

 Invest In Holland



Digital technologies
Holland

Digital technologies

Halland is a thriving hub for digital innovation, giving businesses the right conditions to succeed

The region offers strengths in AI, Cybersecurity, and IoT, and is part of one of the most progressive and innovative digital markets in the world, the Nordics. Halland boasts internationally recognized research, test facilities, and tech networks allowing businesses to benefit from cutting-edge innovation. Coupled with coastal living and a supportive business community, it provides an ideal environment for companies to thrive and leverage digital advancements.

Ways to invest and engage

- Engage in research and development projects with companies and academic institutions
- Invest in startups and scaleups
- Establish and expand with new businesses
- Collaborate with leading public actors

Reasons to choose Halland for your next investment:

- International renowned, academical research environments
- Academic and vocational education well aligned with industry needs
- Several industry-focused labs and test facilities
- Well established tech clusters and business networks
- Coastal living - a quality way of life



Access to a growing IT and tech community

Halland's tech scene is thriving with active networks and communities like Varberg Tech, Varberg Coders, IT Halmstad, Web Helt Enkelt, Techella, Potential VBG and HighFive. This is where professionals come together to collaborate, share ideas, and drive innovation forward.



Halland, with Halmstad University's cutting-edge Innovation Sciences and strong academia-industry collaboration, is a prime tech hub in southern Sweden. Its strategic location offers easy access to major cities and Denmark, making it ideal for tech investment and growth.

Zara Zamani, Co-Founder of Neoki

Our key offerings to support your journey

- Introduce you to local networks
- Share insights about your business opportunities
- Guide you on establishing or expanding your business
- Facilitate company setup and site evaluation

Scan to connect
and explore your
next opportunity



Centre of amazing geography

- A part of the Greater Copenhagen Region and STRING
- Connecting five international cities (Copenhagen, Gothenburg, Hamburg, Malmoe and Oslo)
- World-class transportation opportunities by land, sea and air
- Six cooperating municipalities with individual strengths

Bustling business community

- Strong innovation clusters
- International research environments
- Established collaborations between academia, business and public sector
- Well educated population
- Home to three of Sweden's top ten municipalities for small businesses in 2024



Top quality living conditions

- World class health care
- Spectacular nature experiences
- Vibrant food culture
- Excellent school system
- Highest life expectancy in Sweden for over 100 years
- Rated most attractive region to work and live in Sweden 2023–2024



100+

AI researchers at
Halmstad University

5+

established business
networks within different
tech areas

A part of

Greater Copenhagen Region

340k+

innovative inhabitants

10+

labs at Halmstad University
driving research, innovation
and collaboration

A good place to grow.

Invest in Halland is a non-profit investment promotion agency. Our purpose is to attract international investments and talent to our region and to develop Halland as a business destination.



www.investinhalland.com