



# 2021 facts and figures of doing business in Halland

# A good place to grow

In Halland, you will find neither rush-hour traffic nor big-city stress. But you will discover tons of potential. Down-to-earth, small-scale businesses thrive alongside high-tech innovation in a unique geographical location. Here, at the doorstep of an international market, our proud agricultural tradition and pioneers of tomorrow have found a common purpose: to grow for the future.

On the following pages are interesting facts and figures highlighting Halland's potential: our infrastructure, entrepreneurship, people and much more.

**Welcome!**



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# Attractive logistics location with a growing infrastructure

As part of the Greater Copenhagen partnership, Halland is a link between Malmo/Copenhagen to the south, Gothenburg/Oslo to the north, and Jutland to the west. Railways, roads and ports make up a tightknit web of transportation in all directions. The region also offers direct flights to and from Stockholm, and the fastest growing broadband infrastructure in the country.



## Big investments in sustainable infrastructure

Sweden's national transportation plan 2018–2029 allocated about 1 billion Swedish krona to investments in railways, major roads, bike lanes and public transportation in Halland.

1 billion Swedish krona = 100 million euros

Duration: 2018–2029

Focus: Sustainable infrastructure, such as public transportation and bike lanes

## Sustainable transportation with electricity and trains

The West Coast Line and E6/E20 connect Halland's coastal cities and offer excellent potential for commuting, while making the surrounding big city regions more accessible. It's easy to travel sustainably in Halland, thanks to frequent high-speed train departures, and charging stations for electric cars.

## Direct flights to Stockholm

Every week, there are several arrivals and departures between Halmstad City Airport and Stockholm Bromma Airport. The 60-minute flight makes it easy to get to and from Stockholm in one day. Gothenburg Landvetter Airport, Malmö Airport and Copenhagen Airport are all within comfortable driving or train distance.

## Sweden's fastest-growing broadband infrastructure

Halland is working faster than other Swedish regions to expand our broadband infrastructure. The fiber-optic network is already extensive. As of 2021, 82 percent of Halland's households have a fiber-optic internet connection. The region is working to get all its households online by 2025, at the latest, according to the government's objectives.

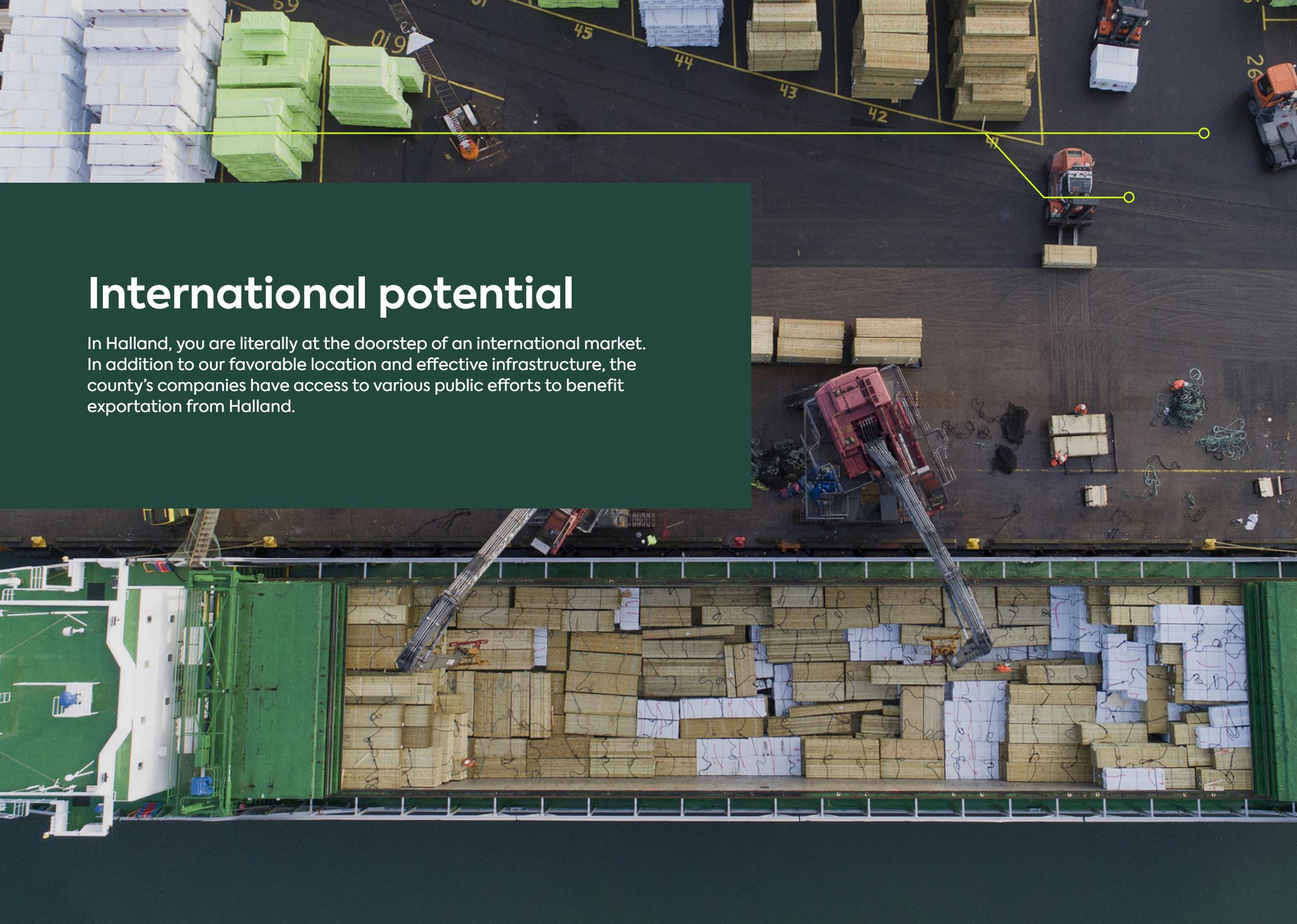
## The ports connect Halland to the world

HallandsHamnar are among the ten biggest ports of the country. They offer full service in Halmstad and Varberg: everything from traditional port services to complete logistical solutions. The ports are directly connected to railways and roads, enabling all the transportation that your company needs.

# 82%

of Halland's households have a fiber-optic internet connection. (Source: PTS)





# International potential

In Holland, you are literally at the doorstep of an international market. In addition to our favorable location and effective infrastructure, the county's companies have access to various public efforts to benefit exportation from Holland.

## Which countries are we doing business with? (Source: SCB)

### Halland's companies primarily import from:

EU  
Far East  
North and Central America  
Nordic countries  
Other European countries

### Halland's companies primarily export to:

EU  
Nordic countries  
Far East  
North and Central America  
Other European countries

## Which industries have the biggest exports?

1. Rubber/plastic.....	1,410,115 tkr
2. Electronics.....	612,695 tkr
3. Retail.....	564,973 tkr
4. Energy.....	402,648 tkr
5. Business services.....	270 209 tkr

## Product export value per employee

# 167 847 SEK

## Record number of overnight stays in 2019

In 2019, Halland's hospitality industry had a total of 3,021,588 overnight stays, which was an 8,2 percent increase since 2018. Halland's number of overnight stays has doubled in 25 years.

# +8,2%

# +168%

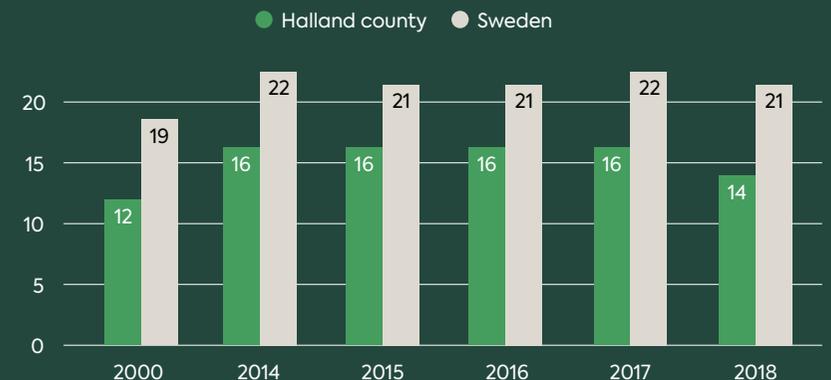
## Foreign-owned companies in Halland

Many want to invest in Halland. Between 2000 and 2018, the number of foreign-owned companies in the region increased by 168 percent, from 268 to 718. (Source: Tillväxtanalys)

### Ten most common business owner nationalities in Halland 2019:

- Norway
- Denmark
- Germany
- Finland
- Netherlands
- Luxembourg
- Czechia
- USA
- France
- UK

### Share of workforce employed by foreign-owned companies 2000–2018



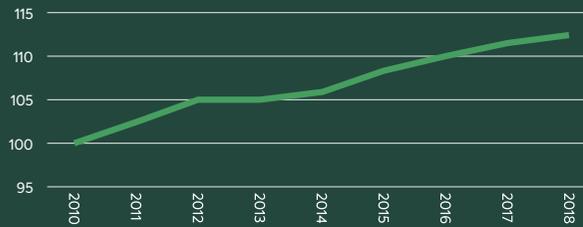
# Steady growth in a strong job market

In Halland, a larger portion of the population is gainfully employed than in any other Swedish county. At the same time, wage expenses are growing at the same rate as the country average. Halland's labor market is multi-faceted and dynamic; the fastest-growing industries during the last ten years are public administration, business services and construction, all with a growth rate of more than 25 percent.



## Yearly employment growth

Daytime population aged 16 and older  
(Source: SCB)



## Average real salary growth per year 2001–2018

Manufacturing

**+ 9,6 %**

Services

**+ 8,2 %**

Public sector

**+ 8,2 %**

## Employment growth per industry 2010–2020

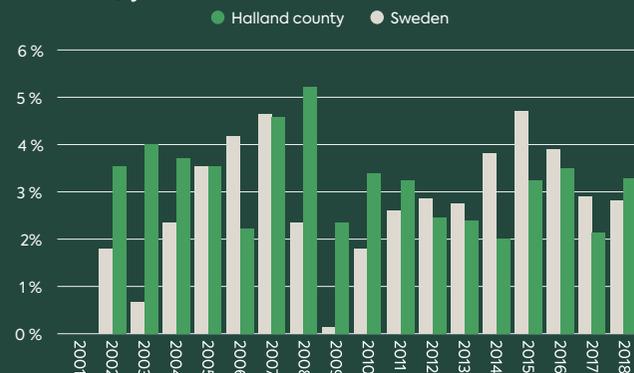
Industry	Change
Public administration and defense	+ 27,8 %
Business services	+ 27,4 %
Construction	+ 25,5 %
Hospitality	+ 22,7 %
Cultural and personal services	+ 18,0 %
Education	+ 14,5 %
Healthcare and social services	+ 14,3 %
Real estate	+ 11,3 %
Finance/insurance	+ 9,5 %
Information/communication	+ 9,2 %
Trade	+ 8,8 %
Agriculture, forestry and fishery	+ 8,6 %
Transportation and storage	+ 7,5 %
Unknown	+ 4,3 %
Energy supply; environmental sector	+ 1,0 %
Manufacturing and mining	- 4,1 %

## Wage expense per employee

SEK thousands



Increase/year



## Third most growth-oriented business region in Sweden

(Source: Tillväxtverket)



## Unemployment rate below country average

Halland **6,8 %**  
Sweden **8,5 %**

Ages 16–64,  
incl. employment measures.  
(Source: Arbetsförmedlingen)

Mean income  
above country average

Halland **291 200**

Sweden **285 000**

Permanent residents  
of Sweden  
(Source: SCB)

## Sweden's biggest share of workforce gainfully employed

(Source: SCB)

# 83,2 %

## Number of workplaces in the region, by size (Source: SCB)

Size	Number
250+	37
50–249	341
10–49	2 336
5–9	2 108
1–4	7 738
0	31 221

## Total wage expense per industry

Employed daytime population 2019 (Source: SCB)

Industry	Wage expense
Healthcare and social services	8 150 412 622
Trade	6 859 598 863
Manufacturing and mining	6 414 057 097
Education	5 488 635 714
Construction	4 593 534 004
Business services	4 223 421 217
Public administration and defense	2 710 076 477
Transportation and storage	2 231 535 898
Energy supply; environmental sector	1 476 053 758
Cultural and personal services	1 415 586 591
Hospitality	1 201 402 384
Information/communication	801 562 911
Real estate	779 107 619
Finance/insurance	714 684 316
Agriculture, forestry and fishery	505 391 549
Unknown	317 770 120

## Employees per industry

(Source: SCB)

Industry	Number
Healthcare and social services	24 458
Trade	21 260
Education	16 904
Manufacturing and mining	15 522
Business services	12 673
Construction	12 521
Public administration and defense	6 716
Transportation and storage	6 100
Cultural and personal services	5 817
Hospitality	5 150
Agriculture, forestry and fishery	4 027
Energy supply; environmental sector	3 025
Real estate	2 121
Unknown	2 056
Information/communication	1 953
Finance/insurance	1 684

## Number of workplaces in the region, by industry (Source: SCB)

Industry	Number
Agriculture, forestry and fishery	8 234
Business services	6 882
Trade	5 158
Construction	3 954
Cultural and personal services	3 365
Real estate	2 632
Manufacturing and mining	1 981
Information/communication	1 341
Healthcare and social services	1 324
Education	1 223
Hospitality	1 129
Transportation and storage	921
Finance/insurance	340
Energy supply; environmental sector	249
Public administration and defense	105
Unknown	83

A woman with long dark hair, wearing a black and white striped shirt, is shown in profile, clapping her hands. She is in a meeting room with other people blurred in the background. A yellow decorative line with small circles is in the upper right corner.

## Businesses brimming with progress and optimism

Halland is one of Sweden's most entrepreneurial counties, with a proud tradition of entrepreneurship. Our natural resources and our unique tradition of collaboration between academia, businesses and the public sector have contributed to four business areas with exceptional potential in Halland: HealthTech, FutureFood, SmartSolutions and DigitalTechnology.

## Halland's focus areas

As a business region, Halland is multi-faceted. However, certain industries have an exceptional potential for success. ConnectedHealth, SmartSolutions, FutureFood and IT/Tech offer opportunities out of the ordinary.



### ConnectedHealth

Medical breakthroughs and increasing wealth help us live longer. However, an ageing population will face more chronic illnesses and multimorbidity. In other words, we can expect to see an increasing demand for qualified healthcare. This will require quality innovations within preventive healthcare as well as effective, individualized medicine.

The health innovation sector is thriving in Halland. Thanks to a strong innovation center initiated by local businesses, academia, the public sector and the private sector can collaborate to develop innovations together. The combination of unique health data and new technical solutions has brought about new business models and collaborations. Our expertise lies in information-driven healthcare, focused on developing precision healthcare solutions.

Unique competence, the ability to structure and analyze data, and a visionary ecosystem of research, healthcare and business competence, place Halland at the forefront of this area, even in the international market.



### SmartSolutions

The combination of population growth and current consumption patterns creates an unsustainable situation for the world and its climate. Sustainable materials sourced from the ground, forests and the water make it possible to phase out fossil resources and reduce our climate impact. Halland has a progressive forest and wood-processing industry, as well as many different manufacturing businesses, including companies focusing on innovative recycling. Halland also has Sweden's biggest wood-shipping port.

The SmartSolutions focus area also includes innovative mobility, which contributes to new, effective methods of transportation that help reduce CO2 emissions.



### FutureFood

The food we eat today affects our future. Developing and improving the food supply chain is important for both health and climate. That's why new and innovative methods of sustainable food handling are so valuable.

Halland has an award-winning and vibrant food culture. Our long tradition of agriculture and food production is constantly being enriched with new and innovative companies, production methods, products and services. Together, they make up a very favorable food supply system with short distances from earth to hearth.

# 7%

The food sector is very important to Halland. It represents more than seven percent of our total employment. (Source: Bisnode)



## DigitalTechnology

Technological progress and digital transformation are fundamental keys to a competitive business sector. Automation, robotics and AI accelerate social change, making it possible to communicate and operate in new ways.

The Internet of Things is well on its way, creating new opportunities for analysis and control as well as new, service-based business models. More connected units and smart sensors generate tons of data, which can be used in machine learning and in the development of new digital solutions. This process is known as data-driven innovation. Halland offers great potential within intelligent systems, with innovative businesses ranging from electronics development corporations to software developers and companies specialized in AI/machine learning. Service design, usability and AR/VR are other areas where Halland are at the cutting edge.

Halmstad University also has a long tradition of research and development within this area. They are part of a collaborative cluster of innovation-driven tech companies. In addition, Halland's public sector offers several testbeds for innovative solutions related to smart cities and societies.

New global threats have contributed to making Cyber & Information Security a crucial factor in DigitalTechnology and the sustainable development of an open and democratic society. Halland's private sector, public sector and academia are all at the absolute front edge of this area.

## New business creation

2,099 companies started in 2019  
= 10.8 per 1,000 inhabitants.  
Halland is rated fourth among a  
total of 21 counties in Sweden.

## Halland's biggest companies

(Source: Bisnode)

### Number of employees

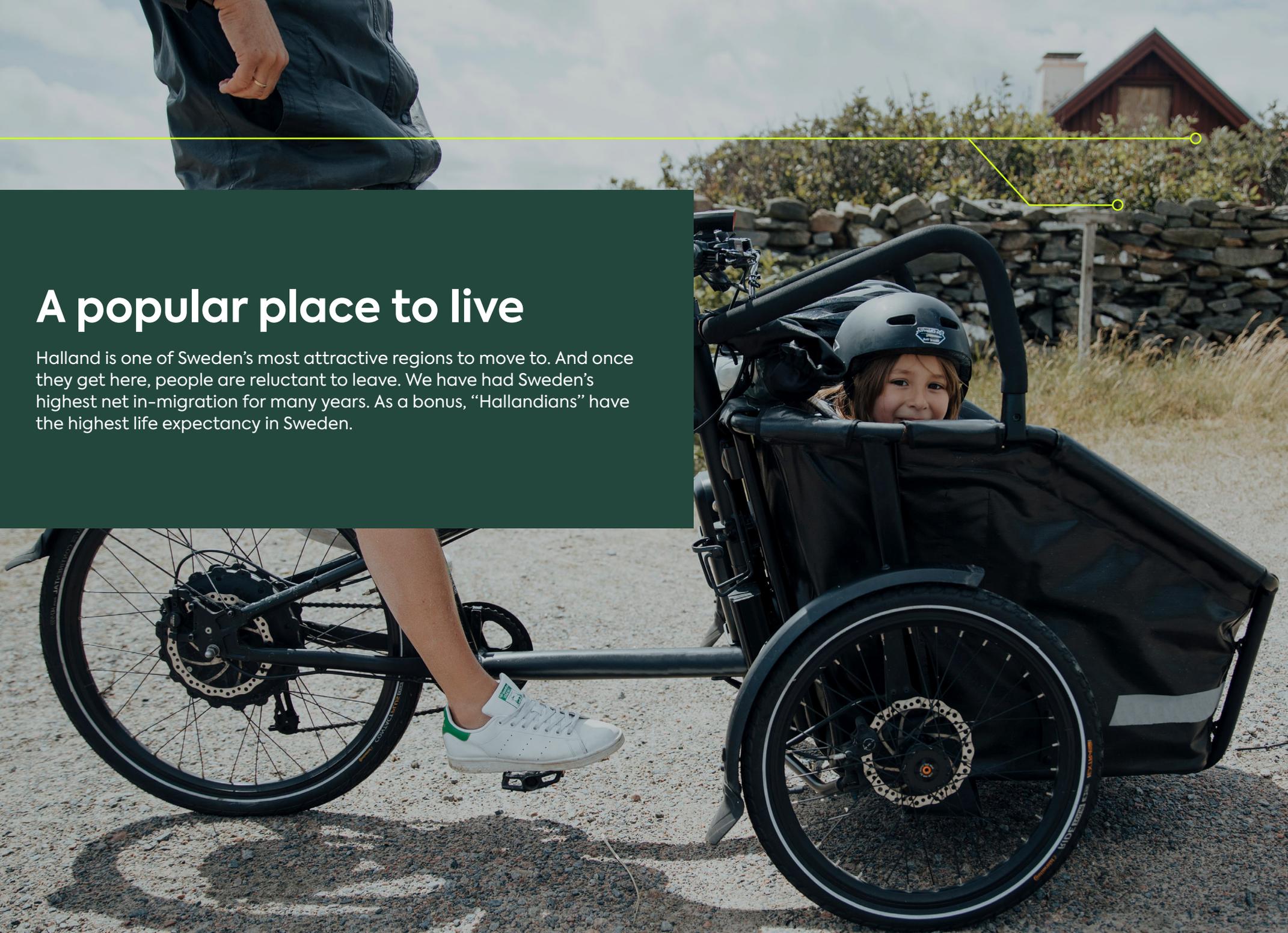
1. Ringhals
2. Gekås Ullared
3. Martin & Servera Logistik
4. Södra Skogsägarnas ekonomiska förening
5. Retlog
6. Samhall
7. Veteranpoolen
8. Lernia Bemaning
9. Carlsberg Supply Company Sverige
10. Essity

### Volume of business

1. Ringhals
2. Södra Skogsägarnas ekonomiska förening
3. Gekås Ullared
4. Vattenfall
5. Essisty Hygiene and Health
6. Derome Timber
7. Stora Enso Paper
8. Stena Recycling
9. AJ Produkter
10. Heléns Rör

## A popular place to live

Halland is one of Sweden's most attractive regions to move to. And once they get here, people are reluctant to leave. We have had Sweden's highest net in-migration for many years. As a bonus, "Hallandians" have the highest life expectancy in Sweden.



## Steady population growth

(Source: SCB)

### Ten-year growth



### Yearly growth %

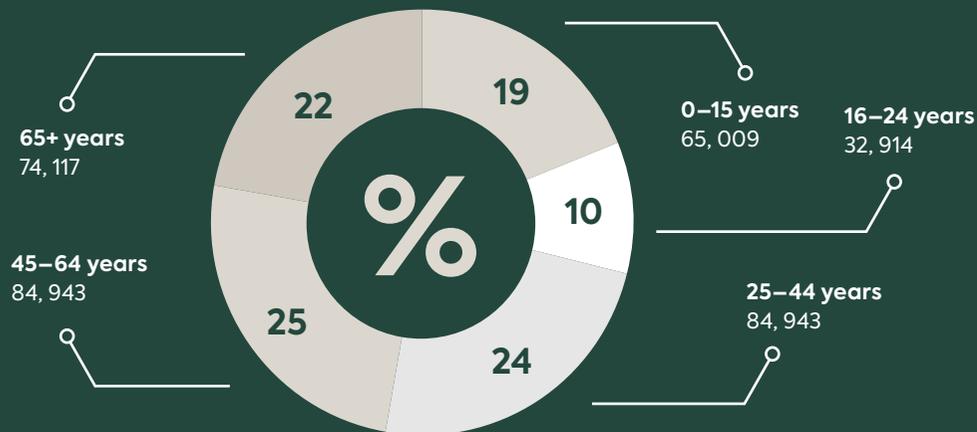


Sweden's highest net in-migration

4.0 new inhabitants per 1,000 1998–2017  
(Source: SCB)

## Population per age group

(Source: SCB)



## Highest level of education among 25–64-year-olds

(Source: SCB)



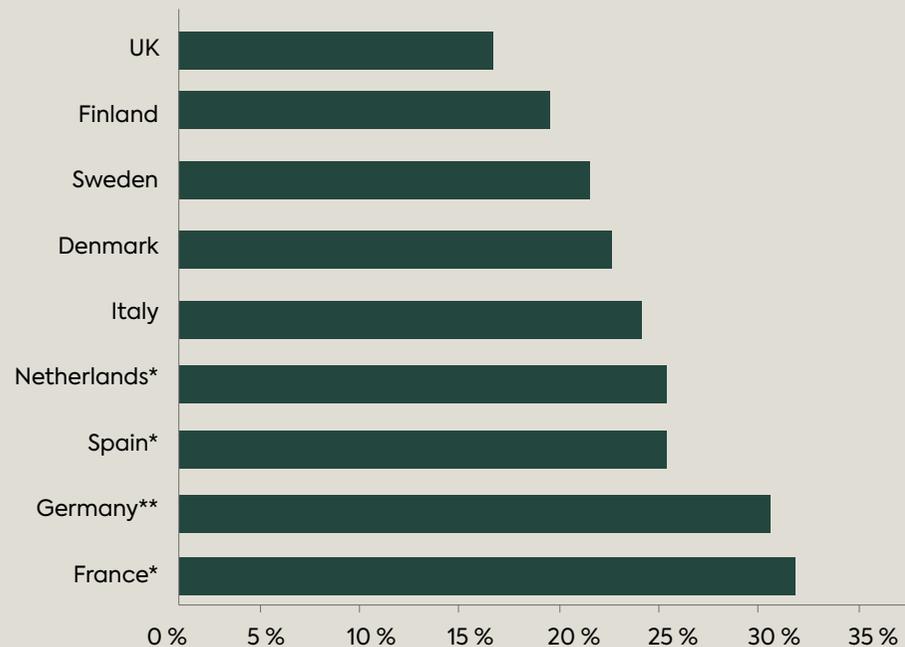


# Favorable tax climate for both businesses and their employees

Halland has the same favorable tax climate for businesses as the rest of Sweden. In addition, our relatively low local income taxes can be an advantage when recruiting from outside the region. The cost of office space and real estate may vary.

## Competitive corporate taxation

Swedish corporate taxes are competitive compared to those in other European countries. In 2020, the Swedish corporate tax rate was 21.4 percent, and in 2021 it was reduced to 20,6. (Source: KPMG)



\* Small and new businesses may benefit from lower taxes.

\*\* German corporate tax rates vary from 22.83 to 36.83 percent, depending on geographic location.

## Favorable tax climate for foreign investors

Since 2013, Sweden has become one of the most attractive places in the world for holding companies. Sweden offers more than 80 tax deals in addition to our low corporate tax. Swedish tax climate is competitive compared to other countries as well, as we have no corporate tax on interest income, distributed profits or royalties. (Source: Deloitte)

Tax type	Sweden	Denmark	Finland	France	Germany	Netherlands	UK	USA
Interest	0 %	0 %	0 %	0 %	0 %	0 %	20 %	0 %
Dividend	0 %	0 %	20 %	28 %	25 %	0 %	0 %	0 %
Royalties	0 %	22 %	20 %	28 %	15 %	0 %	20 %	0 %

## Employer charges

In Sweden, all employers contribute to social security for their employees. These charges include retirement, healthcare and other social benefits. (Source: Skatteverket.)

Charge	% of salary 20200
General payroll tax	11,62 %
Old-age pension charge	10,21 %
Survivor's pension charge	3,55 %
Sickness insurance charge	2,64 %
Parental insurance charge	2,60 %
Work injury charge	0,60 %
Labor market charge	0,20 %
<b>Total statutory employer charges</b>	<b>31,42 %</b>

### High in-migration

Sweden's highest net in-migration 2006–2017

### Swedish tourism rocket

Fastest growing number of overnight stays in Sweden

### 1 out of 4 Swedish "KK locations"

Halmstad University, with 11,000 students, are making major investments in development

Fastest-growing broadband infrastructure in the country

Sweden's biggest share of workforce gainfully employed

**83,2 %**

### Logistical dream location

Excellent infrastructure along the Oslo–Hamburg corridor

People from Halland live healthy and long lives

# More reasons to invest in Halland

## Invest In Halland

Invest in Halland is a regional investment promotion agency located on the west coast of Sweden. Our purpose is to attract international investments to our region and to develop Halland as a business destination. At Invest in Halland we help international companies invest and expand in our region by offering free and confidential guidance throughout the entire establishment process.

## Contact us

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