Regional development in the Baltic Sea Region

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Regional development – what is it all about?

Growth
– Thru expansion of regional companies
– Thru attracting new companies to the region

How can ICT and logistics support that development?

The presentation today:
– understanding the complexity
– How do companies decide where to locate facilities?
– Identified areas of importance in the regions
– Critical success factors
Understanding the complexity

Distribution and Production companies

Availability of:
- Warehouses
- Competence

Transport market

Transport Companies and Logistics service providers

Availability of:
- Modes of transports
- Regular transports
- Transport nodes

Traffic market

Infrastructure

Availability of:
- Infrastructure
- Cross docking nodes
How do companies decide where to locate facilities?

These are the most important factors influencing location decisions according to 200 Fortune 500 companies in 11 countries, compiled in a study by Healy & Baker.
Areas pointed out by regional experts

- Infrastructure
- Education
- Competent workforce (Relevant education and training)
- Geographical position

- Regional planning
- Company – regional government cooperation
Critical success factors

• Search for companies that benefits to your regional profile
  – Based on facts, not general marketing
• Strong regional organisation who is working proactively
• Infrastructure that support market requirements
• Cluster oriented view
  – Try to attract Businesses that fits into regional clusters
• Private and public co-operation and partnership
• Understand needs for support to existing companies in order to support their growth potential
Example facts about Östergötland 1
Regional Clusters ("competence areas")

"World-class competence"

The Twin Cities of Sweden have achieved prominence within both research and development and production in several areas. The Twin Cities of Sweden has been identified as having world-leading competence and knowledge in nine areas:

- Aviation engineering *
- Electronics
- Software *
- Life science technologies
- Communications technology
- Transport and logistics
- Paper and packaging *
- Modelling and simulation *
- Foods

Remark: The above is how the Region market areas of competence, in our opinion areas with * is closer to reality.
"A lot of companies are looking to combine centralized distribution in the Benelux countries or northern France with satellite-centres in the U.K., Italy, Spain, and Scandinavia. As the natural logistics hub for Scandinavia and the Baltic Sea region, Sweden stands a lot gain."

Gilbert Debecker
Director, European Sales and Marketing, Cat Logistics
Facts about Östergötland 3

Centres of gravity for Nordic distribution

- Paper industry
- Consumer goods, Nordic market
- Engineering industry
- Food industry
- Textile industry
- All industries
Facts about Östergötland 4
Brands in Linköping/Norrköping (example)
Infrastructure

Regional infrastructure need to support efficient logistics solutions:

Keywords:

• **Sustainability** (Transport system)
• **Intermodality** (Co-modality)

Locations that support at least 3 modes of transportation and is part of TEN-T network will create a competitive advantage.
…..and finally

• 50 % of the success of a region is related to professional skills, competence, structure, organisations and relevant infrastructure ("Hardware")

• 50 % of the success of a region is related to relations, feelings, emotions etc. ("Software")

The above is our firm belief based on experience.

SO GOOD LUCK EVERYBODY!
Contact

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