

# WELCOME

**Julie-Helene D. Sørensen**

Senior Adviser

ProTromsø



**BUSINESS HUB NORTH**

# KS study visit from Poland 23.11.2023





# Who is ProTromsø?

Gøril Johansen  
CEO

Julie-Helene D. Sørensen  
Senior Adviser

Established 2021

Limited liability company owned by Tromsø  
municipality.





# Hillary Clintons visit to Tromsø in 2012: «*Tromsø is the Arctic Capital*»





**Why ProTromsø?**  
**Is this the Arctic capital?**





# Why ProTromsø?

ProTromsø has been established to improve the **competitiveness of Tromsø** and Northern Norway nationally as well as internationally.

The company will collaborate with local, regional, national and international partners to **strengthen the conditions for business** and industry in Tromsø and Northern Norway.

Keywords for job and value creation in the municipality are **sustainable investments, knowledge and innovation** as well as **green industry and technology**.





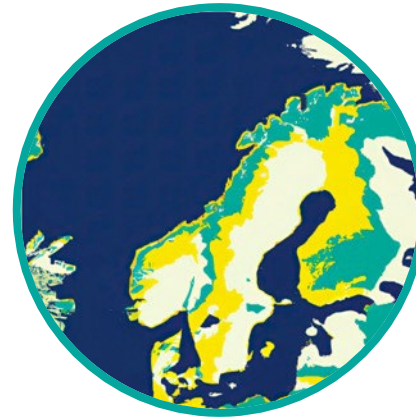
# Our core tasks



Attract start-ups and  
new businesses to  
Tromsø



Secure more jobs



Profile and position  
Tromsø nationally  
and internationally



Strengthen Tromsø  
through increased  
local dialogue and  
cooperation

# Strategic priority areas

Business-oriented research and technology



Entrepreneurship, entrepreneurs



A city for green transition and energy



Tromsø as an attractive host city



Marine industries and biomarine focus





## Strategic priority area Entrepreneurship, entrepreneurs

Tromsø is a hub for expertise in the north with many leading specialist environments. This provides a unique opportunity for value creation.

Stronger links between the knowledge sector and the business and industry sectors will create favourable conditions for more entrepreneurship.

It will be important to strengthen business development through the establishment of good innovation environments in connection with the university and research institutions.







# PROJECT TEAM NORDIC ARCTIC

ARKTIS 2030



## ASSOCIATED PARTNERS



BUSINESS OULU



[www.businessoulu.com](http://www.businessoulu.com)



Oulu, Finland



UMEÅ KOMMUN



[www.umea.se](http://www.umea.se)



Umeå, Sweden



# WORK PACKAGES



## WP 0 Project management

Project planning, meetings, staff costs, travel costs, economical control, reporting.



## WP 1 Arctic Business Matchmaking

Facilitate increased cooperation between the Nordics on a business-level, through matchmaking, networking and discussions on both existing and new upcoming industries.



## WP 2 Thinking Together

Facilitating, planning and execution of several side-events, workshops and seminars in existing conferences and arenas for the discussion of Arctic policies.



## WP 3 Nordic Youth Summit

The Nordic Youth Summit will incorporate youth representatives from the three Nordic nations, in order to produce a declaration to be handed to the countries officials and governing bodies.



# GOALS AND OBJECTIVES

- WP 1** Facilitate increased cooperation in the Nordics on a business-level and with leading international industries
- WP 2** Contribute to the agenda for the development of the Arctic policies and strengthening the position of the Nordics sharing know-how of Arctic research, innovation and leading industries
- WP 3** Sustain and attract young people to the Arctic and increase the knowledge in the young population on sustainability and green transition in the Arctic, societal challenges, and opportunities for the youth in the Nordic countries



**PROJECT YEAR 1**  
**2024**

February 2024

POLAR BEAR PITCHING,  
OULU  
B2B MATCHMAKING  
WORKPACKAGE 1

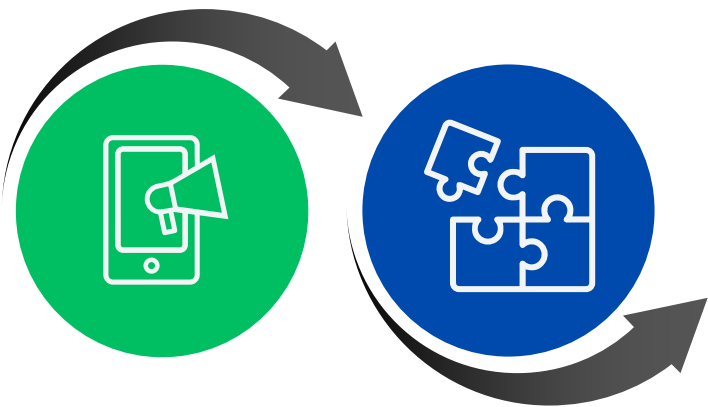
October 2024

ARCTIC MATCHMAKING,  
UMEÅ (TBC)  
WORK PACKAGE 1

November / December  
2024

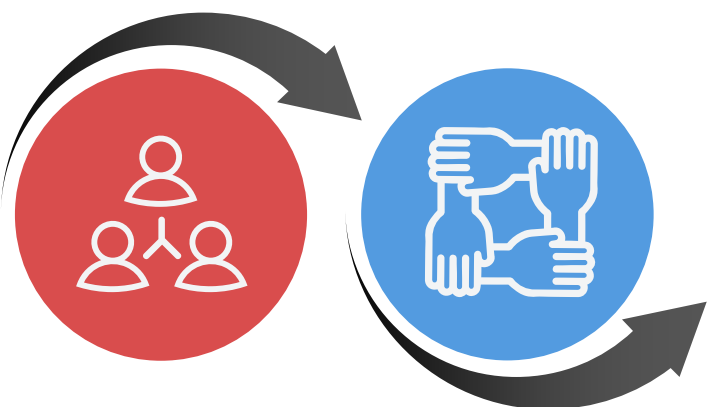
NORDIC YOUTH  
SUMMIT 2024  
TROMSØ

WORK PACKAGE 3



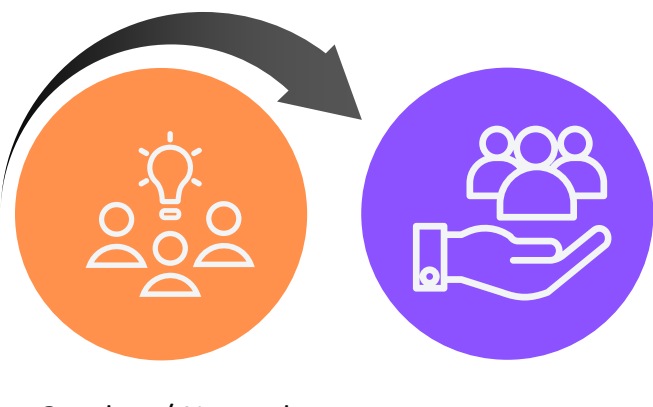
January 2024

ARCTIC FRONTIERS,  
TROMSØ  
  
WORK PACKAGE 2



May 2024

ARCTIC MATCHMAKING,  
TROMSØ  
  
WORK PACKAGE 1 & 2



October / November  
2024

ARCTIC CIRCLE,  
REYKJAVIK  
  
ARCTIC SPIRIT,  
ROVANIEMI  
  
WORK PACKAGE 2





# Green transition – Nordic solutions

Creating regional value in the Arctic

**ARCTIC  
FRONTIERS**



Nordic Council  
of Ministers



Embassy of Iceland  
Oslo

**PRO  
TRO  
MSØ**  
BUSINESS HUB NORTH









**ARCTIC FRONTIERS OPEN**

Tromsø 31. januar 18:30 – 20:00, Skirri Restaurant

# NORDOMRÅDESATSINGEN I KREVENDE TIDER. HVOR GÅR VI?



Panelsamtale med  
utenriksminister  
**Anniken Huitfeldt**



**UiT** The Arctic  
University of Norway



**Tromsø  
kommune**  
Municipality of Tromsø







Podcastinnspilling

# DET STORE BILDET SETT FRA NORD

31. januar 16.30–18.00

Restaurant Skirri

Et Open Arctic arrangement ved:



Det store bildets  
Eirik Bergesen og Sofie Høgestøl

I samtale med



Skjalg Fjellheim,  
Nordlys



Kari Aga Myklebost,  
UiT Norges arktiske  
universitet



Jonas Stein,  
UiT Norges arktiske  
universitet





Tromsø 1. februar 13:00 – 14:10

# NORD-NORGES VERDIFULLE SUPERKRAFT: UNGDOMMER

Et dialogmøte mellom ungdom  
og statsminister Jonas Gahr Støre



**Jonas Gahr Støre**  
Statsminister i Norge



**Kristian Daljord**  
Tromsø Ungdomsråd



**Parahini Parabaran**  
Ungdommens  
fylkesråd



**Johannes Haugan  
Nilsen**, gründer-  
bedriften Abdera



**Christoffer Winkler**  
Natur & ungdom



**Gunnar Wilhelmsen**  
Ordfører i Tromsø



**Luna Drecker**  
Tromsø Ungdomsråd



**Jonas Toft**  
Studentparlamentet



**Sunna Svendsen**  
Ungdommens  
fylkesråd



**Ragna Nergård Nilssen**  
Skeiv ungdom



# KULTUR, INVOLVERING, MANGFOLD OG HINDRE UTENFORSKAP

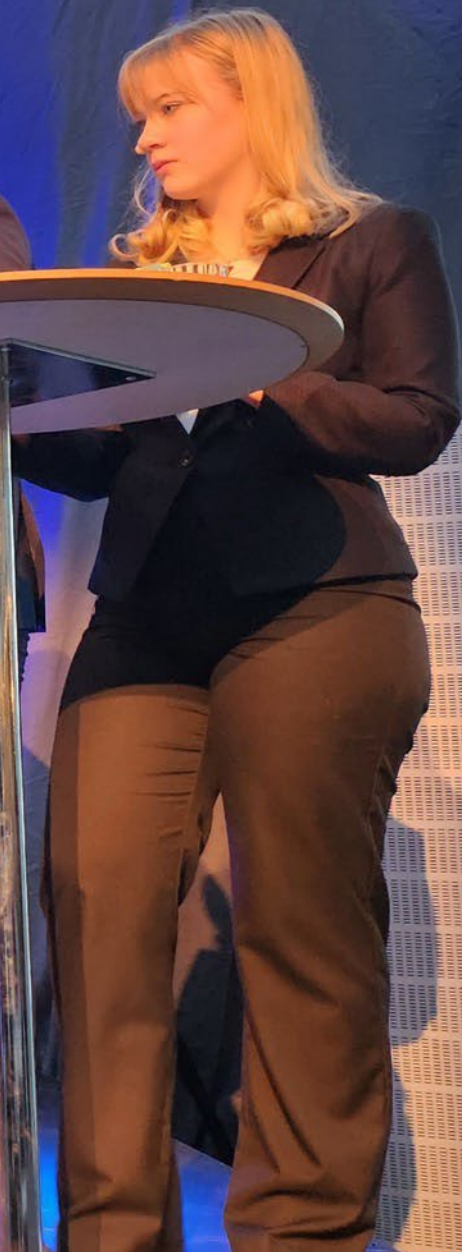
Moderator Luna Drøcker og Kristian Dørfjord

**Sunna Svendsen**  
Ungdommens fylkesråd

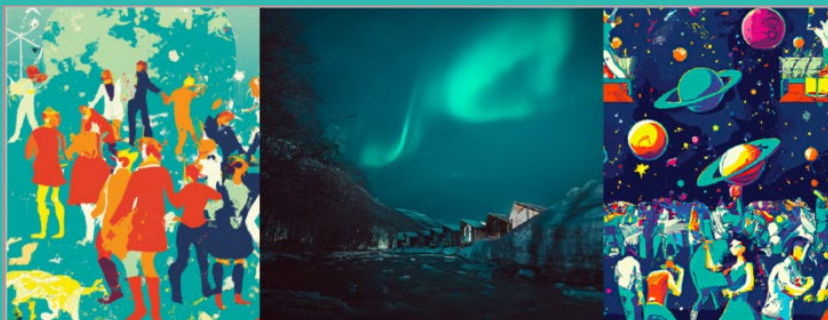
**Parahini Parabaran**  
Ungdommens fylkesråd

**Ragna Nergård Nilssen**  
Skeiv ungdom

**Anne Karin Knausgård**  
Supply Chain Development M







## BARENTS YOUTH EVENING BY THE CAMP FIRE

### European Youth Parliament Farewell party

Tromsø Lodge & Camping    Saturday 11th of March, 19:30-22:00

#### Program

The value of 30 years of cross border cooperation and hopes for a future peaceful Arctic. Stories from a unique peace-project across borders in the North by representatives of the Barents regional Youth Council. Food and culture from the Barents region.

19:30 ARRIVAL AT THE VENUE AT TROMSØ LODGE & CAMPING

20:00 WELCOME AND INTRODUCTION BY

Daria Makothina Gudnason, Head of BARENTS REGIONAL YOUTH COUNCIL

Luna Drecker, Head of TROMSØ YOUTH COUNCIL

CULTURAL CONTRIBUTIONS BY

Ola Asdahl Rokkones, saxophonist

Evgeniy Goman, Pikene på Broen

CLOSING REMARKS BY EUROPEAN YOUTH PARLIAMENT AND BARENTS REGIONAL YOUTH COUNCIL



The Norwegian  
**Barents Secretariat**









# Ung i nord

## Eierskap til egen fremtid

2. NOVEMBER 18.00 – 19.30

BREWYARD PUB, NORDØSTPASSASJEN 33

# VELKOMMEN!

### Moderatorer:

**Kristiane Mauno Krystad**, Energi i Nord og Arctic Energy

Partners

**Julie-Helene Dalan Sørensen**, ProTromsø

### Innledning

**Sigrid Bjørnhaug Hammer**, varaordfører Tromsø (SV)

### Nordnorske europadager

**Tina Helén Bursvik Melfjord**, Nord-Norges europakontor

### MIN HISTORIE – UNGE I NORD FORTELLER

- **Andreas Rostrup Martinsen**, SpareBank 1 Nord-Norge
- **Hedda Crogh**, Norinnova
- **Jonas Toft**, studentparlamentet UiT Norges arktiske universitet
- **Håvard Snarby**, Connect the Dots
- **Sebastian Henriksen**, Aurora kino
- **Morten Ridderseth**, Clarion hotel The Edge
- **Katrine Opheim**, Arctic Frontiers





Lifeness

DMP

KAILAMED

HEMIS

Aleris

BPA NORD  
- en del av Helsepartner Nord-Norge

HELSEPARTNER  
NORD-NORGE  
DAYVI-NORGGAS

nav

connect  
the dxts

SpareBank  
NORD-NORGE 1

Innovasjon  
Norge

MARITIM  
SVEISESERVICE

boogie  
software

medanets  
DIGITAL CARE & HUMAN TOUCH

DNB

Næringsforeningen  
i Tromsøregionen

ABEL

Gränstjänsten  
Rajaneuvonta  
Grensetjenesten  
SVERIGE - FINLAND - NORGE  
RUOTSI - SUOMI - NORJA

HELSE NORD IKT

OULU BUSINESSOULU

babcock

norinnova

PRO  
TROMSØ

Om ProTromsø

Våre satsingsområder

Aktuelt

Events

Kontakt oss



## ProTromsø og Business Oulu med vellykket B2B-arrangement

ProTromsø ønsket velkommen den finske  
delegasjonen i møte med lokale bedrifter til B2B-treff





## Tromsø + Oulu = ❤️

**ProTromsø with a business delegation from Tromsø visited Oulu, Finland last week for matchmaking and inspiration**



# VENUES FOR COLLABORATION

Some examples...

## **NORTHERN NORWAY EUROPEAN OFFICE IN BRUSSELS**

Applications, contacts and networking

Door opener to the Parliament and European businesses

## **ARCTIC RACE OF NORWAY**

Large international sponsors

European businesses

## **NORWEGIAN EMBASSIES ABROAD**

Networking events

Contacts

Close to markets





14th June – 10.00 – 14.00

The Norwegian Ambassador's Residence Helsinki

# Connecting in New Ways – Digital Communication in the Arctic

**ARCTIC  
FRONTIERS**  
ABROAD

 **Innovasjon  
Norge**



Norway in Finland  
Royal Norwegian embassy in Helsinki







14th June – 10.00 – 14.00  
 The Norwegian Ambassador's Residence Helsinki

## Connecting in New Ways – Digital Communication in the Arctic

ARCTIC  
 FRONTIERS  
 ABROAD







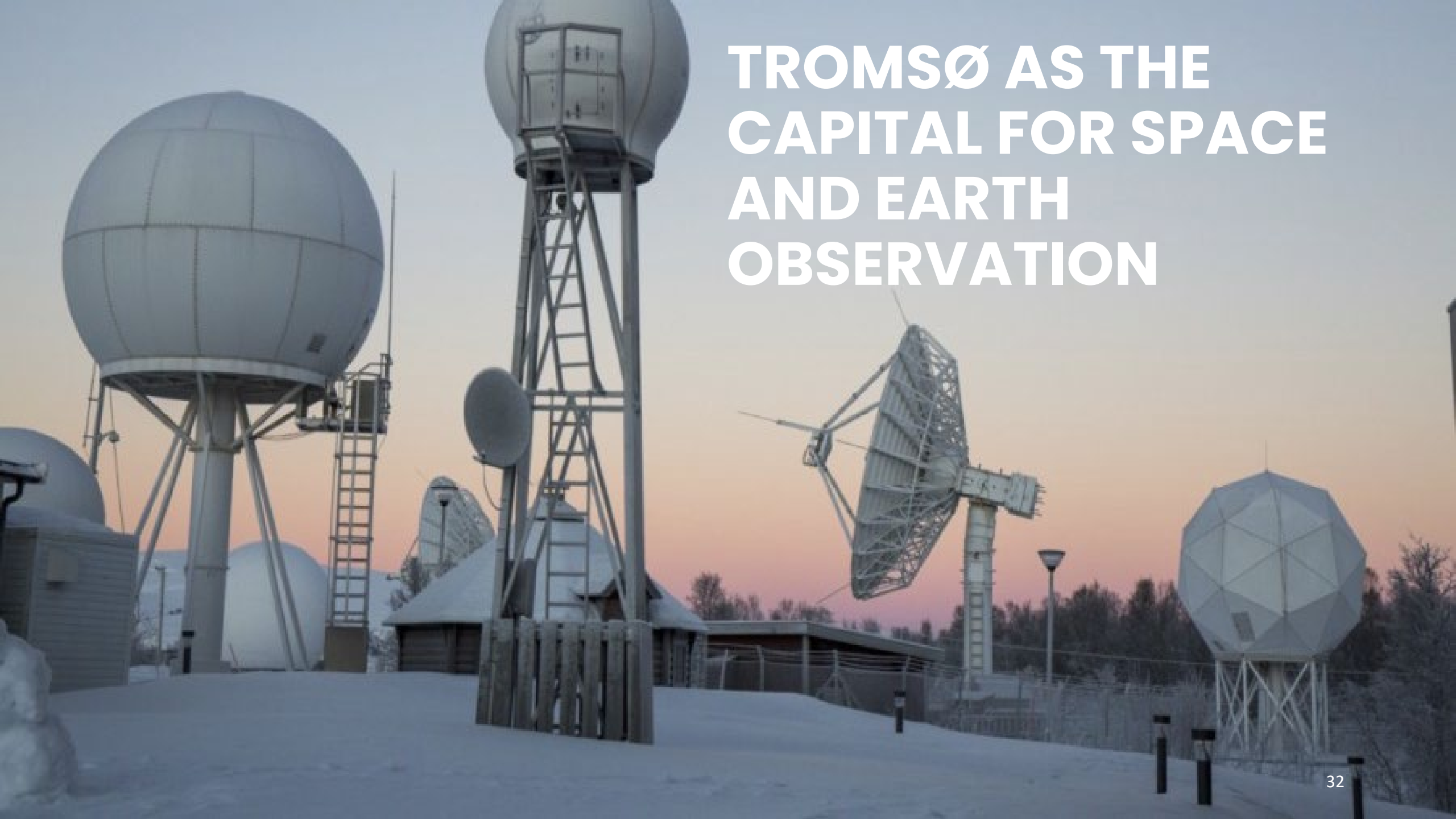


# NORWAY'S LARGEST FISHING PORT





# TROMSØ AS THE CAPITAL FOR SPACE AND EARTH OBSERVATION





# WORLD-LEADING BIOTECH INDUSTRY





# Kan bli Europeisk ungdomshovedstad 2026

– Vi mener Tromsø absolutt har det som skal til for å vinne tittelen, sier lederen i ungdomsrådet.



**THE  
ARCTIC  
YOUTH  
CAPITAL**

**FINALIST  
AS  
EUROPEAN  
YOUTH  
CAPITAL  
2026**



Read more about our current events and ongoing projects, by visiting our webpage:

Follow us on Facebook and LinkedIn:

@protromsø  
[www.protromso.com](http://www.protromso.com)

