



# Energy-intensive industry can become the new financial backbone of Jämtland in northern Sweden!

**The Swedish cities of Östersund and Krokoms are to become targets for major international investors in energy-intensive industries. This is one of the objectives for The Power Region's new project "Sustainable Energy Intensive Industry".**

**The Power Region is an initiative jointly run by the City of Östersund, Krokoms municipality and regional electric utility company Jämtkraft AB.**

– The initiative gives us the opportunity to compete for the world's largest investment projects. We are well prepared and have a chance to establish a new innovative basic industry in the region, says Anders Wennerberg, Chief Executive, City of Östersund.

The 3-year project received its confirmation for funding on Thursday. The Structural Fund Partnership prioritized the application of SEK 11.4 million from the European Regional Development Fund (ERDF), which means that the total financing of SEK 22.8 million is thereby completed. Previously, Region Jämtland/Härjedalen has approved SEK 6.6 million to the project.

The project aims to create business opportunities for both existing and new companies.

The need for the establishment of energy-intensive industries is expected to increase. In addition to continued expansion in the data-center industry, demand from other industries is increasing, with the build-up of new manufacturing processes, putting high demands on available electricity and land. For example, new factories are mentioned for the manufacture of biofuels, batteries, fuel cells and carbon fiber.

– We already have a lot of the infrastructure in place. The Hissmofors site, for example, is a great place to develop the region's forest industry, with electricity supply, rail and road already in place, says Björn Hammarberg, Municipal Councillor of Krokoms.

The Nordic countries, especially Sweden, have proved themselves very attractive to international investors in energy-intensive industries. In recent years Google, Amazon and Microsoft have decided to build several large data centers in central Sweden. Northvolt is building battery factories in both Skellefteå and Västerås.

There is talk of power shortages in much of Europe. In The Power Region, the challenge is actually the opposite, with a large surplus of locally produced renewable electric power.

– In an international perspective, Östersund and Krokoms together with Jämtkraft have a very competitive offer for the energy-intensive industries. We have low electricity prices, good access to renewable energy as well as one of the world's most stable electricity grids. With this offer, I hope that Jämtkraft can contribute to the region's development, says Erik Brandsma, CEO Jämtkraft.

The data center market alone is estimated to generate annual investments in the order of EUR 2.4 billion in the Nordic countries by 2025.

In the project, regional SME's together with The Power Region will jointly develop through the project's activities. The region's offer is to be promoted to international investors.

– We now have solid regional funding to get us into the next phase of development. A new project organization will be formed and initially we are looking for a project manager for immediate employment, says Magnus Lindgren, Head of Establishment at City of Östersund.

## For more information:

Anders Wennerberg, Chief Executive, City of Östersund, tel: +46 (0)70-216 90 25  
Björn Hammarberg, Municipal Councillor, Krokoms Municipality, tel: +46 (0)70-603 96 23  
Erik Brandsma, CEO Jämtkraft AB, tel: +46 663-57 74 72  
Magnus Lindgren, Head of Establishment, City of Östersund, tel: +46 (0)70-664 37 01  
[magnus.lindgren@ostersund.se](mailto:magnus.lindgren@ostersund.se)



– energy-intensive industry locations in northern Sweden

A cooperation between the City of Östersund, the municipality of Krokoms and the regional electric utility company Jämtkraft AB to develop energy-intensive industries such as data centers, biofuels, battery production and fuel cells. The Power Region offers 100% renewable and sustainable energy mix at competitive low costs.