



*Press release*

## **Lund – the city that offers you exciting possibilities**

*The City of Lund, a world class region for sustainable research and development in south Sweden, is exhibiting new, exciting investment possibilities at MIPIM 2013. Find out how you can benefit from this vibrant area at stand 19.14, level 0, or by visiting our seminar on developing business, science, culture and life in balance.*

Lund has a well-educated population, international companies, and great public transport. It is a safe and cosy medieval town with a top-100 university. The city is known for its bright minds and new ideas; there is a tradition of innovation.

The international, high-tech, high-impact materials research facilities ESS (European Spallation Source) and MAX IV are being built in Lund, which opens up for new investment possibilities.

“We want to create a world-class area for sustainable research and development, to generate growth and new businesses”, says Mats Helmfrid, chairperson of the City of Lund executive board.

Brunnshög, in the north east of the city, is where ESS and MAX IV are being constructed. It consists of 1,000,000 square meters of development space. 70 per cent of which is planned for activities: companies, university institutions, schools, shops, restaurants, hotels, cultural premises etc. The remaining 30 per cent will be housing: single- and multi-family dwellings, and student accommodation.

Other highly interesting plans in the City of Lund are a new tramway connecting the city centre to Brunnshög, a rebuild of the Central Station, and several new housing and office building projects.

### **Seminar: Lund as a Sustainable Brand**

The Mayor of the City of Lund, Mats Helmfrid, will give a speech on ”Lund – a sustainable brand. On developing business, science, culture and life in balance” as a part of Business Sweden’s programme. The seminar will take place on 13 March 15:15–15:45 at Auditorium K at the Palace de Festivale.

### **Press Photos of Lund:**

<http://www.flickr.com/photos/visitlund>

### ***For more information, please contact:***

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### **Short Facts about Lund, Sweden:**

- 113 000 inhabitants
- The municipality is AAA-rated
- 350-year-old research university with 40,000+ students
- University hospital
- International schools
- 30 minutes to Copenhagen Airport
- Lund is a part of the Copenhagen-Malmö Region, where approx. 4 million people live and work
- The area boasts an excellent network of local, regional and international communications, including several major airports and harbours, and the Øresund Bridge linking Sweden with Denmark

### **Meet us at MIPIM**

You meet representatives from the City of Lund at stand 19.14, level 0.

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