Aalborg
The Global City of Knowledge and Industry
Business Development Plan 2015-2018
Behind the Business Development Plan

The City of Aalborg’s Business Development Plan for the period 2015-2018 is drawn up by the Aalborg Business Council. The 27 council members represent the business community, trade unions, educational institutions and the Aalborg City Council.

The Business Development Plan is a result of a dialogue-based process during which a number of partners have been involved, and in which the content has been up for open debate at the business conference “How to influence Aalborg’s future”.

In the Business Development Plan, we compile and prioritise the areas and initiatives that we will focus on in the next few years in order to ensure that Aalborg remains a desirable and competitive city for businesses, entrepreneurs and investors.
Our vision is to make Aalborg a global, desirable and competitive city of knowledge and industry.

Mayor, City of Aalborg
Thomas Kastrup-Larsen
The overall aim of the Business Development Plan is to generate growth and jobs in Aalborg and North Denmark.

5,000 more jobs
We aim to create 5,000 more jobs in Aalborg by 2018, thus resulting in a total of 109,000 jobs.

10% more value per employee
We aim to increase the added value per employee by 10%. Added value can be defined as the enhancement a business gives its product or service before offering it to customers.
In the Business Development Plan, we prioritise 4 growth areas: energy, ICT, transport & logistics and the Arctic regions.

The interaction between these areas enables us to create a city that is ready to meet the challenges of the future.

Head of Business, City of Aalborg
Tonny S. Thorup
How we support the business community

The Business Development Plan is based on Aalborg’s strengths and DNA. It is the result of a holistic business strategy in which clusters, initiatives and private as well as public actors interact in a beneficial way.

**Strong points**
The vertical columns on the next page indicate the growth areas in which we will focus. These strong points in particular characterise Aalborg.

**Strategic initiatives**
The horizontal rows indicate the strategic initiatives that we undertake to promote the development of a global city of knowledge and industry. Some activities will benefit all businesses, while others will be targeted at a specific strong point.
## Get the big picture

### Strong points

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Aalborg is home to unique and strong businesses within energy, including wind power, biomass, waste heat and waste.

We are among the leaders with regards to energy efficiency and research. We intend to develop this further into an international strong point.
Aalborg strives to develop its special strengths and potentials within information and communication technology (ICT) and within health tech.

ICT & HEALTH TECH

The businesses in the North Denmark ICT sector are innovative and make their mark globally with products and technologies in a league of their own. Aalborg University is the major ICT university in Denmark. We will work actively to promote the use of ICT and health-tech solutions in businesses, in society and in public services.
Aalborg will boost the competitiveness - both with regards to businesses in transport and logistics, and with regards to businesses benefitting from efficient and intelligent logistics.

It is crucial that businesses have access to well-established infrastructure and that the logistics systems within the businesses work optimally. We intend to strengthen the businesses in the transport and logistics sector and to encourage all businesses to take advantage of the benefits of intelligent logistics.
Aalborg and North Denmark have special competences and experiences with trade, education and exchange of resources with Greenland.

Aalborg will utilise this to strengthen our Arctic connection and establish an international strong point with Aalborg as the gateway to the Arctic Regions.
The City of Aalborg will provide efficient and professional service to businesses.

We focus on:

› Service goals for our business service
› Increased collaboration between departments
› Professional advice, support and matchmaking for businesses through BusinessAalborg
› Special initiatives for manufacturing businesses and socio-economic businesses
We will promote international export and partnerships.

We will strengthen the globalisation of businesses in Aalborg. For example, we have special initiatives for Greenland, Norway and Africa.

We will look into the businesses’ need for activities focusing on Sweden and Germany. In this connection, our clusters (see next page) are obvious gateways for new export initiatives.
Aalborg has a strong tradition for partnerships between private businesses, educational institutions and the public sector. To stimulate growth and entrepreneurship, we work with clusters and networks.

We work with clusters within:

› Wind power, Hub North
› District heating, Fleksenergi
› ICT, BrainsBusiness
› Health tech, BioMed Community
› Transport and logistics, SMARTLOG
Aalborg strives towards world-class infrastructure.

Infrastructure is a crucial framework for businesses, for globalisation and for promotion of growth.

As such, we focus on:

› Digital infrastructure
› Aalborg Harbour and the business park in Aalborg East
› A strengthened international airport
› The establishment of Aalborg Light Rail
› The third traffic link across the Limfjord
Businesses in Aalborg need access to the skills and talents they require.

The productivity and value creation of businesses depend on the skills of their employees. The continuous development of Aalborg as an educational city is the foundation of a continued influx of qualified employees.

We focus on:

› Encouraging education of more skilled workers
› The attraction and retention of talents and specialists
› Building bridges between businesses and highly-educated employees
By marketing and branding Aalborg’s strengths, the city will attract and retain investments, businesses and jobs.

We will increase the awareness of Aalborg’s strengths and brand Aalborg as a desirable place to live, work and run a business.

We will increase the effort to attract and retain investments and businesses e.g. by showing that Aalborg has it all; a strong business community, a desirable city, a qualified workforce, accessibility, diverse cultural offers and a competitive cost level.
Aalborg strives to establish the optimal settings for establishing and developing businesses.

Therefore, we focus on:

› Entrepreneurship courses, events and consultancy
› Special initiatives for growth entrepreneurs
› Special initiatives for immigrant entrepreneurs
› Unifying and strengthening the entrepreneurship environment
› Supporting entrepreneurship within our strong points
**Aalborg aspires to be a global city that embraces international businesses, employees and students.**

We continue the development of Aalborg as a global city and support an increasingly globalised North Denmark business community.

In order to retain international employees and students and attract even more international talents, we will establish an “International House & Community”. Here, services, offers of assistance, guidance etc. will be gathered, making it easier to settle and feel welcome in Aalborg.
BusinessAalborg has been established in order to support growth and jobs in Aalborg and North Denmark. Therefore, we play an active role in the preparation and execution of the Business Development Plan, incl. action plans and activities for the strong points and strategic initiatives.

**BusinessAalborg**
Mayor’s Department
Boulevarden 13, DK-9000 Aalborg

business@aalborg.dk
www.aalborg.dk/english