



# **Business Attraction Management For Cities and Regions**

**International Training Programme  
18-19 October in Stockholm**

Future Place  
Leadership™

# Business Attraction Management For Cities and Regions

**18-19 October in Stockholm**

*An international training programme focusing on attracting investments*

The competition for new investments and business is increasing as more and more locations are entering the game and new types of investments and higher expectations on place-based attraction factors have contributed to make the investment landscape more complex.

- How can cities and regions be better at investment promotion?
- How can different stakeholders be involved and co-operate effectively in this work?
- How can we integrate business attraction with our general innovation and growth agenda?
- What can you do daily?

This training programme will provide you with the necessary hands-on tools and strategies, collected from best practice cases.

**Format:** Combination of interactive presentations, workshops, group discussions and case assignments. An informal dinner is organised in the evening of day one. The programme is based on the unique handbook "Business Attraction Management for Cities and Regions".

Welcome to a training will improve your location's ability to attract investments!

Best regards,

Mats Segerström  
Pärtel-Peeter Pere  
Future Place Leadership

## Approach

Business Attraction Management (BAM) is a new approach to meet the challenges facing place-based investment promotion for cities and regions. As opposed to traditional sales and transaction-oriented investment promotion, Business Attraction Management is a holistic approach to the strategies, processes and activities, aiming at attracting and making full use of inward investment activity. It is based on the competencies, resources and networks of the place, as described in **the BAM handbook**<sup>1</sup>.

According to BAM

1. There are many different types of investments from green-field to partnerships, corporate venturing, start-ups and growth capital.
2. A holistic approach requires co-operation and systemic leadership in a multi-stakeholder setting
3. Agile and experimental attitude is a must
4. Place-based focus: from national to regional to local, a *Place Value Proposition* can mobilize and articulate the advantages to a potential investor. A tool for this is the BAM Canvas we have developed.

## Day 1

Lunch is included, work starts 12.45.

12.00-12.45	Lunch
12.45-13.30	Introduction, presentation of participants and their cases
13.30-14.30	Part 1: Why is Business Attraction Management needed? What is Business Attraction Management & why is it important?
14.30-15.15	Part 2: Tools and strategies for Business Attraction Management Managing & orchestrating business attraction Branding to attract business Attracting & facilitating new business investment
15.15-15.30	Coffee break
15.30-16.30	Workshop I
16.30-17.00	Building start-up ecosystems and attracting new companies Guest speaker: Olle Zetterberg, CEO of Stockholm Business Region Presentation and discussion.
19.00	Networking dinner – optional

## Day 2

8.45-9.00	Recap of the first day
9.00-10.00	Part 3: Tools and strategies for Business Attraction Management Establishment support Making the investing business grow and innovate
10.00-11.15	Workshop II with coffee break Participants' presentations & group discussions
11.15-11.45	Guest speaker and discussion <u>TBC</u>
11.45-12.00	Wrapping up
12.00-12.45	Lunch

**Venue:** 7A Centralen (Vasagatan 7 on the 9<sup>th</sup> floor).

<sup>1</sup> <https://futureplaceleadership.com/toolboxes/business-attraction-management-for-cities-regions/>

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**Workshop instructors**

**Mats Segerström**  
**Nordic Place Academy**

Mats is a senior consultant, business, investment & innovation adviser and entrepreneur. He is a founding partner of Nordic Place Academy, a platform for making Nordic places — towns, cities, and regions — thrive by enhancing innovation systems and developing business opportunities. Mats has international work experience from the ICT industry with the Ericsson group.

In Milan, Italy he worked for the Swedish Trade Council/Business Sweden, a government trade promotion agency. He has been an investment manager in a corporate incubator, and gone on to found several start-ups and focuses on innovation and entrepreneurship, innovation ecosystems, public-private partnerships and regional development. Mats is a registered EU Expert/Evaluator with EASME's 2017/SME Instrument. He is a graduate of Harvard College with a major in Psychology and Social Relations, and has a Business Administration degree from the Stockholm School of Economics.

Nordic Academy Place is an open platform for companies working with place based solutions, offering a practical range of events and projects for place managers in the Nordic countries and Europe.

**Pärtel-Peeter Pere**  
**Future Place Leadership**

Pärtel is the Chief Executive Officer (CEO) and member of the board of Future Place Leadership AB. Since 2015 he has been involved as a consultant in Business Attraction Management projects and Talent Attraction Management in the Nordics (Denmark, Estonia, Finland and Sweden) as well as international ones (Scottish Enterprise, Berlin, Bilbao, Singapore, Invest in Dubai). He spent over five years working as an adviser at the European Parliament working with foreign affairs, regional development and public relations. Working with EU legislation he also dealt with EU Budgets and Structural Funds, FP7, CIP, Horizon 2020 and innovation policy. He has published articles on Estonian, European and Swedish politics. He has received a Master's degree in Management, focusing on Nordic brand management, from the Vrije Universiteit Brussel.

Future Place Leadership is a Nordic management consultancy specialising in the development, innovation and marketing of places. We make places great.

**LEGAL NOTE:** Tendensor International AB's new name is officially Future Place Leadership AB. We have now officially changed our name in March 2017 to **Future Place Leadership**. All legal details – registration number, VAT number, personnel, office, Stockholm head office, ownership – are the same. The company has broadened its focus areas.