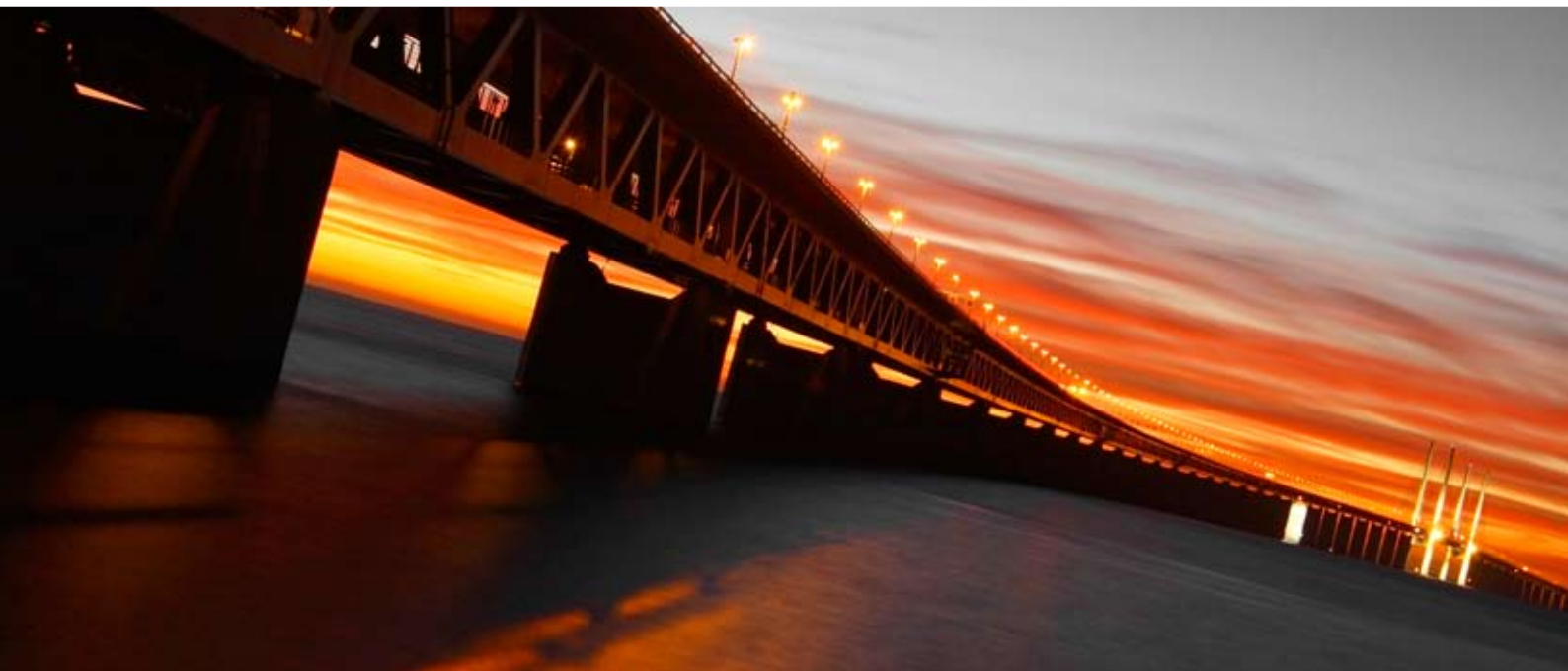# Øresund IT Academy

Annual Report 2007

ØRESUND IT ACADEMY

Adress

Arne Jacobsens Allé 17
DK-2300 København S

Gula Villan
Box 117 / Östra Vallgatan
SE-221 00 Lund

Phone

DK: +45 3532 4085
SE: +46 46 222 1740

E-mail

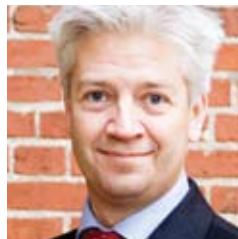info@oresundit.org

Website

www.oresundit.org

During 2007, most things related to "Øresund" changed as a result of the joint progress made in many diffe-rent areas. What was once a concept or an ideology is today reality for many of us. The increase in commuter traffic, up 500% since 2000, and the number of people moving to the other side are hard evidence of this change. Indeed, each day some 63,000 people crossed the Øresund Bridge, and to that we can add some 50,000 using the ferries.

The IT sector has also had a great year. The need for more employees to cope with the growth has been driving a lot of co-operation across Øresund. Recruiting is critical and the best employees can often be found if you look across the Sound. We have been supporting our members in these efforts, both with the advice found in the Mobility Guide and by organizing stalls at recruitment fairs at the technical member universities.

Our members are also starting to recog-nize that we can support them by ma-naging projects that enhance their know-ledge and competitiveness. Living Labs Øresund is one such example where Vinnova and ten members have teamed up to develop innovative mobile servi-ces that users truly need and want. The

Niels Bo Theilgaard - chairman, Øresund IT Academy

Peter Höjerback - CEO, Øresund IT Academy

What was once a concept or an ideology is today reality for many of us.

project builds on the mCluster initiative, which has shown the very strong and comprehensive position that the region holds in the mobile eco-system.

As more and more companies and orga-nizations saw the benefits of using the larger market which Øresund represents, more and more also joined Øresund IT Academy as members. We proud-ly announced that we passed our 100th member in November when iMotions joined us. This has in turn also vital-ized our match-making services that help members get the right contacts.

To increase usability for our members, we launched a redesigned website with more interactive features, which are being add-ed as we enter into 2008. We will also help out in making sure that the Interreg IV programme becomes successful by supporting and catalyzing relevant ICT projects.

We want to thank our members for an inspiring and very positive 2007. We would also like to invite you to join our general assembly on 6th of March 2008 to meet the fellow members and influ-ence our agenda via inspiring workshops.

Niels Bo Theilgaard   Peter Höjerback

CONTENTS

"I think Øresund IT Academy is a key network for knowledge and contacts in our bi-national region. We have been introduced to serveral Swedish partners and potential customers."

Nicolai Chr. Herting
Director of Sales, EMEA
Kapow Technologies A/S

Øresund IT Academy

MORE THAN 100 MEMBERS

Our network is constantly growing. In 2007 we grew to 100 members. Øresund IT Academy was created as a membership organization in 2005 and after just two and a half years we reached the critical figure of 100 members.

Join the potential and opportunities

Many have joined Øresund IT Academy because they want access to the whole labour market. Some want advice on the bigger home market, while others seek access to companies and universities.

Having passed the 100 members, we are now launching projects which unite them. New members are also welcome to join and we hope to grow significantly during 2008.

You can find a complete list of our members at the end of this report.

Recruitment – still a challenge

In 2006 we started working with the challenges within recruitment in the Øresund Region. At this point the situation was more critical on the Danish side of the Sound and there was still some unemployment among the highly educated part of the population at the Swedish side.

Mobility Guide as recruitment assistant

We published our Mobility Guide to assist companies and organizations in their recruiting efforts across Øresund. However, the scarcity of labor has only increased and therefore Øresund IT Academy has continually addressed the issue.

Lack of talent

The lack of qualified talent in the Øresund Region is not a situation, which can be solved through education in the short run.

We have therefore started a pilot project to test if it is possible to solve the situation more immediately by recruiting from other parts of Europe and the rest of the world. During this pilot project the recruiting will only take place in one country, Poland. The project will pool the recruitment efforts of companies towards Eastern Europe in order to attract potential employees to the Øresund Region.

Combining companies' recruitment

The idea behind the project is that if companies combine their recruitment efforts the total number of potential candidates will increase. Instead of recruiting for just one company the recruitment will be for the entire Øresund Region, and ultimately this provides more job opportunities for the individual candidate. This will make it easier to attract the attention of the possible employees because they have a security in knowing that there are many job opportunities, and that if one job is unsuitable another will be available.

So even though only a limited number of companies are directly a part of this project, the outcome will be of benefit to all our members and the rest of the IT industry in the Øresund Region.

Øresund as a leading region

Another advantage of the project is that it will contribute to the branding the region as a leading location with high capabilities within the ICT industry. This project will be executed in 2008 and if successful, it will continue in new countries and with more companies.

This is where Top Talent goes in the Øresund Region

Øresund IT Academy's survey on IT talent in the Øresund Region shows that IT students are very open towards new opportunities that the Øresund Region offers. 77% of the IT students consider applying for a job on the other side of the Sound.

Educational potential

61% of the students are interested in attending a course or an education program on the other side of the Sound. The percentage was only slightly higher in the Swedish part of the region than in the Danish. However, the survey also reveals that only 2.8% have attended a course or an education program on the other side of the Sound. Clearly, there is a great deal of potential, which has not yet been taken advantage of.

Integration of the job market in the Øresund Region

The integration of the job market also looks very positive according to the survey. No less than 77% of the students consider applying for a job on the other side of Øresund. Here the percentage of positive answers is higher on the Swedish side with 88% than on the Danish with 69%. Nevertheless, the positive attitude is still amazing. The responses from the Danish students

are especially interesting, and a little surprising, compared to the commuting statistics, which show that 20,000 people travel from Sweden to Denmark every day to go to work. However, only 2,000 commute the other way.

If the statements expressed in the survey correspond to the actual pattern we can expect to see in the coming years, then it could all change in the very near future.

Entrepreneurs among IT students

For the IT cluster in the Øresund Region to be successful it is important that there is a high level of innovation and therefore entrepreneurs are needed. This is why we were very happy to learn that 48% of the IT students were interested in starting their own business. This is without a doubt a trend that should be supported in every possible way.

Most interesting workplaces

The attractiveness of a company is very important. Therefore, it is interesting for companies in the Region to know whether students would like to work for them. The survey shows that some companies are known and perceived as attractive workplaces in the part of

the region where they are placed, but almost unknown on the other side of the Sound. This was the case for both Danish and Swedish companies. The top 20 list (in random order) for places IT students would like to work for in the Øresund Region are shown to the right.

THE SURVEY

In spring 2007 Øresund IT Academy conducted a survey among IT-students in the Øresund Region. The purpose was to also take a more long term approach to the lack of qualified talent.

The survey was the first ever to be conducted on a regional level and has been responded to by more than 1,500 IT-students. Although many valuable surveys have been conducted on student preferences, there is little knowledge about preferences at a regional level. Therefore, this survey was a unique way of taking a much more specific perspective.

Many organizations believe to have pointed the prime features that influence the choice of future employees, yet the question withstands of how to attract the best people. The subject is even more significant when looking at the Øresund Region, as such a research has never been conducted in the region before.

Top 20 companies (in random order)

Competences in the Øresund Region

The solution to the increasing demand for qualified workforce can be found among competences in the Øresund Region. The Interreg IIIA project: "Competences in the Øresund Region – focuses on conditions and solutions" focus on making employers and employees take advantages of the great potential in the Øresund Region.
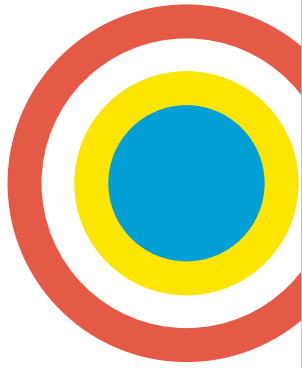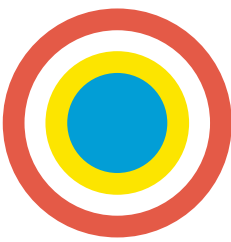
Increasing demand in workforce

The Interreg IIIA project has primarily involved the IT sector, hotel- and restaurant, health and social services as well as young people on the labour market. In these and several other areas there is currently great demand for qualified labour on the Danish side of the Sound. One solution is to be found on the Swedish side where demand however is catching up.

Match-making in the Øresund Region

The project has managed to establish activities, dialogues and support to further increase the possibilities for employers and employees to find each other in the Øresund Region. This included improving the frame work conditions for education, labour market- and vocational training, recruiting and job seeking to promote mobility across the Sound.

INTERREG IIIA

This project was initiated in 2005 by The Öresund Committee, The Øresund Labour Market Council and Øresund IT Academy. It was a two-year project that ended the 1st of April 2007.

Projects

During 2007 projects have become an increasingly important part of the work in Øresund IT Academy. New projects have been started, old projects have continued and many more have been prepared for 2008.

NEW PROJECTS IN 2007

Living Labs Øresund

Living Labs Øresund, including the mStudent project is one of the major upstart projects of 2007. Living Labs Øresund is a dynamic and open meeting place in the Øresund Region for exploring user-centric development and mobile services as solutions to public and private challenges.

With mStudent as the specific project, Living Labs Øresund received a grant from VINNOVA in June and the project was officially started on the Swedish side. During the fall, the mStudent project was articulated in detail, and submitted to VINNOVA. The work for launching the first mobile service at the universities by spring 2008 has been initiated.

The future of Living Labs Øresund

Having established Living Labs Øresund on the Swedish side, it is our aim to anchor the mStudent project during 2008. A service for the students will be launched during the spring and it will create a platform, where we can cooperate with the students.

Meanwhile, Living Labs Øresund is also under development on the Danish side of the Sound. We have engaged in a dialogue with key partners and look forward to start the project in 2008. Living Labs Øresund is a continuously developing project. We are therefore always keeping an open outlook for new and exciting ideas and partners.

Mobile Cluster Initiatives

Øresund is probably one of only five or six places on the earth where you can successfully develop a mobile phone. Almost all parts of the mobile eco-system can be found here. The mobile sector is also the largest sub-cluster within the Øresund IT region and as such essential for our growth.

In recognition of the continued need for the best people, a separate cluster initiative called: "Mobile Heights" was launched in Skåne. The first job was to strengthen the research capability and a ten-year center-of-excellence programme was initiated with wide support from university, industry and public sector, including Vinnova. Øresund IT Academy naturally supports this initiative and is bridging to Danish skills and competencies that can strengthen the actors in this eco-system, many of whom already are members.

CONTINUED PROJECTS IN 2007

Food – ICT interface

The Øresund Region embraces world class research and production within the field of Food and ICT. The cluster of competencies creates a strong fundament for nourishing leadership in the rapidly growing market.

The project: "The Virtual Food Factory" operates within the intersection of Food and ICT. The project is based on the philosophy that collaboration between research and industry is an imperative for improving the quality and competitiveness of the region's food industry and ICT capabilities within. In addition, it creates the opportunity for economic growth within the process industry and the innovative ICT environments.

A number of cross-disciplinary networks covering Effective and Flexible Production, Food Chain Management and Enabling Technologies have been established.

Events 2007

DSE
28th – 29th of March 2007
DTU

For the first time this year, we participated in the job-fair at The Technical University of Denmark. The purpose of our presence was to advise the participating students and companies about the opportunities in the Øresund Region within the IT industry. The students were advised about the education possibilities, universities and the job market in Scandinavia. The companies where given general information and we also had a small social event.

HUMAN-TECH CONFERENCE 2007
26th of April 2007

This year's conference focused on the issue: "Where does top talent go?" The Human-Tech Conference 2007 was a presentation of the results and an interactive experience where all participants could vote on issues regarding the labour market integration with their cell phones.

A representative panel of 40 Swedish and Danish participants elected the employer of choice in our region based on the survey results and elevator pitch presentations from the 20 highest ranking businesses.

A briefing and key findings from the survey can be found at our website www.oresundit.org

ØRESUND AGILE 2007
11th-14th of June 2007
Mariott, Copenhagen

Following last year's success, we were co-host at the Øresund Agile Conference arranged by our member Softhouse. We were glad to see the large turnout of both Danish and Swedish representatives with a keen interest in agile development.

WEBBDAGARNA
12th of September 2007
Börshuset, Malmö

Webbdagarna was hosted by InternetWorld with Øresund IT Academy as a partner. The conference was an open event targeted at web, marketing and sales managers held in Malmö at Börshuset.

There were two tracks on web 2.0 and eCommerce, with speaker like Björn Jeffery from Good Old and Michael Mokhberi from Apptus Technologies. The event provided the over one hundred attendants with new insight and established new contacts.

ARKAD

7th - 8th of November 2007
Lund University, LTH, Lund

ARKAD is the largest student job fair in the region with over 145 participating businesses. This year 25 of our members, both Swedish and Danish, were giving students insight in the Øresund ICT Cluster and opening doors to both sides of the Sound. Prior to the fair Øresund IT Academy gave a speech to Swedish students together with ConsignIT and ØresundDirekt regarding working and setting up business in Denmark.

MATCHING FOOD AND ICT – TAKING THE BIG BYTE

13th of November 2007
Turning Torso, Malmö

The aim of the event was to get the food and ICT industry closer together and thereby create new business opportunities. The event resulted among other things in the creation of a common food/ICT project marketplace. The event was organized in the context of the project: "The Virtual Food Factory".

ØREDEV 1

13th – 15th of November 2007
Malmø

Øredev is an annual developers conference with participant from all over the world. New for 2007 was the start of a management track for decision makers within ICT who want to enhance their IT leadership and project management capabilities. The speakers were internationally recognized academics and company representatives from Volvo, AstraZeneca, Oracle and Richard Lewis Communications, among others

TECH FEST 2007

29th of November 2007
Microsoft Development Center Copenhagen

IT Innovators, engineers, systems architects, entrepreneurs and students – technical and innovative front-runners in the Øresund Region were invited to an all-day IT innovation event to participate and showcase new innovative technologies for Microsoft representatives, press, venture capitalists, industry organizations and peers.

A number of Øresund IT Academy's members were represented and had an interesting day with networking and knowledge sharing. To send everyone off with a little extra inspiration Technical advisor to Bill Gates, Eric Rudder, visited the exhibition and gave a key note speech at the end of the day.

Marketing Media

MARKETING AND COMMUNICATIONS

2007 is a year where Øresund IT Academy developed the marketing and communication activities in order to make the Øresund Region even more attractive.

Redesigning the website

Our website, oresundit.org, plays a significant role in positioning IT initiatives and activities in the Øresund Region providing members and others with knowledge and contacts for new business possibilities. Therefore, the website has been redesigned to appear more interesting and relevant for our members and other visitors.

The more user friendly structure and appealing design have resulted in an increase in visits with 32% – an increase we expect will continue in 2008. With the launch of the redesigned website we offer an easier way to get the latest IT news, information about relevant events, and interesting news about our projects and activities.

The development of the website is an ongoing process, which is why the website will take on an even more interactive development in 2008.

Appealing newsletter

In connection with the redesign of the website we have also developed a more modern newsletter design, which will deliver our latest news with an appealing impression.

Media Coverage

During 2007, there have been more than 50 articles on Øresund IT Academy. Among the media Øresund IT Academy contributed with news value and debate to is the following:

Øresund needs IT talent
Computer Sweden

IT students face the Øresund Region
Berlingske Tidende

What turns the future talent on?
Computerworld

South of Sweden overrun Stockholm
Sydsvenskan

Board of Directors

The board of directors has met four times during 2007, including the general assembly and a strategic seminar. One seat has been vacated as Anders C. Anderson left at his own request during the fall of 2007. As usual, new board members will be elected at the general assembly in early 2008.

Chairman	Niels Bo Theilgaard	NBTI ApS (former Microsoft)
Industry SE	Mats Ekstrand	Sony-Ericsson AB
Industry SE	Örjan Johansson	Conveneer A
Industry DK	Kim Østrup	IBM A/S
University SE	Björn Wittenmark	LU/LTH
University DK	Kaj Madsen	DTU/IMM
University DK	Jan Damsgaard	CBS/CAICT
University SE	Eva Engquist	MAH
Public SE	Ulf Enckell	Region Skåne
Public DK	Eskil Thuesen	Kbh Kommune
Public DK	Sam Steffensen	Million Brains
Public SE	Hans Henecke	Region Skåne

Financial

The turnover during 2007 was approx 4.6 MSEK. Contributions from the public sector amounted to 1.2 MSEK, member contributions amounted to 0.7 MSEK and the rest was related to projects that were carried out. Costs were primarily salaries for employees. Other costs were general administrative expenses, information and travel. The figures are approximative. The result is expected to balance.

2008 Øresund IT

Many new and exciting possibilities are to come in 2008. As a member you will have more options to interact with other members in various ways. Some more direct, others powered by our new website.

The Øresund ICT Chronicle

This is an option for all members to write a chronicle about what they find interesting within IT and the Øresund Region. The chronicle will be posted on our website where others will have the opportunity to comment on it.

Open House

The idea is to have a member open its doors for other members once a month. All members can host an Open House and show the other members around, present a new product or just have a discussion on a topic that is relevant to the industry. The Open House can be held in connection with another event or just as an opportunity to get together on the way home from work.

Networks of Excellence

The purpose of the networks is to create a forum where the most influential and innovative actors can meet in the sub cluster that is relevant to their

business or research and discuss ideas, new solutions and generate new projects.

Each network will have between 10-15 members and a chairman whose main responsibility will be to lead the meetings. There will be a project manager connected with each network who is responsible for the practical management of the meetings. The network participants will meet approximately four times a year in addition to one event (a workshop, seminar etc.) and will have the option to go on a study trip to other regions.

The Interreg program

The Interreg program is an EU program designed to increase and support regional cooperation across borders. The Interreg IV A program is the follower of the Interreg III A program and will run from 2008-2013. The previous program focused on the Øresund Region, while the new program is expanded to comprise the Øresund and the Kattegat/Skagerrak Region (ØKS). With the first call in the beginning of 2008, the program invites for new interesting projects across borders within the following areas of priority:

1. To promote sustainable economic development
2. To bind the region together, and
3. To promote the daily integration

Øresund IT Academy has previously been involved in Interreg projects, and is indeed an outcome of an Interreg project itself. In the nature of cross-border cooperation, we are currently preparing exciting proposals together with our members and other partners for the next call. Together, we can genuinely leverage the cooperation within the IT area across the border and further strengthen our state-of-the-art region.

We are always open to suggestions, and look forward to the exciting input of our members.

The Øresund IT team 2008
(from left)
Ditte Nielsen
Micael Gustafsson
Alfred Gunnarsson
Doris Søgaard
Philip Stankovski
Peter Höjerback
Dorthe Bjergskov Nielsen

Members list 2007

5te - IT væksthuset og 5te Unit
www.5te.dk
www.5teunit.dk

new **Acando Consulting AB**
www.acando.com

Alumni AB
www.alumni.se

Angel Strategies
www.angelstrategies.com

Anoto
www.anoto.com

Apptus Technologies
www.apptus.com

Avensia Innovation AB
www.avensia.se

Avinova
www.avinova.se

Axis Communications
www.axis.com

BearingPoint Denmark
www.bearingpoint.com

Bitsim
www.bitsim.com

CapGemini
www.capgemini.com

Competics
www.competics.se
www.nordicjob.se

new **Connecta**
www.connecta.se

ConsignIT
www.consignit.se

Copenhagen Business School, Informatics
www.cbs.dk

Copenhagen Business School, Institut for Internationale Sprogstudier og Vidensteknologi
www.cbs.dk/forskning_viden/
institutter_centre/institutter/isv

Copenhagen Capacity
www.copcap.com

new **CSC**
www.csc.dk

Cybercom AB
www.cybercomgroup.com

Danmarks Biblioteksskole
www.db.dk

Danmarks Tekniske Universitet (DTU), COM•DTU - Institut for kommunikation, optik og materialer
www.com.dtu.dk

Danmarks Tekniske Universitet (DTU), Institut for Informatik og Matematisk Modellering
www.imm.dtu.dk

Danmarks Tekniske Universitet (DTU), Institut for Mikro- og Nanoteknologi
www.mic.dtu.dk

Dell A/S
www.dell.dk

Diginet Øresund
www.diginet.org

Doro AB
www.doro.com

DR - Danmarks Radio
www.dr.dk/byen

Elan IT
www.elanit.dk

new **Epsilon**
www.epsilon.nu

new **Ericsson Mobile Platforms**
www.ericsson.com

Experian Innovation Lab
www.neozone.com

Folkuniversitetet, Praktiska Broar
www.praktiskabroar.com

new **Goalart**
www.goalart.com

IBM
www.ibm.dk

IDEON
www.ideon.se

IDG Danmark A/S
www.idg.dk
www.computerworld.dk
www.jobworld.dk

IKEA IT
www.ikea.se

new **iMotions – Emotion Technology**
http://imotionsglobal.com

new **Inhouse**
www.inhouse.se

IT Universitetet
www.itu.dk

IT-Branchen
www.itb.dk

ITEK
www.itek.dk

new **Kapow Technologies**
www.kapowtech.com

KLP-Ejendomme
www.klp-ejendomme.dk

Københavns Kommune
www.kk.dk

Københavns Universitet, Datalogisk Institut
www.ku.dk

Københavns Universitet, IT-afdelingen
www.ku.dk

new **LiveJob**
www.livejob.dk

Lunds Kommun, Näringslivsenheten
www.lund.se

Lunds Universitet, Lunds Tekniska Högskola
www.lth.se

Lunds Universitet, Lunds Tekniska Högskola, Elektro- och informationsteknik
www.it.lth.se

new **Lunds Universitet, Lunds Tekniska Högskola, Reglerteknik**
www.control.lth.se

Make IT in India AB
www.make-it-in-india.se

Malmö Högskola, K3
www.mah.se

Malmö Högskola, Teknik och Samhälle
www.mah.se

Malmö stad, Näringslivskontoret
www.malmo.se

Medicon Valley Alliance
www.mva.org

Microsoft
www.microsoft.com/businesssolutions

new **Milestone Systems**
www.milestone.dk

new **Mitrionics**
www.mitrionics.com

new **Mogul**
www.mogul.com

Mondo A/S
www.mondo.dk

Nano Øresund
www.nano-oresund.org

NNIT (Novo Nordisk IT)
www.nnit.com

new **Nordea**
www.nordea.com

new **NorthCap Partners**
www.northcappartners.com

Notabene.net A/S
www.notabene.net

Ortelius
www.ortelius.se

Position Skåne
www.skane.com

new **Precise Biometrics**
www.precisebiometrics.com

Prevas A/S
www.prevas.dk

Prevas AB
www.prevas.se

Region Skåne
www.skane.com

Roskilde Universitetscenter, Datalogiafdelningen
www.dat.ruc.dk

new **SAS Institute**
http://www.sasacademic.dk/

Scalado AB
www.scalado.com

Scion-DTU A/S
www.sciondtu.dk

new **Seavus**
www.seavus.com

new **Siemens Enterprise Communication AB**
www.siemens.se/enterprise

Sigma
www.sigma.se

Softhouse Consulting Øresund AB
www.softhouse.se

Sony Ericsson
www.sonyericsson.com

Sparbanken Finn
www.sparbankenfinn.se

SVEP
www.svep.se

Switchcore
www.switchcore.com

Symbion
www.symbion.dk

System Verification
www.systemverification.com

TAT
www.tat.se

Teknoseed
www.teknoseed.se

Teleca AB
www.teleca.com

new **TeliaSonera**
www.teliasonera.com

new **Terranet**
www.terranet.se

new **Universitetsjukhuset i Lund**
www.usil.se www.skane.se/usil/

Utrikesdepartementet
www.ud.se

Velocity Management Group AB / Goldratt Implementation Group
www.gig-europé.com

Økonomi- og Erhvervsministeriet
www.oem.dk

Øresund Environment Academy
www.oresund-environment.org

Øresund Food Network
www.oresundffod.org

Øresund Logistics
www.orelog.org

Øresund Network
www.oresundnetwork.com

Øresund Science Region
www.oresundscienceregion.org

Øresunddirekt
www.oresunddirekt.com

Öresundskomiteen
www.oresundskomiteen.dk

Øresundsuniversitetet
www.uni.oresund.org

Join Øresund IT Academy in 2008 and get access to new knowledge and contacts!

www.oresundit.org

Øresund IT
Academy

A PART OF **ØRESUND SCIENCE REGION**