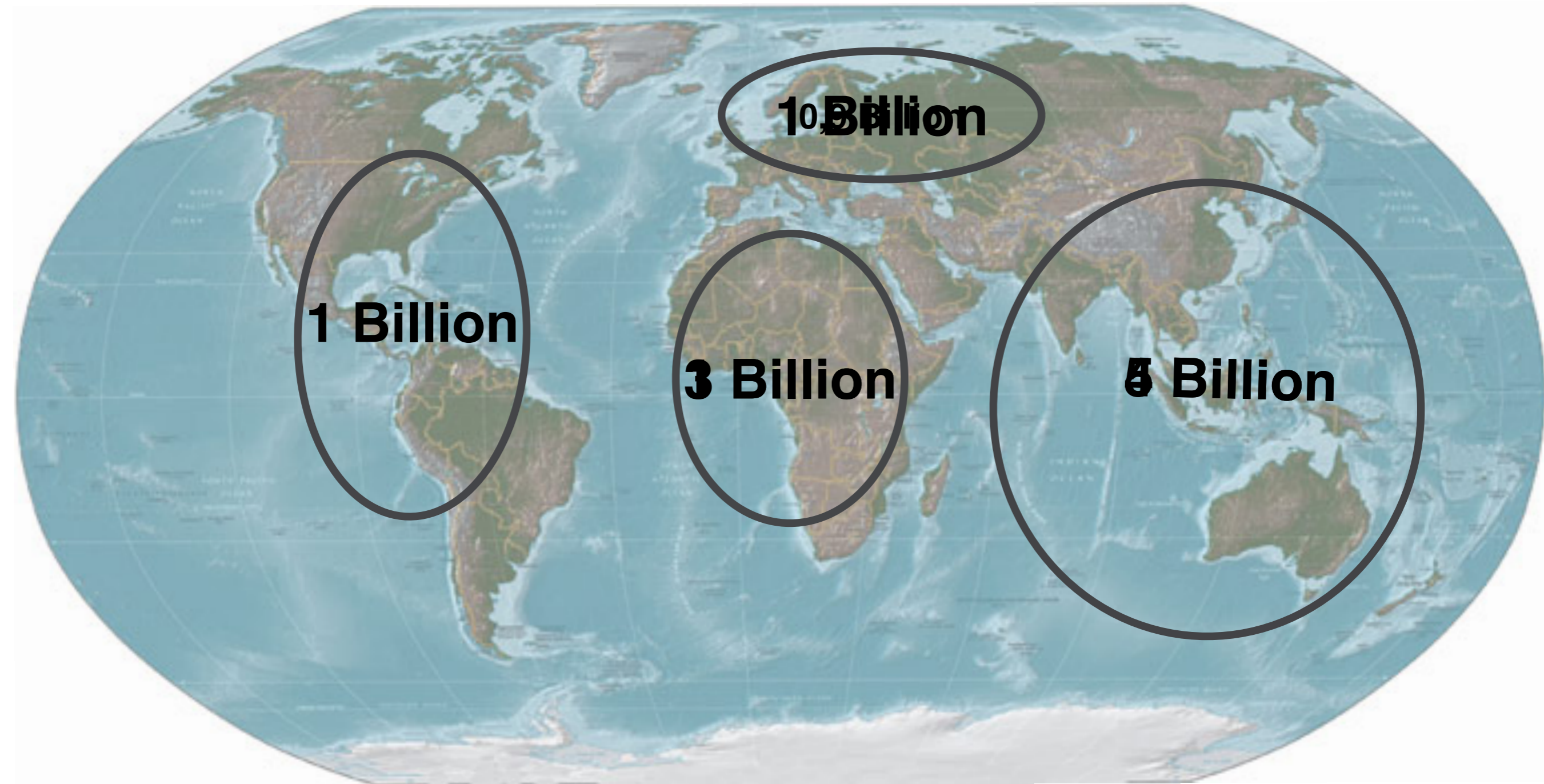


Growth and Success in Þresund

Pía Kínhult
Strategic Advisor ESS
22 Apríl 2015

The World Today



Health Status on Öresund

- 3,8 Million population
- Grown 0,6% yearly since 2000
- 15300 commuters 2014
- 3340 moved over the Öresund, lowest level since 2000
- 3 out of 10 pop have higher education



Öresund 2025



Malmö

Öresund bridge

Copenhagen

Lund

MAX IV

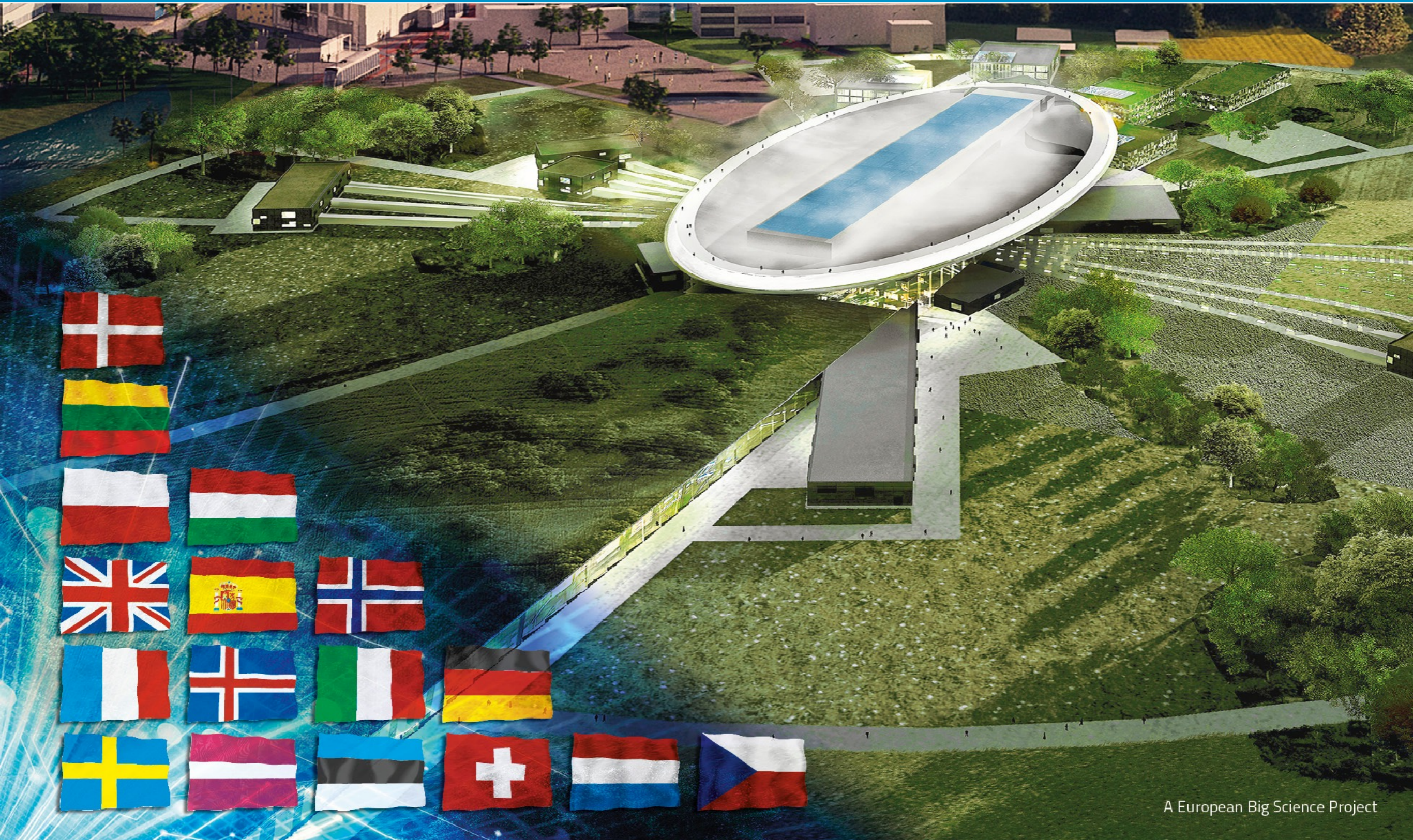
ESS

MAX IV – a synchrotron light source

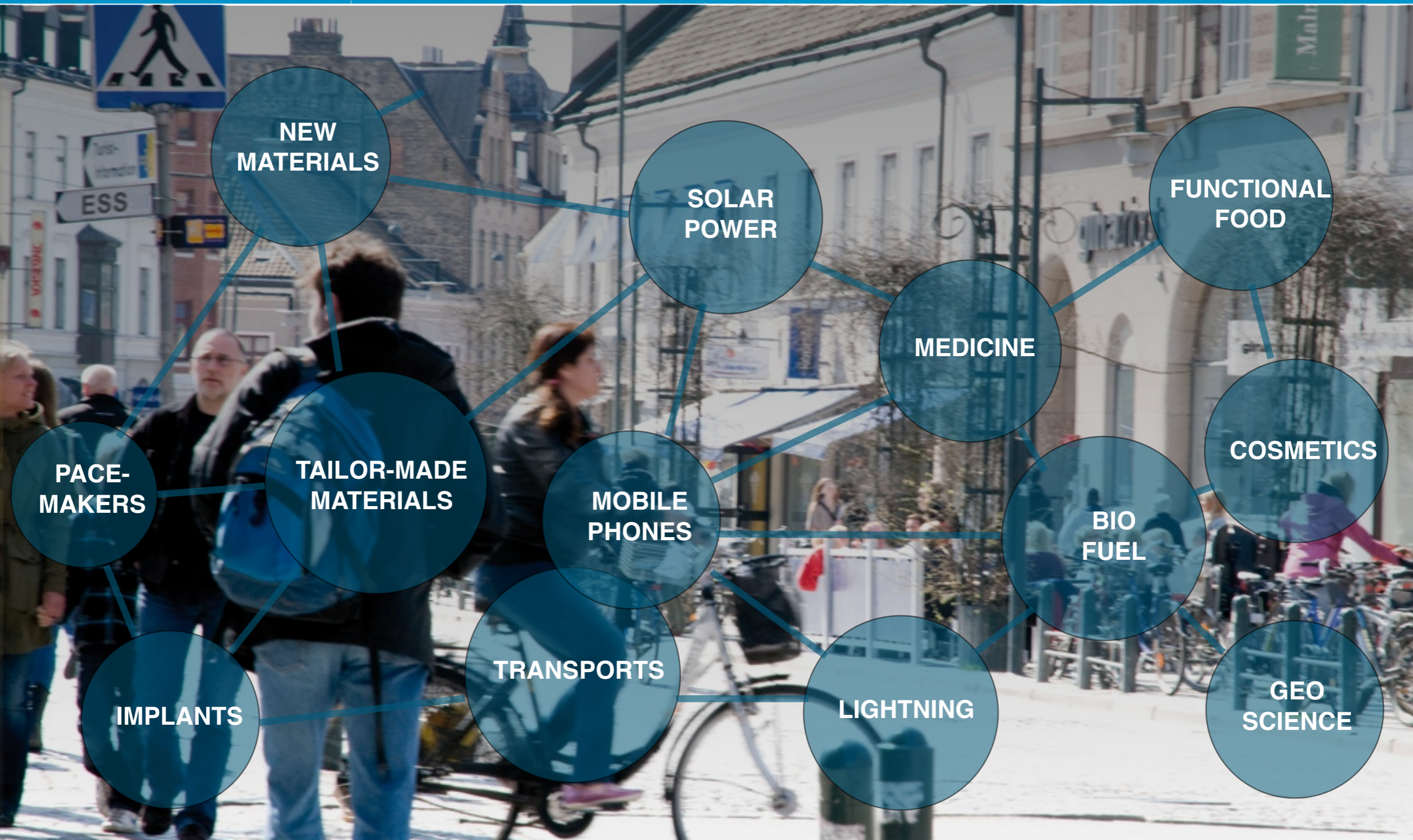


MAX IV

ESS - An international collaboration



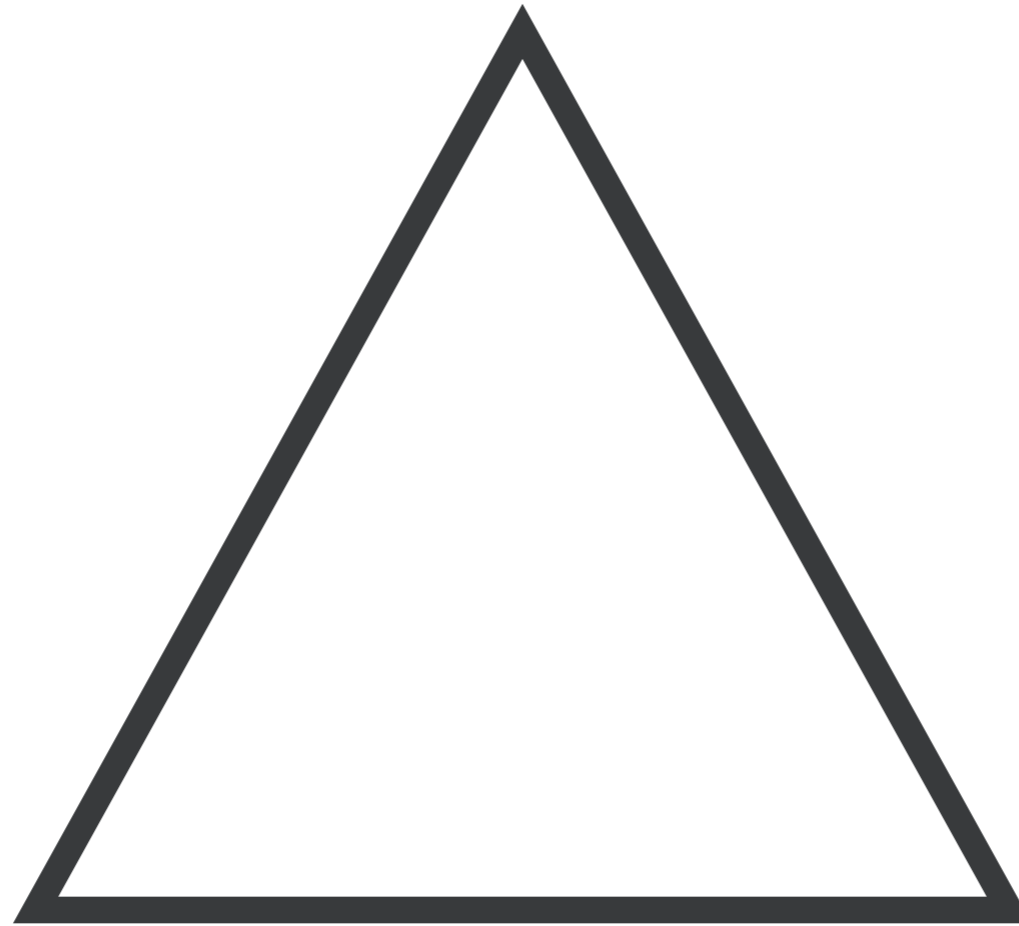
Materials all around us







Big Enterprises



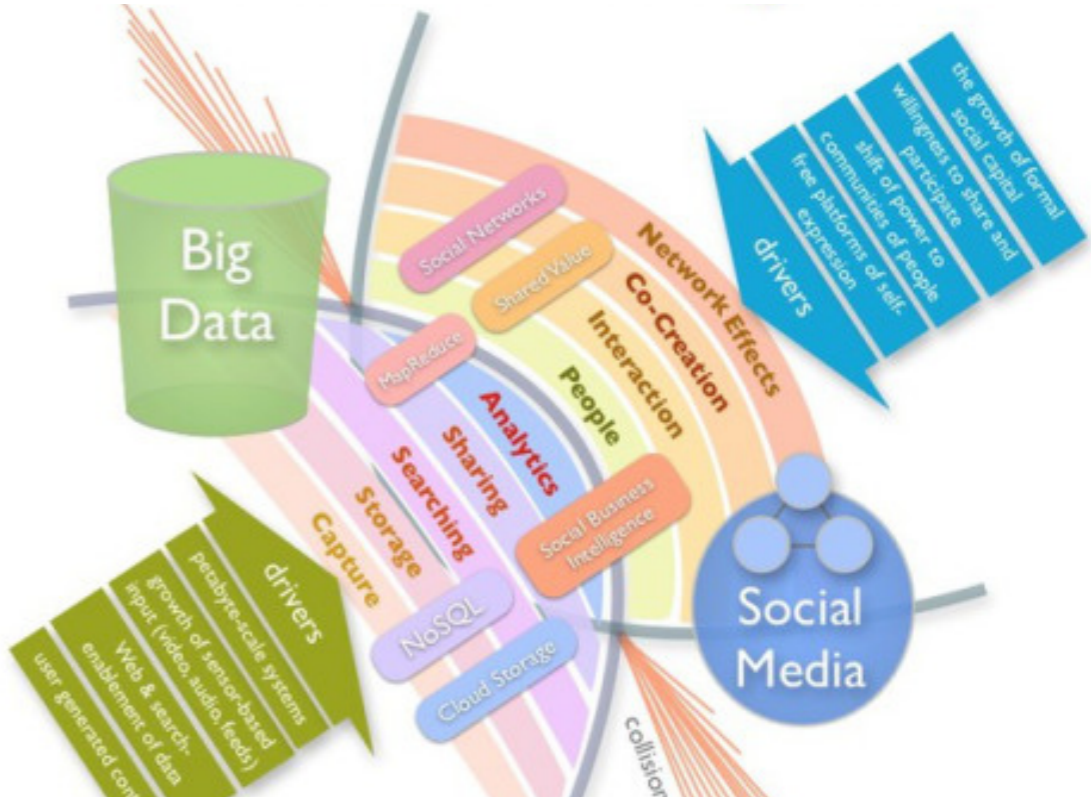
Entrepreneurs

Excellent Research





Empowerment



Public Procurement

- 600 Billion per year Sweden
- 400 Billion per year Denmark
- Universityhospitals
- 14 universities
- Excellent research
- Medicon industry
- Mobile industry
- Patientdata in good order
- Swedes are very early adapters



IF "Plan A"
Didn't work.
The alphabet has
25 more letters!
Stay Cool.

Thank You!