

# Nordic Business Support

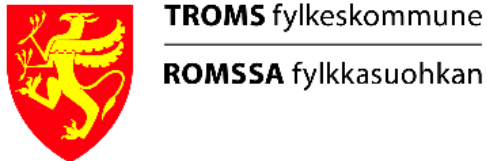
– an Interreg project in cooperation  
between



# Funders



Länstyrelsen  
Norrbotten



ÄLVSBYNS KOMMUN



LULEÅ KOMMUN



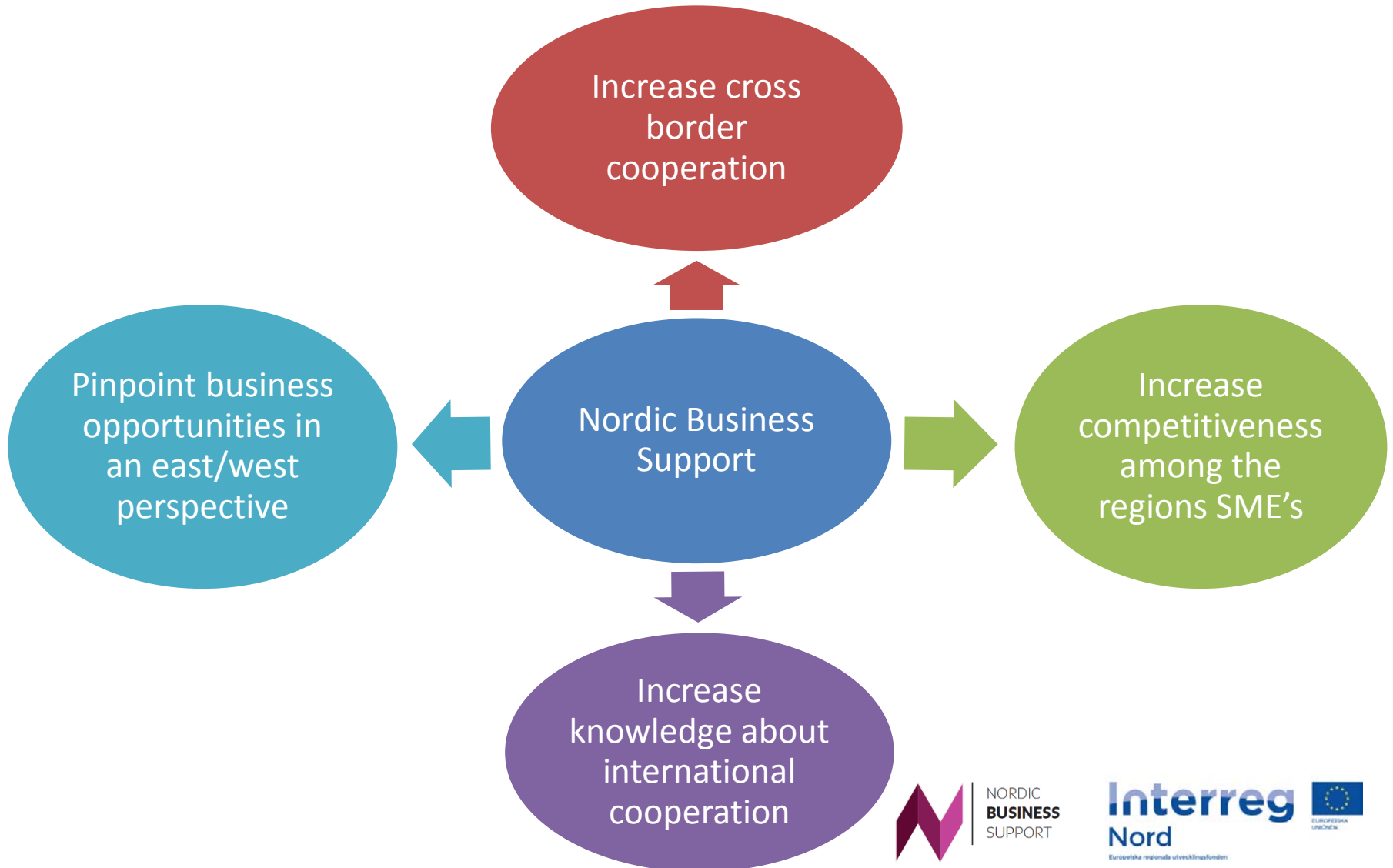
# Back ground



- 197 billion euros is expected to be invested in the Scandinavian arctic area within the next 10 years and 277 billions euros by 2030
- The investments boom is being focused on construction, mining, logistics, energy, oil and gas, tourism and creative sectors
- 90% of companies in the region are small and medium-sized enterprises - labor, capacity and competence can be a challenge
- In order to participate in these investments, cooperation between companies, local, regional and cross border borders may be necessary because alone they are not big enough



# Project goals



# Target groups

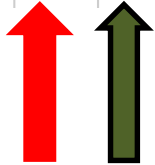
Small and medium size  
companies in the  
northern part of  
Finland, Sweden and  
Norway

Individual or  
cluster/network

All industries

# Expected results

		Activity indicators														
		WP 1 - Raising regional awareness				WP 2: Business Support and cluster cooperation				companies in cross-border marketing activities for internationally oriented companies (g)			Young people (16-28 years) Particip	Participation in professional development activities for SMEs internationalization (project information) (a,b)		
		Number	Total	Female	Male					Total	Female	Male	Total	Total	Female	Male
		36	750	200	550	9	70	280	3	70	20	50	100	600	200	400
	MÅL	36	750	200	550	9	70	280	3	70	20	50	100	600	200	400
	UPPARBETAT	11	498	132	366	2	35	61	3	35	6	29	22	1011	272	739
	PROCENT UPPNÅTT	31%	66%	66%	67%	22%	50%	22%	100%	50%	30%	58%	22%	169%	136%	185%



- Focus at investment seminar from now on
- The number of people is in line with forecast and balanced female/male



- Long time from first contact to action.
- Focus on recruitment and B2B meetings from now on



- Oil and gas cluster and mining were effected by challenges in the industries
- Internationalization is one of the areas clusters are focusing on, but due to the challenges in the industry it has not been stressed

- Game Jam expected to attract more young people



Many information seminar conducted initially



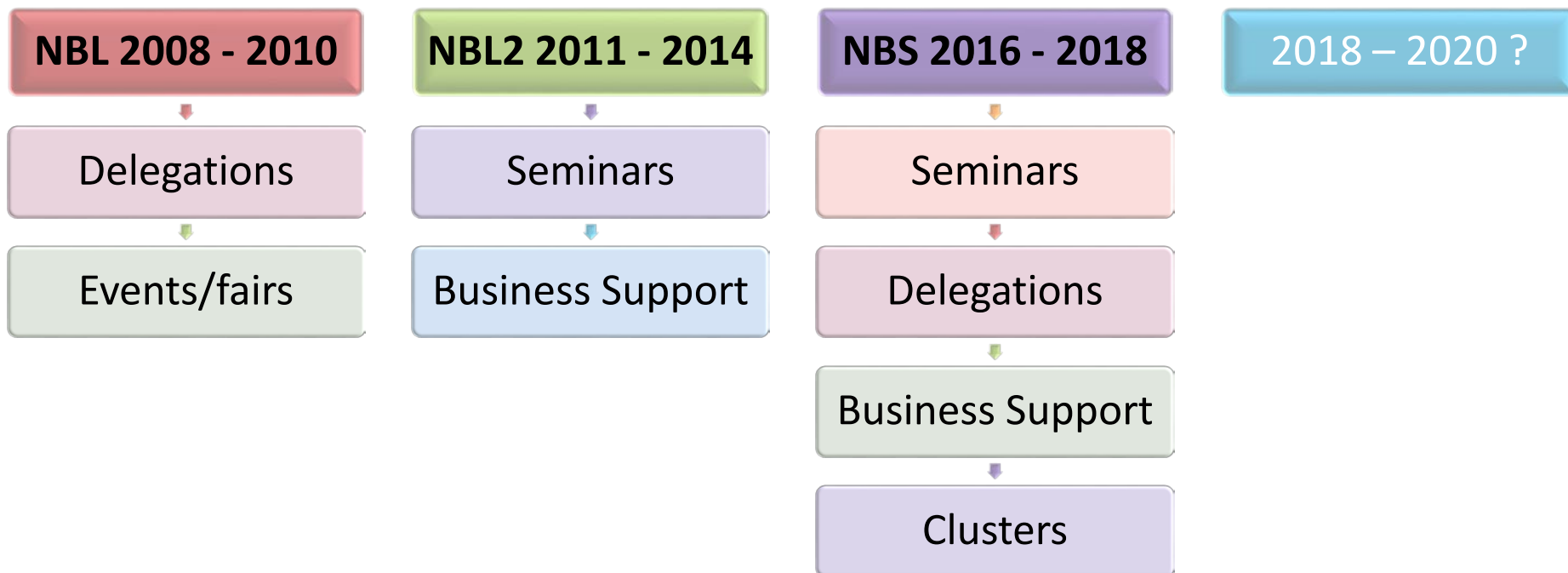
NORDIC  
BUSINESS  
SUPPORT



# Lessons learned

NBS 2016 -2018	Purpose	Lessons learned
Seminars	Dissimilation of information in all 3 countries and recruitment of companies to NBS.	Serves its function very well.
Delegations	Meetings organized for several companies attending meetings together or in conjunctions with a conferences.	Have been practiced mostly on Finish and Norwegian side. Functional.
Business support	Targeted marked effort combined with local knowledge.	Companies appreciate the approach and achieve results, but it takes time to recruit
Cluster cooperation	Cluster cooperation is an increasing trend at regional level. Establish cross border cluster cooperation: - Smart Construction cluster - Game Jam cluster - Architect cluster	Takes longer time to build up trust and commitment. We haven't seen results yet – just started
Partners	Cooperation to achieve a common goal	Built trust over years. Good cooperation, but still issues to discuss concerning how to achieve the goals

# There is still a huge potential in east/west business cooperation





- Exploit the strength of each country?
- Business Support?
- Cluster Cooperation?
- Seminars?
- Delegations?
- Other?



1. Largest market potential?
2. Competitive advantage?



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