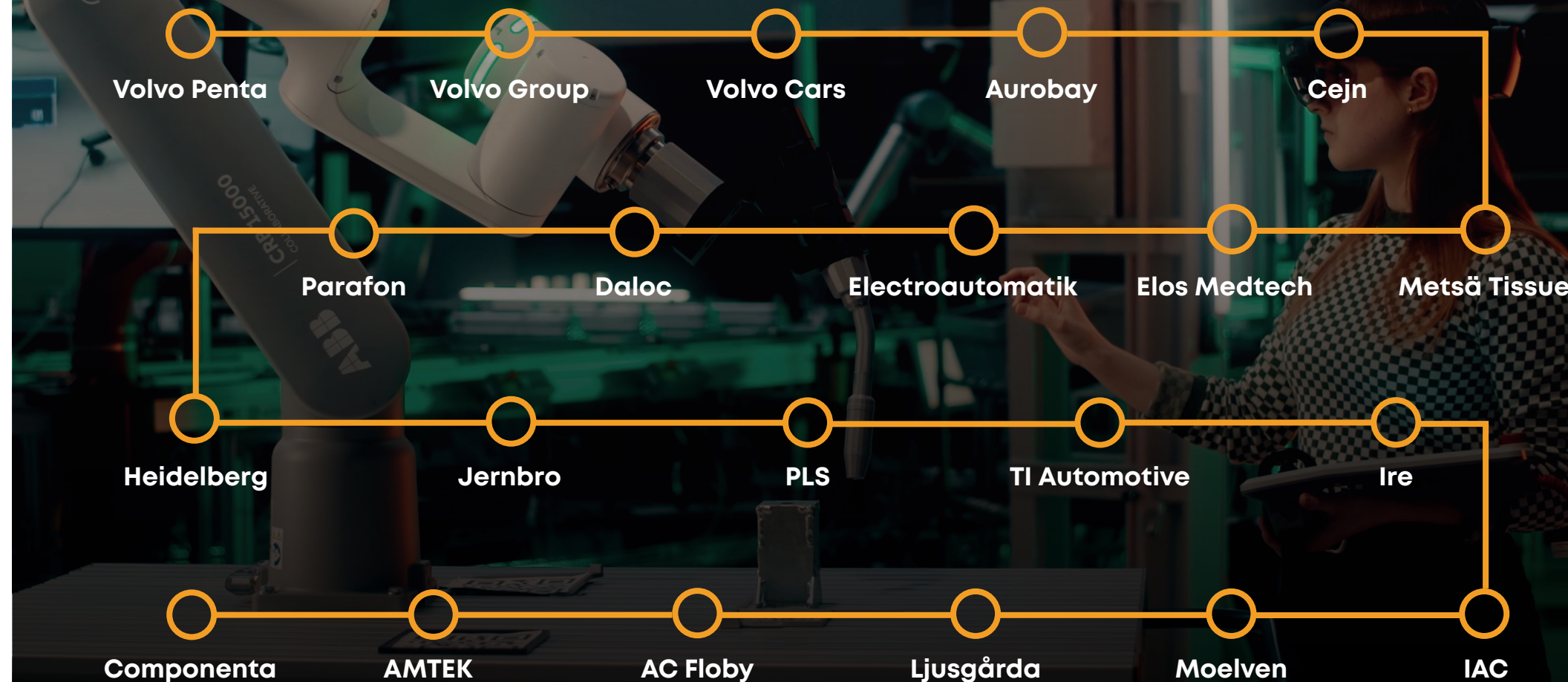
”

Volvo chooses to invest extensively in Skaraborg by locating our first battery cell factory and largest industrial establishment ever in Mariestad. Volvo’s engines have been manufactured in Skövde for nearly 100 years and the relationship with the region of Skaraborg is now being strengthened further as we make extensive investments to transition the factories in Skövde and Vara to develop products for the sustainable transport systems of the future. Additionally, the municipalities in Skaraborg are working together to meet our needs for new skills, infrastructure, and energy supply. Together, we are enabling the transition to sustainability, and the contribution from Skaraborg will make a real difference in transport systems worldwide.”

**Jens Holtinger**

Executive Vice President, Volvo Group Trucks Operations

## Players of the region





SKÖVDE

**Do you want to  
join the game?**

**Contact**

Gustaf Wikblom

Vice President Establishment

+46 767 12 20 22

[gustaf.wikblom@scienceparkskovde.com](mailto:gustaf.wikblom@scienceparkskovde.com)

