

ENTER GISLAVED

# ENSURING ATTRACTIVE TRADE AND INDUSTRY





**enter:**  
YOUR WAY TO GISLAVED

**DID YOU KNOW  
THAT WE...**

... collaborate with over 500 partners  
... are there for trade and industry in  
Gislaved municipality, regardless of  
sector  
... are a municipally owned  
company with a mission to establish  
favourable conditions for the market,  
technology and tourism

## **WE PROMISE TO MAKE A DIFFERENCE**

How is competitiveness and attractiveness developed for trade and industry, tourism, the market and property owners? We believe that it's about putting quality before quantity as a goal. We also believe that the development of companies and jobs constitute the foundation of our welfare. It is about creating the best conditions for people and businesses.

With the overall expertise and knowledge we have in local as well as regional issues, we can make a difference for existing and future enterprises. We know the best locations for retail, which networks you can benefit from and where you will find the right skills and expertise. In addition, we collaborate with the education system and schools as well as participate in a variety of projects to develop business, the market and tourism.

As a fast and flexible partner, we make it easier for you to grow, hire, invest or establish your business in Gislaved municipality and the Gnosjö Region. We are the launchpad for local entrepreneurs and a support function for international actors. We are the link between municipality, government, colleges and business. We have the right connections and knowledge to help you succeed.

**In short, we are Enter Gislaved.**

### **Enter Gislaved**

We develop competitiveness for trade, tourism and business in Gislaved municipality and the Gnosjö region.

# enter: TECHNOLOGY

## DID YOU KNOW THAT WE...

- ... connect people, businesses and organizations
- ... offer new places for personnel from different companies to meet and greet
- ... market your company in meetings, networks and collaborations

## CONDITIONS FOR THE FOURTH INDUSTRIAL REVOLUTION

The Gnosjö region is known for high-tech industrial production with short lead times from idea to batch production. The success factors behind this include high corporate density, great specialist knowledge and courteous collaboration. Factors we make every effort to support in their development.

It can be anything from running development projects and test beds to keeping our ear to the ground in relation to technical and business developments in different industries. What is happening, for example, with Industry 4.0 and what can we do to keep our region at the forefront? Of which international projects and partnerships should we be a part? And how can we, through cooperation with the municipality's schools, create the right skills and increase interest in all the different professions in industry?

We also care a lot about our entrepreneurs. We provide anyone with a good business idea with free business consulting advice from a personal business developer. Close collaboration with Science Park and other stakeholders, enables us to help with everything from business plans to growth agreements for further business development support.

**This is just a part of all that we do. Don't hesitate to contact us for more information.**



### Enter Technology

With the focus on entrepreneurship, business development and the industry of the future, we are a driving force in Sweden's most business-oriented region.

# enter: **MARKET**

## DID YOU KNOW THAT WE...

- ... initiate and manage projects in the development of the region's retail and shopping industry
- ... help find the right location for shops through good connections with property owners and other stakeholders
- ... offer training courses ranging from e-commerce to new regulations for cash management systems

## WE MAKE GOOD BUSINESS EVEN BETTER

Where are the best locations for retail, who is the property owner, what is the customer base like, and are there any establishments, infrastructure changes or construction planned for the future that might affect retail? We work on these, and many other similar issues on a daily basis.

We are a resource not only for retail businesses that are already established but also for those that are looking to start up a new business. At Enter, we are equally happy to work on business development for well-known chains as digitalization and e-commerce for small boutiques with a unique range.

Come to us with questions and ideas about everything that concerns retail and shopping - whether online or in a physical store. We can provide useful figures for major international operators to make the right decision about establishment, while helping the inexperienced entrepreneur with advice on business issues through, for instance, Science Park. Our strength is our extensive experience of both the municipality's case management and working methods, as well as business needs and processes.

**Do not hesitate to use Enter's skills and knowledge.**



### Enter Market

We are a resource for both local entrepreneurs and international chains in developing modern and attractive retail and shopping.

# enter: TOURISM

## DID YOU KNOW THAT WE...

... are part of an active network consisting of actors within tourism.

... find solutions that benefit the development of tourism.

... support actors with the ambition to market themselves abroad.

## UNLIMITED COOPERATION WITH THE FOCUS ON EXPERIENCES

It's experiences that count for the tourist. As long as their anticipations are met or surpassed it doesn't matter if they are in Gislaved, Värnamo, Hylte or Gnosjö. That's why municipal boundaries are not important for us.

In cooperation with Småland Tourism, as well as other regional and local actors we are working to ensure a positive development of tourism within our own region. Sometimes that means collaborating with other municipalities and actors to develop outdoor experiences like skiing, golfing, hiking, fishing, canoeing, and as well as a range of events involving motor sport. We also support entrepreneurs and businesses with the ambition to market their offer abroad.

Working on sustainable tourism is important to us. With the focus on nature and cultural values, we collaborate with businesses in the region, specialists within tourism, the public sector and nonprofit organizations to initiate and safeguard sustainable developments.

**Get in touch if you are looking for sustainable and unlimited collaborations.**



### Enter Tourism

We work to coordinate experiences and offers that benefit existing businesses and that contribute to starting new ones.

# PROJECTS ACROSS THE SPECTRUM

As a company working with trade and industry in a municipality such as Gislaved, we have the pleasure and privilege to work with projects, networks and events of many sizes and descriptions. What they all have in common is the positive development of the municipality and the business community.



## Affärsracet

Enter Gislaved participates in planning and organizing Affärsracet at the Scandinavian Raceway. The event is an arena of opportunity, a fair, and a joint platform that highlights and markets the Gnosjö Region as a dynamic business area. With a region that has a turnover of approximately SEK 70 billion with 12,000 companies, there are abundant opportunities for business, connections and partnerships. Affärsracet is run by Business Gnosjöregion AB, which is a joint development platform for the companies engaged in trade and industry in Gislaved, Gnosjö, Vaggeryd and Värnamo.

## Test bed for fossil-free vehicles

The switch to fossil-free vehicles is under way and new technologies are replacing old ones. With a major subcontracting industry in the European automotive industry, it is important to be at the forefront of development. We are consequently involved in the development of a test bed to highlight what we are facing and what opportunities exist. Both to develop the municipality into a green corridor and to develop future technology solutions.



## Increasing the region's competitiveness

BGR, Business Gnosjöregion AB, is a joint development platform for businesses in Gnosjö, Gislaved, Vaggeryd and Värnamo municipalities. The company's main remit is to be at the forefront of the joint needs of the business community, as well as in ongoing and future projects that relate to those needs. The common theme in all of these activities is networking and collaboration. Up to 2020, our main focus will be on increasing the attractiveness of the region, with business and competence as a priority.

## WE PROMISE TO MAKE A DIFFERENCE

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Our mission is to establish conditions for the development of trade and industry, the market and tourism within the municipality. We do that by networking, participating in development projects and finding collaborations locally, nationally and internationally. Our major network of contacts in the region gives us the knowledge and experience the help both small and large actors.

**Find out more: [www.entergislaved.se](http://www.entergislaved.se)**



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