



Lycksele

# Facilitator of commerce



LYCKSELE  
KOMMUN  
LIKSJUON KOMMUVDNA

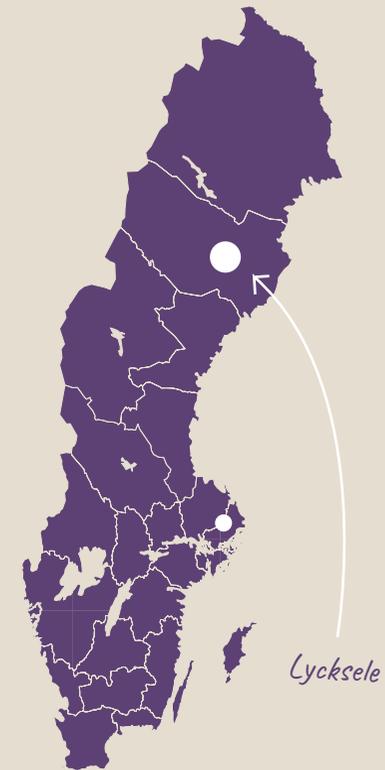
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# It's easy to feel great here

Having strong drive along with opportunities to create is a pretty wonderful combination. Especially in surroundings where it's easy to feel great. And this refers to much more than just nature and proximity. There is also a special sense of community here, and the freedom to shape our lives the way that we want them to be.

As we have proven over the years, we are successful when we join forces. Both when it comes to securing establishments as well as developing successful associations and companies. These are qualities that have also been important in the development of Lycksele as a meeting place.

Yet despite everything we've accomplished, it feels like we've only just begun.



# Lycksele working together towards the same goals

For us, it's about creating opportunities for Lycksele's business community to grow and flourish. After all, this is a prerequisite for us to be able to offer the wonderful public services that are available here. In the middle of all this, Lycksele Municipality is at the heart of everything that enables our society to evolve. The foundation for this is our strategic work, where we adopt a long-term approach and assume overall responsibility.



## **Business Council gathering expertise**

Collaboration and dialogue are two key words in Lycksele. In recent years, we have made great strides in becoming an even better place for the region's companies to grow, and we have already begun to see positive results. One tangible example is the creation of the Business Council, which was created specifically to gather representatives between Lycksele Municipality and the local business community. These includes representatives from the Swedish Federation of Business Owners, Lycksele Handel, Västerbotten Chamber of Commerce, the municipality's political governance, a director of the municipal administration and the business manager.

## **The Business Programme – a structured plan**

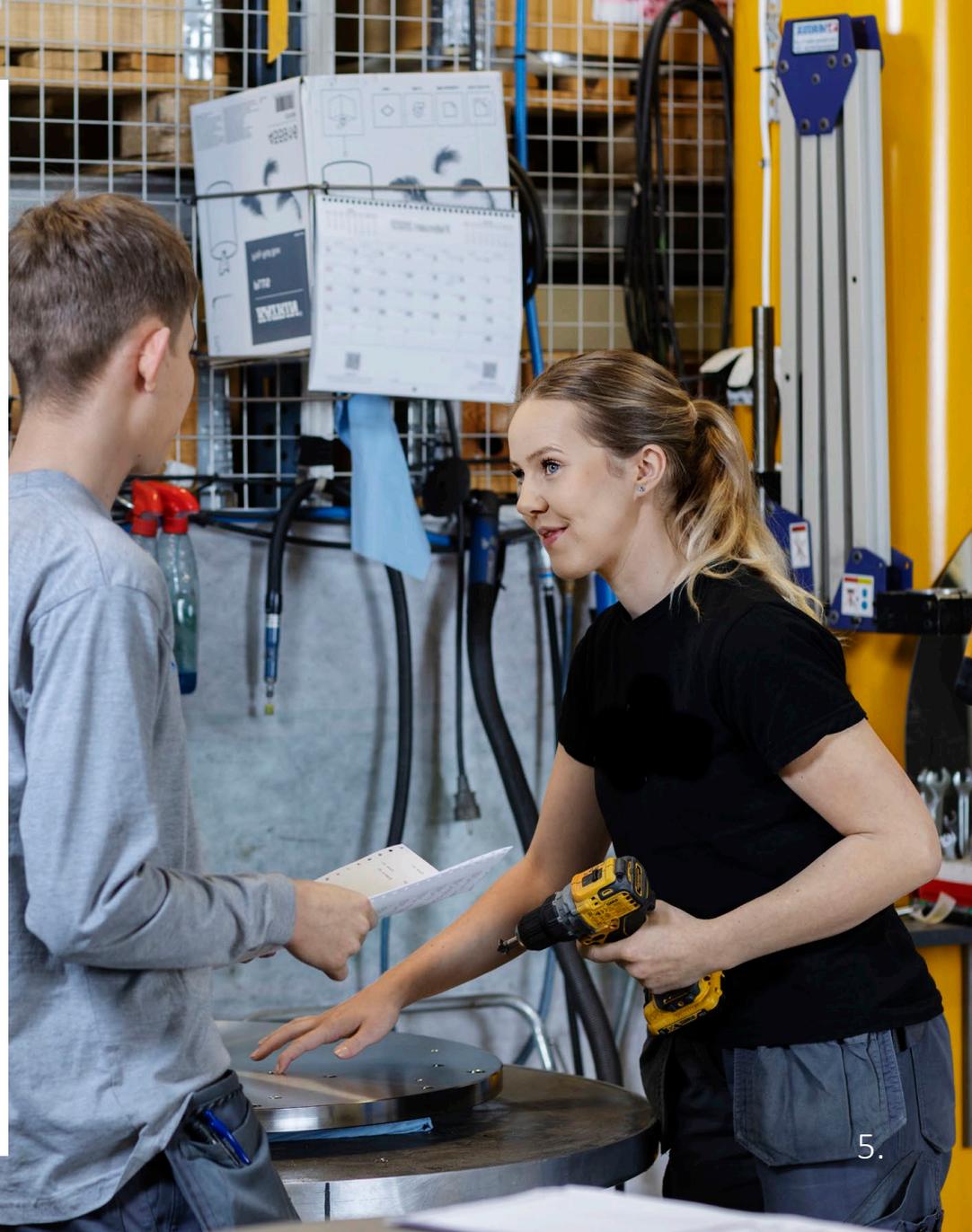
The Business Programme's action plan includes declared objectives and sub-goals, which are continually followed up in order to improve the business climate. We want to see an increase in the number of new entrepreneurs as well as an increased level of activity among existing entrepreneurs. Fortunately, we have a creative business sector in Lycksele, with enterprising entrepreneurs and a public sector that is able to identify opportunities to work here. Did you know that we have an unusually large number of entrepreneurs in relation to the size of the municipality? One explanation for this could be our positive attitude towards facilitating entrepreneurship.

# Our diversity is our strength

In Lycksele, we are proud of the entrepreneurial spirit that exists here. Around 650 limited companies operate here, and in total the companies in the municipality have over 3,000 employees who jointly supply around 300 million SEK to the municipality's coffers.

Lycksele is experiencing an exciting period of development in the service and mining sectors, as well as in Sami businesses and tourism, just to name a few examples. We also have a long tradition in the metalworking and timber industries here, along with cutting-edge expertise in the life sciences.

This variety in the commercial sector means that we are less vulnerable when times are hard, but also gives us the strength to grow in better times.

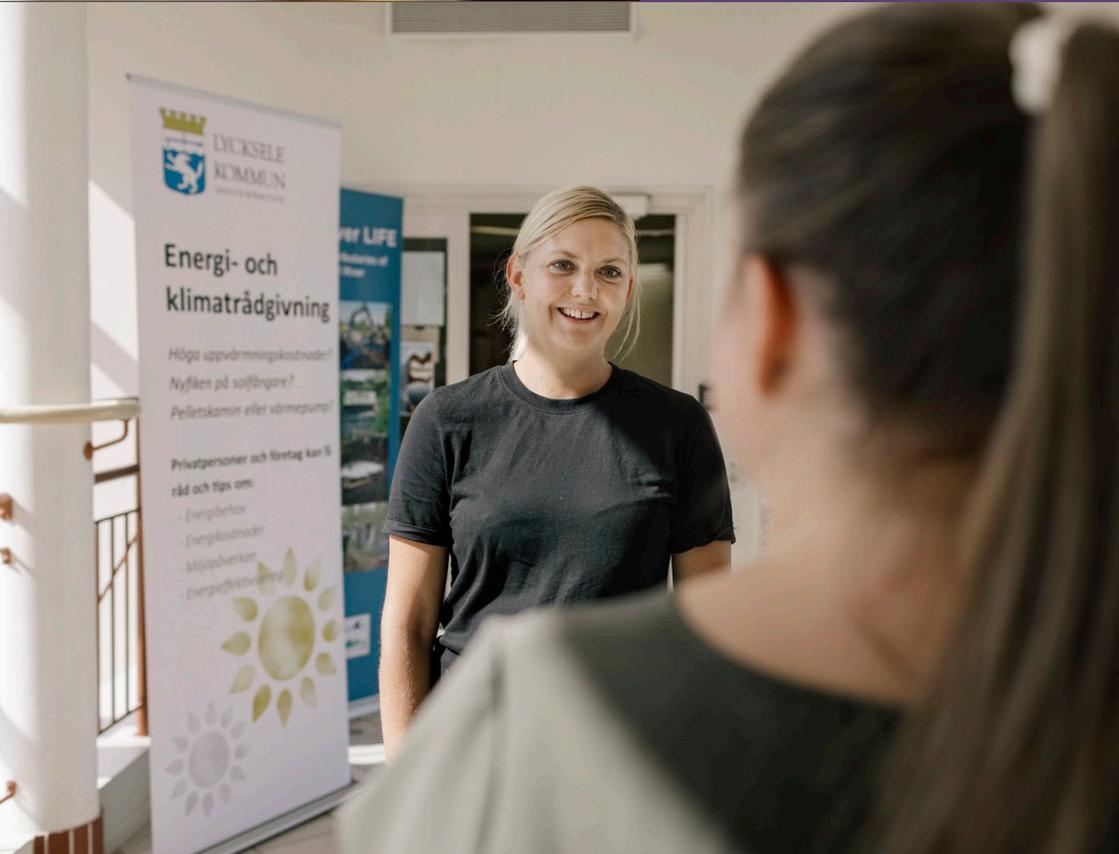




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The town of Lycksele is just the right size – large enough that it offers a broad range, yet small enough that everything is close at hand and personal.”

JOHN DAHLGREN, doctor and CEO of the Medicinkonsulten health centre



# Land and premises are a key issue for us

Any business operators who want to move or start up a company in Lycksele will receive rapid, relevant assistance when it comes to land and premises issues.

We know how important it is to get appropriate help when establishing a business. That's why the Land and Establishment Group was formed. Their primary task is to ensure that issues of this type are dealt with and that resources are coordinated when necessary. The Group also ensures that the municipality works actively to assist commercial establishments and has overall responsibility when it comes to an operator that is looking for land or premises.

The Group is made up of various municipal officials in order to bring together knowledge that is as relevant as possible: Heads of unit for business, real estate and urban planning, as well as the CEO of AB Lycksele Industrihus. The municipally owned real estate company AB Lycksele Industrihus offers appropriate business premises and land to help business development in the municipality. Industrihus handles the sale of the prepared industrial plots.

Since its inception, the Land and Establishment Group has developed new sites for industrial use in Lycksele and played an important role in the development of Lycksele's business community. Effective case management is a key issue, as is the Group's monitoring of conditions, for example in relation to planning and during establishment processes.



**“We meet the business operator with a simple and rapid workflow. This is a precondition for being able to attract new companies or those that want to expand their operations.”**

GUSTAF AXELSSON, Commercial Manager.

# We're getting better all the time

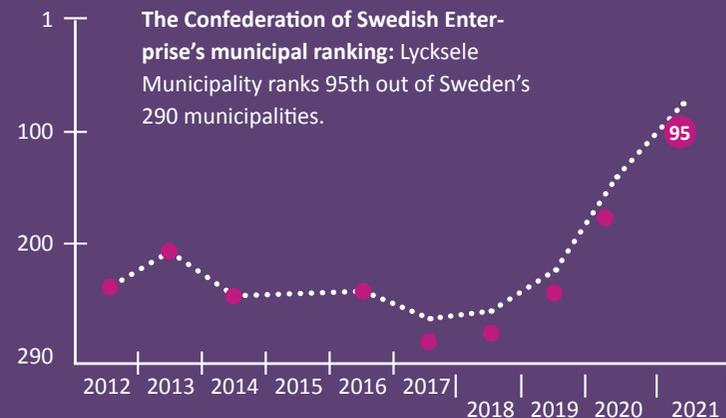
Lycksele enjoys a number of key prerequisites, and more and more people are recognising the advantages of these – we are just the right size, with strong public services that are normally found in much larger cities. We are proud of the fact that many people want to move to Lycksele, and we are therefore working hard to provide more housing to meet this demand. This is just one part of the puzzle when it comes to creating opportunities for establishments of various kinds.

Lycksele has been on a positive journey in recent years in respect of business development. This has been reflected in the survey that the Confederation of Swedish Enterprise conducts every year among the municipality's entrepreneurs, in which we have steadily advanced and improved. Being ranked in 95th place in Sweden is good, but we are constantly striving to go further and higher.

Here at the Business Office we are there for you as an entrepreneur, and one important approach that we use is **the company pilot**. We help with:

- **contacts within the municipality**
- **mapping various permits that may be required in order to coordinate the players involved in your case**
- **ongoing information about the progress of your case**
- **tips regarding vacant premises**
- **proposed financing solutions**
- **general advice**

The nationwide organisation SMÅA, the Unemployment Insurance Fund for Entrepreneurs, decided in 2019 to locate its head office in Lycksele, with a smaller office situated in Stockholm.



“SMÅA considers that it is easy to establish and run a national operation in Lycksele, we have been really well received and our investment has been appreciated.”

ULRIKA WESTERGREN, fund manager.

# An outdoor municipality at the right latitude

What does quality of life mean to you? We believe that, for many, it is about being able to combine good housing and work or studies with exciting and inspirational leisure activities. Lycksele gives you the opportunity to do just that.

Here, the distances between home, work, retail and childcare are just right, which means that travel is convenient. Everything from shops, bowling and sports facilities, to museums and libraries are gathered together in town centre. The same applies to the zoo, golf course, public swimming pool, disc golf course and five-star camping. And, of course, we have a fantastic countryside right on our doorstep, with all that this entails in terms of opportunities for a rich outdoor life, such as cross-country and downhill skiing, mountain biking, hiking, fishing and hunting. There are countless possibilities – all year round. This is also one of the reasons why we believe that Lycksele – and in particular the local people – are best experienced here in person.

## **Tourism**

We have a long experience of hospitality and tourism here, both of which are very important for our municipality. Outdoor tourism is expanding thanks to our favourable location surrounded by forests and waterways, as well as our proximity to the mountains – we enjoy a central position at the right latitude. Collaborations with foreign travel operators have also made Lycksele a popular destination for foreign tourists.



## **Infrastructure**

Thanks to Lycksele Airport, there are great possibilities for tourists to land in the middle of an adventure or for businesses to receive customer visits. The airport plays an important role, with its daily departures (six days a week) to Stockholm's Arlanda Airport. It takes just 90 minutes for a traveller to reach the heart of Lapland.

“For us as entrepreneurs, flight connections provide an opportunity for us to continue our journey of growth. The logistics are excellent, which means we can also offer our customers the chance to visit us here. We have customers all over the world, and our long-distance guests from Asia particularly appreciate this opportunity. Getting to see the Northern Lights, reindeer and drive a snowmobile in the wilderness all mean a great deal to them,” says Josef Alenius, CEO of Texor, a prominent manufacturer in the life sciences sector.

Lycksele is an inland infrastructure hub, with daily bus services and opportunities for freight and passenger traffic by train on the Tvärbanan line, as well as on European Route 12 and several national roads.

### Retail sector

Lycksele has made a name for itself as a major host town, with events attracting tens of thousands of visitors. This also means that we have a vibrant town centre offering a wide range of goods and services and many large, established chains, as well as companies that are unique to Lycksele. One magnet that attracts coffee enthusiasts to Lycksele is Budha's Coffee Roastery.

**“Lycksele Ski highschool has helped me reach the world's elite in cross-country skiing, by providing me with a good sporting foundation at the same time as being able to study.”**

JONNA SUNDLING, three-times medallist at the Winter Olympics in Beijing.

It was no coincidence that the prestigious White Guide named the coffee bar Roastery of the Year in 2017. The owner, Budha Sutedja, was born and raised in Indonesia, and his passion for a good cup of coffee is unmistakable. He is the one who taught the residents of Lycksele that there is a difference between coffee and coffee.

“I believe it is our cooperation that characterises Lycksele. We lift each other up, both businesses and customers. We work hard with social media and hashtag each other, and there is a sense of pride here. Everyone has realised that if Zlatan plays on his own, we won't win, but if everyone does their part, we can promote the image of Lycksele far beyond our borders,” says Budha.

### Public services

Government agencies such as the Police, the Social Insurance Office, the Swedish Tax Agency, Lycksele District Court and the Swedish Public Employment Service can all be found here. There are also banking services with local branches, such as Handelsbanken, Nordea, Länsförsäkringar Bank and Swedbank. We also have a large, well-equipped

hospital with maternity, accident, and emergency departments, as well as Västerbotten's air ambulance that performs more than 500 assignments each year.

### Education

Lycksele Municipality has ten comprehensive schools, special schools and language classes, as well as a number of preschools dotted around the municipality. Tannbergsskolan is an upper secondary school offering many places and courses – there are also extensive opportunities to attend adult education courses here. Through Akademi Norr, efforts are being made to strengthen the provision of skills in the municipality and, by collaborating with the business community, vocational courses are being launched to match the needs of the companies. In addition, remote education programmes provide increased freedom and flexibility to live in Lycksele while at the same time studying at university or college. There are also good commuting facilities for people who want to study elsewhere. Lycksele is very well respected in the skiing world thanks to the municipality's successful ski school, which has produced both world champions and Olympic medallists.



**“I believe it is our cooperation that characterises Lycksele. We lift each other up.”**

BUDHA SUTEDJA, Budha's Coffee Roastery



Lycksele

# In the heart of the action

Lycksele's geographical location is a great enabler for the sustainable businesses of the future. Both to the east and the west, three battery factories are being developed that will create tens of thousands of jobs, and Lycksele is centrally located in this battery cluster – from Mo i Rana to Skellefteå and Vaasa. It's no coincidence that some of the most significant industrial investments in modern times have ended up in our latitudes.

The battery belt offers renewable energy, the potential for large land establishments, the raw materials, and the



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