2015/2016

RETAIL GUIDE
SWEDEN

STOCKHOLM
GOTHENBURG
MALMÖ
SWEDEN AT A GLANCE

- Top performing economy in Europe
- Largest market in the Nordic region
- Strong retail sales growth for 18 consecutive years
- Wealthy consumers with high purchasing power
- Population growth and a large well-educated middle class
- Recognised as a trendsetting and progressive country
- Sophisticated and early adopting consumers
- Strong appetite for new international retail brands
- Well established test market
- Availability of attractive retail space
- Transparent market and easy to do business
Sweden stands out from the crowd and outperforms the rest of Europe in many key areas such as economy and competitiveness.

This guide will chart retail opportunities in Sweden’s three largest city regions – Stockholm, Gothenburg and Malmö – and provide 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 and the regional investment promotion agencies of Stockholm, Gothenburg and Malmö and the Stockholm City Center Partnership. Partners are the Swedish Trade Federation, the Stockholm Property Association, property owners and consultants.

Please contact us for advice, network 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.
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, both for living and doing business. Add to that security, transparency and lack of corruption. Transparency International ranks all Nordic countries as the least corrupted societies in the world from 1st to 5th place, out of 177 countries.

Each country in the region also shows significant differences, which means that one size of business strategy does not fit all markets. It could be the difference in rules and regulations, ways of doing business, consumer behaviour, taste and preferences as well as the retail market structure and presence of foreign companies.

High performers in an international perspective
The Nordic economies, and especially Sweden and Norway, have shown strong development in recent years. The region has stood out from the rest of the developed world with its strong macroeconomic fundamentals. Low sovereign debt, transparent economies, a well consolidated banking system and consumers with sound personal finances, produce a combination of stability and growth potentialities. However, the developments in the Nordic economies are far from uniform. While Sweden, Norway and Denmark have stable economic growth, Finland are still recovering from recession.

Comparing wealth with price levels
Norway stands out with a GDP significantly higher than the rest of the Nordics and Europe, much due to the fact of Norway’s natural resource, oil. But one should also take into consideration that Norway is the most expensive country to live in, with 52 percent higher prices on goods than the EU average. The Norwegians actually flock to Sweden to shop.

Swedish household consumption is continuously strong and a main contributor to growth in the economy. Retail sales in Sweden and Denmark are strong, while Norway will probably see a negative growth in 2016. Finland’s retail market is still struggling but will probably see a positive growth during 2015/2016.

Sweden has the brightest future among the Nordic countries when it comes to GDP growth. Both Denmark and Norway have moderate, if not weakened, expected growth and Finland is still struggling with structural problems and will see a stagnating growth in 2015, before slowly recovering in 2016.
If you had to be reborn anywhere in the world as a person with average talents and income, you would want to be a Viking. The Nordics cluster at the top of league tables of everything from economic competitiveness to social health to happiness.  
– The Economist, 2013

PURCHASING POWER PER CAPITA
Nordic capitals, 2015

<table>
<thead>
<tr>
<th></th>
<th>Inhabitants</th>
<th>Purchasing power per capita, SEK</th>
<th>European index*</th>
<th>National index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>911,089</td>
<td>227,445</td>
<td>186</td>
<td>114</td>
</tr>
<tr>
<td>Oslo</td>
<td>647,676</td>
<td>239,373</td>
<td>173</td>
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<tr>
<td>Copenhagen</td>
<td>580,184</td>
<td>211,433</td>
<td>173</td>
<td>103</td>
</tr>
<tr>
<td>Helsinki</td>
<td>620,715</td>
<td>215,800</td>
<td>176</td>
<td>119</td>
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</tbody>
</table>

PURCHASING POWER PER CAPITA
Nordic countries, 2014/2015

<table>
<thead>
<tr>
<th>Rank, Europe</th>
<th>Country</th>
<th>Purchasing power per capita, SEK</th>
<th>European index*</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Norway</td>
<td>285,146</td>
<td>233</td>
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<tr>
<td>5</td>
<td>Denmark</td>
<td>205,686</td>
<td>168</td>
</tr>
<tr>
<td>8</td>
<td>Sweden</td>
<td>198,930</td>
<td>163</td>
</tr>
<tr>
<td>10</td>
<td>Finland</td>
<td>180,820</td>
<td>148</td>
</tr>
</tbody>
</table>

*European average = 100
Source: GfK Purchasing Power Europe 2014/2015

PRICE LEVELS VS. GDP PER CAPITA - EUROPEAN RANKING
(Index 2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>Price level</th>
<th>GDP per capita</th>
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</thead>
<tbody>
<tr>
<td>Norway</td>
<td>152</td>
<td>179</td>
</tr>
<tr>
<td>Switzerland</td>
<td>151</td>
<td>161</td>
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<tr>
<td>Denmark</td>
<td>137</td>
<td>124</td>
</tr>
<tr>
<td>Sweden</td>
<td>132</td>
<td>124</td>
</tr>
<tr>
<td>Finland</td>
<td>126</td>
<td>110</td>
</tr>
<tr>
<td>Iceland</td>
<td>121</td>
<td>121</td>
</tr>
<tr>
<td>UK</td>
<td>118</td>
<td>108</td>
</tr>
<tr>
<td>Ireland</td>
<td>113</td>
<td>132</td>
</tr>
<tr>
<td>Belgium</td>
<td>112</td>
<td>119</td>
</tr>
<tr>
<td>Austria</td>
<td>112</td>
<td>128</td>
</tr>
</tbody>
</table>

Source: OECD/Eurostat

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
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.

SWEDEN
STANDING OUT FROM THE CROWD
STANDING OUT FROM THE CROWD

Photo: iStockphoto
**KEY FACTS SWEDEN**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 2015, million</td>
<td>9.8 million</td>
</tr>
<tr>
<td>GDP growth 2014, %</td>
<td>2.3%</td>
</tr>
<tr>
<td>GDP growth 2015 (f), %</td>
<td>3.3%</td>
</tr>
<tr>
<td>Inflation</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Retail sales growth 2015, %</td>
<td>4.5%</td>
</tr>
<tr>
<td>Retail sales growth 2016 (f), %</td>
<td>3.5%</td>
</tr>
<tr>
<td>Unemployment rate 2015, %</td>
<td>6.4%</td>
</tr>
<tr>
<td>Repro Interest rate</td>
<td>-0.35%</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>SEK 404,000</td>
</tr>
<tr>
<td>Disposable income per capita</td>
<td>SEK 272,316</td>
</tr>
<tr>
<td>Total consumption per capita</td>
<td>SEK 290,000</td>
</tr>
<tr>
<td>Retail sales per capita</td>
<td>SEK 69,123</td>
</tr>
<tr>
<td>Corporate tax rate, %</td>
<td>22%</td>
</tr>
<tr>
<td>Swedish krona, SEK/€ (average 2015)</td>
<td>9.3%</td>
</tr>
<tr>
<td>Swedish krona, SEK/$ (average 2015)</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Source: SCB / OECD

**SWEDEN’S LARGEST CITY REGIONS**

<table>
<thead>
<tr>
<th>Region</th>
<th>Population 2014</th>
<th>Growth from 2013, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm county</td>
<td>2,198,044</td>
<td>1.62%</td>
</tr>
<tr>
<td>Göteborg (greater region)</td>
<td>970,912</td>
<td>1.35%</td>
</tr>
<tr>
<td>Malmö (greater region)</td>
<td>687,481</td>
<td>1.33%</td>
</tr>
<tr>
<td>Uppsala</td>
<td>207,362</td>
<td>1.05%</td>
</tr>
<tr>
<td>Helsingborg/Landskrona</td>
<td>178,918</td>
<td>1.62%</td>
</tr>
<tr>
<td>Linköping</td>
<td>151,881</td>
<td>1.12%</td>
</tr>
<tr>
<td>Västerås</td>
<td>143,702</td>
<td>1.11%</td>
</tr>
<tr>
<td>Örebro</td>
<td>142,618</td>
<td>1.44%</td>
</tr>
<tr>
<td>Norrköping</td>
<td>135,283</td>
<td>1.15%</td>
</tr>
<tr>
<td>Jönköping</td>
<td>132,140</td>
<td>1.03%</td>
</tr>
</tbody>
</table>

Source: SCB
Highly competitive and progressive nation

Despite the relatively small population, Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world. Its business community continues to demonstrate the ability to take on new ideas and innovation, adapt to changing business conditions and compete in an international setting. The fact is that Sweden is the birthplace of Alfred Nobel, one of history’s most successful entrepreneurs, and home to many large multinationals such as IKEA, H&M, Ericsson and Volvo, but also to the new innovative start-ups earning global success such as Skype, Spotify and Klarna.

The attractiveness of retail investments is reinforced when looking at Sweden’s dominance in the Nordic marketplace. 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 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 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 9.8 million and the country has enjoyed steady population growth over the past 20 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. And the trend is expected to continue. The annual population growth rate today is 1.1 percent, compared to the EU 27 average of just 0.3 percent. The majority of the population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmö – are situated. The largest increase can be found in the capital Stockholm. The levels of immigration mean that the population is highly diverse, with people from different cultures.

Wealthy middle class with one of the highest purchasing power 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 receives 75 percent of total income.

Sweden is in good financial shape

- Public finances are balanced
- GDP growth is solid
- Employment levels increasing
- Interest rate low
- Consumer confidence high
- Purchasing power high
- Retail sales growing
Strong retail sales growth in Sweden
The Swedish retail market has enjoyed positive annual growth for 19 consecutive years fuelled by both the steady growing population growth and rising disposable income. The 2nd quarter of 2015 was also the strongest seen to the last 16 quarters. In 2015 retail sales grew by 2.2 percent to 678 bn SEK and is expected to grow by 3.5 percent in 2016. Sales are also strongest in the largest city regions. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country and is forecast to outperform most other countries. Swedish consumers have increased retail spending for more than a decade and retail sales account for some 33 percent of total household expenditure. Adding on Food & Beverage, the share is almost 40 percent. Another driver of retail sales growth is the increasing shopping tourism. (See Tourism section.)

Strong growth in e-tailing
The strong growth in e-commerce of goods continues with total sales of 43 bn SEK in 2014, an increase of 19 percent. Online sales amount to 6 percent of the total retail sales and about one third (35%) of the Swedish population makes at least one purchase online every month. Consumer electronics, clothes and books top the list. Increasingly, traditional store retailers complement store sales with online sales. The consumers choose to shop from international sites to a greater extent, preferably fashion.
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 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 invite your friends over for dinner is equally important. But simultaneously Swedes spend an increasing amount of money on eating and drinking out. The Food & Beverage sector has grown rapidly during 2015. (See Food & Beverage section.)

18 consecutive years of annual retail sales growth

Sales in e-commerce is expected to reach 50 bn SEK by 2015.

40% of total household expenditure is spent on retail and F&B

Source: e-barometern

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
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 for the volume trade of clothing, furniture and food, where it is common for several different chains to have the same owners. Swedish H&M is the third largest global clothing retailer in the world and IKEA the world’s largest furniture retailer. The success of the two multinationals illustrates that the Swedish retail market is mature and innovative and can compete well in the international market.

Opportunities in most retail segments
Sweden is well suited to new retail concepts and there are opportunities in most segments. The market is largely unregulated and open to international retailers. However, as the global retail industry has expanded rapidly into new markets, the Swedish and Nordic markets have been 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. There have been a number of new openings during the last five years. Examples are Hollister, Desigual, River Island, Sephora, Apple Store, Zara Home, Habitat, Decathlon and Picard. There is also an increasing interest from premium brands like Prada, Stella McCartney, Ralph Lauren and more, in establishing themselves in the exclusive Bibliotekstan in Stockholm. In addition to that, food and beverage players are also entering the market. For example, the US coffee giant Starbucks is to expand in Stockholm and open its second coffee shop in the Swedish capital. Jamie Oliver’s Italian, KFC and Dunkin Donuts are also about to enter.

There have been a number of new openings during the last five years. Examples are Hollister, Desigual, River Island, Sephora, Apple Store, Zara Home, Habitat, Decathlon and Picard.
Market structure and sector trends

THE GROCERY MARKET in Sweden is dominated by Swedish chains ICA, Coop and Axfood but the competition from discount grocery players like German Lidl and Danish Netto is increasing.

THE PHARMACEUTICAL MARKET was deregulated in 2009. Since then, a number of new players have entered the market and more pharmacies have opened, like Celciu with LloydsApotek.

THE SPORTS AND LEISURE SECTOR is a good example of how increased international competition is changing the local market. With the recent arrival of the retail chains XXL Sport from Norway and Decathlon from France, the market is becoming more competitive and focuses on both low prices and broad variety. Swedish sports retailer Stadium and Intersport are being forced to change formats to adapt.

THE HOME ELECTRONICS SECTOR has seen a similar development occur in the home market, with the German giant Media Markt entering the market in 2007. Aggressive marketing and increased competition eventually led to the Swedish chain OnOff being forced to declare bankruptcy in 2011.
Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely and thus expand their minds culturally.
Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely and thus expand their minds culturally, exposing themselves to many different cultures and developing 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. As consumers, these globalised and curious Swedes with urban lifestyles embrace newness, are eager to try new concepts - both setting new trends and rapidly adopting them from abroad. This national mindset has led many players to use Sweden as a testing ground for new products and services. For example, Michael Kors, Coca-Cola, Diesel, Microsoft and Apple have all used Sweden for early commercialisation projects.

The use of social media and mobile communication is high and Sweden has the highest penetration of internet users in the world. The consumption patterns mirror both equality and individuality. Alternative lifestyles and relationship patterns are tolerated and welcomed. New movements within fashion, music or design are often communicated through media, blogs and personalities. According to the World Values Survey, Sweden is one of the most individualised and secularised countries in the world. This makes its consumers different from any other country – while at the same time staying a homogeneous group.

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

- World Values Survey
Tourism facts

44 bn SEK
46 percent is spent on shopping

Expected to spend SEK 60 bn in the Swedish retail market 2020

269 bn SEK
in total expenditure from tourists (+5.2% since 2013)

Foreign consumption in Sweden has increased twice as much as the domestic consumption

57 million
overnight stays, of which 14 million are international

Shopping is the largest expenditure with a 16% increase since 2013
LARGE INCREASE IN SHOPPING TOURISM

Record volumes and shopping expenditure fuel Swedish retail sales.

WITH THE FASHIONABLE lifestyle in the largest cities and five-star culinary adventures, Sweden is gaining the attention of travellers from around the world. A new record was set in 2014 when 57 million commercial overnights were registered, the largest increase originating from non-European countries like China, Japan and Russia. The capital Stockholm attracted most visitors with 12 million overnight stays.

The fact that tourism is the fastest growing industry in Sweden has had a significant impact on 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. This trend can be observed in the capital city, where luxury brands compete for the affluent traveller’s attention on Stockholm’s high streets. Shopping was the largest single expenditure for international visitors – 44 bn SEK.

FUEL: 8%
TRANSPORTATION: 15%
ACCOMODATION & RESTAURANTS: 23%
SHOPPING: 46%
CULTURE & RECREATION: 6%
OTHER: 1%

Source: Swedish Agency for Economic and Regional Growth / SCB

Did you know ...
... that Eurovision 2016 is held in the Globe arena in Stockholm. An event that nearly 200 million people watched on TV in 2015.

FOREIGN VISITORS EXPENDITURES IN SWEDEN, 2014

96 bn SEK

WELCOME TO SWEDEN!

Since 2013 there has been a steady increase in visitors from almost all the top visiting countries. Netherlands, Switzerland and USA is among the top with an 12% increase.

Welcome to Sweden!

Norway is undoubtely the most frequent visitor despite with only 1% increase, followed by Germany with 8%. Only Denmark and Finland have fewer overnight stays than previous year.

TOP COUNTRIES VISITING SWEDEN

<table>
<thead>
<tr>
<th>Country</th>
<th>Thousand overnights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>3,293</td>
</tr>
<tr>
<td>Germany</td>
<td>2,801</td>
</tr>
<tr>
<td>Denmark</td>
<td>1,096</td>
</tr>
<tr>
<td>UK</td>
<td>667</td>
</tr>
<tr>
<td>Netherlands</td>
<td>617</td>
</tr>
<tr>
<td>Finland</td>
<td>540</td>
</tr>
<tr>
<td>USA</td>
<td>509</td>
</tr>
<tr>
<td>Switzerland</td>
<td>305</td>
</tr>
<tr>
<td>France</td>
<td>293</td>
</tr>
<tr>
<td>Italy</td>
<td>236</td>
</tr>
</tbody>
</table>

Source: Swedish Agency for Economic and Regional Growth

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
FOODIE NATION WITH GREAT TASTE

The all-pervasive Swedish interest in food and beverage experiences is continuing 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 beverages. The restaurant industry’s turnover is growing fast and hit a record high of 110 bn SEK in 2014. An increase by 4.2 percent from previous year and a 40 bn SEK increase the last 10 years.

Sweden has also emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that highly influence global trends. Swedish chefs have achieved world recognition by taking home 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.

As of 2015, there are three restaurants with double Michelin stars in the country – Mathias Dahlgren Matsalen, Oaxen and restaurant Frantzen, all located in Stockholm. A total of 21 Michelin stars are currently spread over 18 restaurants in Stockholm, Gothenburg and Malmö.

One particularly enlightening example of the segment’s boost is the case of Mood Stockholm, the Stockholm city shopping centre where eateries showcase a far bigger turnover than expected. And bear in mind that food and drink prices in Sweden are the fourth highest in the EU.

Unsurprisingly, curiosity about new types of food and beverages is strongest in the larger cities of Stockholm, Gothenburg and Malmö, where expectations of new restaurants and food and beverage initiatives are high. This makes these cities a great testing ground. Opportunities for anyone who wants to introduce new exciting F&B concepts to Sweden most certainly exist – from fast food to more fine dining concepts.
GOOD SUPPLY OF RETAIL SPACE

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

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 231 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. Some 30 percent of the non-daily goods market occurs in shopping centres. 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. Developers and property owners are working constantly to increase attractive retail space due to strong private consumption and growth in retail sales.

Most major Swedish cities have at least one retail park, with IKEA dominating the out-of-town market. The factory outlet centre market is immature and only a few schemes have opened, including Arlandastad Outlet Village and Freeport Designer Factory Outlet.

Some 15 new shopping centres located all over Sweden are in the pipeline stretching 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. Examples are Mall of Scandinavia - the largest shopping centre in Scandinavia, to be opened in November 2015.

EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE

Sweden ranks top as the most trade-friendly and logistically efficient nation in the world, moving goods and connecting manufacturers and consumers with intentional 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 24h. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

Infrastructure investments have provided Sweden with an 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. Driven by demands from 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.
Mood, Stockholm

Götaplatsen, Gothenburg

Food experience, Stockholm

Grandpa, Stockholm

Local brewery, Malmö

Turning Torso, Malmö

Liseberg, Gothenburg

Photo: Jacob Fridholm

Photo: Göran Assner

Photo: Janus Langhorn

Photo: Mikael Sjöberg

Photo: Nils Carmel

Photo: Jacob Nyremark

Photo: Susanne Walström

Picninc, Sweden

Food court, Malmö

Gallerian, Stockholm

Photo: Mikael Sjöberg
Way of entering the market
The most common way to enter the Swedish retail market is through direct ownership. Franchise and entering via shop-in-shops could also be a way but the Swedish franchise market is not that mature compared to other European countries. It can be difficult to find financial partners and master franchisees investing 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. The tenancy security is strong and the tenant has the right to renew at the lease end. Standard lease terms are 3–5 years for shopping centres and high street units. Longer terms, usually 7–10 years, apply for retail parks and anchor tenants. Rents are normally constructed as a minimum base rent with a turnover element if sales exceed the base rent. Rents are annually indexed to the development of 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 rental contract. It is common for the retail trade in a specific city to coordinate opening hours. Typical opening hours for high streets are 10.00–19.00 Mon-Fri, 10.00–17.00 Sat, 11.00–16.00 Sun. For shopping malls opening hours are longer, until 20.00/21.00 weekdays and 17.00/18.00 weekends. For grocery stores opening hours are longer.

Salary costs
The median monthly salary for a full-time sales clerk in retail is 24,300 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 in the collective agreement a minimum monthly and hourly wage depending on age and experience.

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 bureaucracy. 85 percent of the population speaks English.

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

RETAIL RENTS 2015
SEK/month/sq m - Average market rent to top rent

<table>
<thead>
<tr>
<th>City</th>
<th>AA Location</th>
<th>A Location</th>
<th>B Location</th>
<th>C Location</th>
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<tr>
<td>Stockholm</td>
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<td>1800-2500</td>
<td>800-1517</td>
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</table>

Source: Newsec

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
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. Presented here is 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 a decade, fuelled by steady population growth and rising disposable incomes. Overall, retail sales show an increase of 51 percent since 2000, and according to the Swedish Trade Federation, retail sales are expected to grow by 30 percent until 2020.

BUSINESS FRIENDLY
Sweden is known for its non-hierarchical management approach based on consensus, 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, additional languages.

COLLECTIVE AGREEMENT
Sweden has a tradition of mutual respect and cooperation between companies and their employees. Labour relations between employers and trade unions are cordial and constructive. Industrial disputes 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 employees in Sweden are protected by collective agreements. Employers in the retail industry are automatically entered into collective agreements when they become members of the Swedish Trade Federation.

DOUBLE TOURISM REVENUES BY 2020
Tourism is Sweden’s fastest growing industry, with significant 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. Strongest growth comes from non-European markets like China, Japan and Russia.

EXPERTS’ FAST TRACK
Sweden offers special income-tax relief to encourage highly skilled people, such as international executives, 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. The tax relief is motivated by the fact that foreign experts and others who live in Sweden for short periods cannot gain full advantage from Sweden’s social welfare and pension system.

FINANCIALLY STABLE COUNTRY
Sweden has not been affected by the financial crisis of the rest of Europe. With lowered interest rates and rising disposable incomes, the outlook is positive. In addition, low sovereign debts, transparent economies, an intact banking system and consumers with sound personal finances produce a rare combination of stability and growth potential. Sweden has a competitive export industry focusing on investment and on input goods such as components and raw materials.

GROCERY GIANTS
The three largest retailers in Sweden are in the grocery retailer segment. The largest of these companies, in terms of retail sales value in 2014, is ICA Sverige, followed by Axfood and Coop Sverige. Multinational actors play an important role in Swedish retail, especially in non-grocery retail, but they are now gaining in significance even in grocery retail thanks to the escalating share of German Lidl and Danish Netto discounters.

HQs CHOOSE SWEDEN
Sweden has the second highest number of global headquarters in the world per million inhabitants. 24 of the Forbes 2000 companies have their global headquarters in Sweden.

INTERNET SAVVY
Sweden tops the Networked Readiness Index’s (NRI) rankings as the third most networked economy in the world. The country’s showroom is outstanding across the board: 1st, 2nd, and 3rd for individual usage, business readiness, and infrastructure environment, respectively. E-commerce of goods grows strongly. Seven out of ten consumers shop online, with consumer electronics, clothes 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 recycling drinks cans and bottles, and gets most of its energy from renewable sources. Sustainable development is a key objective for the Swedish Government, both at home and abroad.

The reasoning is that members of one generation should conserve resources for future generations. A recent study by the European Commission found that 40 percent of Swedes had purchased an eco-labelled item over the past month, compared with the EU average of 17 percent. In 2010, Stockholm won an award for being the first Green Capital of Europe, for its efforts to improve the environment, the economy and the quality of life of its citizens.

KEY MONEY
Key money for retail premises is not that common but it exists, particularly in prime locations. A security deposit or bank guarantee equivalent to between three and six months’ rent is normal.

LOW CORPORATE TAX
Sweden is one of Europe’s most competitive locations for corporate taxation. Sweden’s tax structure is transparent, efficient and designed to meet the needs of international investors. Corporate tax is low by international standards at a rate of 22 percent, and is also based solely on the company’s annual profit. No licence tax or local corporate tax is applicable. Tax frameworks for businesses compare very favourably with other OECD nations.
MORE CENTRAL THAN YOU MIGHT THINK
By plane, train, boat, truck or car, Sweden lies within a comfortable distance of many European destinations. Flights from Sweden reach the rest of Europe within two hours and major Asian markets and the US in about 10. By truck, all major cities in Denmark, Finland and Norway can be reached in less than 12 hours. Estonia, Latvia, Lithuania and western Russia in 24. Sweden ranks at the top as the most trade-friendly andlogistically efficient nation in the world, moving goods and connecting manufacturer and consumers with international markets. Sweden is also the preferred choice when consolidating distribution and warehousing activities in Northern Europe.

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. Swedish business people consider themselves lagom, meaning normal. However, the Swedish way seems to be amazingly efficient. Sweden is considered an innovative and creative country, and one successful Swedish company after the other appears on the global market.

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

PAYMENTS ON TIME
According to Intrum Justitia’s European Payment Index, Sweden is a country where companies can expect to get paid on time for their services. The average payment 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
The Human Development Index 2014 from the United Nations ranks Sweden as the world’s 12th best country in terms of living conditions. The report’s human development index compares living standards in the world’s nations and determines rankings based on a wide range of parameters, including life expectancy, education enrolment levels, adult literacy and economic output.

RENTAL CONDITIONS
Compared to other countries, tenants in Sweden have a strong legal position and right to the rented premises. Standard lease terms are 3-5 years for shopping centres and high street units. The tenant has the right to renew the contract for a further three years. Rents are normally constructed as a minimum base rent with a turnover element if the sales exceed the base rent. There is a high standard in the premises and fee structures are generally cost-effective. Rents are linked to changes in the consumer price index to keep pace with inflation. The market rent includes heating and excludes property tax.

SALARY COSTS
The median monthly salary for a full-time sales clerk in retail is 24 300 SEK, excluding social fees. There is no statutory minimum wage in Sweden; the trade union stipulates in the collective agreement (see above) a minimum monthly and hourly wage depending on age and experience.

TRANSPARENCY
All Western politicians claim to promote transparency and technology. The Scandinavians can do so with more justification than most. Performances of all schools and hospitals are measured. Sweden is also a leader in e-government – you can pay your taxes with a text message. Governments are forced to operate in the harsh light of day. Sweden allows everyone access to all official records. Compared to many other markets, Sweden has a transparent climate with information, from real estate agencies to governmental institutions, easily accessible to all.

URBANISATION
Swedes are escaping from the countryside at a fast pace and gathering in the major cities of Stockholm, Gothenburg and Malmö. Stockholm is the fastest-growing city in Western Europe and by 2030, the Stockholm region will have about 4 million inhabitants.

VAT
In Sweden, VAT (in Swedish “moms”) is applied at a standard 25% rate on almost all goods and services. Some exceptions apply, however, to hotel accommodation and groceries (12%) and passenger transportation (6%).

WORLD COMPETITIVENESS
Sweden’s overall performance in the prestigious World Bank’s ranking, the World Competitiveness Report, puts Sweden 10th in 10th place in overall global competitiveness. 7th place in innovation, 8th in business sophistication and 3rd in technological readiness.

X-TRAPRIS
Normally spelled “extra-pris”, “x-trapris” is sometimes seen in shop windows to indicate a temporary reduced price on selected items. According to the Consumer Agency’s guidelines on temporary price activities, these concern price reductions of at least ten percent or five percent if the margin is less than ten percent. The item must belong to the shop’s normal range and should have a regular price.

YUPPIES AT STUREPLAN
Stureplan is more than an address, it is also Stockholm’s symbol for luxury and style. Business people, media icons, models and celebrities stroll past the square’s famous “mushroom” to visit some of the city’s most exclusive clubs, restaurants and retailers along Birger Jarlsatan and Bibliotekstan.

ZEITGEIST AWARENESS
Sweden is recognised for both setting new trends and rapidly adopting them from abroad. Consumers are considered demanding buyers who value new technology, function and quality as much as design.
### Retail Sales Index

<table>
<thead>
<tr>
<th></th>
<th>Daily Goods</th>
<th>Non-Daily Goods</th>
<th>Total</th>
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<td>Stockholm</td>
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<tr>
<td>Sweden</td>
<td>100</td>
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</table>

Source: HUI

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### Stockholm

Stockholm is Europe’s fastest growing city and regularly ranks among the top cities to do business in. The international atmosphere, the beneficial entrepreneurial climate and an audience of affluent, sophisticated shoppers create exciting opportunities for brands in all retail areas.

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### Key Facts Stockholm

**GRP/Capita**: 587,219 SEK  
**Population**  
- City: 911,989  
- County: 2.2 million (+36,000 since 2014)  
- Greater region: 3.7 million

**Workforce Greater Region**:  
- 2 million  
- **Students**: 111,000  
- **Companies**: 438,930  
- **Foreign owned companies**: 11,570  
- **Average age**: 39  
- **Highly educated people**: 40%

**Single Households**: 43%  
**Average income**: SEK 279,000  
**Retail Sales***: 143 bn SEK  
(24% of total Sweden)

*Stockholm County  
**Sources**: Stockholm Business Region, HUI, SCB
STOCKHOLM
AN OVERVIEW

PWC has ranked Stockholm the world’s second most competitive city, leading the world in categories such as intellectual capital and innovation, health, security and quality of life. The city is often considered a leader in adopting new technologies and setting new consumer trends. Stockholm is ranked no 1 in the world for quality of life as well as entrepreneurial environment. (PWC Cities of Opportunity Index 2014)

THE GREATER STOCKHOLM region is by far the largest in Sweden, with 3.7 million inhabitants, or 38 percent of the population. Almost four out of ten Swedes live within commuting distance of downtown Stockholm.

More than every third company in Sweden has started up in Stockholm County and accounts for 32 percent of Sweden’s GDP. Almost half of all multinationals with operations in Scandinavia, as well as a majority of Swedish companies, have their headquarters in Stockholm.

Stockholm is the epicentre of one of the most knowledge-intensive and innovative regions in the world, which gives you access to a well-trained workforce. Also, the Swedish culture is open-minded, and the ability to bridge disciplines and bring together corporate and academic research environments puts Stockholm in a great position to deliver results.

79% higher GRP/capita in Stockholm, compared to the average EU city region

Stockholmers are trendy and “spendy”
Stockholm County has one of the highest GRPs per capita in Europe. Of the 306 regions in Europe, Stockholm ranks at number seven with a 79 percent higher GRP per capita than the average region in the EU. Compared to the rest of Sweden, Stockholm inhabitants are the highest income earners in the country and spend a large amount on retail.

The consumers have an international mindset and are sensitive to, and accepting of, new trends in every area.

Europe’s fastest growing city creates great retail demand
There has been a considerable surge in new retail space developments and expansions of shopping centres and city districts. Reasons are swelling retail sales and high population growth rates, much higher compared to other leading European cities. Currently, around 36,000 people move into Stockholm each year, half of which are newborn and half new arrivals, which makes it the fastest growing city in Western Europe. Stockholm is predicted to grow at a rate six times faster than Paris and twice as fast as Copenhagen by 2030.

The Stockholm region plans to add another 180,000 new housing units by the year 2021, and new metro lines are also planned. With almost 12 million commercial overnight stays per year, Stockholm County is one of the most attractive tourist destinations in Europe. The city is also recognised as a new culinary destination, with 12 Michelin stars awarded to nine different restaurants.

The opportunities for international retail brands are many and most indicators are in Stockholm’s favour, in particular for retail chains.

Simply put: Stockholm offers high purchasing power, one of Europe’s most popular tourist destinations and an attractive business environment.
DID YOU KNOW THAT...

... Stockholm is the fastest growing city in Western Europe

... Stockholm ranks as the most popular destination for international retailers in the Nordic region

... Stockholm is at the center of the tourism industry with close to 12 million overnight stays in commercial establishments

Stockholm Chamber of Commerce
LARGEST EXTERNAL SHOPPING DESTINATIONS
STOCKHOLM REGION

1. KUNGENS KURVA R. P
Owner: IKEA Fastigheter
Turnover: SEK 5,592 m
GLA: 182,200 sq m
No of tenants: 72

2. BARKARBY RETAIL PARK
Owner: IKEA Fastigheter
Turnover: SEK 4,485 m
GLA: 159,350 sq m
No of tenants: 57

3. TÅBY CENTRUM
Owner: Unibail Rodamco
Turnover: SEK 3,395 m
GLA: 62,075 sq m
No of tenants: 230

4. SICKLA KÖPKVARTER
Owner: Atrium Ljungberg
Turnover: SEK 3,100 m
GLA: 75,525 sq m
No of tenants: 160

5. KISTA GALLERIA
Owner: Citycon
Turnover: SEK 2,325 m
GLA: 54,450 sq m
No of tenants: 170

6. FARSTA CENTRUM
Owner: Atrium Ljungberg
Turnover: SEK 2,285 m
GLA: 51,675 sq m
No of tenants: 159

7. SKÅRHOLMEN CENTRUM
Owner: Grosvenor Fund
Turnover: SEK 1,865 m
GLA: 53,950 sq m
No of tenants: 166

8. LILJEHOLMSTORGET
Owner: Citycon
Turnover: SEK 1,555 m
GLA: 26,400 sq m
No of tenants: 92

9. BROMMA CENTRUM
Owner: Citycon
Turnover: SEK 1,865 m
GLA: 53,950 sq m
No of tenants: 166

Source: SSCD
Sickla Köpvarter is the hub of a growing new part of Stockholm. A meeting place and strong urban soul where people live and work next door to shopping, restaurants, culture, learning and international corporations with workplaces for about 5,000 people. Sickla also offers a wide cultural range including a library, cinema, museums and craft workshops. The centre has 160 shops with offerings in all segments but with many interior design and furniture retailers. Examples of retailers: G-Star Raw, Desigrortet, Urban Deli, Bookbinders Design, Naturkompaniet.

Mall of Scandinavia Next to the new National Arena by Solna Station, Scandinavia’s largest retail facility Mall Of Scandinavia, will open up in November 2015. This new Nordic flagship will be an important part of the integrated event city. The building covers about 300,000 sqm including parking spaces for 4,000 cars and in total around 250 shops, restaurants and much more. On the roof of the commercial facility, an office building at 45,000 sqm is planned, along with over 100 apartments. Sweden’s first IMAX cinema will be one of many new experiences at the centre, with over 1 million sq m of office space. 125,000 people live and 70,000 people work in the area. The opening hours are 10 am to 9 pm every day, which are the most generous opening hours in Stockholm. Examples of retailers: Gina Tricot, Adidas, Monki, New Yorker, Boomerang, Jysk.

Farsta Centrum is a modern 50-year old centre with a unique 1960s style. With its extensive range of retail, workplaces, cultural centres, educational facilities, services and fitness and health care facilities, Farsta Centrum functions not only as one of Stockholm’s biggest retail hubs, but as a major city district centre. In the middle of Farsta Centrum lies one of Sweden’s few lively outdoor market places. Examples of retailers: GATT, Amazing Seven, Ahlens, Lagerhaus, Clas Ohlson, Stadium, H&M, Rituals and Kappahl.

Nacka Forum is the largest shopping centre in the southeastern part of Stockholm, and accommodates 129 shops, restaurants and cafés on four levels. The 38,000 sq m centre offers fashion, interior design, F&B and services with 1,900 indoor parking spaces. There are also pharmacies, a library, banks, health care and offices. Stores and restaurants include Zara, Mango, Sephora, Hamleys and Melanders as well as exciting new pop-up concepts.

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
Kungsholmen
Mainly a residential area for affluent professionals. The prime retail area is Västermalmshall.

Södermalm
Stockholm’s most populated island, attracting young, trend-sensitive urbanites, includes the retail and F&B district SoFo. The bohemian area is home to a mixture of trendy contemporary boutiques.

Östermalm
This large sophisticated residential area (“Upper East Side”) has the largest concentration of private wealth in Stockholm.

Gamla stan
The Old Town dates from the 13th century.

Vasastan
A hip residential area with many smaller fashion and interior stores and culinary restaurants.

Did you know …
… that Monocle recently chose Gamla Stan as the "top up-and-coming neighbourhood in the world".

Did you know …
… that fashion magazine Vogue recently mapped out the 15 coolest neighbourhoods in the world, and Södermalm in Stockholm placed 3rd.

SHOPPING CENTRES AND DEPARTMENT STORES IN STOCKHOLM CITY
Located throughout the city – from the from “Upper East Side” Östermalm to hipster Söder – these are the Stockholmers’ favourite indoor shopping destinations:

**SHOPPING CENTRES**

1. **Gallerian**
   - Stockholm’s first and largest shopping centre, located in the heart of downtown Stockholm’s commercial hub. Comprising 77 shops and restaurants, Gallerian holds an exciting mix of international and Swedish retailers. Among them are the most successful Hollister store in Scandinavia and the first River Island store in Sweden. The centre is expertly connected with the underground and tram. Car access is one of the best in the CBD. The next step is an additional 5,000 sq m of new retail space containing more attractive shopping, restaurants and entertainment concepts. Retailers include Hollister, River Island, Lindex, Topshop, Clas Ohlson, G-Star RAW and H&M.
   - Owner: AMF Fastigheter
   - Turnover: SEK 1,825 m
   - GLA: 28,075 sq m
   - No of tenants: 77

2. **Fältöversten**
   - Fältöversten is located in the heart of Östermalm, one of the most upmarket residential areas in Stockholm. A spacious centre with around 60 stores and restaurants that satisfies most of the shopping needs of its affluent neighbours.
   - The atmosphere is welcoming with big labels sharing the space alongside small high-end and lifestyle brands, traditional and classic but with a modern twist. The centre is continually evolving, aiming to uphold and improve an innovative and exciting mix of food, fashion and service. Retailers include H&M, Kicks, Lindex, Calzedonia and Rituals.
   - Owner: AMF Fastigheter
   - Turnover: SEK 1,160 m
   - GLA: 17,700 sq m
   - No of tenants: 60

3. **Ringen**
   - Ringen is at the core of Södermalm, the trendiest and most innovative part of Stockholm and houses a mix of brands that reflect the diverse, creative and innovative people in the area. The gallery is a laid-back space for socialising and everyday shopping needs where different styles create an attractive unity with a quirky edge. To create a feeling of an “urban backyard”, the next step is to develop and improve the food market with the aim of delivering high-standard food and beverage offerings from early morning to late night. Retailers include Stadium, H&M, MQ and ICA.
   - Owner: AMF Fastigheter
   - Turnover: SEK 958 m
   - GLA: 16,875 sq m
   - No of tenants: 49

4. **Sturegallerian**
   - Located in the dandyish area of Stureplan, Sturegallerian has been a meeting point for discerning shoppers, bookworms, gourmets, coffee lovers and interior design enthusiasts since 1989. Sturegallerian caters to several walks of urban life with a diverse offering of shopping, restaurants, patisseries, nightclubs, entertainment and recreation. Retailers include: Zara, Rituals, J Lindeberg, Massimo Dutti, My Closet, Casall, Sturehof, Grand Escalier and Sturebadet Spa.
   - Owner: Tamweelview European
   - Turnover: SEK 915 m
   - GLA: 15,800 sq m
   - No of tenants: 56

5. **Centralstationen**
   - Centralstationen is the main hub for tourists arriving from all over the world, connecting people to railways, metro line and buses. Apart from that, Centralstationen offers a wide selection of stores, restaurants and coffee shops. Retailers include Lindex, Starbucks, ICA, Burger King and Lush.
   - Owner: Jernhusen
   - Turnover: SEK 765 m
   - GLA: 10,725 sq m
   - No of tenants: 63

6. **Västergalmgsallerian**
   - In the heart of Kungsholmen, one of the most urban and lively districts in Stockholm, lies the shopping centre Västergalmgsallerian. It contains more than 40 shops, creating an attractive mix of fashion, food and services. This is where the urban consumers do their daily shopping and spend time with friends and family. The centre is located right by Fridhemsplan metro station, Stockholm’s third largest hub for public transport. Retailers include Rituals, H&M, Gina Tricot, Polarn o Pyret and Espresso House.
   - Owner: AMF Fastigheter
   - Turnover: SEK 514 m
   - GLA: 9,275 sq m
   - No of tenants: 48

7. **Hornstull**
   - Opened in 2013 in the city’s hipster-crowded southwest corner, Hornstull is a welcoming commercial addition to the district. With its pronounced emphasis on food, drink and social shopping, visitors can choose from a mix of some 30 F&B and apparel outlets. Retailers include H&M, Picard, Juiceverket, Frozzy Yogurt, L’Occitane and Designer’s Loft.
   - Owner: Bonnier Fastigheter
   - Turnover: SEK 490 m
   - GLA: 8,300 sq m
   - No of tenants: 30

8. **Mood Stockholm**
   - Mood Stockholm is shopping beyond shopping. An entire block in the heart of the city with an elegant, diverse and international atmosphere. This is the place to find unique concepts, a high level of service and some of Stockholm’s most popular restaurants, attracting a trend-aware target group with the highest of standards. The tenant mix contain ing 46 units, covering the whole range from beauty to interior perfectly reflects the needs and wants of an urban consumer. Mood Stockholm is located close to three different metro stations and is also easily accessible by car. Retailers include Ralph Lauren Group, Samsoe & Samsoe, Filippa K (Best of Brands), Vígàrda, Napapijri and more.
   - Owner: AMF Fastigheter
   - Turnover: SEK 469 m
   - GLA: 9,275 sq m
   - No of tenants: 46

9. **Galleria Skrapan**
   - The ground floor of what used to be the Swedish tax authorities’ headquarters is today a 8,600 sq m retail space with a wide range of shopping offerings as well as a rooftop restaurant and a sky bar. The well known high-rise – now converted into student apartments – has a central location on Södermalm and attracts shoppers of all ages. Retailers include Monki, Dressroom, Habitat and Vapiano.
   - Owner: Vasakonturn
   - Turnover: SEK 335 m
   - GLA: 8,600 sq m
   - No of tenants: 30

10. **PK-Huset**
    - Connected to the classic department store NK is the smaller PK-Huset, with its ambition to offer something new for every family member. Well known Swedish fashion brands mingle with a handful of jewellery, watch, beauty and children’s clothes stores. Retailers include Acne, Tiger of Sweden, Gina Tricot and Polarn o Pyret.
    - Owner: Pembroke Real Estate
    - Turnover: SEK 305 m
    - GLA: 5,250 sq m
    - No of tenants: 20

**DEPARTMENTS STORES**

1. **NK**
   - The classic department store of Stockholm, located on the major shopping street Hamngatan and adjacent to Mood Stockholm. 118 different stores featuring a vast assortment of high-end fashion and luxury goods. Restaurants and cafés for refreshments are found throughout the building. A popular grocery store and bakery is located in the basement. Examples of stores: Hermés, Ralph Lauren, Paul Smith, Burberry and Max Mara.
   - Owner: Hufvudstaden
   - Turnover: SEK 2,380 m
   - GLA: 22,000 sq m
   - No of tenants: 118

2. **Åhléns City**
   - Åhléns is the leading department store operator in Sweden whose flagship Åhléns City is the largest department store in Stockholm. Here over 1,000 quality brands co-exist to offer the widest assortment in town of fashion, beauty, accessories and lifestyle products. Examples of brands: Desigual, Hugo Boss, Filippa K, J Lindeberg, Oasis, Muji, Guess, Diesel and Acne.
   - Owner: Ramsbury Property
   - Turnover: SEK 1,635 m
   - GLA: 20,000 sq m
   - No of tenants: 10

Source: SSCD
Retail in Stockholm’s city centre is concentrated in connected shopping areas, each with their own unique atmosphere and commercial supply.
**Drottninggatan**
The busiest pedestrian shopping street in Stockholm, where the largest Swedish retailers are represented. The street has three types of atmosphere; the southern part of this 1,500 m stretch begins in the tourist-laden Old Town, the central part has a crowded ambiance with a vast retail offering, and the northern part is slightly calmer with historic architecture, cafés and restaurants, combined with independent boutiques. Location of the department store Åhlens and the upcoming hotel Scandic Haymarket. Include brands like HM, Zara, Clas Ohlsson and Weekday.

Footfall: Fri: 75,000, Sat: 75,000
Garnia Brogatan: Fri: 8,300, Sat: 10,000
Klarabergsgatan: Fri: 50,400, Sat: 32,500

**Sergelsgatan/Hötorgscity**
Hötorgscity has a typical 1960s environment with the pedestrianised street Sergelsgatan as the central hub. Shopping is diverse in this meeting place for young shoppers, who mainly aim for the big chain brands like Gina Tricot, H&M, Topshop, Mango, Monki and Desigual.

Footfall: Fri: 35,000, Sat: 35,000
Sveavägen: Fri: 18,100, Sat: 14,300

**Sturegallerian/Humlegårdsgatan**
Around the exclusive Stureplan, a new commercial district has emerged. Sturegallerian offers numerous premium brands as well as a row of up-market restaurants and night-clubs. At Humlegårdsstugan you can find Stockholm’s new “Savile Row” with a menswear focus.

Footfall: Fri: 15,200, Sat: 12,000

**Regeringsgatan/Mood District**
Crossing Hamngatan and connecting Kungsgatan, Regeringsgatan houses the recently opened lifestyle galleria Mood Stockholm, a whole new neighbourhood that adds a contemporary mix of fashion and F&B offerings. Development of this district is ongoing to provide more attractive flagship retail space.

Footfall: Fri: 13,900, Sat: 10,700
Jakobsbergsgatan: Fri: 7,600, Sat: 5,000
Mäster Samuelsgatan: Fri: 14,600, Sat: 14,700

**Bibliotekstan/Birger Jarlsgatan**
Bibliotekstan is Stockholm’s exclusive fashion and luxury district, a small-town environment dating back to 1885. International high-end brands, such as Prada, Stella McCartney, Burberry, Ralph Lauren, Michael Kors, Louis Vuitton and Marc by Marc Jacobs sit alongside Swedish designers Acne, Hope and Rodebjer, to name a few.

Footfall: Biblioteksgatan, Fri: 20,000, Sat: 25,000
Birger Jarlsgatan: Fri: 25,000, Sat: 15,000

**Hamngatan**
An attractive high street with a mix of flagships like H&M, Zara and recently opened Victoria’s Secret. Home of the classic NK department store and large shopping mall Gallerian across the street. The street stretches from the city area around Sergels Torg down to the exclusive Bibliotekstan area.

Footfall: Fri: 65,000, Sat: 50,000

**Norrlandsgatan**
An area where outdoor sport retailers have created a cluster of stores, such as North Face, Mestrab and Haglöfs. Connects the Mood district and Bibliotekstan, as well as Hamngatan and Kungsgatan.

Footfall: Fri: 15,000, Sat: 15,000

**Kungsgatan**
One of the most visited and popular sites in Stockholm and links the city’s eastern and western retail zones. Lined with restaurants, cafés and food courts like Kungshällen, Hötorgetshallen and K25. Also home to some of the premiere cinemas in Stockholm. New attractive flagship spaces are under development. Nespresso and Starbucks have chosen to put their flagship stores in this street.

Footfall: Fri: 45,000, Sat: 40,000

**Vasagatan**
The Central Station, with its 11,000 square metres of retail space, is characterised by access to communications and transport. The main trade area is made up of large hotels and restaurants but new developments are underway to make room for more contemporary F&B and retail concepts.

Footfall: Fri: 40,000, Sat: 30,000
Stockholm is...

- ranked No. 1 in the world for quality of life as well as entrepreneurial environment
- the leading tourist destination among the Nordic capitals, and had most commercial overnight stays in 2014

Did you know...
- 36 percent of the population in Sweden lives in the greater Stockholm region
UNDER DEVELOPMENT
IN STOCKHOLM CITY

Many new developments are underway in the Stockholm region. Ranging from high-tech setups like Mall of Scandinavia with a GLA of more than 100,000 sq m, to specialised district developments and shops in restored historical buildings.

KLARA C
Development of historical building on Vasagatan
Facing the Central Station, this old gem of a property from the 1930s is Stockholm’s largest building after the Royal Palace. Vasakronan is renovating the building and turning it into attractive space for offices and at street level store space facing the Central Station. There will be room for both retailers and restaurants.

MOOD STOCKHOLM
A new flagship destination
Right in the heart of Stockholm city, Mood Stockholm will within the next few years grow to become a whole new business district. The proven strong pedestrian flow is expected to increase even more with new transport links, presenting a unique opportunity to evolve the area into an attractive business district containing an exciting mix of retail, restaurants, social areas, offices and a 10 000 sqm Innovation House. Developed by AMF Fastigheter.

SCANDIC HAYMARKET
PUB to become Scandic Haymarket
The classic PUB-house on Hötorget is undergoing a huge renovation turning it into a hotel. It will have 400 suites covering 3 000 square metres including restaurants and social areas. Estimated to open up its doors in 2016.

URBAN ESCAPE STOCKHOLM
A whole new city space
In the heart of Stockholm’s city centre are five buildings, four streets and two squares. This is where AMF Fastigheter is creating a new city space. Large and small office spaces will flourish. Swedish and international companies will be able to grow and scale up their operations. Restaurants, cafés and lounges will become living rooms for informal meetings. This city space is called Urban Escape Stockholm. The redevelopment of Gallerian, adding around 5,000 square meters of retail space, will form part of this project. To find out more, please visit www.urbanescape.se

REGERINGSGATAN
Shopping street development – ongoing project
Stockholm City, AMF Fastigheter, Pembroke, Vasakronan and Hufvudstaden have formed a collaboration to grow the linkages and developments within the existing streetscape of Stockholm. The desire is to build a connected platform for retail occupiers to come to Stockholm, and grow a successful business. Today, this street is an important link for the retail areas of the city, and the desire of all property owners in the area is to mirror the success of streets like Regent Street in London, a world-class, connected and vibrant area for shopping, working and meeting.

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Retail sales index

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Source: HUI

GOTHENBURG

THE SMILING FACE OF SWEDEN

The Gothenburg region is growing faster than anyone could have imagined. Serious investments are also being made in infrastructure and urban development, leading to more commuting and a population influx.

KEY FACTS GOTHENBURG

GRP/Capita*: 455,551 SEK
Population:
- City: 541,000 (+7,000 per year)
- Region: 971,000
- County: 1,600,000
- Workforce*: 483,000
- Students: 50,000

Companies: 110,000
Foreign owned companies: 2,990
Average age: 39
Highly educated people: 48%
Single households: 42%
Average income: SEK 244,500
Retail sales*: 61 bn SEK
(10% of total Sweden)

* Gothenburg Region  Source: Business Region Göteborg
During the last decade, the number of residents in the Gothenburg region increased by 92,580. Between 2013 and 2014 the population grew by around 12,900 people.

The Gothenburg region is growing by 35 people per day, which represents an annual increase in purchasing power of €55 million.

A delicious experience of Gothenburg
Gothenburg is a fantastic city for eating out. The offering of restaurants and cafés is well developed. It has everything from Michelin-starred restaurants to tiny street stalls that serve delicious local specialities. The proximity to the sea and the archipelago ensures that the selection of fish and seafood is second to none in Sweden. Consequently, Gothenburg can offer several world-class fish and seafood restaurants.

Retail growth
Retail sales are an important growth engine for the Gothenburg region, engaging 27,000 full-time employees. The city of Gothenburg will celebrate its 400th anniversary in 2021 and will by then have a substantially expanded infrastructure and be an attractive travel destination. Retail sales play an important role in making this goal a reality. Gothenburg is increasingly making waves on the fashion scene. Major Swedish chains MQ, Lindex and KappAhl all have their headquarters in the city, as well as Intersport and designer brand Nudie Jeans.

Gothenburg is also a fantastic city for eating out. The offering of restaurants and cafés is well developed. It has everything from Michelin-starred restaurants to tiny street stalls that serve delicious local specialities. The proximity to the sea and the archipelago ensures that the selection of fish and seafood is second to none in Sweden. Consequently, Gothenburg can offer several world-class fish and seafood restaurants.

The logistics hub in Scandinavia
Gothenburg is Sweden’s premier logistics location. The Port of Gothenburg, Scandinavia’s largest port, offers a very wide range of routes, with traffic to over 130 destinations throughout the world, including direct routes to North America, India, the Middle East and Asia. Göteborg Landvetter Airport offers cost-efficient cargo handling that is the fastest in Europe. Many foreign companies have discovered the advantages of its geographic location and access to solid infrastructure. Since 1990, the number of foreign-owned companies has increased substantially in the Gothenburg region. In fact, they have nearly quadrupled.

Many have already discovered the pearl of the West Coast
As a tourist and shopping destination, Gothenburg has a lot to offer. There is a large supply and plenty of shops within walking distance, with a mix of department stores, shopping centres, speciality shops and pleasant pedestrianised areas.

The number of airline passengers continues to rise, breaking a new record in 2014 when approximately 6 million passengers travelled to and from Gothenburg. The Gothenburg region’s hotels, holiday villages and hostels also reached new highs in 2014 with more than 4 million overnight stays.

Gothenburg ranks among the 10 most attractive cities in the world to invest in.

Source: Jones Lang LaSalle, 2014

During the last decade, the number of residents in the Gothenburg region increased by 92,580. Between 2013 and 2014 the population grew by around 12,900 people.

... the Gothenburg region is growing by 35 people per day, which represents an annual increase in purchasing power of €55 million.

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
**DID YOU KNOW THAT...**

... the retail and F&B sector in the Gothenburg region has a turnover of 73 billion SEK and employs more than 38,000 people.

**GROWTH IN THE GOTHENBURG REGION SINCE 2000**

- **27%** higher productivity
- **54%** increase in total wages
- **41%** increase in GRP (gross regional product)

96,000 more jobs
140,000 new residents
Did you know ... that Gothenburg is Sweden’s premier logistic location, accommodating the largest port in Scandinavia and Göteborg Landvetter airport, which has the fastest air cargo turnaround in Europe.

Commuter trains
Shopping centre
Retail Park
Airport

THE LARGEST SHOPPING DESTINATIONS IN AND AROUND GOTHENBURG

1. Nordstan Shopping Centre
2. NK
3. Arkaden
4. Kompassen
5. Frölunda Torg
6. Backaplan
7. Högsbo 421
8. Sisjö Shopping Park
9. Bäckebol Shopping centre
10. Källered Shopping Park
11. Allum Shopping centre
12. Kungsmässan
13. Freeport

E45
E20
E6
E20
E45
27/40
EXAMPLES OF SHOPPING CENTRES, RETAIL PARKS AND DEPARTMENT STORES

1 Nordstan Shopping Centre
A visit to Nordstan, the largest shopping centre in Gothenburg, is much more than a routine shopping trip. There are over 150 shops and restaurants and you can easily spend a full day here just browsing. Aside from the massive choice of clothing and shoes Nordstan also offers cosmetics, home electronics, sports goods, toys, interior design items and much more. Around Christmas and summer time there are enjoyable markets selling handicrafts and design goods.

Owner: Hufvudstaden
GLA: 77,475 sq m
No of tenants: 167

2 Nordiska Kompaniet (NK)
NK stands for style, trends and inspiration. This exclusive department store has been located at Östra Hamngatan 42 for over a century. Spread over four floors and 50 departments it is a modern and inviting environment. Many of Sweden’s biggest fashion brands such as Dagmar, Whyred, Acne, Hunkydory and Odd Molly, international brands such as Marc Jacobs and D&G can also be found there. NK puts a lot of emphasis on highlighting new trends and staging product launches and premieres.

Owner: Hufvudstaden
GLA: 9,900 sq m
No of tenants: 47

3 Arkaden
Arkaden is a modern shopping centre that plays a central part in Gothenburg’s fashion scene. 22 stores spread over three floors put the focus firmly on fashion, design and interior furnishings. Find the hottest brands in stores such as Topshop, Ragbyld by Tara, Zara, Beyond Retro, MQ, The North Face, Peak Performance and interior design store Bolia.com.

Owner: Vasakronan
GLA: 29,365 sq m
No of tenants: 122

4 Frölunda Torg
Frölunda Torg offers 200 stores, only 15 min. from city center. We have everything from fashion, home décor and sporting goods to cosmetics and electronics. There are also several cafés and restaurants, as well as unique delicacies at the food hall Salutorget. Park for free during three hours and experience great shopping in an inviting setting.

Owner: Diligentia AB
GLA: 54,975 sq m
No of tenants: 201

5 Backplan
Backplan, located in Hisingen north of Gothenburg city centre, is one of Sweden’s largest shopping areas. It covers approximately 110,000 sq m and accommodates more than 120 stores with a turnover in the vicinity of SEK 1.870 million. The infrastructure around the area is well developed, so Backplan is easy to reach by any means of transport.

Owner: Coop Fastigheter
GLA: 78,700 sq m
No of tenants: 122

6 Högdbo 421
Opened in 2006 and nowadays an established shopping centre with an increasing number of visitors and sales. Retail space covers 24,200 sq m. The largest tenant is ICA Maxi, followed by MediaMarkt. Chains such as H&M, Intersport, Dressman, Lindex, KappAhl and Cubus are among others.

Owner: Eurocommercial Properties NV
Turnover: SEK 830 m
GLA: 24,200 sq m
No of tenants: 40

7 Sisjö shopping park
Sisjö Entré is a part of Sisjö Köpstad - a customer-friendly and comprehensive shopping complex for both consumable and durable goods. Located in Askim in the south of Gothenburg, it is one of the most expansive areas in the region, which is rapidly growing and attracting more stores to the area. There is a mixture of stores offering electronics, DIY and home improvement, sports goods, toys, etc.

Owner: Alaska Holding Sverige AB
Turnover: SEK 1,980 m
GLA: 79,150 sq m
No of tenants: 56

8 Bäckebol
Located on the island of Hisingen in the northern part of town, this large shopping destination (70,950 sq m) is home to retailers such as German home improvement giant Bauhaus, Clas Ohlson, Coop, MediaMarkt and Norwegian sports chain XXL.

Owner: Starwood Capital Group/Vencom Property Partners
Turnover: SEK 2,638 m
GLA: 70,950 sq m
No of tenants: 29

9 Källered shopping park
Källered Köpstad was developed from a countryside area into one of the region’s shopping parks in the 1970’s. A new detailed plan is under way to make it possible for development of the area, increasing the shopping area from todays 39,000 sq.m. to 72,650 sq.m. Construction works is planned to start in the first half of 2016.

Owner: IKEA Centres
Turnover: SEK 1,836 m
GLA: 72,650 sq m
No of tenants: 40

10 Allum
Allum is located 8 km east of Gothenburg centre. It is a modern shopping centre with retail area of 44,400 sq m combining specialty shops side by side with well known chains. There are 97 stores attracting 5.6 million visitors who enjoy shopping in a modern and inviting environment.

Owner: Steen & Strøm Sverige AB
Turnover: SEK 1,839 m
GLA: 44,400 sq m
No of tenants: 97

11 Kungsömssan
The retail trade in the growing city of Kungsbacka, south of Gothenburg, is characterised by three separate shopping areas - Freeport, Kungsömsan and the inner city. All three have joined up under the name “Kungsbacka Shopping” to develop the sector further. Kungsömsan is located in the heart of Kungsbacka and accommodates 85 stores. All major chains, including H&M, Zara, KappAhl, Lindex, Clas Ohlson, are presented there, as well as Volt, Tara and MQ.

Owner: Aranäs KB
Turnover: SEK 1,520 m
GLA: 28,550 sq m
No of tenants: 85

12 Freeport
The Freeport outlet offers well-known brands within fashion, sports and home furnishings from Acne, Björn Borg, Hugo Boss, Filippa K, J.Lindeberg, Kosta Boda, Lacoste, Miu Miu, Nike, Offwhite, Oscar Jacobson, Peak Performance and Rödstram.

Owner: Via Group
Turnover: SEK 505 m
GLA: 18,750 sq m
No of tenants: 48
Gothenburg has an exciting mix of international fashion brands, independent shops, pedestrian streets, malls and department stores.

**Avényn**
Gothenburg’s main boulevard, Avényn, stretches from the monumental Götaplatsen to the bridge Kungsportsbron by the Moat. Avényn is a popular destination for 8 million Gothenburg natives and tourists every year. The boulevard is lined with numerous cozy cafes, renowned restaurants and popular bars. In summer, Avényn becomes even livelier as the pavements fill up with sunny terrace bars, cafes and strolling holiday-makers. One can find just about everything needed and a little more on Avényn and its side streets. Flagship stores for Oscar Jacobson, Villeroy & Boch, Tommy Hilfiger, Bang & Olufsen, Nespresso and Laura Ashley rub shoulders with a wide selection of top fashion chain stores.

**The inner city**
The charming area within the Moat is home to a mix of small specialist shops and large chain stores. There are about 470 stores, more than 125 restaurants and 57 cafes, and over 10 retreats for the body and mind. The aroma of freshly roasted coffee drifts from Victoriapassagen, a narrow alley lined with charming small boutiques. Beyond, the cobbled Södra Larmgatan stretches all the way to Kungsportsplatsen and the old Market Hall (Saluhallen). A little further down along the Moat stands the famous Feskekôrka fish market hall. Kungsatan, which is mostly a pedestrian street, offers a wide variety of shops, cafes and restaurants. Åhléns City is also located here, a well stocked department store on several floors, with everything from interior furnishings, glass and tableware, to perfume and cosmetics.

Magasinskvarteret, a former warehouse district, now offers a great choice of shopping and exciting places to eat. A creative centre has blossomed in the neighbourhood around Magasinsgatan, Vallgatan and Södra Larmgatan, where local Gothenburg designers have set up shop in the midst of cafes and vintage boutiques. Shoppers will also find specialty shops such as Emma and Malena and Velour, and can enjoy a seafood lunch at Strömmingsluckan in the heart of the Magasinskvarteret.

**Haga**
Haga is one of the oldest and most popular districts in Gothenburg. The neighbourhood has kept a lot of its original charm and the picturesque main street Haga Nygata is lined with well preserved wooden houses, boutiques and cafes. It is home to numerous small boutiques that offer an eclectic mix of old and new. There is a wonderful assortment of antiques, handcrafts, designer goods, books, children’s clothing and vintage fashion. The neighbourhood merges into Linnéstaden.

**Linné**
Linnégatan extends from the square Järntorget to the hub Linnéplatsen next to the park Slottsskogen. The street is sometimes described as “the main boulevard” for the locals, a lot thanks to the large selection of restaurants and bars. The area is also good for shopping, with a varied selection of vintage, fashion boutiques and art galleries. The four side streets called Långgatan are dotted with urban fashion stores, vintage boutiques, record shops, antique shops, pubs and cafes.
UNDER DEVELOPMENT IN THE GOTHENBURG REGION

Gothenburg is facing the most fascinating urban development, covering 5 million square metres along the Göta Älv waterfront. River City is a vision that is set to become true in the coming years.

**Nordstan**
*Ongoing expansion*

This enormous shopping centre, which attracts millions of shoppers every year, is going to get even bigger. The renovation and expansion has already started and will provide new streets and arcades, more entrances and greater retail space for boutiques and cafés.

**Kompassen**
*Expected opening 2016*

SEK 150 million is being invested in the development of Kompassen to create an even more attractive place to shop. Totally new design and simpler floor planning will make shopping more attractive for both visitors and tenants. The goal is to develop trade not only in the property, but also along the streets of Fredsgatan, Drottninggatan and Kyrkogatan with boutiques on two floors.

**Kulan Shopping District**
*Expected Opening 2019*

Kulan is under development, a 45 000 sq.m. shopping centre in Gothenburg, including 15 000 sq.m. restaurants, service and amusement facilities as well as 1 300 parking spaces. In connection to the shopping center 300 apartments will be built. SKF’s old factory buildings are being transformed into the new shopping experience Kulan and architecture and design is inspired by the industrial heritage of the area. Opening date autumn 2019.

**Sisjön/Högsbo**
*Expected opening 2015-2017*

This area in Askim, south of Gothenburg, continues to expand, expecting to double in space within the next two years. The investments will give the area a new character, with offices, commercial space and hotels. The current plans call for 47,000 sq.m of retail space.

**Backaplan**
*Expected opening 2021*

The five most influential real estate developers in the Gothenburg region have joined forces to build a whole new 37-acre city district here. Plans include 5,000–6,000 housing units, public spaces and retail space for shops.
Amhult
Expected opening 2015
Amhult is one of Gothenburg’s development areas, where a whole new suburb is forming. There is a need for a larger shopping supply. Almost half of the population in Torslanda currently use their local area for buying everyday goods. A shopping mall of 20,000 sq m is planned and partly built accommodating retail space, specialist stores and everyday goods. ICA Maxi is one of the tenants.

Källered
Expected opening 2017
This expansion is planned to double the size of Källered’s Köpstad. When completed in 2016–2017, it will give the shopping centre a combined area of 160,000 sq m.

Allum
Expected opening 2016
The neighbouring municipality of Partille made a splash when this centre opened in 2006. Now it will add on another 30,000 sq m of retail space, as well as 800 flats and a 4,000 seat event arena. The first phase of construction is planned to be completed in 2016.

Stenungsund
Expected opening November 2015
Shortly, the shopping centre at Stenungsstorg will be expanded by 4,500 sq m. H&M, Kjell&Co and Nordic Wellness are some of the future tenants.

Airport City
Expected opening 2018
There are plans to construct an area for retail of durable goods of about 70,000 sq m and a large shopping centre, which is a part of the Airport City project at Göteborg Landvetter Airport.

Kungälvs
Expected opening 2016
Kungälvs, a neighbour municipality of Gothenburg, is developing 20,000 sq m of retail space in the western part of Kongahälla site. Building is set to start in summer 2015, which means a grand opening in time for Christmas 2016.

Mölndal
Expected opening 2018
Mölndal Inner City is a major redevelopment of the city center of Mölndal. The site is 24 acres and will have the character of a mixed-use city providing 40,000 sq m. of new retail areas, office spaces, industrial enterprises and over 2,000 housing units.

Mölndal Galleria is a redevelopment project of parts of the existing city center of Mölndal. The new Citycon Mölndal Galleria will provide 70 shops covering 24,000 sq m. of retail, services and F&B. The galleria will have 830 parking spaces and 145 apartments above the two-story galleria. It is a true city development project fully integrated with the existing city center structure, using high quality architecture suiting the sensitive setting.

The galleria is anchored by a large supermarket & wine store, three large fashion anchors as well as an F&B cluster.

Ongoing expansion
Avenyn, the main boulevard of Gothenburg, is being developed with more shops, experiences and restaurants of high international class. This transformation aims to give visitors an exceptional supply within fashion, food and exciting art- and culture concepts. The implementation will carry on through different stages and aims to be complete by 2020. An inauguration of the entire street is set to year 2021 during Gothenburg’s 400th anniversary.

5 million sq m is ready to be developed in Gothenburg city centre and 482 bn SEK is to be invested in infrastructure
1 Swedish krona, SEK = € 0.106, EUR (average 2015)
If you are looking for a vibrant place with excellent demographics for your next retail investment in Scandinavia, then look no further. Malmö is strategically well placed to serve Scandinavia’s most densely populated area.

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Source: HUI

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**MALMÖ**

**YOUNG, AFFLUENT & MODERN**

If you are looking for a vibrant place with excellent demographics for your next retail investment in Scandinavia, then look no further. Malmö is strategically well placed to serve Scandinavia’s most densely populated area.

**KEY FACTS MALMÖ & ÖRESUND**

**GRP/Capita**: 387,041 SEK

**Population**
- City: 318,000, (+5% since 2011)
- Malmö region: 678,460
- Öresund region*: 3,900,000

**Workforce**: 155,564

**Students**
- Malmö: 26,000
- Öresund region*: 167,000

**Companies**
- Malmö: 33,896 (1,936 are foreign owned)
- Öresund region*: 250,000

**Average age**: 35

**Highly educated people**: 31% (Sweden 26%)

**Single households**: 70%

**Average income**: SEK 204,000

**Retail sales Malmö region**: 77 bn SEK (13% of Sweden)

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* Malmö Region
* The Öresund Region is a transnational metropolitan area centred on the cities of Copenhagen and Malmö.

Source: HUI, City of Malmö
Southern Sweden is a fast growing region both economically and demographically. Malmö and Lund have experienced a population growth of 9.1% over the past six years, and the average income in the largest city in the region, Malmö, is 4% above the Swedish average.

**The Young, Vibrant population of Malmö** spends 16% more than the Swedish average on lifestyle products, and there are some 670,000 people living in the immediate catchment area. Within the surrounding Öresund Region live 3.9 million people. This makes Öresund the most densely populated area of Scandinavia. With the Öresund Bridge connecting Malmö to Denmark and Copenhagen, a constant flow of shoppers from Denmark and beyond is assured.

The innovative and entrepreneurial spirit is exemplified by company Hövding, founded by two women who took their student project and converted it into a viable company. Their idea, an airbag helmet for bicycle riders, was put into production and now the company employs 17 people.

And of course, the biggest rags-to-riches story to come out of Malmö is Zlatan Ibrahimović, who grew up in meagre circumstances in Malmö and today is one of the world’s best football players.

**A growing retail hub**

Southern Sweden, with Malmö to the fore, is rapidly developing as a retail hub with an exciting future ahead of it. At the key communications and logistics crossroads to Scandinavia and situated at the entrance to the Baltic it is a perfect retail location. Easy to access, with a large affluent population, Malmö also offers you investment and operating costs significantly lower than other Scandinavian cities. Along with a qualified workforce that speaks English and a young shopping public, Malmö is now one of the prime investment locations in Scandinavia.

Malmö has some 3.9 million people within an hour’s drive of the city. Only 30 minutes from Copenhagen city centre, Malmö is strategically well placed to benefit from multiple retail chains and the growth in tourism.

**Structural beauty**

Architecturally, Malmö showed its self-confidence in 2005 by finishing construction of Turning Torso, a 54-storey twisting skyscraper that towers over the city’s western harbour.

Equally stunning architecture can be found at Emporia, the largest shopping centre in Scandinavia and also one of the latest (November 2012). Emporia, won the MAPIC award in 2013, for “the most innovative shopping centre” as well as the 2014 MIPIM award for “Best shopping centre”, and the best architecture prize in Singapore.

Emporia is only one of the reasons Malmö is the fastest-growing retail market in Sweden. There are plenty of other retail opportunities in and around Malmö. The downtown shopping area in Malmö, for example, is equally widespread, varied and trendy – and it’s easy for shoppers to find their way around.

For a first-timer, it’s easiest to follow the two-kilometre pedestrianised shopping stretch between Stortorget and Triangeln, by way of Södergatan, Gustav Adolfs Torg and Södertull all the way to Södra Förstadsgatan.

Visitors are coming to Malmö in increasing numbers, and from all corners of the globe. In 2013, a new record was set for overnight stays in hotels when 1,238,829 people spent the night in the city, an increase of more than 16,000 compared to 2012. These visitors spent SEK 5.9 billion and provided work for 4,274 full-time employees. International visitors spent a total of SEK 681 million. As many as 117,000 visitors came for the 788 international meetings held in Malmö during 2013, spending SEK 119 million during their stays.

**Diverse and innovative**

In 2013, the business magazine Forbes named Malmö the 4th most inventive city in the world, after Eindhoven, San Diego and San Francisco. Much weight was attached to the fact that Malmö produces so many patents, 6.85 per 10,000 inhabitants, which is the highest figure in all of Scandinavia. Malmö was also named one of eight emerging tech hubs in the world (Travel and Leisure 2014).
...the Öresund Region is the most densely populated region in Scandinavia. With 3.9 million people living here it is the largest employment region in Sweden.

...it is only 10 minutes by train from Emporia shopping centre to Copenhagen international airport.

...Malmö was named the hippest city in Scandinavia (Travel and Leisure 2014)
Malmö city is really evolving with Triangeln shopping centre refurbished and now finished. The city is in full swing with open-air restaurants and there are several exciting new concepts opened in the highstreet.

– Vasakronan
Property owner, Triangeln
Emporia

Emporia is the leading shopping centre in Scandinavia. It has an international atmosphere, a complete range of stores and a well-developed service concept. It is a combination of shopping, food, art and design over three floors. Located in Malmö’s most expansive district, Hylie in the centre of the Öresund region, Emporia is easily accessible with Hylle train station right by it. On the roof of Emporia shopping centre is a unique rooftop park that is open to the public. As well as being a magnificently viewpoint, the park is also a major part of Emporia’s environmental strategy. At the World Architecture Festival in Singapore in 2013, Emporia was named the best-looking shopping centre in the world.

Owner: Steen & Strøm
Turnover: SEK 2,445 m
GLA: 70,000 sq m
No of tenants: 173

Triangeln

The most central shopping centre in Malmö city, opened in 1989 was rebuilt and expanded from 15,000 square metres to 34,800 in autumn 2013. After more than 25 years in existence, Triangeln is still the largest marketplace in Malmö city centre with about 11 million visitors every year. The large variety of 140 shops, restaurants, cafés and services includes H&M, VOLT, Denim & Supply and Ralph Lauren.

Owner: Vasakronan
Turnover: SEK 985 m
GLA: 34,800 sq m
No of tenants: 124

Center Syd

Center Syd is within easy driving distance from Helsingborg Landskrona, Lund and Malmö. During 2014-2015 Center Syd has undergone a total refurbishment and added about 7,000 sqm new retail area. Grand Opening of the new Galleria Center Syd was held November 2015. Galleria Center Syd is a family destination for residents in our catchment area. We will be the most attractive choice in the region for families with children. Galleria Center Syd becomes an attractive and important part of a large shopping context with a rich and varied range of goods, services, cafes and restaurants. Our stores offers a wide selection of apparel, shoes and accessories and is unique with its large playground. Galleria Center Syd is part of a large commercial area which attracts over 4 million visitors per year. Bauhaus, Elgiganten, Lager 157, and Jysk are some examples of chain stores that are on the market place. There are over 250 companies in the trading area with approximately 1,800 employees. 45,000 cars pass every day on the E6 motorway and within 40 km radius lives about 700,000 people.

Owner: NRF Sweden
Holding Turnover: SEK 950 bn
GLA: 29,450 No of tenants: 48

Burløv Center

Located in Arbå in the northeastern corner of Malmö, this shopping centre covers 38,700 sq m of retail space. Among the 73 shops can be found Cubus, Din Sko, Gina Tricot, McDonald’s, Rusta, Phone House, Stadium, Triumph, H&M, Ecc and Clas Ohlson.

Owner: Grossvender
Turnover: SEK 1,083 m
GLA: 38,700 sq m
No of tenants: 73

Malmö Plaza

Plaza is located at the North entrance of Malmö. Built 2009 and has 55,000 sq m retail and 900 parking spots. In the future it will house 108 stores, as well as bowling, restaurants and a cinema. Entrés refurbishing is ongoing and will be finished in 2016.

Owner: Commers Real Turnover: SEK 350 bn
GLA: 33,000 sq m
No of tenants: 15

Jägersro Center

Jägersro Center is located the Jägersro race track and has a wide range of shops offering something for all ages. Here you’ll find everything from clothes, shoes, jewellery and electronics to daily products in a family-friendly environment with generous opening hours and parking spaces. Jägersro Center is also easy accessible by bus.

Owner: Starwood Capital Group
Turnover: SEK 808 m
GLA: 22,700 sq m
No of tenants: 37

Nova Lund

Since opening in 2002 in the western part of the university town of Lund, Nova Lund has become a popular shopping destination for all of the Skåne region. An additional 6,000 sqm were added in 2006. Its 81 shops centre on fashion and include Esprit, H&M, Odd Molly, Jack & Jones, Dressmann and Vero Moda.

Owner: The Real Estate
Turnover: SEK 950 m
GLA: 24,650 sq m
No of tenants: 81

Galleria Boulevard

Right in the centre of Kristianstad, a modern, convenient urban shopping centre is taking shape. Galleria Boulevard will form the hub of Kristianstad’s shopping quarter in the city centre. The shopping centre will be built and completed in two phases. The groundbreaking ceremony was held in March 2015 including restaurants, cafés and one cinema.

Owner: Steen & Strøm
Turnover: SEK 395 m
GLA: 21,300 sq m
No of tenants: 36

Kv. Caroli

This ambitious new development opened in 2013, across 16,000 sqm in the Old town offers a well-balanced mix of fashion, food, lifestyle/design and leisure – with a combination of unique local brands as well as both national and international major brands. Personal, innovative and exciting cafes, bistros and restaurants add to the mix target- ing trend-conscious consumers who prefer quality before quantity. At Kv. Caroli you’ll find a variety of shops, like H&M, the Body Shop, G-star Raw and brands like Morris, J Lindeberg, Hugo Boss, Hunter, Parajumpers, Henri Lloyd, Colmar, Victorinox and Hackett. The great mix of restaurants includes top Swedish chef Melker Andersson’s restaurant Kåttbaren.

Owner: Areim, a group of retail assets
Turnover: estd. SEK 472 m
GLA: 13,600 sq m
No of tenants: 45

Hansa

A centrally located meeting place and gallery for shopping, lunch or coffee. Retailers encompass most of the major brands shoppers look for, both the classics and newcomers. There are also several concepts unique to the region. For example, Systembolaget with its unique wine cellar is one of only three of its kind all of Sweden. Hansa is currently under new development.

Owner: Areim Fastigheter
Turnover: SEK 554 m
GLA: 12,450 sq m
No of tenants: 47

The Svägertorp retail park

The Svägertorp commercial area is in close proximity to the Öresund Bridge and offers free parking. At the Svägertorp commercial area in southern Malmö, you will find a large selection of shops within construction, interior design, sports and garden. For example: Iiva, Bauhaus, Stofoštil, 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
Turnover: SEK 2,940 m
GLA: 109,000 sq m
No of tenants: 36

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MALMÖ
1 Gamla Väster and Lilla Torg (City centre)
West of Lilla Torg is picturesque Gamla Väster with galleries, cafés and boutiques offering the best in Scandinavian design.

2 Västra Hamnen (Western Harbour)
Västra Hamnen, home to the Turning Torso and globally known for the architectural fair BO01.

3 Möllevången
Möllevången is generally regarded as the epicentre of hipster culture in Malmö. Offerings include everything from Iraqi spices to Chinese dumplings. All you can imagine from Malmö’s multi-cultural population. 178 nationalities are represented in Malmö and 174 languages are spoken.

4 Davidshall
Davidshall is a neighbourhood in Malmö city centre with architecture from the early 1900s. Davidshall-storg is surrounded by a mix of nice restaurants and trendy shops.

5 Slottstaden
A centrally located, lush seaside neighbourhood with a rapidly growing range of things to do. Good coffee, sourdough bread, gyms, sushi, children’s wear and interior design stores.

6 Hyllie
Hyllie, the largest development area in southwest Malmö and the last train stop in Sweden before Copenhagen. From here it is only 10 minutes to Copenhagen airport and 20 minutes to Copenhagen city centre. Hyllie, home to the Emporia shopping centre, has become a prime location for international HQ establishment.

#1
During 2013, Malmö’s retail market showed the strongest development of all Swedish cities. Retail sales throughout the region increased by roughly 1.2 bn SEK which corresponds to an increase of 6%.

Source: HUI

The basis for sustainable retail success
The strong purchasing power is partly explained by the young active population, but also by the concentration of new modern growth industries in the area, such as ICT, Life Sciences, Material Sciences and Cleantech. These have attracted some of the brightest people from Scandinavia and beyond, with high disposable incomes, and a desire to spend.

You will find many famous international brands already trading successfully. Hövding, Light My Fire and Absolut Vodka were born here. Apple, Boss, VOLT, Zara, Mulberry, Sephora and Hamleys are here.

In southern Sweden, companies like Gambro, Tetra Pak and Alfa Laval are household names. Alongside them are Axis Communications, Qlik Tech International and Massive Entertainment – in addition to hundreds of enterprises and business start-ups vying to be the household names of tomorrow. Several head-quarters have moved to Malmö, among them Walraven, among them Walraven Nordic Inc.

“Malmö is in the centre of the Scandinavian market,” Pelle van Walraven, CEO at Walraven, said.

Malmö offers the same proximity to the rest of Scandinavia as Copenhagen, but is “a thousand times more affordable,” according to Emelie Borg, CEO of the subsidiary Walraven Nordic Inc (AB).

“We employ a generally young workforce and the proximity to Malmö University is perfect for us. Malmö is populated by a majority of younger people, which is ideal for a sales company like us.”

Malmö is in the centre of the Scandinavian market
– Pelle van Walraven, CEO, Walraven

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
KEY SHOPPING STREETS
MALMÖ CITY CENTRE

Malmö offers a large selection of designer boutiques and young, trendy fashion. The most commercial pedestrian area stretches from Stortorget along Södergatan, Skomakaregatan and Baltzarsgatan past Gustav Adolfs Torg and Södertull, and further down Södra Förstadsgatan to Triangeln and Möllevången. Most of the shopping districts are pedestrian only, and also within walking distance.

1 Centralstationen (Malmö Central Station)
Malmö Central Station is Sweden’s third largest station with over 45,000 travellers passing through the station each day. Since the Citytunnel opened in 2010 the station has gone through a major renovation, combining new modern architecture with historic buildings such as Kungalängan, the former waiting lounge for the king in the 19th century. At Malmö Central Station you’ll find a varied mix of shops, providing books, magazines and flowers, as well as a wide range of nice restaurants and coffee shops with tastes from all around the world.

2 Södergatan
This is one of the city’s oldest streets, with a rich tapestry and a high flow of people. Construction along the street is of very differing ages, 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 facade constitutes a spectacular contrast to the surrounding turn-of-the-20th-century houses. Shops on Södergatan are Zara, Mulberry, Eton, Peak Performance, Filippa 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 that offer a unique mix of fashionable, affordable products and solutions in the areas of fashion, interiors, entertainment, beauty and children.

3 Baltzargatan/Skomakargatan
Baltzargatan and Skomakargatan make up one of Malmö’s most exclusive shopping streets. In the intersection where Baltzargatan meets Södergatan and changes into Skomakargatan, shoppers find high-end boutiques such as Marlene Birger, Lacoste, Elva Atting, Ittala, Nespresso, Hope and Whyred. Some brands are only available here, unless you want to go over the bridge to Copenhagen. At Baltzargatan, in a beautiful 17th century house you’ll find excellent coffee at the very popular Lilla Kafferosteriet.

4 Lilla Torg
The Form/Design Center is located in Hedmanska Gården at Lilla Torg. In the shop will you find the best in Scandinavian design and local crafts. Lilla Torg is a large outdoor area that is home to several of Malmö’s best-known restaurants and clubs. Lilla Torg is one of Malmö’s busiest locations, no matter what the season. Next to Lilla Torg, you will find Bastard, one of Malmö’s most popular and talked-about restaurants, serving modern European dishes, everything from nose to tail.

5 Södra Förstadsgratan
This is a popular pedestrian shopping street that stretches from the Davidshallsbron to Triangeln. Here you’ll find Diesel, iSolid, G Star Raw, Samsoe & Samsoe, Levis, Boomerang, Mango, Filippa K and Bennetton.

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

7 Möllevångstorget
These are Malmö’s most colourful neighbourhoods with lively markets, shops and restaurants from around the world. There are 177 countries represented in Malmö and they all come together in Möllevångstorget. When it comes to restaurants, you will find virtually the whole world represented here! Close to Möllevångstorget is also Malmö Chokladfabrik/Chocolate factory, Malmö Chocolate Museum and micro brewery Malmö Brygghus, all picking up proud traditions from Malmö’s past.

Photo: Visit Sweden

55
ESS & MAX IV MAKING THE INVISIBLE VISIBLE

Right now the world’s most advanced research facilities, MAX IV and ESS, are being built just outside Lund 25 min north of Malmö. These facilities will help scientists understand materials in much finer detail, helping them solve some of the grand challenges of our times – from cancer research to novel energy materials.

SCIENCE VILLAGE SCANDINAVIA

Science Village Scandinavia in Lund will consist of buildings aimed at research facilities, research institutes, research institutes for Lund University and other universities, companies related to innovation and research, a Science Centre and Business Centre, premises for laboratories, administration, service and accommodation. There will also be service functions such as restaurants, cafes, shops, gyms and other spaces for recreation and culture, and furthermore a variety of various creative venues. www.sciencevillage.com
Metro between Malmö and Copenhagen
Via a tunnel under Öresund the metro journey takes about 20 minutes. A metro would relieve the Öresund Bridge, which is expected to have increased freight when the fixed link between Denmark and Germany is completed. Metron is also expected to help increase everyday integration across the strait.

The second phase of the feasibility study is now completed and the City of Malmö and Copenhagen Municipality is seeking EU support for Phase Three. If the decision to implement the project, Metro put into use around 2030.

Quality Hotel View
Quality Hotel View opens on 11 January 2016. Malmö’s finally getting a full-service conference hotel, at the heart of the urban district of Hyllie. Next door to the Malmö Arena and minutes by train from Copenhagen Airport, downtown Malmö and Copenhagen. 302 rooms including two VIP suites – 620 beds. Lobby bar, Lounge (84 seats). Lunch & à la carte restaurant (342 seats)

C4 Shopping
Expected opening autumn 2017
C4 Shopping will open in autumn of 2017 in Kristianstad, the seat of Skåne county and a commercially developed city with strong traditions in the center of a region with 300,000 inhabitants. With its 70,000 sqm, 2,400 parking spaces and 100 retail spaces, it will be a commercial center attracting visitors from eastern Scania, western Blekinge and southern Småland. It will be situated in the green surroundings of the castle of Hammarshus, where King Christian IV of Denmark founded the city in 1614.

Culture Casbah
One of many steps underway to revitalise the 1960s residential area of Rosengård in Malmö. A dream of a tower gave inspiration to what we see in plans and programmes today – Culture Casbah. The public housing company MKB Fastighets AB and Tornrosen tower competition winners – architects Lundgaard & Tranberg A/S – are working closely together in the project, which was the winner of the Best Futura Project at MIPIM 2013. The project is still in the early stages, since the last necessary decisions still have to be made by the City of Malmö and the board of MKB Fastighets AB.

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 to Sweden.

**BUSINESS SWEDEN** is the official Swedish trade and investment council with the mission to facilitate and promote inward investments to Sweden and for Swedish companies to expand abroad. International companies can get free advice, tailored information, establishment support and network contacts, when considering Sweden for expansion. www.business-sweden.se

**STOCKHOLM BUSINESS REGION DEVELOPMENT** is the official investment promotion agency of the City of Stockholm. We work with marketing and development of the entire Stockholm region as a business destination. www.investstockholm.com

**INVEST IN 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 investment and assist regional companies in developing their international business. www.investinskane.com

**BUSINESS REGION GÖTEBORG** is dedicated to strengthening and developing trade and industry in the Gothenburg region. We offer knowledge and contacts that create the means to launch, develop and establish business in the Gothenburg region. www.businessregion.se

**INDUSTRY ORGANISATIONS**

**SVENSK HANDEL** (Swedish Trade Federation) represents the interests of retailers, wholesalers and digital commerce in issues concerning economic policy and better trading conditions. Svensk Handel is also the employers’ organisation serving the entire trade and commerce sector. www.svenskhandel.se

**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.fastighetsagama.se/stockholm

**CITY I SAMVERKAN** (Stockholm City Centre Partnership) is a non profit member organisation that initiates, manages and executes city centre projects in collaboration with local authorities, property owners and various city partners. Together we strive for the best possible Stockholm City centre experience. www.cityisamverkan.se

**PROPERTY OWNERS**

**AMF FASTIGHETER** is one of Sweden’s largest property investment and development companies, focusing mainly on urban commercial office and retail premises in Stockholm, with its main investment focus on Stockholm city centre. AMF fastigheter is a subsidiary of AMF Pension Insurance. www.amffastigheter.se

**ATRIUM LJUNGBERG** is one of Sweden’s largest listed property companies. Our focus is on owning, developing and managing properties, principally in the retail and office sectors. Our ambition is to develop areas into full-service environments which are sustainable and attractive in the longer term. www.atriumljungberg.se

**CITYCON** is a leading owner, manager and developer of urban grocery-anchored shopping centres in the Nordic and Baltic regions, with assets under management totalling approximately €3.3 billion and a market cap of approximately €1.6 billion. Listed on the Helsinki stock exchange. www.citycon.se

**CONSULTANTS**

**GATE46** provides solutions making retailers more profitable. We offer Tenant representation, Site Acquisition & Disposal, Legal Advice, Valuation & Advisory and Contract management. www.gate46.se

**CBRE** is the largest, full-service real estate services company 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 Company has approximately 70,000 employees, whereof 250 are based in Sweden. Our offices are located in Stockholm and Gothenburg. www.cbre.se

**VASAKRONAN** is the leading commercial property company in Sweden. Our strategy is to focus 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 320,000 sq m retail space we are the largest retail operator in Sweden. www.vasakronan.se

1 Swedish krona, SEK = € 0.106, EUR (average 2015)