



MIPIM 2015

Byens Netværk - 18. februar 2015



Agenda

1. Velkomst
2. MIPIM og Danmark
3. Copenhagen Capacity på MIPIM
4. Stand og events i 2015
5. Partnerskab og sponsorat – nu og fremover
6. Greater Copenhagen og investorportalen





Copenhagen Capacity

- ”Hovedstadsregionens officielle markedsførings- og investeringsfremmeorganisation”
- ✓ Netværk
- ✓ Viden
- ✓ Assistance



*”We are here to help
– not for profit”*



Deltagere på MIPIM

- Ca. 22.000 deltagere fra 7.000 virksomheder og 85 lande *
- Ca. 240 danske firmaer *
- Ca. 625 danske deltagere *
- Én dansk udstiller – Copenhagen Capacity

* 2014





Copenhagen Capacity på MIPIM

- Deltaget med stand siden 1996 (fra 1999 med Malmö Stad)
- Præsentation af regionen og markedsføringsplatform for en række partnere
- 8-12 partnere – offentlige, private og ”områder”
- Aktiviteter og services





Copenhagen Capacity på MIPIM

- 210 kvm
- Nyt nordisk køkken
- Mødested og kontaktpunkt
- En af MIPIM's mest besøgte stande
- Events
- Showcases - partnerpræsentationer
- Bred opbakning





Partnerkredsen 2015

2015

Arkitektgruppen

By & Havn

Carlsberg Byen

Københavns Kommune

MTHøjgaard

NPV

Odense Kommune

Realdania by

Region Hovedstaden

Ålborg Kommune

Årstiderne Arkitekter





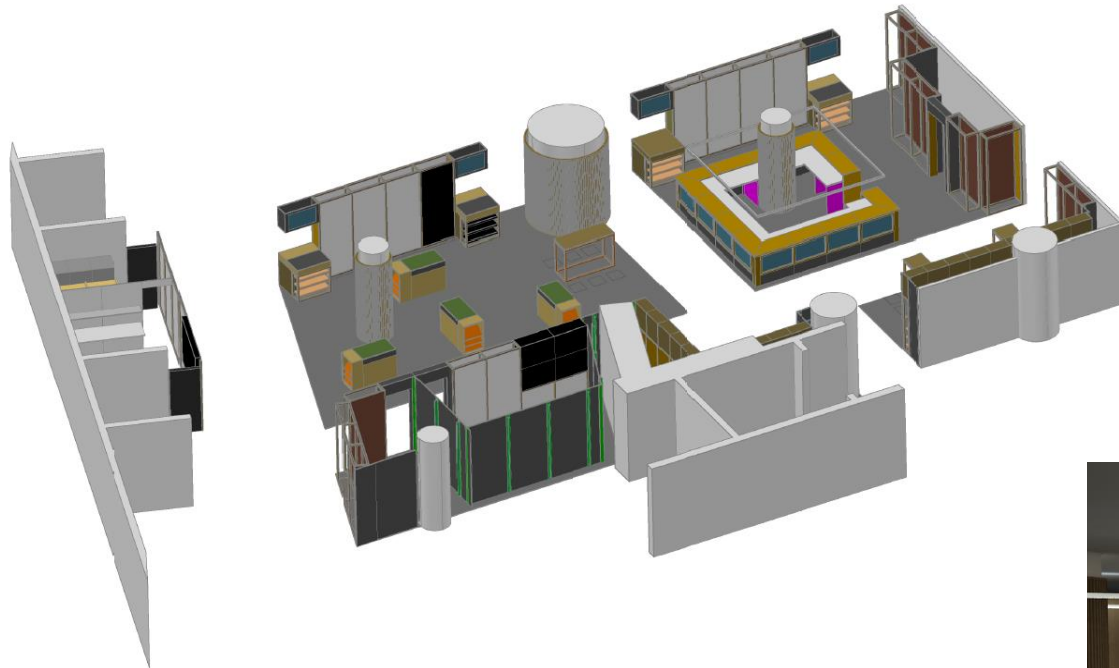
Standtilknytning – og -opbakning

- Partnerskab
 - Interaktive præsentationer
 - Markant synlighed
 - Udnytte standen, fx mødelokale
 - Tæt på internationale investorer
 - 145 tkr. (og rabat på indgang)
- Sponsorat
 - Tilknyttet standen
 - Synlighed
 - Netværksinvitationer
 - 7 tkr. (og rabat på indgang)





Nyt i 2015: Layout og disponering





Nyt i 2015: Partner+ modul

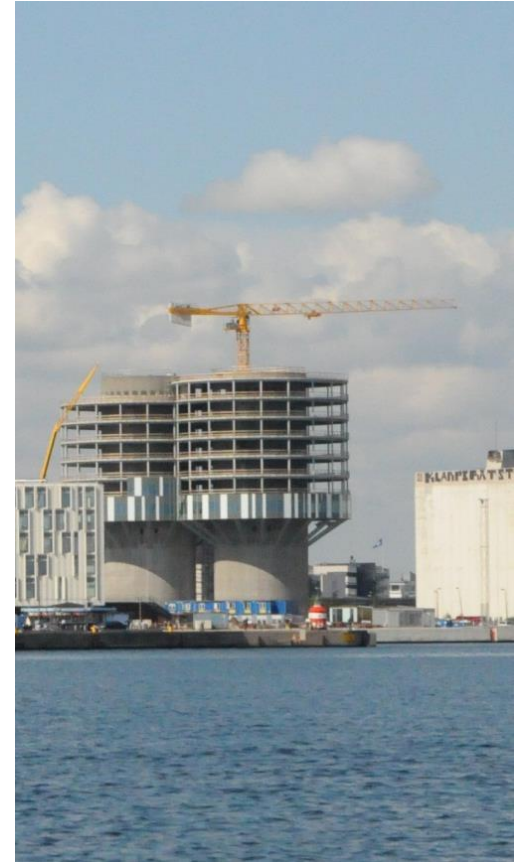
- 4 pladser





Nyt i 2015: Investorburch

- 11/7: På Mocca vis-a-vis Festivalpalæet
- Tættere på de internationale investorer
- Sammen med Bech-Bruun
- Ca. 25 internationale investorer
- De danske partnere
- Mingel, netværk og information





MIPIM kalenderen 2015

	Mandag den 9. marts	Tirsdag den 10. marts	Onsdag den 11. marts	Torsdag den 12. marts	Fredag den 13. marts
Formiddag			10.00-11.00: Investorbrunch – rest. Mocca 10.00-11.00: Skanska Øresund (S) – reception, standen		
Eftermiddag		14.00-15.00: MTHøjgaard – reception, standen 15.30-16.30: Carlsberg Byen - reception, standen 17.00: Velkomstreception – standen	15.00-16.00: Årstiderne – reception, standen 17.00-18.00: Greater Copenhagen – reception, standen	15.00-16.00: Odense-reception, standen	
Aften	Kl. 18.30-20.00: Meet & Greet, Nykredit	19.30: Officiel MIPIM- åbningscocktail, Carlton Hotel		19.00: MIPIM Award Show, Festivalpalæet	



MIPIM-standen fremadrettet?

- MIPIM – ”must be”
- Stort underskud for Copenhagen Capacity (1 mio kr. / år)
- Langsigtet, bæredygtigt, reelt partnerskab
- Copenhagen Capapacity operatør, men ikke ejer
- Guld-, sølv- og bronze-partnerskab
- Afklaring forår 2015



GREATER CoPENHAGEN

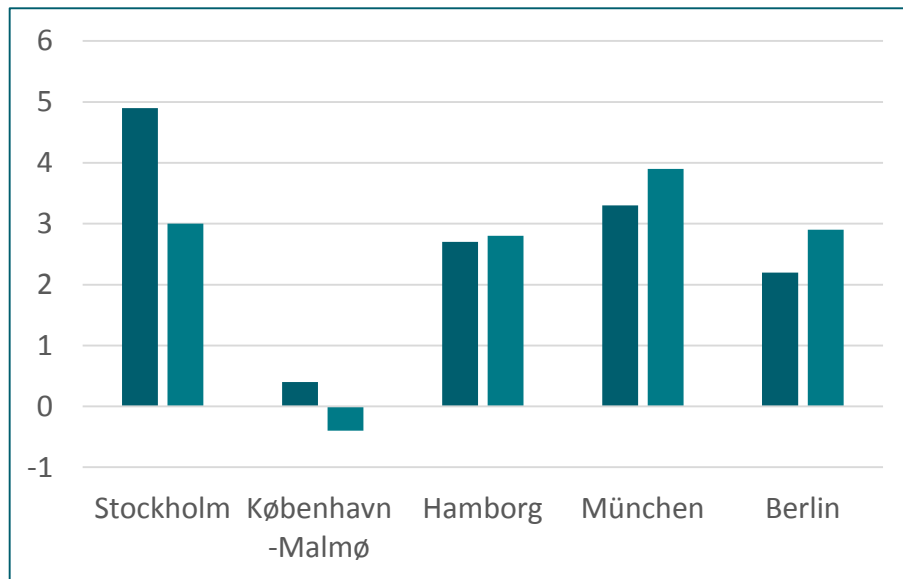
Branding og investorportal



Sammen står vi stærkere

Hård konkurrence

Vækst i bnp / jobs



Knap 4 mio. indbyggere



- 46 kommuner + to regioner + evt. den svenske side (Skåne)



Branding af ”Greater Copenhagen”

- ”Copenhagen” er allerede et stærkt brand
- Fokus på et godt sted at etablere en virksomhed – fx 20 % billigere end Stockholm
- Fokus på det gode liv i Greater Copenhagen - liveability
- Slagkraft i den internationale kommunikation – én fortælling uanset om du kommer fra Frederikssund, København eller Helsingborg



Et fælles logo

**GREATER
CoPENHAGEN**



Samspil af logoer

Region Hovedstaden **GREATER COPENHAGEN**

Regionens
Hovedstaden
København
Vester 2
2400 København

Telefon: 45 20 20 00
E-mail: 45 20 20 01
Fax: 45 20 20 48
Web: www.regionh.dk

Navn: Eftersavn / Firma
Gade og nummer
Postnummer og by
Evt. attention

Sager: 0468-2025
Afs: 02224
Sagtype: RØR
Dokumentnr.: RØR

Dato: 20. december 2015

Hier placere embedsk.

Kære Hans Christian

Det er en fornøjelse at samarbejde med dig på projekterne, som du har påbegyndt. Vi håber, du har det godt og håber, du har det godt og håber, du har det godt.

Med venlig hilsen
Nina Eftersavn
Titel
Forsendelse

HELINGSBORG
HELINGSBORG CITY COUNCIL
Kommune Helsingborg

2500 Helsingborg
DK-5000

At: Name Nummer
Sødre Drogster 40
252 03 Helsingborg
Sønder

Lorem ipsum dolor est

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridicula mus. Etiam eu eros et loto agendae hendrerit. Vestibulum convallis ligula et eros. Sed ac vel justo conmodo faucibus. Pellentesque quam. Duis in magna id justo dictum nulla.

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Med venlig hilsen
Navn Eftersavn
Titel
Forsendelse

NÆSTVED

Scandinavian Branding A/S
At: Johan Adam Linneløkke
Ryvangen 10
2100 København Ø

**Økonomi- og
Personaleforvaltningen**

København
København
4795 København
4795 København
4795 København
4795 København

Info@næstved.dk
www.næstved.dk

Nyt design til brovægge til Næstved

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Med venlig hilsen
Nina Eftersavn
Titel
Forsendelse

GREATER COPENHAGEN

LOLLAND-FALSTER 2014

The best beach in Denmark

Close to...
Incredible experiences at sea and on shore - for the entire family

GREATER COPENHAGEN

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LOLLAND-FALSTER 2014

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GREATER COPENHAGEN



Hvad er Investoportalen?

Samlet og sammenhængende webbaseret præsentation af hele “Greater Copenhagen”-regionen omfattende internationalt interessante:

- byudviklingsområder
- store offentlige byggeprojekter
- infrastrukturprojekter

GREATER COPENHAGEN INVESTMENTS

”Urban development, construction and new infrastructure in the Greater Copenhagen Region”





Udbyttet af Investorportalen?

- Markedsføring af Copenhagen-regionen som en samlet pakke overfor internationale investorer
- Markedsføring af delområder af regionen overfor internationale investorer
- Tiltrækning af internationale byggeaktører til store anlægsprojekter
- Tiltrækning af internationale investorer til grunde, byggeprojekter og ejendomsudvikling





Find den hér: www.investcph.com

GREATER COPENHAGEN INVESTMENTS
Construction and infrastructure investment opportunities in Greater Copenhagen

HOME VIEW MAP BUSINESS INFORMATION ABOUT

Invest in Greater Copenhagen
Greater Copenhagen has public construction projects worth more than EUR 20bn to offer and property development opportunities in more than 20 attractive urban development areas.

FIND YOUR INVESTMENT OPPORTUNITIES

Development areas
Find property investment opportunities in more than 20 urban development areas.

SEE MORE

Infrastructure projects
Find business opportunities in infrastructure projects totalling more than EUR 15bn.

SEE MORE

Construction projects
Find business opportunities in major public construction projects totalling more than EUR 5bn.

SEE MORE

View on map
Get details of all investment projects and urban development areas.

SHOW ME

Contact
Copenhagen Capacity
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Email: info@cepcap.com

COPENHAGEN CAPACITY | GREATER COPENHAGEN



Mulighederne på kort og liste

investcph.com/Projects

Arbejde Investorportal Kort MIPIM Musik Nyheder Privat Rejse Roning Søge Simon Anholt: ... JP Spil klassiske 80...

GREATER COPENHAGEN INVESTMENTS

Construction and infrastructure investment opportunities in Greater Copenhagen

HOME VIEW MAP BUSINESS INFORMATION ABOUT

FILTER: **CONSTRUCTION PROJECT** INFRASTRUCTURE PROJECT DEVELOPMENT AREA

Construction Projects

- New Hospital and Mental Health Bispebjerg
- New North Zealand Hospital
- University Hospital Koge

Infrastructure Projects

- Fehmarnbelt
- Light Rail
- Metro

Development Areas

- Carlsberg City District
- Copenhagen Airport
- Copenhagen Science City
- Eco Valley
- Gladsaxe Ringby
- Koge Kyst
- Lynby-Taarbaek City of Knowledge and Urban Development
- Musicon
- Nordhavn
- Orestad
- Sydhavn
- Valby Syd
- Vinge

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investcph.com/Projects



Eksempel byudviklingsområde: Carlsbergbyen

COPENHAGEN CONSTRUCTION

Urban development, construction and new infrastructure in the Copenhagen Metropolitan Region



← OVERVIEW MAP

Carlsberg City District

VIEW ON MAP

The former brewery site is changing into a creative neighbourhood. A creative neighbourhood defined by iconic industrial buildings, CO2 neutrality. And a dense labyrinth of streets, squares and green spaces.

The area was used for brewing by Carlsberg until 2008. During the next 15-20 years it will change into a compact, multifunctional and creative neighbourhood. The mixture of iconic industrial buildings and modern architecture creates a building mass of compact blocks, intimate streets, squares and slim high-rises.

Public transport will be safe, fast and climate-friendly. Two metro stations will operate nearby from 2018. A new, modern railway station is expected to be among the five busiest in Copenhagen. And a vast network of bicycle paths will integrate into Copenhagen's system of cycling lanes.

The unique identity and historical equity of the site will be preserved. Most of Carlsberg's premises will remain including the company's global headquarters, Jacobsen Brewhouse, Carlsberg Museum and Carlsberg Research Centre.

In order to ensure that the district is sustainable and CO2 neutral, all new architectural projects will be low-energy buildings. The focus on sustainability increases quality of life for residents and attracts private and institutional investors.

The Carlsberg city district is already attractive among Copenhageners, businesses and creative entrepreneurs. Galleries, museums and a dance school have been established. And in 2016 University College Copenhagen will open a Campus at Carlsberg comprising 55,000 m2, 10,000 students and 800 employees.

DESCRIPTION	
Facts	
Area	38 ha
M2 homes (further)	267,000
M2 offices (further)	300,000
Market rate per m2, homes (best category)	205 euro
Market rate per m2, homes (standard category)	
Market rate per m2, offices (best category)	
Market rate per m2, offices (standard category)	
Yield, homes (best category)	
Yield, homes (standard category)	
Yield, offices (best category)	
Yield, offices (standard category)	

Contact

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COPENHAGEN CONSTRUCTION

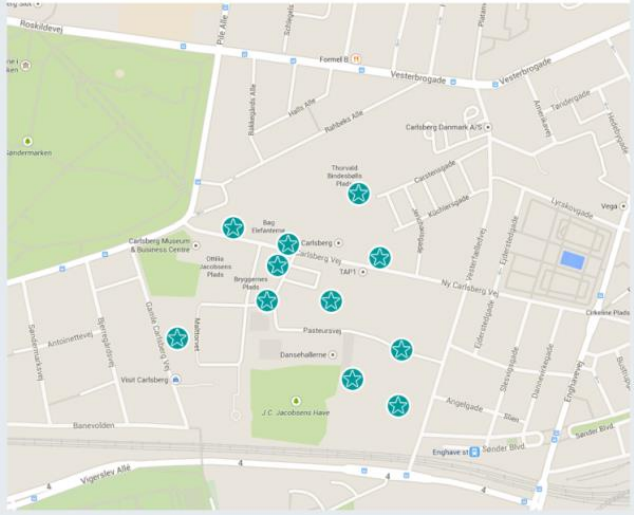
Urban development, construction and new infrastructure in the Copenhagen Metropolitan Region

← OVERVIEW MAP

Carlsberg City District

VIEW DESCRIPTION

Investment project Point of interest



MAP	
Chapter 13 and 16	
17.3	
17.4	
13.2	
The Carlsberg Brewhouse Project	
The Stock Basement Building	
European School of Copenhagen	
New Domicile Building	
International Guest Apartments	
Chapter 9	
University College Capital Area	



Eksempel på infrastrukturprojekt: Letbanen

Light Rail

DESCRIPTION

FACTS



Company Ring 3 Light Rail I/S will be responsible for building and op
The company is owned by the 11 so-called Ringby municipalities, the C
Ministry of Transport.

The Light Rail will cost approximately 3.9 billion dollars to build - restated reserv
operational capital expenditure of approximately 1.3 billion dollars for the purch
of the control and maintenance centers, etc.

imgastreb.com/Oriente/Infrastruktur/Light-Rail/facts



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Name

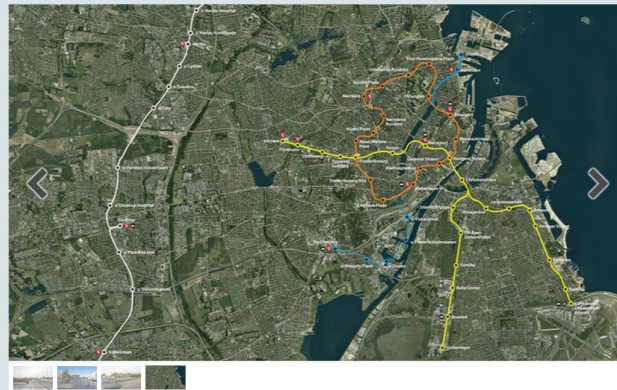
E-mail

Comment

Light Rail

DESCRIPTION

FACTS



The Light Rail in the highway Ring 3 will get 27 stations on a 27 mile stretch. It will go from
Lundtofte in the north to Ishøj in the south, and will go through the 11 Ring-city
municipalities: Lyngby-Taarbæk of Gladsaxe, Herlev, Albertslund, Rødovre, Glostrup,
Brøndby, Hvidovre, Vallensbæk, Ishøj and High-Taastrup.

The light railway and the good public transport in the region is expected that the light rail will contribute
to a comprehensive urban development in the Ring-city with a population growth of between 20,000 and

Key figures

Owner: Selskabet Ring 3 Letbane I/S



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Name

E-mail

Comment

SEND



Eksempel på anlægsprojekt: Køge Sygehus

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Construction and infrastructure investment opportunities in Greater Copenhagen

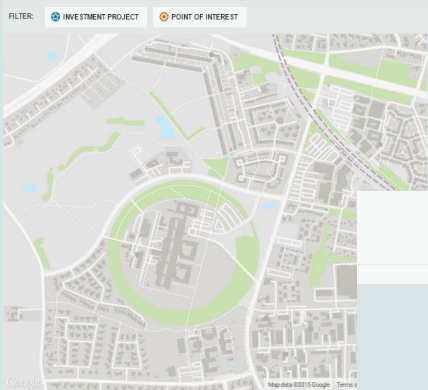
HOME VIEW MAP BUSINESS INFORMATION ABOUT

< Back to View map

University Hospital Koge

MAP DESCRIPTION FACTS

FILTER: INVESTMENT PROJECT POINT OF INTEREST



New University Hospital Koge

The University Hospital in Koge, which is targeted for completion by 2020, will be Region Zealand's main hospital. The project came about as a result of the vision to create consistency in patient treatment.

VIEW PROJECT

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Construction and infrastructure investment opportunities in Greater Copenhagen

HOME VIEW MAP BUSINESS INFORMATION ABOUT

< Back to View map

University Hospital Koge

MAP DESCRIPTION FACTS



Key figures

Project period: 2011 - 2020
Project cost: 4.0 billion. kr. (09 PL)
Funded by: Quality Foundation and Region Zealand

VIEW FACTS

Business Opportunities

Project advisers have been selected.
The project is of interest to contractors and suppliers within the areas of unfinished buildings, finishes, fixtures and equipment.

Coming tenders

- The total skilled labour costs are estimated at 2.22 billion DKK.
- The procurement strategy is expected to be approved in February 2015.
- The provision of car parks and roads is scheduled for 2015.
- Phased provision of demolition and construction from 2016.
- Tenders for equipment supplies, medical technology and furniture from 2016.

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Name

The University Hospital in Koge, which is targeted for completion by 2020, will be Region Zealand's main hospital. The project came about as a result of the vision to create consistency in patient treatment.

The University Hospital in Koge will be the acute hospital for a catchment area of about 290,000 people, representing one-third of the regional population. The hospital will provide the most specialized treatment for the entire region and will carry out research and teaching activities at a high level.

The University Hospital uses technology and methods based on the latest principles of treatment. As part of the hospitalisation time, focus is placed on teaching the patient to manage their condition themselves. All rooms in the new building are single-bed wards with private shower and toilet. The wards can be adapted to the individual patient's needs and they can be arranged so that the patient gets as many options for personalisation as possible.

In general, the University Hospital in Koge will adapt flexibly to meet medical needs long into the future,



Hvad er med nu?

Byudviklingsområder

- Carlsbergbyen
- Copenhagen Science City
- Gladsaxe Ringby
- Køge Kyst
- Lyngby-Taarbæk Vidensby
- Musicon
- Nordhavn
- Sydhavn
- Valby Syd
- Vinge
- Ørestad





Hvad er på vej?

Byudviklingsområder

- Eco Valley (Faxe)
- Egedal By
- Hillerød omkring det nye hospital
- Kalundborg Havn
- Københavns Lufthavn (byudvikling)

Byggeprojekter

- Bispebjerg Hospital
- Femern Belt-forbindelsen
- Letbanen
- Metro Ringbanen
- Nyt Hospital Nordsjælland
- Københavns Lufthavn (lufthavnsudvikling)
- Køge Universitetssygehus





Spørgsmål?

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