

# Öland development work B7 annual conference



## Some basic facts

- Ancient history
- Unique landscape
- Smallest province in Sweden
- 24.000 permanent inhabitants but about 3 million tourists every year
- Agriculture and tourism main source of income
- Summer residence of the Royal family
- **A new player; the Öland Economic Development Office**

## Strengths and weaknesses

- ✓ Tourist hot spot
- ✓ Many new companies
- ✓ High level of female entrepreneurship
- ✓ The bridge
- ✓ Positive business environment
- ✓ Short season for tourism
- ✓ Remote location
- ✓ Small labour market
- ✓ Aging population
- ✓ Low birthrates
- ✓ **Focus on your strenghts**

## The challenge and task

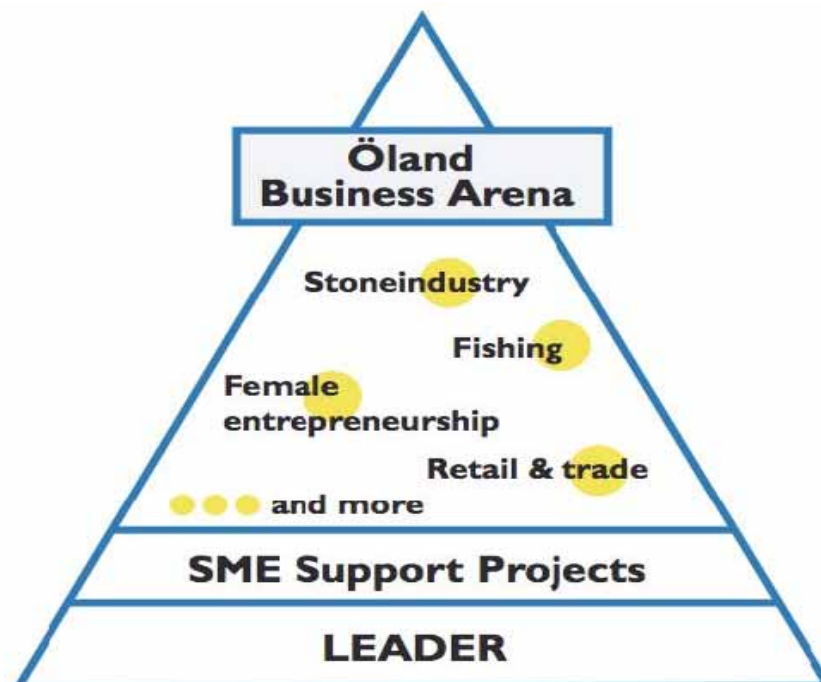
- Promoting entrepreneurship and offering business assistance
- Maintaining a solid business environment
- Economic growth
- Promoting investments
- Attracting new inhabitants
- Attracting new investors
- **Focus on the future**

## Way of working

- ✓ Devoted
- ✓ Active
- ✓ Transparent
- ✓ Be a team player



## Approach



## Success factors – lessons learned

- ✓ Go out and meet people
- ✓ Open doors in the administration
- ✓ Creating an inviting society
- ✓ **It's all about the human software**