

## The Capital Region of Denmark in the year 2015...

... is Northern Europe's most attractive metropolis to live, study and operate a business in, as well as to visit.

The Capital Region is Denmark's growth locomotive. The Region offers a rich cultural life, a high level of education, enterprising entrepreneurs, strong innovation skills and the foremost research environments in the country.

But our ambitions are higher. In a matter of a few years, we will transform the Capital Region of Denmark from Denmark's metropolis into the most attractive metropolitan region in Northern Europe. The Capital Region of Denmark will be the place everyone in the world wants to go.

However, global competition among major cities is tough. And the path to growth includes strategic partnerships

between the business community, public-sector players and educational institutions. Knowledge will drive the Region forward. The meeting between research and the business community must be the focus - we need to foster more talented people and value the creativity, resourcefulness and diversity that already exist in the Region.

The Growth Forum for the Capital Region of Denmark has drawn up an ambitious business development strategy to promote economic and employment growth. The strategy contains the fundamental principles for future efforts to promote business in the Region and highlights seven action areas.

# Fundamental principles for the regional business development strategy

Things are going well for the Capital Region of Denmark – but we want things to go even better and faster. That is why all the projects in the business development strategy point in the same direction and contribute to the continued development of the Region's business community.

The six fundamental principles in the business development strategy make up the foundation for future efforts to promote business in the Capital Region. When considering the distribution of structural funds and regional development funds, each project will be weighed by the Growth Forum against these principles.

## **1 WE THINK INTERNATIONALLY**

We should be visible and present in the world. The Region should focus on improving international competitiveness, developing internationally oriented businesses and attracting foreign investments, labour and tourists.

## **2 WE WILL DEVELOP EXISTING AND EMERGING POSITIONS OF STRENGTH**

We should strengthen the synergies between education, research and the business community – and in so doing create the conditions for growth for entrepreneurs and businesses. This requires a strong focus on cluster formations in the business community.

### **3 WE STRENGTHEN COLLABORATION – ACROSS ØRESUND AND BETWEEN THE REGIONS**

We should act as one coherent region. More intense collaboration between municipalities and regions makes us stronger in the global market.

### **4 WE SEE KNOWLEDGE AS THE MOST IMPORTANT SOURCE OF GROWTH**

We should compete on knowledge – especially values and human resources – by strengthening our talents in all disciplines and sectors. This requires a targeted effort to develop and utilise knowledge creatively at all levels.

### **5 WE WANT DISTINCTIVE INITIATIVES**

We should focus and combine our efforts – and concentrate on a common direction and shared goals in the Region to ensure the greatest possible impact. This requires, among other things, more and stronger partnerships in which many players work together on one project.

### **6 WE FOLLOW THE SAME PATH**

We should develop a common understanding of business-related initiatives in the Region – and establish coherence, e.g. through the regional development plan. This requires coordination with municipalities and the initiatives of other organisations as well as ensuring that the strategies do not point in different directions.

# Action areas for the business development strategy

## 1 STRONG AND PROMISING COMPETENCY CLUSTERS

Today, the Capital Region of Denmark already has internationally strong clusters in IT service, bio-health, the medical device industry, business services, telecommunications, the finance and insurance sectors, film, television and tourism. At the same time, there is considerable growth potential in emerging clusters – such as design, architecture, nano-technology and the experience economy.

In order to exploit the potential of cluster formations, it is crucial to strengthen research and development within the individual clusters, as well as to underpin interaction between the business community, public authorities and educational institutions. It is also important to ensure that businesses have access to a competent and highly educated labour force.

## 2 NEW BUSINESSES – NEW KNOWLEDGE

The Capital Region of Denmark is rich in entrepreneurs – also when compared to other countries. But the Region needs more growth entrepreneurs. Knowledge-based entrepreneurial enterprises play a special role in relation to the development and implementation of new technology. They have higher rates of growth and contribute to employment growth.

Thus, the Region needs a close link between educational institutions, the regional Growth House and the public sector and private organisations that advise entrepreneurs. Centre for incubation and entrepreneurs and science parks should be strengthened and specialised in order best to underpin the innovative environments in the Region.



### 3 DEVELOPMENT OF THE METROPOLITAN REGION

The Capital Region of Denmark has an ideal geographic location with access to the entire Scandinavian market, as well as excellent access to the rest of Denmark and the world.

Further, a number of urban development initiatives have transformed the Region into a hip metropolis. This underpins diversity in the Region, attracting both people and businesses.

#### **4 RESEARCH AND INNOVATION**

The Capital Region of Denmark has the largest university environments in the country – including the largest university in Northern Europe. We also have the highest concentration of research in the country, which means there is a great potential for developing new, knowledge-based businesses in the Region.

Future efforts should be geared towards transforming knowledge from research institutions into results in business and industry – and especially the small and medium sized enterprises should be better at utilising knowledge in their production. The amount of research conducted in the Region should be increased and targeted, and collaboration should take place between the public and private sectors.

#### **5 DEVELOPING AND EXPLOITING THE LABOUR MARKET AT ALL LEVELS**

There is an imbalance in the Region between supply and demand for labour. On the one hand, there is a shortage of labour, while on the other, there are many highly qualified unemployed individuals who simply may not match exactly the needs of the business community.

The skills of marginalised unemployed persons and those with ethnic minority backgrounds should be enhanced and they should be integrated in the labour market. Employees at all levels should have better opportunities for retraining and skills enhancement.

## 6 MARKETING, EVENTS, CULTURE AND VALUES

The Capital Region of Denmark is internationally recognised as one of the most attractive metropolitan regions in the world in terms of investments. But Copenhagen also scores high in cultural attractions, design, architecture – and “coolness”.

The international marketing of the Region should be in the competition for culture and values. When it comes to international events, the Capital Region lags behind several competitors in Scandinavia. Thus, one of the goals is to attract more sports and cultural events as well as major international conferences.

## 7 ØRESUND AND THE INTERNATIONAL VISION

In the last decade, the Øresund Region has become more tightly knit through a number of initiatives and organisations. In the future, it will be crucial that collaboration across the Øresund is managed by fewer and more powerful organisations in order to strengthen the position of the Region as a whole.

Europe’s metropolitan regions are in competition – but they also face the common challenge of resisting pressure from major cities in especially Asia. Every single company increasingly operates in a global market and finds their partners throughout the world. It is therefore a challenge for the Capital Region of Denmark and for the Region’s business community to identify and develop areas of collaboration with other metropolitan regions.



# Action behind the words

The business strategy Partnerships for knowledge, growth and welfare is supplemented by the catalogue Action behind the words, with 33 prioritised initiatives.

## 1 STRONG AND PROMISING COMPETENCY CLUSTERS

- \* World-class IT growth environments
- \* The Interactive House
- \* Focal point for mobile and wireless communications
- \* The IT industry - A cluster analysis
- \* The bio-health cluster
- \* Film environment in Greater Copenhagen
- \* The fifth international fashion cluster
- \* Better interaction between the medical device industry and the health sector
- \* Development of Northern Europe's logistics and commercial hub
- \* Eco-innovation - in environmental and energy technology

- \* Foods, nutrition and health
- \* Innovation-based interaction between the Region's clusters

## 2 NEW BUSINESSES – NEW KNOWLEDGE

- \* Ensure a regionally focused effort in - The Growth House
- \* New knowledge for the Construction sector

## 3 DEVELOPMENT OF THE METROPOLITAN REGION

- \* Business-related branding of the Capital Region of Denmark: Copenhagen Redefined
- \* Collaboration with municipalities and trade promotion officers on international marketing
- \* Increased effort to host international scientific conferences in Greater Copenhagen
- \* Attractive international knowledge-service region
- \* Architecture and design

#### **4 RESEARCH AND INNOVATION**

- \* More research at hospitals and universities
- \* Copenhagen Innovation Center – Employee and user-driven innovation for municipalities and businesses
- \* User-oriented technology for elderly people

#### **5 INCREASE AND DEVELOP THE LABOUR FORCE AT ALL LEVELS**

- \* Competency accounts for the entire Øresund Region
- \* Increase the supply of labour
- \* Regional centre for foreign labour
- \* World-class mathematics, science and technology

#### **6 MARKETING, EVENTS, CULTURE AND VALUES**

- \* Capital Region of Denmark – Northern Europe's centre for major events
- \* The Olympics in Copenhagen
- \* International marketing of the Øresund Region

#### **7 ØRESUND AND THE INTERNATIONAL VISION**

- \* New Øresund Science Region
- \* Øresund Entrepreneurship Academy
- \* ØresundsUtveckling – Matchmaking between companies
- \* International benchmarking of the Capital Region of Denmark



# The Region's strengths

There is a good foundation for growth in the Capital Region of Denmark.

Foreign businesses indicate that especially the human resources in the Region - a highly educated, independent and efficient labour force - is one of the main reasons for investing in Denmark. Research and educational institutions are also very strong in the Region.

Geographically, the Region is in a perfect location: The urban environment is never far from the green countryside, we have open access to the entire Scandinavian market and a good infrastructure that connects the Capital Region with the rest of the world.