

Promoting transnational innovation: What works?



David Ljung, Chairman of the Board

True transnationalism: the 'holy grail' of green innovation

Cross-border links:

Make you more innovative and competitive

But are usually the trickiest ones to build



Key to success: Doing internationalisation from scratch

Specialized innovation requires large market
Internationalisation should be in start-up DNA
Crucial factor in BRG business support



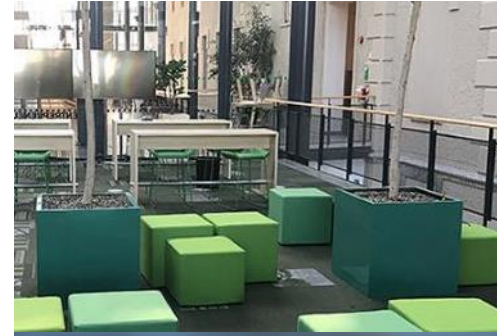
Key to success: Systematically welcoming visitors

“Green Gothenburg” programme
50 delegations / 900 participants each year
Offering info – getting input and networks back



Key to success: Creating coherent system for testbeds

New initiative: “Testbed Gothenburg”
From ad hoc to structured solutions
Opening up for international actors



Key to success: Making place-building open to the world

RiverCity Gothenburg

Innovative city development: high-tech hub

Attracting actors and ideas



Key to success: Attracting vital international actors to core clusters

Automotive cluster already quite strong
Green: electrification, autonomous driving
BRG task: adding more actors to the mix





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