

69°N



# Tromsø



The Arctic capital

# 76 650

inhabitants



> 140 nationalities

> 12 000 students





# Young

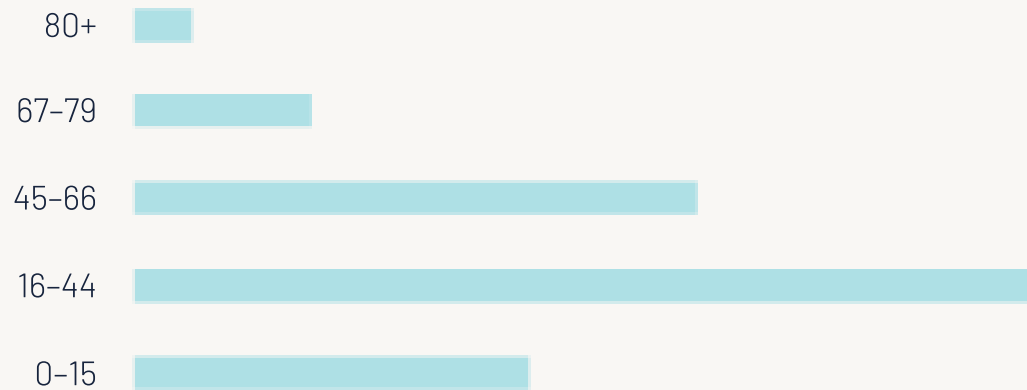


# Vibrant





# Young population





# Gateway to the Arctic



Past and present



# Varied business life

- Seafood – fisheries and aquaculture
- Travel industry
- Construction
- Service industry
- Research and development
- Energy





# Host city for Arctic organizations

- Arctic Council and Indigenous Peoples' Secretariat
- Arctic Economic Council
- Arctic Mayors' Forum
- University of Tromsø – The Arctic University of Northern Norway
- The University Hospital of Northern Norway
- Norwegian Seafood Council
- Norwegian Fishermen's Sales Organisation
- The Fram Center
- Nofima – The Norwegian Institute of Food, Fisheries and Aquaculture
- Arctic Frontiers



# Safety and preparedness

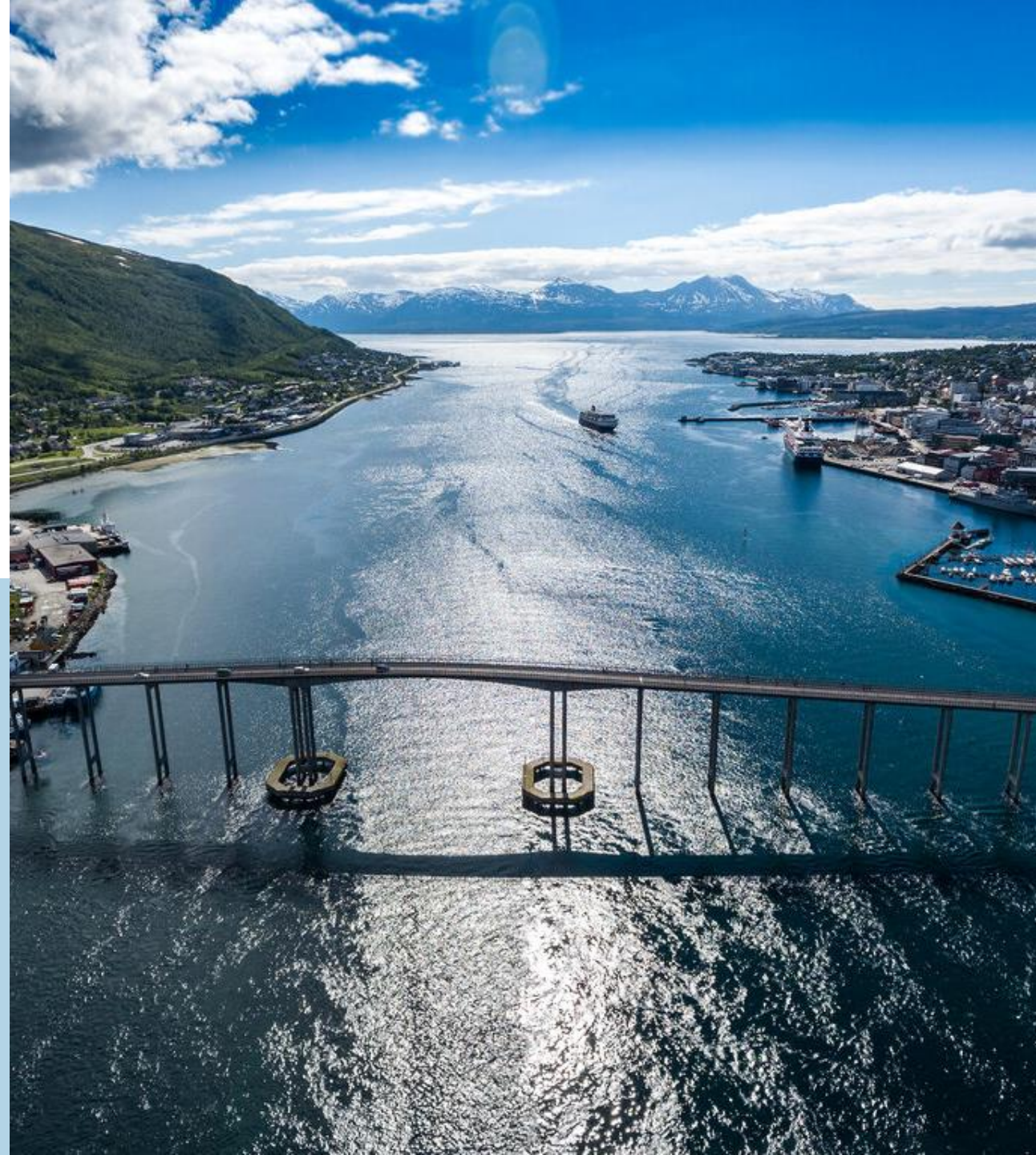
- Geopolitical situation in Europe
- Vulnerable supply lines
- Technological development and digitization make us more vulnerable
- Climate change





# Climate

- Reduce emission
- Circular economy
- Natural diversity
- Climate adaptation





# Demographic changes

- Labor shortage
- An aging population
- More migration due to climate change
- Increased social differences





A scenic view of a city, likely Tromsø, Norway, at sunset. The sun is low on the horizon, creating a bright orange and yellow glow over the water and city. Two people are standing on a rocky hill in the foreground, their arms raised in a celebratory gesture. The city below is illuminated by the warm light of the setting sun, and a long bridge is visible on the left side of the image.

# Welcome to the Arctic capital!



# Entrepreneurial service



# FLOW COWORKING

- Different models have been applied



# A few examples



- Connect the dots
- Áigi of Norway

# A few more...



WABI BEAUTY IN IMPERFECTION SABI

© 2023 Wabi Sabi

- Nice to meet uuu cafe
- Wabi Sabi jewellery

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24





# The future?

- A one-stop-shop for aspiring entrepreneurs?



**Troms og Finnmark fylkeskommune**  
Romssa ja Finnmarkku fylkkagielda  
Tromssan ja Finmarkun fylkinkomuuni



# A split approach



- Low threshold service for simpler projects.
- Dedicated service for innovation projects with high growth possibilities.





**Tromsø  
kommune**

[tromso.kommune.no](http://tromso.kommune.no)