

Objective:

Gothenburg is a world-leading destination for sustainable meetings.

Gothenburg has a clear plan

Meetings are of vital importance for the destination. With a vision to create a more dynamic meetings destination the city council assigned its destination marketing organisation, Göteborg & Co, to develop a strategic plan to support efforts to attract scientific congresses.

Together with numerous decision-makers and stakeholders from the city, academia and the local business community, Göteborg & Co including Gothenburg Convention Bureau has drafted this plan to improve conditions for local research, entrepreneurship and sustainable growth.

The plan builds on extensive collective efforts. Advancing to create even more benefit. Together.

OBJECTIVE

Gothenburg faces its greatest development in modern times

By the year 2035, the city plans to grow by almost a third and provide space for the population to increase with more than 30 percent. The meetings industry contributes to national and international collaboration by bringing academia and the business community together.

It also provides great conditions for knowledge dissemination and improving skills. It attracts talent and decision-makers. Gothenburg – as a knowledge hub – creates social and economic benefits.

In short: meetings make Gothenburg even better.

1. Create long-term legacies

Attracting diverse meetings creates strategic benefits for the city, its residents and business community. Skills are improved locally and regionally, generating long-term values for society. Major meetings enable a wide-spread competence development, significantly boost the tourism economy and help to reach the commercial goals of the destination, while also enhancing brand-building for the city.

2. Intensify collaboration

Companies which invest heavily in research and development have a great interest in scientific meetings within their field of expertise. Meetings can be utilised to attract research, talent and decision-makers to the city region. Intensified and close collaboration with these companies, as well as the academia, is a key success factor.

3. Increase attractiveness

Strengthening the Gothenburg brand is a vital factor when competing for international meetings and professionals with specialist skills.

3 STRATEGIES

10 initiatives to make the City Made for Meetings even better

1. Strengthen Gothenburg's ability to innovate by promoting interdisciplinary meetings.
2. Utilise scientific congresses as tools for further education and continuous learning in the workplace.
3. Increase the involvement of young people.
4. Attract specific meetings identified as strategically important for the business community, academia and the city.
5. Meetings shall contribute to student recruitment.
6. Raise international awareness of Gothenburg.
7. Utilise Gothenburg's ongoing development in marketing the city as a meetings destination.
8. Develop the process for organising public events to coincide with meetings.
9. Utilise the driving force of the younger generation.
10. Make Gothenburg a place for global debate, through meetings.

7 Gothenburg success factors

4.
World-leading research and motivated meeting ambassadors.

1.
Effective collaboration between the business community, academia and the public sector.

5.
High availability and efficient infrastructure.

2.
Sustainable, appealing and unique experiences.

6.
A diverse choice of meeting facilities and hotels.

3.
Innovative ways to maximise delegate attendance.

7.
A neutral convention bureau markets the entire meeting destination.

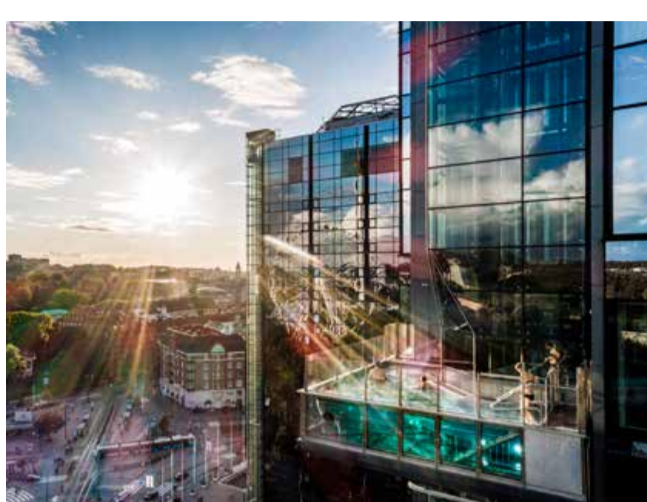
INITIATIVES AND FACTORS FOR SUCCESS

MEETINGS

STRATEGIC PLAN

gothenburg

GOTHENBURG IN COLLABORATION



Gothenburg will gain by:

- Finding new ways of providing services in a strong relationship with planners.
- Developing new innovative meeting concepts in close collaboration with organisations and planners, which also stimulates the innovation pace.
- Helping organisations to leave a legacy.

OPPORTUNITIES



A joint strategy

The public sector, academia and business community have collaborated to develop this strategic plan. The inclusive work process and great commitment means that many different perspectives were put forward, creating a strong foundation and understanding for the initiatives that now will be taken.

The collective work ahead

Göteborg & Co will – in its role as the city's collaboration platform on issues relating to the hospitality industry – drive the process forward and establish contacts with the necessary external parties.

A COLLECTIVE EFFORT

The following are involved in the process:

Göteborg & Co, City of Gothenburg, Business Region Göteborg, Region Västra Götaland, University of Gothenburg, Chalmers University of Technology, Sahlgrenska University Hospital, Sahlgrenska Academy, RISE Research Institutes of Sweden, AstraZeneca, Essity, Dentsply Sirona, Cochlear, Mölnlycke Health Care, Volvo Group, Volvo Car Group and Swedish Exhibition & Congress Centre.

The following are also represented on the steering committee for Göteborg & Co Convention Bureau:

City of Gothenburg, Business Region Göteborg, University of Gothenburg, Sahlgrenska Academy, Chalmers University of Technology, Swedish Exhibition & Congress Centre, the hotel associations Storhotellgruppen and Göteborgshotellen, Gothenburg Restaurant Association, Swedavia/Landvetter Airport, SJ, and MCI Group.

Göteborg & Co is a municipal company, City of Gothenburg.