



Global  
Business  
Gate®

GOTHENBURG / SWEDEN

globalbusinessgate.se



## **A brief view of our 2018 and a sharp look at 2019**

We have from the conception of Global Business Gate strived to create long-term collaborations with international businesses and organizations.

Thus, establishing Global Business Gate as the hub for international businesses and, in the process, strengthen the city and the region. This overarching ambition was true in 2018 and continues to be so in 2019.



# Reaching the targets of Global Business Gate 2018

In order to achieve our ambition, the targets of Global Business Gate 2018 were set and clear;

- Receiving the necessary permits
- Add values that go beyond the individual building – And thereby attracting the right tenants
- Contribute to a greater focus on sustainability

## TARGET: RECEIVING NECESSARY PERMITS

The intense work of getting the Masthuggskajen project thru all necessary permits and regulations of the municipality continued and thanks to the

efforts of the consortium and the city, an important step was taken in June when the basic permit was granted. As of January 2019 we foresee the permit to build to be granted.



A quote from Mikael Damberg, Minister of Enterprise, visiting the Global Business Gate project site in April.

»  
*“As for Sweden’s position and Gothenburg as a trading city, what great significance it (i.e. Global Business Gate) has for the economy and for trade”, he says and continues, “There are also thousands of new jobs that will be created through this investment”.*

## TARGET: ADDING VALUE BEYOND THE INDIVIDUAL BUILDING

Continually Global Business Gate has created added value by actions such as;

- Building media relations
- Establishing itself in a digital world
- Meeting and introducing the concept to potential tenants
- Following, gathering and spreading insights in the world of international business and trade
- Establishing permanent dialogs with all the science parks and the academia

Our way to execute these actions has created great curiosity of the concept Global Business Gate.

Not least is this true of how we spread insights in the world of international business and trade – we have done it by events.

The first took place in February 2018 with two acclaimed key note speakers, the EU commissioner Cecilia Malmström and the mayor of Gothenburg, Ann-Sofie Hermansson. In a workshop format the audience then developed a list of 17 thresholds for Gothenburg to deal with in order to develop its strengths even further. This list indicated ways that Global Business Gate can be of added value and assist the city’s efforts – and be true to the concept.

A second event was held in the autumn – focusing solely on the issue of EU-US trade. A number of distinguished speakers from both sides of the fence gave their view of the situation – and not least its potential. One of the speakers was Anna Throne-Holst chairwomen of SACC (Swedish-American Chamber of Commerce), who gave very illustrative examples of what, and what not, to do when a company starts to sell in the US.

At this event the collaboration with the academia was taken a step further – four master students acted as sidekicks to our moderator. They presented a report directly after the event – from which we quote:

*“It was interesting to hear from different official perspectives (especially the language used by the different parties and the focus on national security by the US advisor) as well as people on the ground. There were genuine differences in perspectives which made the debates feel worthwhile.*

*– This was furthered during the panel discussion at the end when the political perspective was added to the discussion. The speakers clearly knew their topics and the discussion was of a high quality. We appreciated having both comments on current policies from officials and information on initiatives to help companies trade with the US – this was somewhat unexpected and was valuable”.*



## TARGET: ATTRACTING THE RIGHT FUTURE TENANTS

Adding values that goes beyond the individual building is a vital target with the purpose of attracting the right tenants. A Global Business Gate tenant yearns to take part in developing the concept, in trading and doing business internationally and to work in a place where knowledge is shared and promoted among tenants and visitors. She or he relishes the shared spaces, the informal networking between companies, the lectures and seminars and the engagement possibilities with the international talent community. As these tenants see it, to educate and raise awareness of new technologies, method, and business models make them more competitive on the international market. Hence, working within Global Business Gate is a huge advantage.

This view of how an elaborately developed concept contributes has gathered momentum. Global Business Gate has by December 2018 signed LOI:s with internationally focused tenants for well over 60 % of the total space available (totally approx. 40 000 m<sup>2</sup>). That's an indication of how strong the Global Business Gate concept is.



Anna Throne-Holst and other panelist at Global Business Gate Day #2.

**TARGET: CONTRIBUTING TO A  
GREATER FOCUS ON SUSTAINABILITY**

**THE POWER OF A CONSORTIUM  
WITH FOCUS**

Global Business Gate is, though its owners the trading company Elof Hansson and the pension fund Alecta, part of a consortium. A consortium with the task of developing Masthuggskajen.

*“Between Järntorget, Långgatorna and the harbor – is a allowing place that always has had the soul close to the world. With pulse and cultural dynamics, the area continues to be a place of international impression that binds the city together. A place where it’s easy to live and work sustainably and where you can stand out and be in the process of creating new history”.*

Global Business Gate is being developed with sustainability as a driver. The Masthuggskajen consortium has an ambitious program A certification by Citylab Action covering the process so far has been given. The 20 indicators of Citylab include a clear vision and concrete goals for development, that the area offers different forms of delivery, venues, green spaces and sustainable modes of transport. For Global Business Gate as well as for the consortium, this perspective of sustainability runs as a common thread throughout the project.

## A few words as to the concept itself

The Global Business Gate concept is created for internationally focused companies, all with individual preferences and focus areas. Through co-location, a strong eco-system and infrastructure, doors are opened to innovative thinking and inspiration.

The known benefits of “cluster formation” are thus enhanced. Companies are keen to locate next to “twins” in order to more easily recruit the talented, competent staff needed. The likelihood of today’s talents taking a job when there are more similar companies

close by is increasing by the minute. The puzzles of life (leaving/retrieving children, schooling, hospitals, business trips, etc.) is made easier by changing job within the same cluster.

Global Business Gate itself acts as a catalyst and continuously provides tenants with tools and structures that fertilize and feed the will to share knowledge and learning. That will rarely come with without clear incentives, thus Global Business Gate creates and provides space and tools to share inspiration, methods and experiences. Without the structure and eco-system Global Business Gate offers, the added value of shared knowledge and learning cannot be achieved. Global Business Gate finds and creates ways that prove the value of collaboration.





## 2019 – full speed ahead!

### **STICKING TO THE CONCEPT – AND THE CONTINUED EVOLUTION OF IT!**

Going into 2019 we look forward to the groundbreaking of the Masthuggskajen project. Developing the uniqueness of Global Business Gate will continue to drive us and all our efforts.

Our ambition and target for 2019 is to continue producing events filled with comprehensive content. With an eco-system established around the events, extensive international knowledge and contacts and digital media we will continue to;

- Add value to future tenants that go beyond the individual Global Business Gate building
  - And thereby attracting additional internationally minded tenants
  - Contribute to the city's strengths and positioning as an international hub

### **THE VISION OF GLOBAL BUSINESS GATE**

**The hub that oxygenates international trade and business in the Gothenburg region and supports Gothenburg to continue flourishing as a trading and logistics city**

Global Business Gate is a hub created for companies active in international trade and business as well as a meeting place where customers/tenants have an extensive exchange of ideas, each other's skills and networks. In addition, good conditions for recruitment and attractive premises for companies, employees and corporate customers are a key. The tenants also, with the geographical location of the Global Business Gate, have access and proximity to all that a "mixed city" can offer in terms of service, restaurants, public transport etc.