

COPENHAGEN
CAPACITY



MIPIIM 2013

Byens Netværk, Lett Advokater, 29. januar 2013





Copenhagen Capacity på MIPIM

- Deltaget med stand siden 1996 (fra 1999 med Malmö Stad)
- Præsentation af regionen og markedsføringsplatform for partnere
- 8-10 partnere – offentlige, private og "områder"
- Aktiviteter og services





Copenhagen Capacity på MIPIM

- En af MIPIM's mest besøgte stande
- Mødested
- Kontaktpunkt
- Events
- Showcases - partnerpræsentationer
- Bred opbakning





Danske partnere i 2013

- By & Havn
 - Carlsberg Byen *
 - Femern Belt Development
 - Københavns Kommune
 - **Lett Advokater ***
 - Lokalebasen
 - NCC Property Development
 - NPV *
 - Region Hovedstaden
 - Saxo Properties *
 - Sjælsø Gruppen
- * Ny i 2013



Nyt i 2013

- **Copenhagen – Malmø region**
- Mere plads (nu 210 kvm)
- Catering
- Badges
- Events (om lidt)
- Synlighed...





Synlighed

- 7 m høj vindmølle
- PR





Events

- 11/7: Meet & Greet – Cannes Rådhus (?) – partnere og sponsorer
- 12/7: Københavns Kommune, VIP-reception – partnere (+)
- 13/7: Velkomstreception – alle
- 14/7: Region Hovedstaden, 3XN m.fl. – partnere (+)
- 15/7: Region Hovedstaden, Brunch – partnere (+)





MIPIM kalenderen

	Mandag den 11. marts	Tirsdag den 12. marts	Onsdag den 13. marts	Torsdag den 14. marts	Fredag den 15. marts
Formiddag			10.30-12.00: Femern Belt Brunch, standen	10.00-12.00: Region Hovedstaden, 3XN m.fl.-seminar, Hotel Majestic	10.00: Region Hovedstaden, Brunch, XXX
Eftermiddag		16.00-18.00: Københavns Kommune, investor-reception, Grand Hotel Plage	Kl. 15.30: Velkomstreception, standen		
Aften	Kl. 18.30-20.00: Meet & Greet, Cannes Rådhus	19.30: Officiel MIPIM-åbningscocktail, XXX		19.00: MIPIM Award Show, Festivalpalæet	

Fra 4 dage til 365 dage

Et nyt koncept for ejendoms- og byudviklingsområdet





En brændende platform

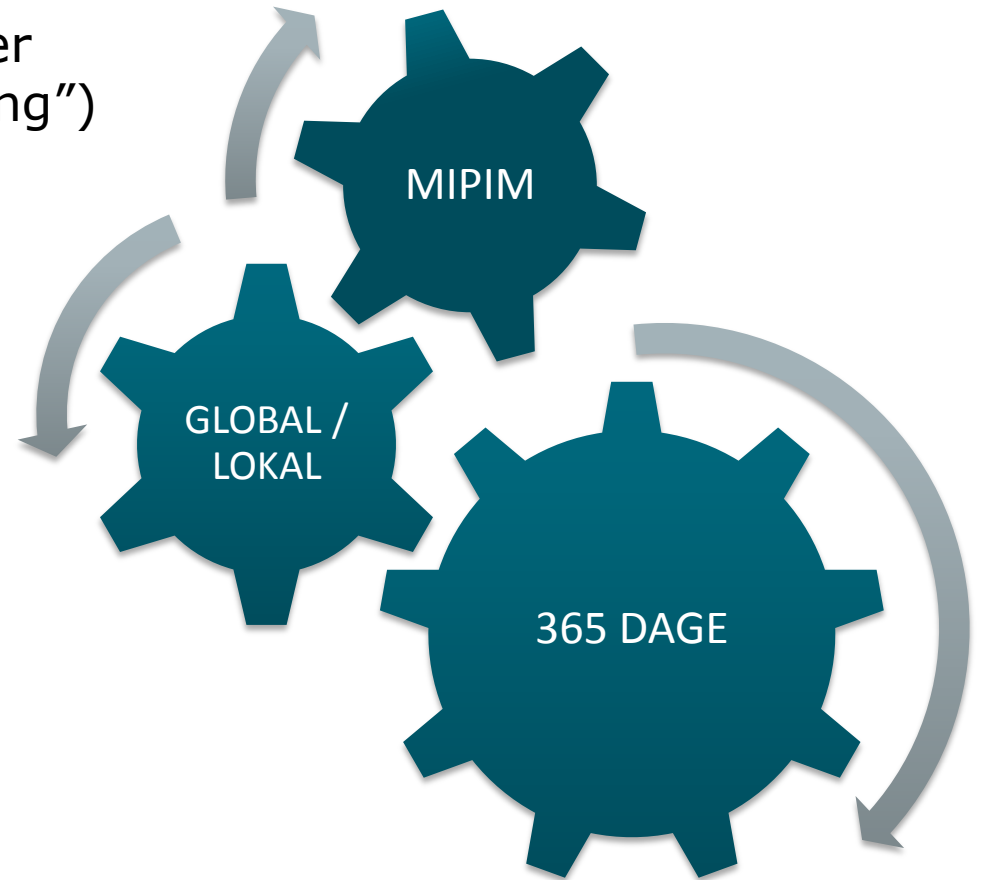
- Dansk økonomi sikker havn
- Store projekter og udviklingsområder
- Offentlig interesse og opbakning





Fra 4 til 365 dage

- Forretningsudvikling i & af ejendomsbranchen (herunder "infrastruktur" og "byudvikling")





Fremtidens koncept

- Flere events internationalt
- Aktiviteter i regionen
- Marketingværktøjer

...så der skabes synergi og værdi





Erhvervskortet

- Copenhagen – Malmø
- "Prospekternes prospekt"
- Bruges til fortælling og salg
- Større erhvervs- og byudviklingsområder
- + sekundært: klynger m.m.
- Interaktivt, 4 zoom-lag
- V1.0 - på MIPIM 2013 (+)





Europa

COPENHAGEN · MALMÖ REGION

The Prospect for urban development of Copenhagen-Malmö

ABOUT BUSINESS INFORMATION EN 中文 SV DA

EUROPE REGION CITY COPENHAGEN AREAS MALMÖ AREAS

MORE THAN SCANDINAVIA

Copenhagen-Malmö is the gateway. The gateway between two countries. Scandinavia, Europe and the world.

Easy access. Copenhagen-Malmö is a direct gateway to 25 mio. consumers in the markets of Scandinavia, Northern Germany and the Baltic region.

Tunnel to Europe. The fixed link across Fehmarn Belt will integrate Copenhagen-Malmö and Northern Germany in 2012.

Intercontinental hub. Copenhagen Airport is Scandinavia's most important airport with 140 destinations including New York, Beijing, Shanghai, San Francisco, Tokyo and Dubai, Toronto and Bangkok.

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PARTNERS: COPENHAGEN CAPACITY invest in skåne

SPONSORS: European Union Interreg IZA



Regionen

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CLUSTERS

THE REGION

Copenhagen-Malmö unites great minds. The great minds of eleven universities. Six industry clusters. 150.000 students.

Business clusters. Copenhagen-Malmö hosts six excellent business clusters including Europe's strongest life science cluster.

Northern Europe's strongest science region. The research environment is strengthened in 2019 when the European Spallation Source opens, being by far the most advanced research facility for material science in the world.

Highly skilled workforce. The highly skilled and innovative workforce of 3.8 mio. people is expanding month by month expecting to reach 4.1 mio. by 2025.

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Centrale del

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THE CITY CENTRE

Copenhagen and Malmö are joining forces and transforming. Transforming urban areas into liveable and sustainable parts of the city.

Connected. The Øresund Bridge is connecting the centres of Copenhagen and Malmö. Between the two centres lies Copenhagen Airport in a distance of 15-20 minutes.

Liveability. Large new development areas are planned to meet the high life quality demands of a city centre population that will grow 20 % by 2025.

Carbon neutral. Copenhagen is the European Green Capital 2014. And Copenhagen-Malmö is on track to become the world's first carbon neutral cross-border region by 2030.

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Udviklingsområde

COPENHAGEN • MALMÖ REGION

A prospect for Copenhagen-Malmö and its future development

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EUROPE REGION CITY COPENHAGEN AREAS MALMÖ AREAS

VÄSTRA HAMNEN SÖRGENFRI NORRA HAMNEN HYLLIE MEDEON-MOBILIA NYHAMNEN

POINTS OF INTEREST

200 m

VÄSTRA HAMNEN

Västra Hamnen shows Malmö's transformation from industrial city to knowledge city. A knowledge city of environmental innovation and commercial development. University students and media entrepreneurs.

- The Turning Torso high rise building in Västra Hamnen has become Malmö's signature building
- In 2030 Västra Hamnen will boast 10,000 homes, 20,000 jobs, four schools and fifteen pre-schools
- Västra Hamnen is next to Malmö Central Station
- At the beginning of 2011, the area had around 2,500 homes and nearly 10,000 jobs

PUBLISHER: CITY OF COPENHAGEN Malmö stad

PARTNERS: COPENHAGEN CAPACITY skåne

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Projekt

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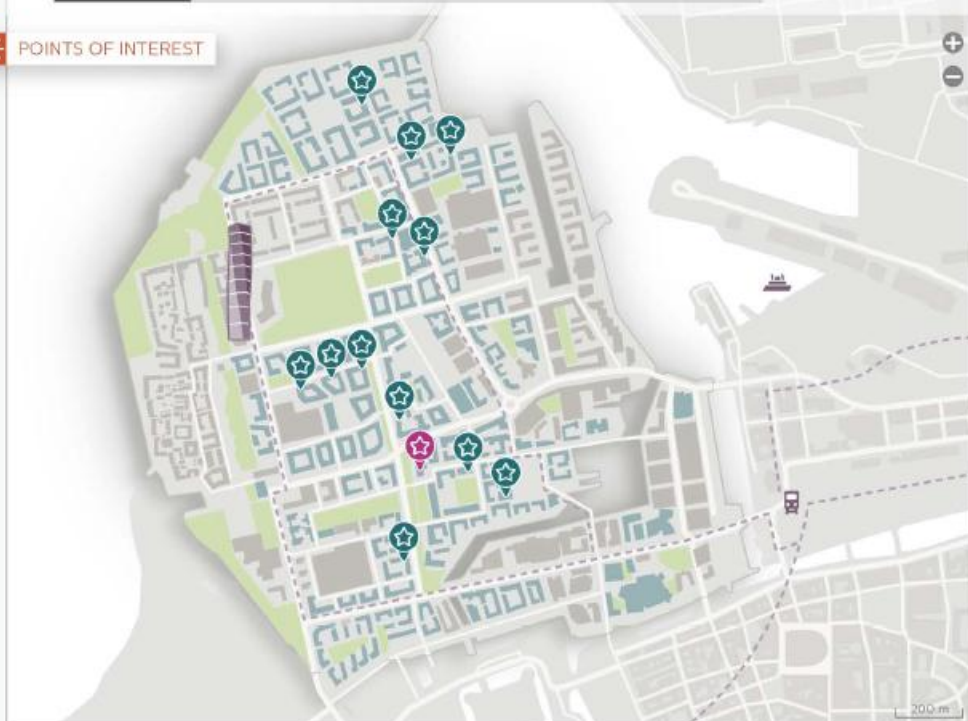
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VÄSTRA HAMNEN SÖRGENFRI NORRA HAMNEN HYLLIE MEDEON-MOBILIA NYHAMNEN

 POINTS OF INTEREST



200 m

FÖREN

Offices
7600 m²

It is not a coincidence that our latest project in Malmö's most expansive neighborhood, Dockan, is called Fören. Here is the future of office spaces, filled with light, good air and rapid communications. Here, successful businesses will move in and develop ideas and decisions. Imagine you were here for a while and think about how your company would develop in an office that is completely customised to your needs and the needs of a new age. Mail: info@wihlborgs.se

> [Visit Wihlborgs Fastigheter](#)



PUBLISHER:  CITY OF COPENHAGEN  MALMÖ STAD

PARTNERS: COPENHAGEN CAPACITY  SKÅNE

SPONSORS:   INTERREG IZA



Erhvervskortets udvikling

- På MIPIM:
Introduktion med en
skærm / konsol
- Brug + optagelse
derefter
- Version 2 sidst i
2013





Spørgsmål?

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