



NORRKÖPING

— a part of The Twin Cities of Sweden

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EXPERIENCE

norrköp!ng



Welcome to Norrköping

You've made the right choice. Norrköping is part of the Twin Cities of Sweden. A city that is always surprising, through its diversity in commerce, culture and education. We're happy to have you here, whether you're on a visit, moving here or establishing your company here. We promise you're going to feel welcome!





Total Shopping Experience

Norrköping offers a real shopping experience. We have a town centre full of arcades with shops, cafés and experiences. All within an enjoyable walking distance. When you've browsed in the arcades along Drottninggatan, just keep walking a few blocks further. There you'll find several small boutiques. If you don't know the way you can always ask someone where Knäppingsborg is. Those of us who live in Norrköping are well acquainted with this neighbourhood, which is being lovingly restored to a charming area, full of cosy cafés and restaurants, interior design shops and locally-produced food. A short distance from Knäppingsborg is Gamla Stan, the Old Town, which offers a number of intimate small boutiques. Buses go several times an hour, for example to Ingelsta Shopping Area and Hageby Centre, two vibrant, newly constructed and well-attended shopping centres right outside the town centre area.



Industrial Landscape

Our pride is the Industrial Landscape (Industrilandskapet), a reminder from the textile era when we were called the Manchester of Sweden. Today the Industrial Area is a place for the university, knowledge-based companies and museums with the waters of Strömmen a lively accompaniment to the beautiful buildings. Here too is the Louis De Geer Concert & Congress Hall, formerly the site of paper manufacturing, today a space to experience concerts and conferences. Large conferences are held here and the Norrköping Symphony Orchestra and world-renowned artists perform here, only a stone's throw from the city centre.



Colourful Events

Norrköping has an exciting cultural scene, with diverse creators in music, theatre, art, crafts and other forms of expression. Here are stages small and large, small galleries and museums, institutions and freelancers. Every year there are major events that we hope you'll take the opportunity to experience. The August Festival is one large folk festival with a funfair, vendors and a national competition in Musical Fireworks: a sparkling sound and light show for all the senses. When autumn arrives we enjoy both Norrköping's Film Festival "Flimmer" and Culture Night. Then, at the darkest time of year, we set up hundreds of thousands of lamps in the trees, illuminate bridges and hang chandeliers up in dark alleys. Every year offers new surprises. But perhaps it is on New Year's Eve that Norrköping shows off its most beautiful side with outdoor candles and lights, dancers clothed in white and magic light shows. A colourful fireworks display becomes a magnificent farewell to the old year and a warm welcome to yet another exciting year in Norrköping.





Beautiful Surroundings

We like to say that Norrköping has every type of nature except mountains. And that's actually correct. Here are deep forests you can hike in, one of Sweden's most beautiful archipelagos, and rolling countryside. You can paddle a kayak in the company of sea eagles and seals, glide along in a boat or cycle along the fine old Göta Canal. Take a break by the water in Norsholm or in our idyllic neighbouring city of Söderköping. In the countryside of Vikbolandet there are several farm stores along the road. Here you can find regionally grown food products – everything from ostrich to smoked fish.

Arkösund is a pearl in the archipelago with a guest harbour, hotel and restaurants. To experience the archipelago up close you can take the Archipelago Line out to one of the thousands of islands we have along the coast. If you're lucky you'll find your very own swimming rock.

As a change from the coast there are several swimming lakes nearby. The lake Ågelsjön is dramatic with its high cliffs, which enthusiastic climbers scale both summer and winter.

The many estates, farms and castles surrounding the city testify to the fertility of the soil here. At Löfstad Castle ghost walks for children are arranged, and castle tours for those who perhaps no longer believe in ghosts. Ekenäs Castle also has ghost walks – and tournaments! Mauritzberg Castle is beautifully situated on the shores of Bråviken offering a hotel, conference centre, restaurant and a golf course.

Norrköping is also home to one of Sweden's most visited tourist attractions – Kolmården Wildlife Park. Here the animals live in an environment that resembles their own. You can be fascinated by and learn a lot about dolphins, gorillas, birds of prey, tigers – and all the other animals who thrive in the park. There are plenty of lodging alternatives during your visit to Kolmården or in Norrköping. There are cabins, camping, small and large hotels. The hotel Vildmarkshotellet also has a spa for the whole family.

Still in the city? You don't need to go far to experience the wing strokes of history. At Himmelstalundsfältet you can find one of Sweden's largest rock carving areas. Here are over 7,000 rock carvings you can look at, walking distance from the town centre.





The Best Location

For a region to grow, for people to move here and for companies to be established, takes more than an attractive city and beautiful surroundings. Infrastructure and good transportation are also needed. We have that here – a logistical centre with access to all four modes of transportation: car, boat, air and train. The motorway E4 takes you quickly north towards Stockholm or south towards Helsingborg. Norrköping's harbour has been developed considerably in recent years. Major investments have made it one of the Baltic's most modern harbours. Norrköping's airport offers scheduled, charter and freight flights to important destinations that take you out into the world. The south railway line also passes through Norrköping. That means you reach Stockholm in just over an hour with the X2000 high speed trains.

Fast is Close

The region is working hard for the expansion of the high-velocity railroad. One example is the East Link, where the trains will take us to Stockholm in 45 minutes and Linköping in 15 minutes. The proximity to Linköping is important; together we form the Twin Cities of Sweden. Almost half a million people live here, with the best location! The East Link will also be part of the European Corridor, which connects Sweden with the rest of Europe.

Norrköping has an excellent logistical location for the Nordic market. That's why there are several large distribution centres here. If you drive along the E4 it's almost impossible to miss Stadium's 32,000 square metre warehouse. You'll find even more if you drive out toward Händelö, a few kilometres from central Norrköping. There, an environmental technology cluster is also developing, in part centred on recycling and biofuels, thanks to a well-developed infrastructure.





A Welcoming Business Community

If you live in Norrköping you have access to a large labour market: 170,000 jobs within a commuting distance of 50 minutes at most. In Norrköping there are over 9,000 companies within a number of industries. Examples of recognized Norrköping companies are Stadium, Whirlpool, Otto Bock, E.ON, Returpack and Alstom. There are also several government agencies here: the Swedish Maritime Administration, LFV, the Swedish Transport Agency, the Swedish Prison and Probation Service, the Immigration Agency and SMHI. Most jobs are in the merchandising and service sectors. Other trend-setting industries are the paper and packaging industry and environmental technology. The development of the environmental technology sector is a focus area for the region; there are many strong players here and the fact is that environmental problems can often be turned into business opportunities. Within the paper industry there are several of the largest private employers in Norrköping: Holmen, Billerud and Fiskeby. The excellent logistical conditions have attracted industrial companies and companies in logistics, as well as distribution and service companies.

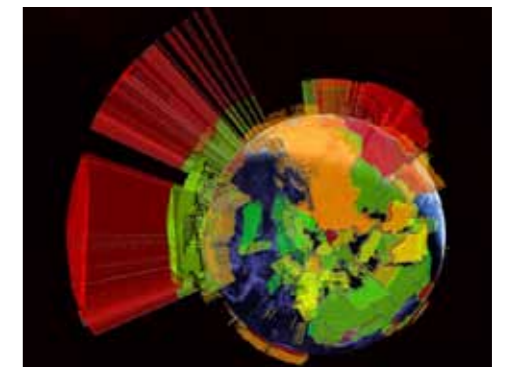
The municipality, with its more than 9,000 employees, is the largest employer. The majority employed here work with nursing care, social work and education.

In Norrköping we are concerned about our good business climate, the fact that companies that are already here thrive and develop and that it should be simple to get established and operate as a new entrepreneur. Just ask any of those who have established themselves about how they experienced the process. We know they're satisfied.

If you have ideas and want to start a company, there is always help – just walk into the Business Community Centre (Näringslivets hus) on Drottninggatan. Here you can receive advice, support and help to find contacts in our business community from our business developers and advisers. If you run a company in a rural area, we also have special expertise in that area.

Norrköping Science Park and the company incubator LEAD are also worth knowing about. Here growth-oriented knowledge-based companies get support along the way.

Did you just get a job in Norrköping? Congratulations, and welcome! Then we'll do our best so that anyone who moves with you also gets a job here. Naturally we want you both to work and do well. Through the "Speja" network, many new arrivals have found contacts in the regional business community.





Outstanding Research

The business community is thriving in Norrköping. There is plenty of available land here, and with the help of Linköping University – one of Europe's most outstanding institutions – expertise and research are brought to companies in the region – and the rest of the world. The university has campuses in both Linköping and Norrköping. It has made itself known for being interdisciplinary and creative. A tangible hand has been extended to the business community and society, and this has proved beneficial in many areas. That is why we often mention the university as an important engine for growth in our region.

Students feel at home in Norrköping. Student residences are within walking distance of campus Norrköping, which is perhaps one of Sweden's most beautiful with its site next to Motala Ström. But it is also located in the Industrial Landscape, with the flowing water as good inspiration while studying. Norrköping Science Park (NOSP) is a stone's throw from campus. New entrepreneurs are invited here and business concepts grow into commercial companies. Within NOSP, extra efforts are made in several areas we are very proud of in Norrköping: printed electronics, interactive services and visualization.

Starting in the spring of 2010 there will be a new, shining example of the collaboration between the university, the business community and the public sector – Norrköping's Visualization Centre C. The foundation is the research in visualization that has developed at Linköping University during a period of only ten years.

Here you can sit in a spectacular domed theatre and experience a journey into outer space, or into the human body. Only the imagination sets the limits. Take a look at the virtual autopsy table that can be used to solve mysteries connected with deaths. There is also a laboratory here for research and production, a café and various exhibits, plus a cinema for all ages. The Visualization Center is a place for the general public, students, researchers and companies to meet. Just like Norrköping as a city.





The Good Life

We hope you'll like it here in Norrköping. As you surely know by now, there is an abundance of opportunities here. Come here, then we'll help along the way!

Moving here is one thing. But it's also about finding the right place to live. There is great variety: turn-of-the-century apartments in the city, pleasant townhouses at the edge of town or a 19th-century farm by a small lake. Wherever you choose to live, we think you're going to be satisfied. One of the advantages in living at a distance from the bigger cities is that prices are lower here.

Perhaps you have a family?

As far as childcare is concerned, there are lots of alternatives. Even if you work evenings, nights and weekends there are several family daycare centres that can take care of your children when you're working. The selection of elementary and secondary schools is large, including municipal schools and a number of independent schools.

An active free time is important to most people. There are many associations and clubs in Norrköping. We have elite teams in several different sports, and several fine arenas, for example the Sports Park (Idrottsparken) and Stadium Arena, where soccer, basketball, handball and many other sports are practised. If you only want to run a few laps, or take a walk at lunch or after work, we recommend Åbackarna. All seasons are equally beautiful – anemones in the spring, strollers with ice cream in the summer, brilliant fall colours turning into gossamer frost on winter branches. A short distance away is the forest, Vrinneviskogen. There are several running trails that we Norrköping residents happily use. In the middle of town there are plenty of leafy, green breathing spaces, for example Carl Johan's Park with its proud cactus plantations.

You will find golf courses in several places. We have everything from park and forest links close to the city to flowering oases by the water of Bråviken plus challenging, varied holes by the Göta Canal. Do you fish? Wonderful! We have amazing fishing waters along the coast, in the lakes – and in the middle of the city! Among other varieties, large salmon are caught here.

There is so much more to experience and see here in Norrköping. But we want you to personally enjoy making the journey of discovery.

We wish you a very warm welcome to Norrköping!





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