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NDSBRON THE FIRST TEN YEARS ØRESUN  
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S FUTURE MALMÖ INTERREG HARD WOR

"During ten years Øresund IT has had 'integration' as a key element in all of its activities. I am convinced that the efforts over the years have led the way in developing knowledge about the span of the ICT industry in the Øresund Region. We have obtained that companies as well as regional stakeholders now involve the Øresund aspect in their strategies and incorporate it in their daily work."

NIELS BO THEILGAARD  
*CHAIRMAN OF ØRESUND IT*



"It takes time to make things happen. Right now we are still building on the foundation of visions the pioneers who started Øresund IT ten years ago provided. Founded as an Interreg project Øresund IT has developed into a fully operative cluster organization and we are now acting as a role model for other new cluster initiatives both in Øresund and in the rest of Europe. Together with my committed and competent colleagues I will continue developing the Øresund Region as the strongest ICT cluster in Europe. One of the most challenging and fun tasks I can think of."

MICAEL GUSTAFSSON  
*MANAGING DIRECTOR OF ØRESUND IT*



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# Ten years of success

Øresund IT was founded to increase integration within the ICT industry in the Øresund Region. Our main purpose is to provide knowledge and contacts for new business and projects. As a network organization for the Danish and Swedish ICT industry in the Øresund Region, our mission is to ensure growth in the region by developing and strengthening the ICT cluster. Øresund IT is part of Øresund Science Region.

The Øresund Region ranks as having one of the highest concentration of ICT companies in Europe. We continuously work to make the region even more attractive for companies, researchers, students, employees and investors. We do this by facilitating meeting places in the region, which can result in more innovative solutions, products and world class research. Furthermore, we have built up great knowledge about EU funding and support.

**1999**

Øresund IT opening as an InteReg project

**2000**

Øresundsbron opens

**2001**

Bio+IT / Strategy report #1

**2002**

**2003**

HumanTech success

2009

2008

Recruiting to the  
Øresund Region

2007

Living Labs Øresund startup

2006

Mobility Guide

2005

Øresund IT becomes  
a member organiza-  
tion.

2004

Nordic Unwired in Hong  
Kong / Financing Guide

"It has been ten exciting years for Øresund IT developing and branding one of Europe's strongest ICT clusters. The organization has matured over the years, and the intersection with the financial service, clean tech, and life science clusters in the region has certainly generated a very dynamic knowledge based economy. Øresund IT has continuously worked to develop not only the ICT cluster but also the relation to other clusters in the Øresund Region."

KIM ØSTRUP,

VICE PRESIDENT OF IBM

BOARD MEMBER OF ØRESUND IT SINCE 1999

# Attracting competence

## **Øresund IT was the first organization to deal with recruiting across the Sound**

One of the most important factors in the Øresund Region is the competences we possess, especially within the ICT industry which is completely dependent on the knowledge level and competences available. Therefore Øresund IT continuously focuses on how competences and talents are managed, developed and attracted to our region.

## **Hiring across Øresund**

The Øresund Region consists of the two independent job markets of southern Sweden and eastern Denmark. However, until the bridge became a reality in 2000 it was not truly considered to be one united job market. With the publication of the 'Mobility Guide' in spring 2006, Øresund IT was the first to compile all information and contacts on all the recruiting and mobility opportunities in the Øresund Region.

"As a member of Øresund IT we have benefitted greatly from the knowledge and network the organization provides. We have worked with Øresund IT to get more insight into the opportunities that the region provides, leveraging the network for our TechFest and Tech-Talk conventions, and worked together to attract talented knowledge workers to the region. Øresund IT helps us present the strong value proposition for the region we are part of."

CHARLOTTE MARK

MANAGING DIRECTOR & SITE LEADER, MICROSOFT DEVELOPMENT CENTER COPENHAGEN



# **BrandIT**

**HR-network meetings**

**Mobility Guide**

**Where does top talent go and why?**

**Hitman for HR**

**Human Resource – The Key to Growth**

**Recruiting to the Øresund Region from Poland**

## **Recruiting to the Øresund Region**

Even though the region is rich on talent there is a continuous need for attracting qualified employees from the rest of the world. For that reason, Øresund IT has initiated a pilot project in cooperation with Microsoft Development Center Copenhagen and Sony Ericsson to attract qualified employees for the mobile industry from Poland to the Øresund Region.

# Regional research

**We help researchers see new opportunities for them to create new knowledge**

Research about and in the region is important to us. To strengthen the Øresund Region as a knowledge base for ICT we primarily provide researchers with opportunities for funding and new contacts for expanding their field. Furthermore it is necessary to have information about the ICT cluster in the region to stay a leading ICT cluster of Europe.

Øresund IT has through a number of activities and projects provided and supported both levels of research.

## Bio+IT

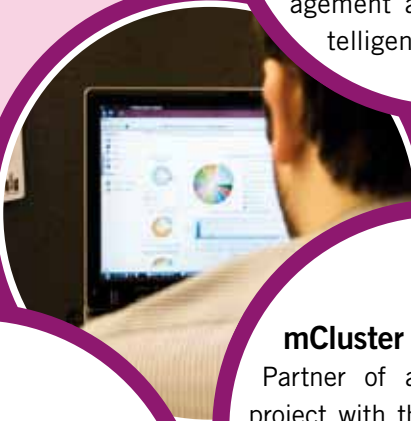
Nine Post docs conducted to raise excellence in the interdisciplinary between biotechnology and information technology. Total budget: SEK 10 mil. (€ 986,000).

## Food + IT


The virtual food factory project to promote the integration of ICT into the food industry. Key areas were mapping and analysis of the flexibility of production, food chain management and business intelligence.

## mCluster

Partner of a Europe INNOVA project with the purpose of mapping the availability of mobile services and the use of the Living Lab methodology.







### **The IT industries' development options in the region**

A research report on the ICT industry in the Øresund Region providing analyzed data on companies, workforce, students, researchers etc. of the region as well as a comparative analysis.



### **Living Labs Øresund**

A project on user-driven innovation within mobile services facilitating a living lab for co-development and interaction between producers and users.

### **ICT Students**

Today two surveys on ICT students' willingness to use the Øresund Region in connection with their education and future employment. This project will be updated continuously to follow the development of the student cultures.

"The Bio+IT project acted as a catalyzing agent for a fruitful cooperation between DTU and LU/LTH in the nano-bio area. The funding initiated projects both at DTU and LU/LTH; projects that mediated contacts between researchers in the nano-bio area in the region. The results provided a great foundation for further research and as a direct consequence; three EU-programs were initiated. Furthermore it awoke my personal interest in the Øresund Region and the possibilities for working across the Sound. I am now looking forward to continuously being part of the development of the region as Director for the Øresund University and Øresund Science Region."

LARS MONTELIUS,

MANAGING DIRECTOR, ØRESUND SCIENCE REGION

# Thinking outside the region

## Being part of the bigger picture

Internationalization is one of our most important objectives at Øresund IT, since recognition abroad is a key factor for success when unifying our cross-border region and creating new business opportunities. Our international focus has helped our members' take part in great visits and presentations abroad to initiate new businesses, markets, or clients and university collaboration. Due to our in-depth knowledge about every member company, Øresund IT is also able to represent and market the companies not directly participating in such activities themselves.

### Visits just during 2009

In 2009 we have had visitors from over 100 international companies. These are some of the countries that have visited Øresund IT this year:



A world map with a light beige background. Colored dots are placed on various continents. Blue dots are located in Europe (primarily Scandinavia and Central Europe), Asia (Japan, Korea, China, India, and Southeast Asia), and Australia. Pink dots are located in Europe (primarily Scandinavia and Central Europe), Asia (Japan, Korea, China, India, and Southeast Asia), and Africa (South Africa).

## mClusters, Stuttgart 2007

The European project mClusters is financed by the European Commission. The pan-European mWatch survey was conducted with regards to mobile readiness in European regions, and the Øresund Region was in the top of the ranking. The project was finalized by a match-making summit in Stuttgart where we brought members to represent the mobile sector of our region.

## Nordic Unwired, Hong Kong 2004

In late 2004, the Nordic Unwired conference was arranged outside our region for the first time. We brought an Øresund delegation to Hong Kong and worked with bridging our two international regions, sharing knowledge, and creating a meeting place for industry and researchers.

● PLACES WE HAVE VISITED.

● PLACES FROM WHERE WE HAVE RECEIVED VISITORS.

# Students crossing borders

**We inspire students to think cross-regional when planning studies and future careers**

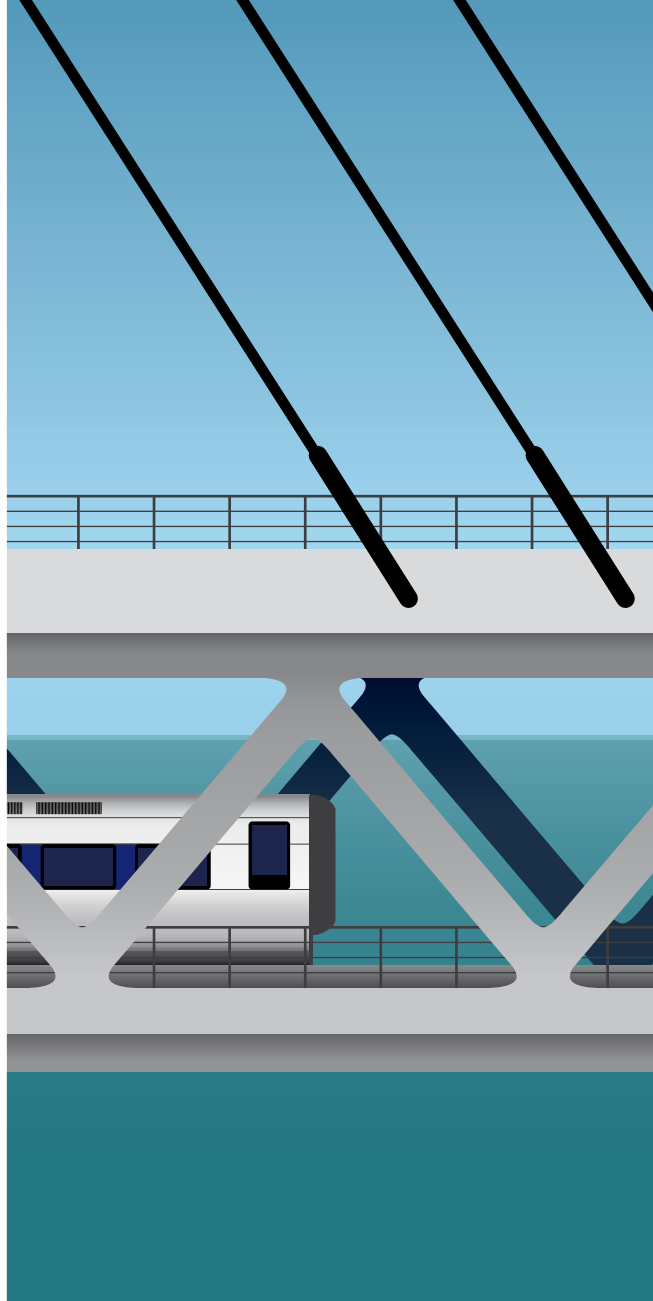
Students are a one of the keys to strengthening and ensuring the future of the ICT cluster. Accessible transportation services enables the students to increase integration, and we continuously welcome international students to study in the Øresund Region.

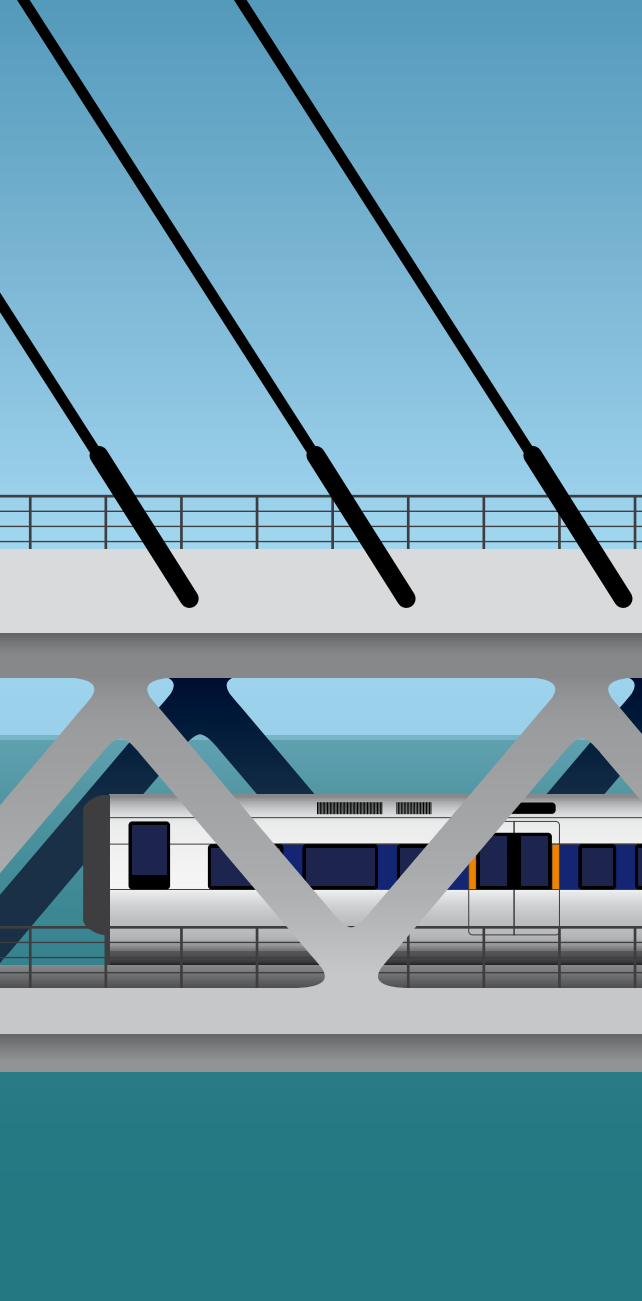
## **Student Job Fairs**

Every year Øresund IT participates in professional job fairs organized by students from the technical universities. At Lunds Technical University it is ARKAD and at Demarks Technical University it is DSE.

## **What do students want?**

In 2007 Øresund IT conducted the very first sur-





vey on students' conception and usage of the region. This provided quantitative statistics on their needs and desires, as well as a ranking of companies they prefer to work for. Following this survey we organized the conference *Where does top talent go?*, where participants from two minutes company pitches voted for *Employer of Choice*.

"In 2007 we won the Employer of Choice at the conference hosted by Øresund IT. The year after, Ericsson was the first Sweden-based company to participate at the Danish job fair DSE. We decided to be represented to meet potential employees among the students and present our company as an attractive employer within wireless communication."

JOHANNA THORVALDSDOTTER

HR COMMUNICATION, ST-ERICSSON

PRODUCT GROUP MOBILE PLATFORMS

"When studying at LTH I attended ARKAD in 2007, where Øresund IT introduced me to possibilities in crossing the Sound and working in Denmark. By participating at the Human Tech conference arranged by Øresund IT in 2007 I gained further knowledge about the Danish job market, which is of great value today when working in Copenhagen."

MARTIN APPELGREN

ANALYST SI&T, ACCENTURE

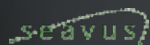
# Making companies fly

**We help companies reach their full potential**

Throughout the years we have helped creating business opportunities across our national borders as well as forming new partnerships. Øresund IT has hosted and co-hosted over 150 different local and international events to support the integration and growth in the region.

In the beginning of the millennium, Nordic unwired was the best match-making opportunity for the mobile industry in the Øresund Region and the conferences made it easy to do business.

We have continuously provided match-making possibilities by setting up meetings with companies one on one, as well as by establishing networks and round table discussions.

 **SIGMA** mogul

The Information Management network is an example where invited guests present industrial problems for solving. Furthermore, in 2005 Øresund IT gathered the mobile industry in the region for a round table session in order to deal with the challenges arising in this highly competitive industry.

Moreover, Øresund IT has helped our members' internationalization processes by facilitating openings for companies' first international business deals by bringing business delegation to our region and study tours to other regions.

"Øresund IT's work has been of great benefit for our business, especially in finding valuable contacts and new partners. In 2008 we were able to visit Microsoft at the TechFest event which was organized through Øresund IT and was of great value for our company."

DENIZ CHABAN

CO-FOUNDER, TOUCHTECH

# Spreading the word

**We provide the necessary knowledge and contacts for actors in the Øresund ICT region**

Ten years ago very few people were aware of the potential of the Øresund Region. It has been one of the greatest challenges for Øresund IT and the region in general to generate knowledge sharing and spread the word.

## **Conferences and Human Tech**

The concept of human-tech was developed due to our region's core competences and qualifications of users influencing the development of technical solutions. Øresund IT has hosted four Human Tech conferences, collectively with more than 500 participants who all gained new knowledge about ICT in the Øresund Region by attending.





We are constantly co-hosting events of various scale to support the development and branding of the region, most recently the Progressive Innovation event in 2009.

## News

Newsletters are published electronic and distributed eight times per year to our stakeholders and members in the region. In connection with all major events we send out press releases. These initiatives are to ensure that the information reaches the right people and make the nearby regions conscious about Øresund IT, our members and our activities.

To reach out to the rest of Europe, Øresund IT collaborates with Copenhagen Capacity and Invest in Skåne. Together we publish the newsletter IT Update ten times a year and distribute it to our joint stakeholders all over Europe. The collaboration has also hosted a number of Nordic Unwired conferences – a conference of match making activities and published more than 20,000 copies of IT Magazine which has been distributed all across Europe.

"When working with investment promotion in the region, I received great help from Øresund IT. They have been spreading the word about our strong ICT-sector for many years now and with their close relationship to the ICT companies in the region, they have provided me and my colleagues with great business contacts. Contacts which have created new business opportunities for my clients. All in all I am very happy about the collaboration we have with Øresund IT and I am looking forward to our future work together in order to make the Øresund Region even stronger and more acknowledged."

DANIEL KIPOWSKI

*BUSINESS DEVELOPER, INVEST IN SKÅNE*

# Return on investment

**We bring money back to the region**

During our ten years of existence, Øresund IT has build up a factor 10 return on investment to the region. National funds, EU funding and regional funding has reflected back on the regional ICT industry and on the universities as research money as well as specific projects. These figures are the same for all of the organizations within Øresund Science Region and prove that both the cluster theories and the triple helix model actually work. Øresund Science Region has generated over € 50 mil. in return at the public cost of about € 4.5 mil.

## Financing post docs

An early example of how Øresund IT has given back value to the region is the nine post doc graduates we financed during the first years. Each post doc had a value of approx. € 100,000 and was a significant contribution to the research environment of ICT and biotechnology during the early 2000's.



# Input



# Return

## **New projects**

Recently Øresund IT has managed various projects partly financed by industry, academia and public funding. Examples are Living Labs Øresund and BSR Inno Net ICT pilot. In late 2009 the project BrandIT has been approved for EU funding. The project of branding the ICT cluster in the Øresund Region had a budget of € 1 mill. in the first year alone.

## **Applying for EU funding**

At Øresund IT we have built up vast skills of how to propose and deliver good projects within the frames of various EU-funded programs. Adding investment aspects to the applications has turned out to be a great investment for society, where € 1 spent turns into € 10 in return.

Øresund IT was initiated in November 1999 by the Øresund University and Øresund Business Council. The founding marked a strong belief in the Øresund Region as a leading Scandinavian ICT region.

The organization was founded to further increase the collaboration between business and universities in the Øresund Region. Danish and Swedish public authorities and EU grants continuously fund the initiative.

