Business development as a municipal cooperation

Erling Brox, Opportunity Manager
### Norwegian city regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Oslo</td>
<td>1,231,000</td>
</tr>
<tr>
<td>Greater Bergen</td>
<td>389,000</td>
</tr>
<tr>
<td><strong>Greater Stavanger</strong></td>
<td><strong>310,000</strong></td>
</tr>
<tr>
<td>Greater Trondheim</td>
<td>260,000</td>
</tr>
<tr>
<td>Greater Kristiansand</td>
<td>129,000</td>
</tr>
</tbody>
</table>
Yesterday: Vikings, cathedral town, sailships, shipbuilding, herring/canning industry

Today: Norway’s oil and gas capital
A strong Oil & Gas industry needs a complete supply chain.

So we have 241 oil service companies.
Non-Norwegians in Stavanger

- Poland
- Great Britain
- Sweden
- Germany
- India
- USA
- Russia

Graph showing the number of non-Norwegians in Stavanger from 1994 to 2010 for different countries.
Well connected through international flights
Stavanger region = 15 municipalities

Population growth 2006-2012: 13%

Recognised as the best region in Norway for innovation and entrepreneurship 8 years in a row

Businesses – and the workforce – do not care about municipal borders. They care about the functional region !!!
City regions cooperate for business development

Calgary

Houston

Gothenburg

Bergen
City Mayor Christine Sagen Helgø in her annual budget speech to the city council: «Greater Stavanger is one of our best and most important tools.»

Stavanger delegation going to Houston
This weekend two delegations of 10 and 34 people travel from Stavanger to Houston. The delegations are organised by Greater Stavanger and led by Greater Stavanger’s chairman.

The Brazilians want to learn about oil from Stavanger
The Mayor of Macae, Riverton Mussi, visited Stavanger with a delegation from the Brazilian oil city, hosted by Greater Stavanger.

Film will contribute to filling 40,000 jobs
The region of Stavanger may be best in the world, according to Greater Stavanger. Unfortunately, the rest of the world doesn’t know this – yet.

Is 400,000 to Greater Stavanger like dumping money into the sea?
Gjesdal is paying 400,000 NOK to be a part of Greater Stavanger. Is it time to leave?
Why Greater Stavanger?

• The municipalities have developed a joint perception of the challenges for the region as a whole:
  
  «What is good for our neighbour, is also good for us»

• The Strategic Business Plan of 2005, a joint plan for 14 municipalities, meant a lot for building a shared conception

  The revisions in 2008 og 2012 contributed to renew the sense of «us»

• Result: The establishment of a common organisation:

• «The cooperating municipals business department»
Renewal for 2012-15
379 for, 40 against
## Financing

<table>
<thead>
<tr>
<th>Budget 2013 (NOK)</th>
<th>30 mill.</th>
<th>(605 mill. ISK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct partner contributions:</td>
<td>14 mill.</td>
<td></td>
</tr>
<tr>
<td>Business park:</td>
<td>9 mill.</td>
<td></td>
</tr>
<tr>
<td>Project income:</td>
<td>7 mill.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>12,1 mill. kr</th>
<th>52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stavanger:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sandnes:</td>
<td>6,4 mill. kr</td>
<td>28%</td>
</tr>
<tr>
<td>13 others:</td>
<td>3,4 mill. kr</td>
<td>15%</td>
</tr>
<tr>
<td>County:</td>
<td>1,25 mill. kr</td>
<td>5%</td>
</tr>
</tbody>
</table>

2008-11: 40 NOK per capita  
2012-15: 30 NOK per capita  
**BUT: Stavanger 60 NOK**
The board of directors

<table>
<thead>
<tr>
<th>Area</th>
<th>2008-11</th>
<th>2012-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stavanger</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Sandnes</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Sola</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Randaberg + Ryfylke West</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sør-Jæren + Sirdal</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ryfylke East</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>The county</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>External</strong></td>
<td><strong>5</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>
Some of our current projects

COMPETENCE/KNOWLEDGE
- Cooperation school - businesses
- Business Economic Barometer

INFRASTRUCTUR
- Business transport (roads, rail, harbours)
- New flights (domestic/intnl.)

PUBLIC SERVICES
- Web portal for business areas
- IT tools for planning and building
- Lobbying
- Housing planning

INTERNATIONALISATION
- Hosting visitors
- Brussels Office
- Offshore Europe Aberdeen
- OTC Houston 2013
- Houston representation
- Delegation to Houston
- Delegation to India
- Delegation to Malaysia
- Barents Oil and Gas Cluster

INNOVATION
- Business recruiting
- Health and welfare technology
- New clusters

QUALITY OF LIFE
- Recruiting and PR material, films

ENERGY
- Renewable energy
- Energy Strategic Forum
- WECP (World Energy Cities Partnership)
- Contact with the energy companies
- ONS Norway and OTD
- Dialogue meetings Stavanger – Harstad
- The oil regions’ petro network

FOOD
- The Délice network
- Delegation to the Aberdeen Fair
Mekjarvik

Mekjarvik ligger i Randaberg kommune. Området består av oljerelatert virksomhet i tillegg til blant annet IVAR IKS sitt biogassanlegg. Området egner seg spesielt for lokalisering av oljerelatert virksomhet med behov for nærhet til havn og dypvannskai. De største grunneierne i baseområdet er Stavangerregionen Havn IKS, IVAR IKS og Cameron Norge AS.

Infrastruktur

Stavanger lufthavn, Sola: 15.7 km
Risavika havn: 11.2 km
Gandal godsterminal: 23.7 km

Kommune(r)
Annus Hurrabilis: 2011

World’s largest offshore discoveries (mill. b.o.e.)

- **225** Geronggong, Brunei
- **241** Teak, Ghana
- **242** Zola, Australia
- **300** Skrugard, Norge
- **325** Carioca North East, Brasil
- **500-1200** Aldous Major South/Avaldsnes, Norge
Our ambition:

- Transition from national oil-capital to global energy hub
- From oil and gas to a wider energy footprint
- Preferred host city for energy industry activities
- Attractive for first class talents
- Focus on human capital and knowledge
- Optimize cooperation between R&D, Academia, Public Sector and Industry
- Development of an excellent regional infrastructure
- Preferred region to live, work and visit
Takk fyrir