PROGRAM DETAILS

DAY AND TIME
➔ 29 May, 13.30 pm – 15.00 pm

TITLE
➔ Malmo in the centre of the new northern European mega region

ACTIVITY PARTNER
➔ City of Malmö, Øresundsinstituttet, Chamber of Commerce and Industry of Southern Sweden

MANAGEMENT SUMMARY
➔ Germany is Sweden’s largest export market, and building a fixed link at Fehmarn Bält will increase the connectivity between Sweden, Denmark and Germany. The travel-time will be reduced with one hour by car and two hours by train. Furthermore, there are expected dynamic effects due to changed travel-behaviours, and new preconditions and business opportunities for the business sector.

At the seminar, the Øresundsinstituttet will give a presentation of the facts and figures of the STRING-region, and expected effects of building the Fehmarn Bält fixed link. With a special focus on Malmö and Skåne region. Representatives from the Chamber of Commerce and Industry of Southern Sweden, city of Malmö, Øresundsinstituttet and the business life will take part in the discussion. These topics will be further discussed during the seminar; What kind of business opportunities will be created from the Fehmarn Belt fixed link? How can the business sector adapt to the Fehmarn Belt fixed link to grow successfully?

PROGRAM DETAILS
➔ 13.30-14.00 The effect of the Fehmarnbelt link in Skåne and the new STRING geography
   Presentation:
   - Britt Andresen, Chief Analyst, Øresundsinstituttet

➔ 14.00-15.00: New business opportunities from the Fehmarnbelt fixed link.
   Panel discussion:
   - Andreas Schönström, Deputy Mayor, City of Malmö.
   - Anna Maria Havskogen, Head of Communication, Malmö Live.
   - Lisa Thunström, Restaurang Bastard, Malmö.
   - Per Tryding, Vice President, Chamber of Commerce and Industry of Southern Sweden.

Moderator:
Fatime Nedzipovska, Program Manager, Mitt Livs Chans.

More information at ➔ www.malmo.se/string
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