

COPENHAGEN CAPACITY



MIPIM 2014

Byens Netværk, Lett Advokater, 19. februar 2014





Copenhagen Capacity

- Netværk
- Viden
- Assistance



***"We are here to help
– not for profit"***



Deltagere på MIPIM

- MIPIM 2014: 25 års jubilæum!
- 21.000 deltagere fra 7.000 virksomheder og 85 lande *
- 241 danske firmaer *
- 588 danske deltagere *
- Én dansk udstiller – Copenhagen Capacity

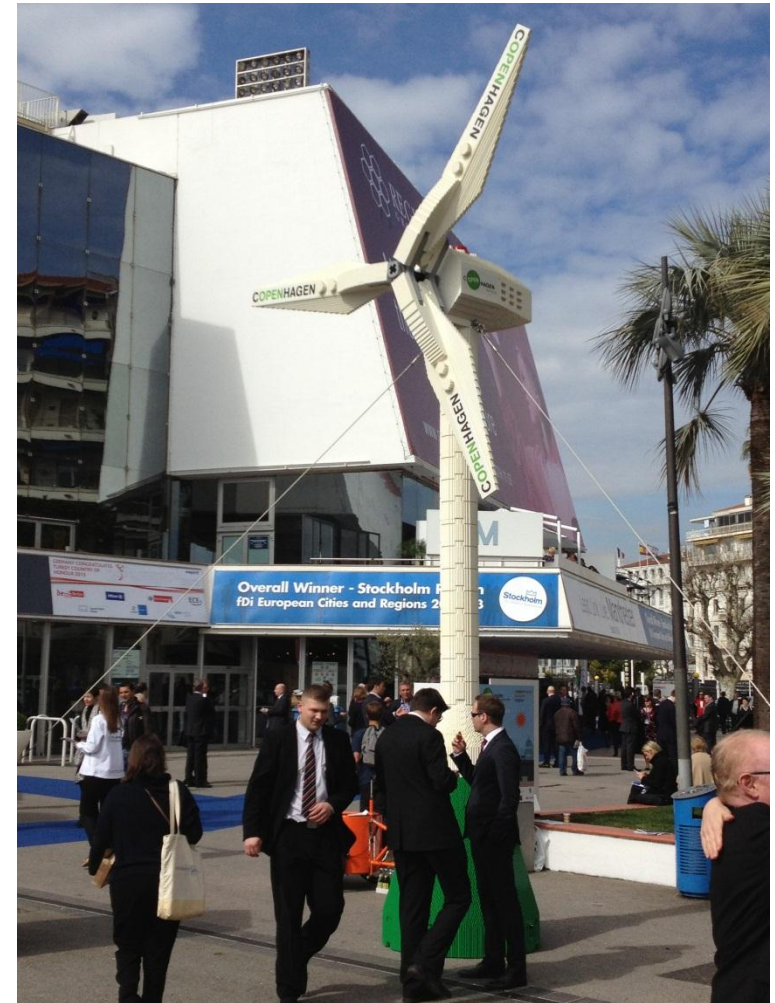
* 2013





Copenhagen Capacity på MIPIM

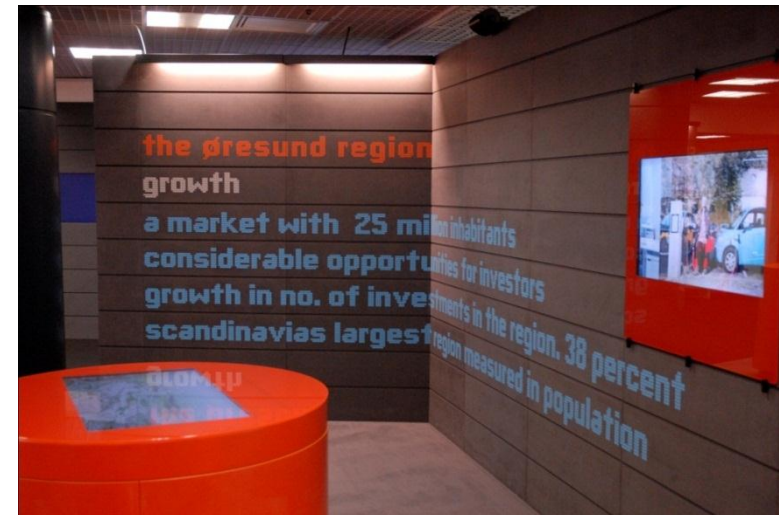
- Deltaget med stand siden 1996 (fra 1999 med Malmö Stad)
- Præsentation af regionen og markedsføringsplatform for en række partnere
- 8-12 partnere – offentlige, private og "områder"
- Aktiviteter og services





Copenhagen Capacity på MIPIM

- 210 kvm
- Nyt nordisk køkken
- Mødested og kontaktpunkt
- En af MIPIM's mest besøgte stande
- Events
- Showcases - partnerpræsentationer
- Bred opbakning





MIPIM

- Partnerskab
 - Interaktive præsentationer
 - Markant synlighed
 - Udnytte standen, fx mødelokale
 - Tæt på internationale investorer
 - 125 tkr. (og rabat på indgang)
- Sponsorat
 - Tilknyttet standen
 - Synlighed
 - Netværksinvitationer
 - 4/8 tkr. (og rabat på indgang)





Danske partnere i 2014



- AART arkitekter *
- By & Havn
- Carlsberg Byen
- Københavns Kommune
- Lyngby-Taarbæk Vidensby *
- MT Højgaard *
- NCC Property Development
- NPV
- Region Hovedstaden
- Odense Kommune *

* Ny i 2014



Nyt i 2014

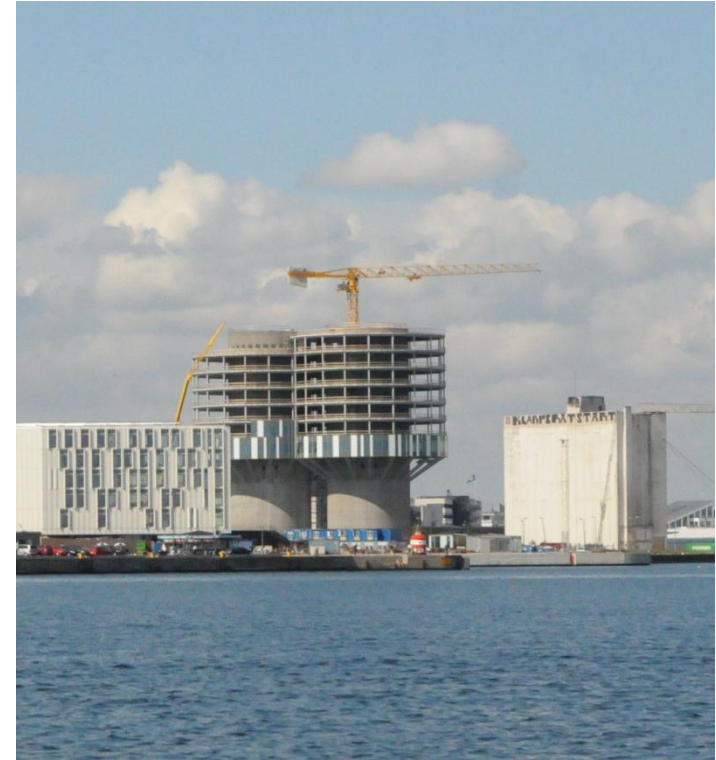
- Større partnersynlighed med egen "sektion"
- Investor Lunch
- 2-4 MIPIM Award nominees
- Nye politikere
- Regionens og standens navn...? (Copenhagen – Malmö region)





Investor Lunch

- 12/7: På Hotel Gray d'Albion
- Tættere på de internationale investorer
- Sammen med PwC
- 20-30 internationale investorer
- De danske partnere
- Mingel, netværk og lidt information





MIPIM kalenderen

	Mandag den 10. marts	Tirsdag den 11. marts	Onsdag den 12. marts	Torsdag den 13. marts	Fredag den 14. marts
Formiddag			9.30-10.30: Lund Kommun-reception, standen 10.30-11.30: Skanska Øresund (S)-reception, standen	10.30-11.30: Odense-reception, standen	
Eftermiddag		14.00-15.00: Carlsberg Byen – reception, standen 16.00-17.00: AART-reception, standen	13.30-15.00: Investor Lunch, Gray d’Albion 15.30-16.30: Velkomstreception, standen 17.30-18.00: C-M Property Summit, Festivalpalæet		
Aften	Kl. 18.30-20.00: Meet & Greet, Nykredit	19.30: Officiel MIPIM-åbningscocktail, Carlton Hotel		19.00: MIPIM Award Show, Festivalpalæet	



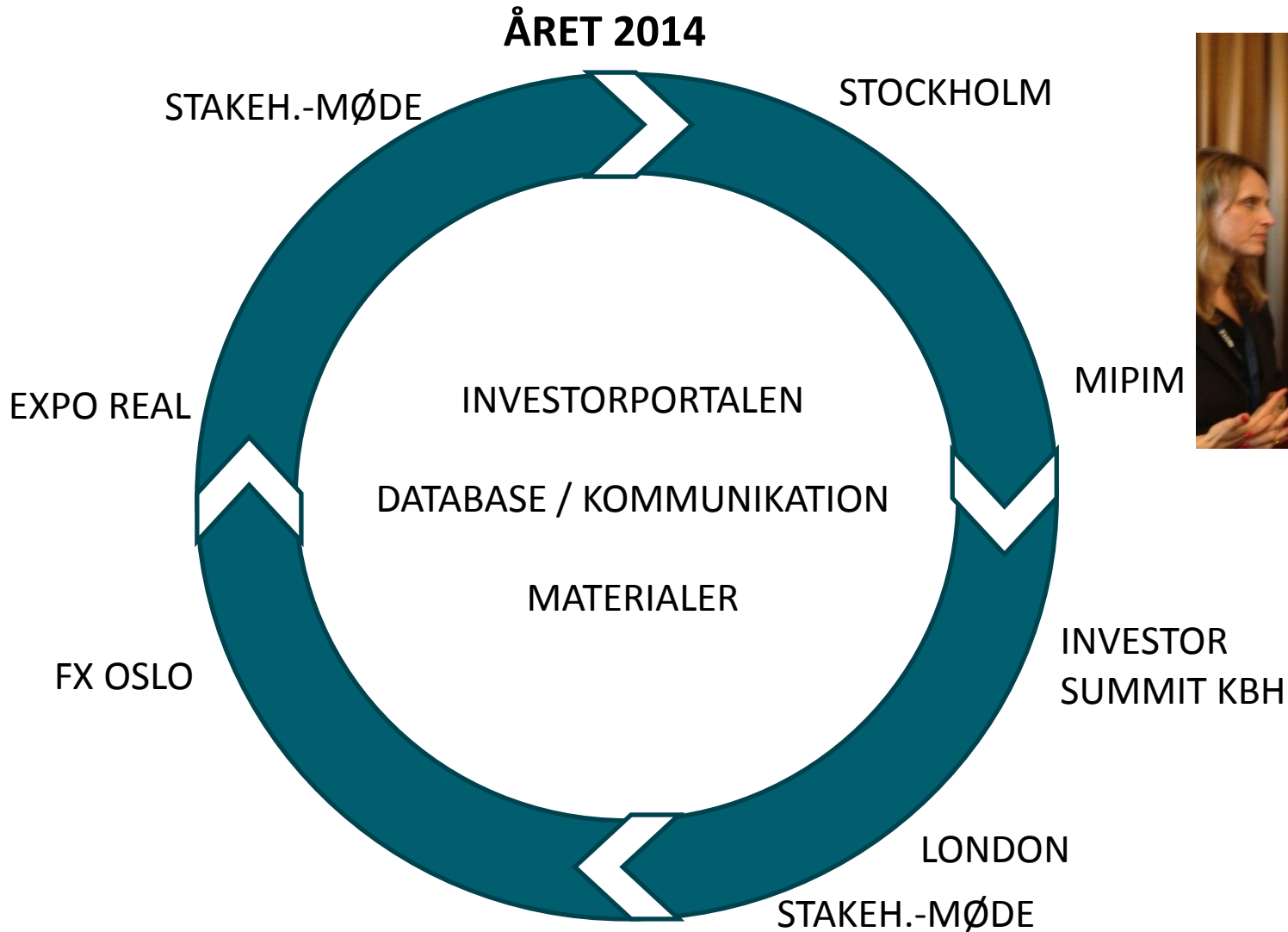
Fra 4 til 365 dage

- Helårlig indsats
- Koordination og synergi
- Styrkelse af netværk
- Det som aktørerne har brug for
- Professionelle værktøjer





Aktiviteter



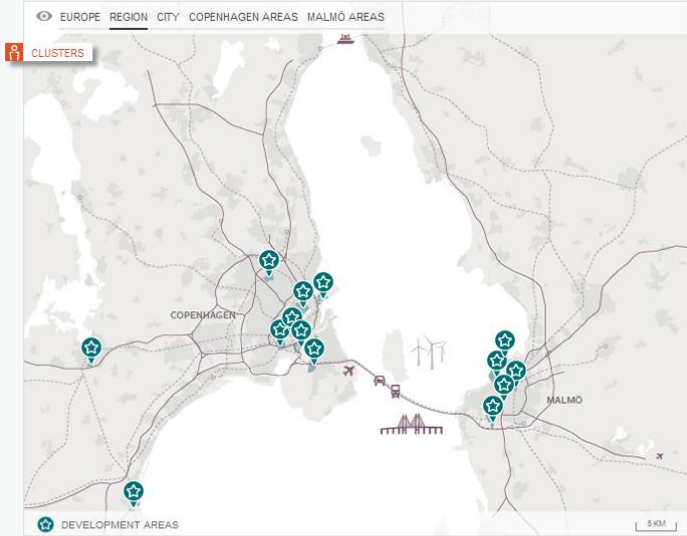


Copenhagen – Malmö Prospect

COPENHAGEN • MALMÖ REGION

The Prospect for urban development of Copenhagen-Malmö

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THE REGION

The Copenhagen-Malmö Region unites great minds. The great minds of eleven universities. Six business clusters. And 150,000 students.

Business clusters. The Copenhagen-Malmö Region hosts six excellent business clusters including one of the strongest life science clusters in Europe.

Strongest science region in Scandinavia. The research environment is strengthened in 2019, when the European Spallation Source opens, offering the most advanced facility for material science in the world.

Highly skilled workforce. The well educated workforce of 3.8 million people is expected to reach 4.1 million by 2025.



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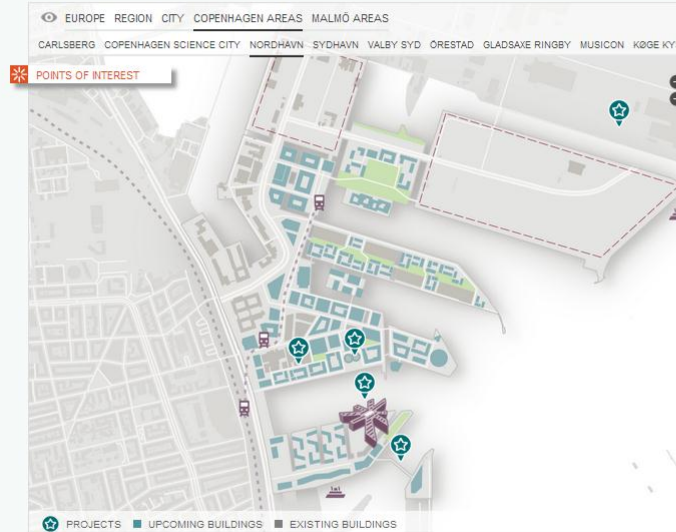
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The Prospect for urban development of Copenhagen-Malmö

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NORDHAVN

Nordhavn is Copenhagen's northern point of entry. A point of entry that welcomes United Nations headquarters. Global shipping companies. Cruise ships. And a new, pioneering sustainability agenda.

The former industrial harbour areas in Sandre Frihavn are changing into an attractive waterfront development. Nordhavn will be the attractive harbour area close to the city centre where new islets enhance the view of and access to the sea.

[READ MORE ABOUT THIS AREA](#)



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Projekt

COPENHAGEN - MALMÖ REGION

A prospect for Copenhagen-Malmö and its future development

INTRODUCTION LINKS & RESSOURCES EN 中文 SV DA

EUROPE REGION CITY COPENHAGEN AREAS MALMÖ AREAS PROJECTS

VÄSTRA HAMNEN SÖRGENFRI NORRA HAMNEN HYLLE MEDEON-MOBILIA NYHAMNEN

POINTS OF INTEREST

FÖREN
Offices
7600 m²

It is not a coincidence that our latest project in Malmö's most expansive neighborhood, Dockan, is called Fören. Here is the future of office spaces, filled with light, good air and rapid communications. Here, successful businesses will move in and develop ideas and decisions. Imagine you were here for a while and think about how your company would develop in an office that is completely customised to your needs and the needs of a new age. Mail: info@wihlborgs.se

> [Visit Wihlborgs Fastigheter](#)

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Status i dag

- "Fokuseret Vækstdagsorden"
- Privat opbakning
- Investorportalen (1G)
- Brochure med Byggesocietetet
- Tester events og metoder
- MIPIM etc.
- Investor & Property Summit i april





Spørgsmål?

Jacob Saxild

- jsx@copcap.com
- 33220222

