

The IT Sweden Project

IT Sweden is an Invest in Sweden Agency (ISA) initiative to strengthen the international image of Sweden as a world-leader in information and communication technology (ICT) in general, and in wireless communication in particular.

The project objectives are to:

- Reinforce Sweden's position as a leader in ICT and wireless communication.
- Increase the exposure of Swedish ICT and wireless competence in international media.
- Attract foreign direct investment (FDI) and foreign competence to Sweden in ICT.

The primary markets are USA, UK, Japan, China and Sweden. Secondary markets include Germany, South Korea and Taiwan.

The marketing and communication efforts are directed toward corporate decision makers, journalists, industry analysts, venture capitalists, leaders in academia, and government officials.

IT Sweden marketing programmes:

- Business Intelligence
- Content Creation
- Community and Branding
- Events
- Media and Public Relations
- Visit Management
- Speakers Bureau
- Publications
- Web and Internet
- Investor Relations and FDI

Partners in the IT Sweden Project:

ICT sector:

Ericsson – www.ericsson.com

Telia – www.telia.com

Financial sector:

BrainHeart Capital – www.brainheart.com

Handelsbanken – www.handelsbanken.se

Swedish regions:

Business Arena Stockholm (BAS) – www.bas.stockholm.se

Business Region Göteborg (BRG) – www.businessregion.goteborg.se

City of Stockholm – www.snk.stockholm.se

East Sweden Development Agency (ESDA) – www.eastsweden.com

Electrum/Kista Science City – www.kistasciencecity.se

InternetBay – www.internetbay.nu

Region Skåne – www.invest.skane.se

Telecom City/Karlskrona Municipality – www.telecomcity.org

Swedish government:

Invest in Sweden Agency – www.isa.se

Ministry for Foreign Affairs – www.utrikes.regeringen.se

Ministry of Industry, Employment and Communications
– www.naring.regeringen.se

Swedish Agency for Innovation Systems (Vinnova) – www.vinnova.se

Swedish Business Development Agency (Nutek) – www.nutek.se

Swedish Trade Council – www.swedishtrade.com

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IT Sweden

– always in touch



InternetBay

DISTANCE SPANNING APPLICATIONS

Major cities: Luleå, Umeå

Universities: Luleå University of Technology, www.luth.se
Umeå University and Institute of Design, www.umu.se, www.dh.umu.se

Science & technology parks: Acusticum, www.acusticum.com
Aurorum Science Park, www.aurorum.se
Uminova Science Park, www.uminova.se

Research institutes: CDT & Mäkitalo Research Center, www.cdt.luth.se
Interactive Institute, www.interactiveinstitute.se
Virtual Reality Lab, www.vrlab.umu.se

Examples of ICT companies: BnearIT, Data Ductus, Elektrobit, Ericsson, Followit, Frontec, Kiruna Softcenter, LKAB, Mobile Media, Oryx Simulations, Paregos, Telia, Teracom, Vombat

Mobile testbeds: Arena, eStreet, Mobile City, Umeå Testarena

Contact: www.internetbay.nu

HomeCom

HOME COMMUNICATION

Major cities: Linköping, Norrköping

University: Linköping University, www.liu.se

Science & technology park: Mjärdevi Science Park, www.mardevi.se

Research institutes: Acreo, www.acreo.se
Industrial Research and Development Corporation, www.ivf.se

Examples of ICT companies: Consafe Infotech, Ericsson, Flextronics, Hewlett Packard, IFS, Kreatel, Nokia, Teleca

Mobile testbed: HomeCom

Contacts: www.eastsweden.com, www.homecom.org

Telematics Valley

VEHICULAR TELEMATICS

Major city: Göteborg

Universities: Chalmers University of Technology, www.chalmers.se
Göteborg University, www.gu.se
IT University, www.ituniversitetet.se

Science & technology parks:
Chalmers Innovation, www.chalmersinnovation.com
Chalmers Science Park, www.chalmerssciencepark.com
Lindholmen Science Park, www.lindholmencepark.se

Research institutes:
Industrial Research and Development Corporation, www.ivf.se
Interactive Institute, www.interactiveinstitute.se
Swedish Institute of Computer Science, www.sics.se
Viktoria Institute, www.viktoria.se

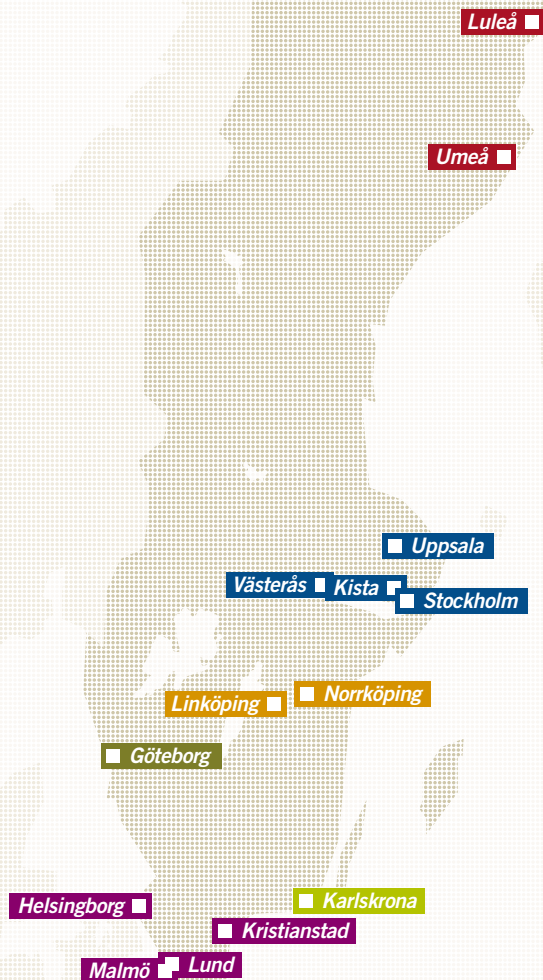
Examples of ICT companies: CR&T, EDS, Ericsson, Gatespace, Hewlett Packard, HiQ, IBM, Mecel, Rix Telecom, Saab, Semcon, Sigma, Teleca, Telia, Tripnet, Volvo, Wireless Car

Mobile testbed: Telematics Arena

Contacts: www.businessregion.goteborg.se, www.telematicsvalley.org

IT Sweden

An introduction to
Swedish ICT
competence clusters



Mobile Valley

WIRELESS TECHNOLOGY, MOBILE APPLICATIONS AND SERVICES

Major cities: Stockholm/Kista, Uppsala, Västerås

Universities: IT University, www.it.kth.se
Mälardalen University, www.mdh.se
Royal Institute of Technology, www.kth.se
Stockholm School of Economics, www.hhs.se
Stockholm University, www.su.se
Uppsala University, www.uu.se

Science & technology parks: Campus Uppsala, www.campusuppsala.com
Kista Science Park, www.kistasciencepark.org
Teknikhöjden, www.teknikhojden.se
Västerås Technology Park, www.teknikbyn.org

Research institutes: Acreo, www.acreo.se
Framkom, www.framkom.se
Interactive Institute, www.interactiveinstitute.se
Swedish Institute of Computer Science, www.sics.se
Swedish Research Institute for Information Technology, www.siti.se

Examples of ICT companies: ABB, Allgon, Cap Gemini Ernst & Young, Ericsson, Hewlett Packard, Huawei, IBM, Microsoft, Mint, NEC, Oracle, Possio, Siemens, Stokab, Sun Microsystems, Tele 2, Telia, TietoEnator, WM-data

Mobile testbeds: mCity, Stockholm Open, Streetwise

Contacts: www.bas.stockholm.se, www.kistasciencepark.org

Telecom City

TELECOMMUNICATION, MOBILE APPLICATIONS AND SERVICES

Major city: Karlskrona

University: Blekinge Institute of Technology, www.bth.se

Science & technology park: Softcenter, www.softcenter.se

Examples of ICT companies: Consafe Infotech, Ericsson, Sigma, Vodafone, WIP, Wireless Maingate

Mobile testbed: Wireless People

Contact: www.telecomcity.org

Öresund IT

HUMAN-TECH

Major cities: Helsingborg, Kristianstad, Lund, Malmö

Universities: Kristianstad University, www.hkr.se
Lund Institute of Technology, www.lth.se
Lund University, www.lu.se, Malmö University, www.mah.se

Science & technology parks: Ideon, www.ideon.se
Krinova, www.krinova.se
Medeon, www.medeon.se

Research institutes: Acreo, www.acreo.se
Interactive Institute, www.interactiveinstitute.se
Lund Mixed and Augmented Reality Resource Centre, www.eat.lth.se/realitylab

Examples of ICT companies: Alcatel, Anoto, Axis, Decuma, Ericsson, Orange, Precise Biometrics, Readsoft, Sony Ericsson, Spectronic, Teleca, Telelogic

Contacts: www.invest.skane.se, www.oresundit.com